ACTIVE TRANSPORTATION PROGRAM

CYCLE 1

APPLICATION
Part 1
(Includes Sections I, V, VI, VII, VIII & XI)

Please read the Application Instructions at
http://www.dot.ca.gov/hq/LocalPrograms/atp/index.html
prior to filling out this application

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

For Caltrans use only: ____TAP _____STP____RTP ____SRTS ____SRTS-NI ____SHA
____DAC ____Non-DAC ____Plan

San Francisco Safe Routes to School Non-Infrastructure Project
Table of Contents

I. General Information 3

II. Project Information 5

III. Screening Criteria 7

IV. Narrative Questions: Q1-Q8 10

- a. References 25

V. Project Programming Request 27

VI. Additional Information 33

VII. Non-Infrastructure Schedule Information 34

VIII. Application Signatures 35

IX. Additional Attachments 36

- a. San Francisco Unified School District (SFUSD) Map 37
- b. Detailed Engineer's Estimate or Budget 39
- c. Letters of Support, including SFUSD 42
- d. Documentation of Public Participation Process 58
  - i. SF SRTS meeting minutes 58
  - ii. SF Pedestrian Strategy 63
  - iii. SF Bicycle Strategy 83
  - iv. SF WalkFirst Project 117
- e. Copies of References with no online links 130
  - i. Overlap of SFUSD schools and MTC Communities of Concern 130
  - ii. Solano SRTS map in English/Spanish 131
  - iii. UC Berkeley School Commute Data for SF 135
  - iv. SF SRTS Prioritization Scheme 141
  - v. SFDPH Population Health Division strategic plan 145

I. GENERAL INFORMATION

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

(fill out all of the fields below)

1. APPLICANT (Agency name, address and zip code) San Francisco Department of Public Health 30 Van Ness Ave Suite 2300, San Francisco CA 94102	2. PROJECT FUNDING ATP funds Requested $ 990,000.00 Matching Funds (If Applicable) $ 0.00 Other Project funds $ 0.00 TOTAL PROJECT COST $ 990,000.00
3. APPLICANT CONTACT (Name, title, e-mail, phone #) Ana Validzic, MPH; SF SRTS Program Manager ana.validzic@sfdph.org; (415) 581-2478	
4. APPLICANT CONTACT (Address & zip code) 30 Van Ness Ave, Suite 2300, SF CA 94102	5. PROJECT COUNTY(IES): San Francisco
6. CALTRANS DISTRICT #- Click Drop down menu below District 4	7. Application # 1 of 1 (in order of agency priority)

Area Description:

8. Large Metropolitan Planning Organization (MPO)- Select your" MPO" or "Other" from the drop down menu>	MTC Metropolitian Transportation Commission
9. If "Other" was selected for #8- select your MPO or RTPA from the drop down menu>	
10. Urbanized Area (UZA) population (pop.)- Select your UZA pop. from drop down menu>	Within a Large MPO (Pop > 200,000)

Master Agreements (MAs):

11. ☐ Yes, the applicant has a FEDERAL MA with Caltrans.
12. ☒ Yes, the applicant has a STATE MA with Caltrans. 04-6447

13. If the applicant does not have an MA. Do you meet the Master Agreement requirements? Yes ☐ No ☐
The Applicant MUST be able to enter into MAs with Caltrans

Partner Information:

14. Partner Name*:	15. Partner Type
16. Contact Information (Name, phone # & e-mail)	17. Contact Address & zip code

☐ Click here if the project has more than one partner; attach the remaining partner information on a separate page

*If another entity agrees to assume responsibility for the ongoing operations and maintenance of the facility, documentation of the agreement must be submitted with the application, and a copy of the Memorandum of Understanding or Interagency Agreement between the parties must be submitted with the request for allocation.

Project Type: (Select only one)

18. Infrastructure (IF) ☐ 19. Non-Infrastructure (NI) ☒ 20. Combined (IF & NI) ☐

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

I. GENERAL INFORMATION-continued

Sub-Project Type (Select all that apply)

21. ☐ Develop a Plan in a Disadvantaged Community (select the type(s) of plan(s) to be developed)
    ☐ Bicycle Plan ☐ Safe Routes to School Plan ☐ Pedestrian Plan
    ☐ Active Transportation Plan

    (If applying for an Active Transportation Plan- check any of the following plans that your agency already has):
    ☐ Bike plan ☐ Pedestrian plan ☐ Safe Routes to School plan ☐ ATP plan

22. ☐ Bicycle and/or Pedestrian infrastructure
    Bicycle only: ☐ Class I ☐ Class II ☐ Class III
    Ped/Other: ☐ Sidewalk ☐ Crossing Improvement ☐ Multi-use facility

    Other:

23. ☐ Non-Infrastructure (Non SRTS)

24. ☐ Recreational Trails*- ☐ Trail ☐ Acquisition

    ***Please see additional Recreational Trails instructions before proceeding**

25. ☒ Safe routes to school- ☐ Infrastructure ☒ Non-Infrastructure

If SRTS is selected, provide the following information

26. SCHOOL NAME & ADDRESS:
San Francisco Unified School District 555 Franklin Street, San Francisco, CA 94102
27. SCHOOL DISTRICT NAME & ADDRESS:
San Francisco Unified School District 555 Franklin Street, San Francisco, CA 94102

28. County-District-School Code (CDS)	29. Total Student Enrollment	30. Percentage of students eligible for free or reduced meal programs **
38-68478-0000000	52,277	58.15
31. Percentage of students that currently walk or bike to school	32. Approximate # of students living along school route proposed for improvement	33. Project distance from primary or middle school
elementary=26.5%; secondary=13.05%		n/a

**Refer to the California Department of Education website: http://www.cde.ca.gov/ds/sh/cw/filesafdc.asp

☐ Click here if the project involves more than one school; attach the remaining school information including school official signature and person to contact, if different, on a separate page

II. PROJECT INFORMATION

1. **Project Location**

The proposed non-infrastructure project aims to serve all youth and families[1] attending San Francisco Unified School District's (SFUSD) elementary, middle and high schools. The project will include 102 schools: 72 elementary, 12 middle, and 18 high schools. According to the California Department of Education's website[i], in 2012-2013, SFUSD served over 52,000 diverse students including over 58% who qualify for free or reduced lunch. SFUSD students include 25% who are English language learners, and 11% who qualify for special education services[ii] . Thirty-nine percent of the students are Asian, 26% Latino, 12% white, 9% African American, 5% Filipino, 2% Pacific Islander, 4% multi-racial, 4% declined to state, and less than 1% are American Indian[ii]. As the most densely populated city in California, San Francisco has more than 805,000 people[iii] living within just 49 square miles. A joint jurisdiction with a single school district, the City and County of SF serves two municipality structures in one, making program implementation and evaluation an efficient process. See attached map for the location of all SFUSD schools.

2. **Project Coordinates** Latitude 37.779313 (Decimal degrees) Longitude -122.422076 (Decimal degrees)

Since the SF SRTS non-infrastructure program will be located at all elementary, middle and high schools in the SFUSD the central location identified is the SFUSD headquarters at 555 Franklin, SF, CA.

3. **Project Description**

For the current funding request, we would like to pilot an innovative tailored active transportation project over two years that includes: policy, education, encouragement, enforcement, and evaluation. The overall purpose of the SF Safe Routes to School (SF SRTS) program is to increase safe walking and biking by schoolchildren and their families to and from school. Beginning in September 2014, SF SRTS will deliver an integrated set of services to 35 elementary schools, 3 middle schools and 2 high schools. The purpose of the proposed new project is to increase our impact by implementing effective policy, education, and outreach

[1] Except charter and continuation schools.

strategies for ALL students in SFUSD and to reinforce those strategies with intensive and targeted enforcement for two years – school year 2015-2016 and school year 2016-2017.

Need: Funding for this project is needed to increase effectiveness and reach of our program. A recent report prepared by the National Center for Safe Routes to Schools[iv] identified four strategies to effectively increase the numbers of students walking and biking to school including: support from school leadership, regular activities focusing on walking and biking, parent support, and school policies. To date, our efforts have included these key strategies EXCEPT implementing school policies. Thus, to increase impact, the SF SRTS needs to implement policies in order to reinforce and support implementation of SRTS programming. Furthermore, to date our program has only been able to reach a portion of the schools in SFUSD; just 15 schools in 2013-2014 school year and beginning in 2014-2015 just 40 schools. This current funding will increase our reach significantly by providing every SFUSD school with tailored active transportation toolkits (maps, information about routes and services, and education about walking school buses and bike trains) as well as targeted outreach to parents. Families need encouragement and education to safely and actively transport their children to school. Lastly, education alone is limited; enforcement is needed to reinforce educational and outreach efforts and to increase safety. Repeatedly, parents and school staff have expressed the need for enforcement around schools – particularly schools located near high-injury corridors – to promote traffic calming and make it safer to walk and bike to school.

Scope of Work: For 2015-2017 school years, we would like to pilot the following new program elements:

Policy: By 2017, SFUSD will adopt a new resolution supporting all modes of transportation to and from school, especially walking and biking. In addition, policies at each school supporting the implementation of the SRTS activities will be in place.

Education: Comprehensive tailored active transportation toolkits, targeted for 102 schools in the District will be developed, translated, and distributed in hard copies and online to all families in the district. Each school will get a toolkit including: area map around school, map of where attending students live, suggested walking, biking and transit routes (e.g. bike routes, transit stops, crossing guards, carpooling information, and how to enroll in Free Muni), and list of resources to increase safe walking and biking. These active transportation toolkits will be modeled

after a successful project at Gunn High School in Palo Alto and maps used by the Solano SRTS Program (see attached for examples of these maps).

Encouragement: We will work with a multilingual team of outreach workers at the SF Department of the Environment (DOE) who will promote the active transportation toolkits to parents. They will identify strategies to reach parents and will promote resources to participate in active transportation.

Enforcement: Education alone is not effective in reducing injuries and increasing walking and biking, so we will work with the SF Police Department to provide enforcement of motor vehicle laws near schools located on high injury corridors to increase safety, both real and perceived.

Evaluation: The program will be evaluated utilizing travel tallies, parent surveys and focus groups.

Project Status: SF SRTS is currently in our fifth year with funding to expand from 15 schools to 40 schools starting in the 2014-2015 school year. We have an existing partnership that includes all stakeholders, and we are poised to expand and pilot these new activities. The activities we will pilot described in the previous Scope of Work section are modeled on a successful program implemented in Palo Alto, California that our school district partner implemented there previously as well as the Solano SRTS program. The template for the active transportation toolkits has been developed; however, this funding will allow us to tailor the template with school specific information to all 102 schools in the SFUSD. In addition, we have the relationships in place with SF's Department of Environment (DOE) to develop the active transportation toolkits and utilize DOE multi-lingual outreach workers to promote the toolkits. Our strong partnerships with the SFUSD and the SFPD will enable a smooth implementation of both the policy work with SFUSD and the enforcement services contracted with the SFPD.

III. SCREENING CRITERIA

1. **Demonstrated Needs of the Applicant**

The SF SRTS program has been delivering an integrated set of services to a sub-set of SF students since 2009. The program started at 5 schools and will grow to 40 schools beginning in the 2014-2015 school year; however, if we want to make a significant impact on mode share we need to reach all students and their parents/caregivers in SFUSD. There are 102 schools in the district, and to date, the SF SRTS has not been able

to provide education and encouragement to the majority of families. This funding will enable us to implement new and innovative policies to support education and encouragement efforts at all of SF's public elementary, middle and high schools. Furthermore, enforcement is a key component to an effective education campaign, and this funding will allow SF SRTS to provide intensive and targeted enforcement of traffic safety laws on the most dangerous corridors in the City located near schools. We have comprehensive data to support the targeted enforcement efforts; partnerships in place to implement the policy, education and encouragement activities; and political will to improve pedestrian and bicyclist safety. However, with less than a quarter of total SFUSD students walking or biking to school currently, we can do better. Improved education, encouragement and enforcement, coupled with new policy efforts at the district and school level will increase the numbers of families walking and biking to school.

How does the proposed program relate to other prior or on-going programs implemented by the applicant or other entities? Program should build on other programs and not duplicate efforts by the applicant or other entities.

SF SRTS began offering services at five elementary schools in SF in fiscal year 09-10, while also building capacity—at the school-site and district level—to provide ongoing services that promote safe walking and biking to school. SF SRTS utilizes the internationally accepted "Five Es" of the SRTS model[v] – Education, Encouragement, Engineering, Enforcement, and Evaluation to ensure that our program is well-rounded, multi-disciplinary and based on time-tested approaches to getting more students walking and bicycling.

The SF SRTS coalition includes a multi-disciplinary group of city agencies, non-profit organizations, and public schools. Beginning in the 2014-2015 school year, the activities of the SF SRTS Program will include:

- Creating a team of bilingual outreach workers who will deliver targeted and culturally-specific approaches and messages to parents at 35 elementary schools;
- Recruiting parent champions from each participating elementary school;
- Expanding the focus on underserved communities, specifically in the southeastern sector of SF;
- Holding in-school assemblies at elementary schools promoting kids about pedestrian and bicycle safety;
- Providing learn-to-ride and on-bike safety lessons through a bike rodeo format at elementary schools;
- Organizing after-school bike clubs for the 3 middle schools and bike shop programs at 2 high schools;

- Providing classroom teachers with curriculum to encourage/educate kids to walk and bike safely to school;
- Training, supporting, and encouraging parents to lead groups of kids to walk or bike to school; and
- Organizing an annual Walk and Roll to School Day in the fall and a celebration in the spring.

The SF SRTS Program is ready to pilot a new program to provide policy support, coupled with education, encouragement, and enforcement at all 102 schools in the SFUSD. Our efforts have been planned in coordination with infrastructure projects already implemented or in the pipeline, and we actively engage or are leaders in citywide efforts to promote walking and biking and increase safety for all those on our City streets.

Descriptions of the most relevant programs that complement the SF SRTS program are included below.

Vision Zero: In 2014, the SF Board of Supervisors, the SF MTA, the SF Police Department, and the SF Health Department adopted "Vision Zero" – with a goal of zero traffic deaths by 2024[viii], expanding the focus to include pedestrian, bicycle, and motor vehicle safety. The SFDPH staff leading the SF SRTS program also sits on the Citywide Vision Zero Task Force and the SF SRTS Partnership serves as the youth/school subcommittee.

15 MPH School Zones: In 2011, SFMTA posted 15 MPH speed signs around all schools in SF. SF was the first large city in CA to implement 15 MPH school zones, but consistent enforcement is needed to change the driving culture around schools to reduce pedestrian and bicyclist injuries. Our pilot program will reinforce the 15 MPH rules around schools and will help toward traffic calming around the city.

Bike Racks at SFUSD: SFUSD received a Transportation for Clean Air grant to install at least 2 bike racks at every public school each with the capacity to hold up to 16 bikes.

School Pool Initiative - Ending Summer 2014: The SF Department of the Environment created an online ridesharing program in 2012 that is ending in the summer of 2014. The program utilized outreach workers to promote transportation alternatives, including walk-, bike-, transit- and car-pools. When this program ends, we will lose critical opportunities to reach out to parents/caregivers to educate them about active transportation options.

Coordinated efforts with SRTS infrastructure projects: Several of the SF SRTS schools have benefited or will benefit from infrastructure projects that support walking/biking to school. Infrastructure improvements completed or in-process include: bulbouts at Buena Vista, Monroe, Marshall, Fairmount, Peabody, Tenderloin, Denman, Jean

Parker, and Flynn; median island improvements, fluorescent crosswalks, ladder crosswalks and school warning signs at Fairmount; median islands, sidewalk bulb-outs, raised crosswalks, angled parking, and a landscaped median island for Sunset Elementary; pedestrian refuge islands at Buena Vista; home zone at Marshall; improving Dewey Circle roundabout near West Portal; and speed humps at Flynn.

2. Consistency with Regional Transportation Plan (100 words or less)
Explain how this project is consistent with your Regional Transportation Plan (if applicable). Include adoption date of the plan.

On July 18, 2013, the Plan Bay Area Regional Transportation Plan (RTP) was jointly approved by the Association of Bay Area Governments (ABAG) and by the Metropolitan Transportation Commission (MTC). Plan Bay Area specifically included Safe Routes to Schools as a regional programmatic expenditure category for all nine Bay Area counties. Safe Routes to Schools projects and transportation demand management (TDM) strategies also serve to reduce travel by single occupancy vehicles, a key goal of the Plan and of Senate Bill 375. For more details, see http://www.mtc.ca.gov/planning/plan_bay_area/

IV. NARRATIVE QUESTIONS

1. POTENTIAL FOR INCREASED WALKING AND BICYCLING, ESPECIALLY AMONG STUDENTS, INCLUDING THE IDENTIFICATION OF WALKING AND BICYCLING ROUTES TO AND FROM SCHOOLS, TRANSIT FACILITIES, COMMUNITY CENTERS, EMPLOYMENT CENTERS, AND OTHER DESTINATIONS; AND INCLUDING INCREASING AND IMPROVING CONNECTIVITY AND MOBILITY OF NON-MOTORIZED USERS. *(0-30 POINTS)*

According to 2013 data from UC Berkeley School of Public Health (see attached), SFUSD kindergarteners are the most likely to walk or bike to school with 28.5% reporting active commuting, followed by 23.8% of 5th graders, 14.7% of 6th graders, and just 11% of 9th grade students. These grades were selected to represent elementary, middle and high schools students, and over 100 school communities are included.

A. Describe how your project encourages increased walking and bicycling, especially among students.

This project will encourage increased walking and bicycling by: 1) supporting the school district and school sites to establish policies to support SRTS programming; 2) providing tailored education to parents about walking and biking routes for all schools in the district; 3) utilizing face-to-face outreach with parents to reinforce messaging provided in the toolkits; and 4) reinforcing education with enforcement in the areas with the highest incidence of traffic collisions. More details are below.

Policy: A recent report prepared by the National Center for Safe Routes to Schools[iv] identified 4 key strategies to effectively increasing the number of students actively commuting to school, including: support from leadership at the school; regular activities focuses on increasing walking and biking; parent support; and **school policies reinforcing the implementation of the program**. While we have focused on the first three effective strategies in our program to date, an emphasis on policy is a new for our partnership and will help to change the environment and support for SRTS programming. As a foundation of the spectrum of prevention[vi], policy initiatives have proven to be among the most effective strategies for achieving broad public health goals. Policies have the ability to affect large numbers of people by improving the environments in which they live and work, and we are confident that with our encouragement and support, policies supporting SRTS programming will be adopted by SFUSD by 2017.

Education--Tailored Active Transportation Toolkits: Each school community is unique. We've learned that a one-sized fits all approach does not effectively address the information each school community needs about safe walking and/or biking routes, nearest bus stops, or safety concerns (e.g. violence and/or traffic). In addition, parents are given lots of information from the school; and thus, all communication to parents should be as specific and relevant as possible. Creating tailored toolkits—based on successful programs at Gunn High School in Palo Alto and Solano SRTS program-- for each school, which coordinate all transportation messaging, will be more effective towards reaching our goals. Active transportation toolkits will be in English, Spanish, and Chinese to inform families about walking, biking, transit, and carpool options at each school; distributed targeting the dominant languages of the families at each school (e.g. some will be English/Spanish, others will be English/Chinese, some will be in all three languages), and be available online and in hard copy. These toolkits will be used to encourage parents to shift their school transportation from single-family vehicle trips to more active transportation options.

Targeted Outreach: We will contract with the SF DOE to provide a team of multilingual outreach workers who will connect with parents ensure they are aware of the tailored transportation demand toolkits and other resources, as well as encourage families to actively commute to school. This team will make a special effort to attend key events at schools such as Kindergarten, 6th grade, and 9th grade orientations and Back to School nights.

Also, 36% of the 102 schools meet the definition of "disadvantaged community" with 75% or more of student body enrolled in Free or Reduced Price Meal program. These schools will receive more focus from the Environment Now workers to better address the needs of the parent/caregiver community of these disadvantaged schools.

Enforcement: Providing targeted enforcement in high injury corridors will help to encourage walking and biking by changing norms, calming traffic, and sending an clear message to the community about the importance of adhering to traffic safety laws.

B. Describe the number and type of possible users and their destinations, and the anticipated percentage increase in users upon completion of your project. Data collection methods should be described.

The proposed pilot program will reach approximately 52,200 students enrolled in the SFUSD by providing each of the 102 schools in the District with a tailored active transportation toolkit; targeted outreach to parents; and support to create and implement policies. To measure our effectiveness, we will use the following data collection methods (supported by other funding sources):

Travel Tallies[vii]: The Student Arrival and Departure Travel Tally (Travel Tally) is a one-page tool used to record students' travel mode to/from school. The travel modes are categorized as: Walk, Bicycle, School Bus, Family Vehicle, Carpool, Transit, and Other. The SF SRTS Partnership conducts the Travel Tallies at the beginning and end of each school year to monitor progress of the program. We have been working with UC Berkeley faculty to study school commute district wide and they aggregate data to understand district-wide patterns.

Parent Surveys[vii]: The Parent Survey asks school travel mode and the issues that influence decisions to allow or not allow their children to walk or bike to school. The Parent Survey is distributed in English, Spanish, and Chinese to accommodate the language needs of SFUSD diverse parent community. The program uses results from the parent survey to elicit parent concerns and feedback to help evaluate and guide planning of the program. We will be sending online versions to all schools in the district and hard copies if the school requests them.

Anticipated percentage increase: By 2017, we expect to see an overall 5% increase in the number of elementary SFUSD students utilizing active transportation to and from school. Specifically, we expect to see an increase in kindergarteners walking or biking to school from 28% to 33% and 5th grade students from 24% to 29%.

For elementary schools, we will target families living within 1 mile of their schools and focus on walking and biking. For middle and high school students our focus needs to differ slightly due to the greater median distances to schools. On average, the median distance for elementary students is 1.5 miles while for middle and high schools it is 2.5 miles (2013 data from UC Berkeley School of Public Health). We aim to increase walking and biking for middle and high school students by 3%--- increasing 6th graders from 15% to at least 18% and 9th graders from 11% to 14%. Since middle and high school students are more likely to take public transit, we will also encourage transit, which include walking or biking segments on either end of the bus/train commute.

C. Describe how this project improves walking and bicycling routes to and from, connects to, or is part of a school or school facility, transit facility, community center, employment center, state or national trail system, points of interest, and/or park.

The active transportation toolkits will provide parents with education about walking and biking to school including identifying all suggested walking and bicycling routes, facilities near the schools, and transit connections. Toolkits will be promoted by outreach workers to parents and guardians through face to face outreach, promotion by school leadership, and will be available online and in hard copy in the three dominant languages of SFUSD parents (English, Spanish, and Chinese).

D. Describe how this project increases and/or improves connectivity, removes a barrier to mobility and/or closes a gap in a non-motorized facility.

This project will improve connectivity by providing SF families with information about walking and bicycling routes to and from school. Additionally, increased enforcement will remove barriers by increasing parents' perceptions of safety, thus convincing parents that it is safer for their children to walk or bike to and from school.

2. POTENTIAL FOR REDUCING THE NUMBER AND/OR RATE OF PEDESTRIAN AND BICYCLIST FATALITIES AND INJURIES, INCLUDING THE IDENTIFICATION OF SAFETY HAZARDS FOR PEDESTRIANS AND BICYCLISTS. *(0-25 POINTS)*

A. Describe the potential of the project to reduce pedestrian and/or bicycle injuries or fatalities.

Reducing pedestrian and/or bicycle fatalities and injuries is a cornerstone of the SF SRTS program's efforts. Due to a number of factors, SF is poised to make considerable changes to improve pedestrian and bicyclist safety. Recent highly visible collisions, especially those involving children and elders, have catapulted activists, planners, engineers, police, and other leaders towards working collectively to act. Notably, city leaders have called

for a 'Vision Zero" policy[viii] which challenges SF to eliminate ALL traffic deaths in 10 years. To date, the SF Department of Public Health, SF County Transportation Authority, SFMTA, and the SF Police Department have endorsed Vision Zero[viii]. SF SRTS partners are leaders in this effort and bring lessons learned to our program.

While more and more people in SF are walking and biking, we have also seen an alarming increase of pedestrian and cyclist collisions, injuries, and death which continues to deter families from walking and biking to school. While comprehensive data are not yet available for 2013, 21 pedestrians and 4 bicyclists were killed on SF streets last year -- the highest number of deaths since 2007[viii]. On the last day of 2013, 2 people, including a 6-year old girl and an 86-year old man, were killed in crosswalks[ix]. While there is a need to educate and encourage parents to walk and bike their kids to school, we recognize that policies to support SRTS programming as well as increased enforcement of traffic crimes to help increase safety are essential to improve the effectiveness of our program.

Pedestrian Injuries and Death: San Francisco County has the highest per capita rate of pedestrian injuries and deaths in CA[x]. The CA Office of Traffic Safety (OTS) ranks SF first in pedestrian motor-vehicle collisions for cities with populations over 250,000, both in pedestrian motor-vehicle collisions by vehicle miles traveled and per 1,000 population[x]. For the past 6 years, SF has had 1/13 ranking by OTS in pedestrian-motor vehicle collisions. Over 800 people are injured while walking each year on SF streets– and approximately 100 people are severely injured or killed[xi]. San Francisco's pedestrian collisions account for about 50% of all motor vehicle fatalities and 20% of all motor vehicle injuries[xi]. Sixty percent of severe and fatal injuries occur on only six percent of our City's streets (high injury corridors)[xi]. The annual medical costs alone of pedestrian injuries seen at SF General Hospital are $15 million, with the total pedestrian injury health-related economic costs estimated at a much higher $564 million a year[xi]. Children are particularly at risk for pedestrian injury due to their physical, developmental, and cognitive attributes[xi]. In 2011, 108 injury collisions involved pedestrians ages 0-18[xii].

Bicyclist Injuries and Death: Similar to pedestrian injury data, the CA Office of Traffic Safety ranks SF first in bicyclist-motor vehicle collisions resulting in death or injuries for cities with populations over 250,000 and based on daily vehicle miles traveled. Over 600 people are injured while bicycling each year on SF streets– and

approximately 40 people are severely injured or killed (SFDPH Program on Health Equity and Sustainability). Children are also vulnerable to bicycling injuries: in 2011, there were 50 injury collisions that involved bicyclists ages 0-18[xii]. The 2011 bicyclist injury collision total is the highest in the past 10 years, and about 1/5 of all collisions in SF involve bicyclists[xiii]

To address these alarming rates of pedestrian and bicyclist injuries and fatalities, we plan on educating parents as well as partnering with SF Police Department to deliver targeted enforcement. Through our efforts to educate parents about safe walking and biking routes to schools, with maps and tailored information about their school community and neighborhood, parents will have the information they need to walk or bike their children to school safely, including pedestrian and bicycle safety tips. Examples of Solano SRTS maps that will be adapted for each SFUSD school are attached. Additionally, enforcement of existing traffic safety laws at schools located on or near high injury corridors will address immediate dangers and helps to change driver behavior in the area. Enforcement will be data driven (see section 2C below for more information) and will focus on the five top primary collision factors: red light running, speeding, running stop signs, turning violations, and drivers violating pedestrian-right-of-way.

B. Describe if/how your project will achieve any or all of the following:

- Reduces speed or volume of motor vehicles
- Improves sight distance and visibility
- Improves compliance with local traffic laws
- Eliminates behaviors that lead to collisions
- Addresses inadequate traffic control devices
- Addresses inadequate bicycle facilities, crosswalks or sidewalks

Increased traffic enforcement around schools and resulting fines from tickets is a proven tool to improve compliance with the California Motor Vehicle Code. With the proposed funding, the SFPD will conduct a weekly traffic enforcement surge to enforce the top 5 primary collision factors - red light running, speeding, running stop signs, turning violations, and drivers violating pedestrian-of-way. Once the general public understands there will be increased enforcement, drivers will be motivated to obey the CA Motor Vehicle Code regardless of the day of the week the surge is scheduled and eliminate behaviors that lead to collisions for fear of receiving a costly ticket, increase in auto insurance, and points on one's license. Speeding will especially be reduced because SFPD will be

primarily targeting speeding in the 15 MPH school zones created in 2011 citywide. Drivers that reduce speed will also have improved sight distances and visibility because they won't be traveling as fast, reducing the distance needed to stop a vehicle before a collision as well as increasing drivers' reaction times. With this increase in SFPD traffic enforcement, there will be both a real and perceived increase in traffic safety by parents, addressing one of the most common concerns we receive in the SRTS parent survey analyses.

C. Describe the location's history of events and the source(s) of data used (e.g. collision reports, community observation, surveys, audits) if data is not available include a description of safety hazard(s) and photos.

Since the beginning of the SF SRTS program, we have utilized data to drive program prioritization and focus educational efforts. In the first two years our program, we developed a prioritization system based on the February 2010 ITE Journal article by Sundstrom, et al[xiv] to guide future non-infrastructure and infrastructure SRTS projects. Data gathered for the prioritization process include demographic data for each school, mode share, and traffic collision history (SWITRS data) around each public elementary school in the SFUSD (see attached). These data helped us to select the schools that have participated in the program to date and to coordinate our non-infrastructure projects with those planning and implementing infrastructure projects. We focused on schools that have a large percentage of students living within 1 mile of the school, are located near areas with high percentage of injury collisions involving pedestrians and bicyclists, and have a large proportion of disadvantaged students/students qualifying for free and reduced meals. For this current project, we are building on the data gathering efforts previously, as well as utilizing data compiled as part of the WalkFirst effort. We will have completely updated data for our prioritization scheme by this summer. Additionally, we know that each police district station has SWITRS data that identifies high injury corridors, and we will direct the police to implement targeted enforcement at these critical locations.

3. PUBLIC PARTICIPATION and PLANNING *(0-15 POINTS)*

A. Describe the community based public participation process that culminated in the project proposal or plan, such as noticed meetings/public hearings, consultation with stakeholders, etc.

The proposed project is a direct result of the SF SRTS Partnership outreach and participation. The SF SRTS team includes a multi-disciplinary coalition of city agencies, non-profit organizations, and public schools

working together to make SF safer for all school-aged children to walk or bike to school. Each of the SF SRTS team members bring the needs of their members or key constituents to the table when planning changes to our program. Members include:

- SF Department of Public Health (lead, grant management, evaluation);
- Shape Up San Francisco (staff support and coordination with physical activity promotion efforts);
- SFUSD (connect with the school principals, recruit teacher liaisons, coordinate communication to schools);
- SF Bicycle Coalition (encouragement at schools, promotion of bike to school week, training parent leaders);
- Presidio YMCA/YBike Program (safety education and skills training at schools);
- SF Municipal Transportation Agency (walk/bike maps and walk audits);
- SF Police Department (traffic enforcement and monitoring);
- SF Department of the Environment (parent outreach and education); and
- Walk SF (encouragement at schools, training parent leaders, walk and roll to school day).

Since the initiation of the SF SRTS program in school year 2009-10, we have been actively soliciting input from parents and school staff to improve the program. In addition, members of the SF SRTS team have been central players in the City's larger pedestrian and bicycle safety work and have been able to incorporate lessons learned from their involvement in those projects to our SRTS program. Below is a more detailed description of our strategies to infuse our program with input and participation from key stakeholders.

Yearly Parent Surveys[vii]: Surveys to identify the issues that affect a parent's decision to allow his/her child to walk to or from school are distributed semiannually to families at all participating schools. The number of surveys distributed totals more than 31,265 with a participation rate of 43.3% over the lifetime of the program (2009-2013). Parents have asked for increased traffic enforcement and education tailored specifically to their school site, which has directly informed the proposed project.

Efforts Citywide to Gather Community Feedback: Three publicly developed planning documents and processes have also informed our planning efforts: SF Pedestrian Strategy[xv] (2013), the SFMTA Bicycle Strategy[xvi] (2013) and WalkFirst[xvii] (2014). In all three efforts, community members and advocates representing people who walk

and bike as well as vulnerable populations (seniors, youth) were included in the development of these plans and all meetings were open to the public. For example, to develop the WalkFirst plan over 3,700 people visited the website over a 4 month period, and over 400 people provided direct feedback through focus groups and an online survey. In all 3 documents, the community clearly stated the need for safety education and traffic enforcement in SF. Furthermore, in January 2014, SF Supervisor Norman Yee called for a resolution[xviii] asking the city to prioritize a pedestrian safety campaign including schools, which was unanimously approved by all supervisors.

B. Describe the local participation process that resulted in the identification & prioritization of the project:

The SF SRTS program includes key stakeholders representing important players needed to implement and advocate for non-infrastructure SRTS programs in SF. We hold monthly meetings, in which we regularly review our progress and analyze evaluation data collectively. The team brainstormed a variety of approaches to increase the effectiveness of our efforts and prioritized ideas based on needs, proven strategies, stakeholder feedback, and potential resources. The new program elements requested in this application were agreed upon collectively by the SF SRTS team (see attached meeting notes and letters of support).

C. Is the project cost over $1 Million? NO

4. COST EFFECTIVENESS *(0-10 POINTS)*

A. Describe the alternatives that were considered. Discuss the relative costs and benefits of all the alternatives and explain why the nominated one was chosen.

The proposed project is the most cost effective option available to the SF SRTS Partnership. One of the main reasons why the Partnership chose to move forward with passing a policy at SFUSD and the active transportation toolkits was because these were the most cost effective options. Once this policy is passed and the active transportation toolkits are developed for 102 schools, there is no need for ongoing operations for these items. This is not the case for classroom lessons, which will have to be repeated every year to incoming students. Education such as student assemblies is also not cost effective because students are not the ones that decide how they get to and from school. Education targeting parents with minimal need for updates such as policies and the active transportation toolkits is the most cost effective use of funds. Outreach and enforcement is needed in the beginning until the policies and toolkits are embraced by the parent community and become part of the culture of the school.

B. Calculate the ratio of the benefits of the project relative to both the total project cost and funds requested (i.e., $\frac{Benefit*}{Total\ Project\ Cost}$ and $\frac{Benefit*}{Program\ Funds\ Requested}$).

	Walking	Cycling	Total
Increase in Adults Using Active Transportation[a]	465	700	1,165
Distance, Round Trip, Miles	1	2	-
Protective Benefit of Active Transportation (Reduction in Risk of Mortality): Distance, HEAT Estimate[b]	8%	12%	-
SF Adult Mortality Rate per 100,000[c]	595	595	-
Expected Number of Deaths Absent Active Transport, HEAT Estimate	2.8	4.2	6.9
Deaths Prevented by Active Transport	0.2	0.5	0.7
US DOT Cost of Death[d]	$ 9,100,000	$ 9,100,000	-
Economic benefits	$ 2,014,194	$ 4,548,180	$ 6,562,374

a: Walk trip increases are based on an estimate of a 2% increase in walking at SF elementary schools and a 3% increase in biking. Assumption is that all of these trips are being made by the parents/guardians of elementary school students accompanying them to and from school.
b: HEAT: Health Economic Assessment Tool. World Health Organization 2011. Available at: http://www.heatwalkingcycling.org/index.php. Inputs included that the active transportation trips would be made on the 180 school days.
c: 2010 Death Data, Adults Aged 25-74, California Department of Public Health: http://www.cdph.ca.gov/data/statistics/Pages/DeathStatisticalDataTables.aspx; 2010 Population Data, US Census.
d: US Department of Transportation, "Treatment of the Value of Preventing Fatalities and Injuries in Preparing Economic Analyses," 2013. Available at: http://www.dot.gov/sites/dot.dev/files/docs/VSL%20Guidance%202013.pdf

Physical Activity and Mortality Reductions

The project has an estimated benefit/cost (b/c) ratio of 6.5 to 1 ($6.5 million in benefits, to approximately $1 million in costs), based on benefits from increased physical activity in the adult population. This b/c ratio is both for total project costs and program funds requested since there are no matching funds required on non-infrastructure projects.

The project will contribute to increases in walking and cycling by the adult population as parents and guardians accompany elementary students as they walk or cycle to and from school during the school year (180 days). We conservatively estimated that walk trips to elementary schools averaging ½ mile each way would increase by 2%, and that cycling trips to elementary schools averaging 1 mile each way would increase 3% - resulting in a total of

1,165 adults increasing their physical activity (465 walking, 700 biking). Protective benefits of walking and biking and associated reductions in death were estimated using the online HEAT Tool developed by the World Health Organization.[xix] The mortality rate for San Francisco adults aged 25-74, a key input into the tool, was obtained for San Francisco based on 2010 death data provided by the state department of public health and population data from the US Census. The economic value of the prevented deaths is based on the US DOT guidance[xx].

The above table provides the calculation of benefits due to conservative estimates of increases in walking and cycling. The results indicate the project would avoid approximately 0.7 deaths annually, for a total monetary benefit of approximately $6.5 million.

These benefits are underestimated as the HEAT tool only applies to the adult population. Health benefits of the project for children that are not quantified or estimated in terms of costs include enhanced cardiorespiratory and muscular fitness, cardiovascular and metabolic health biomarkers, bone health, body mass and composition in children and youth[xxi]. Therefore, this estimate is extremely conservative because it does not include walk/bike trips made by middle and high schools students, since it is well documented that students begin to commute alone or with friends in these age groups, not with parents.

5. IMPROVED PUBLIC HEALTH *(0-10 points)*

Describe how the project will improve public health, i.e. through the targeting of populations who have a high risk factor for obesity, physical inactivity, asthma, or other health issues.

SF children are at risk for obesity, physical inactivity and other public health issues that will be improved by our SRTS program.

Obesity & Physical Inactivity: In a recent and comprehensive review article in the American Journal of Preventive Medicine[xxii] of strategies used to increase physical activity among youth, active commuting was one of the top 3 ways to reduce obesity among youth. According to the article, "Of the various policies and built environment changes examined, the largest effects were seen with mandatory physical education, classroom activity breaks, and active commuting to school." Increasing physical activity not only helps to reduce overweight/obesity among youth but also helps to develop life-long healthy habits that can have significant impact on their risks for chronic diseases. Research demonstrates that children who walk or bicycle to school have higher

daily levels of physical activity and better cardiovascular fitness than do children who do not actively commute to school[xxiii]

While San Francisco generally has a reputation of being a healthy city, we still have too many inactive children who are at risk for preventable chronic diseases, particularly our low income, Latino, and African American children. The 2009 CDC Pediatric Nutrition Surveillance[xxiv] reports about 35% of SF youth are overweight or obese. Disparities are striking: nearly half African American and Latino youth ages 5-20 are overweight or obese.

SF children face barriers to regular physical activity: physical education is sporadic due to a lack of PE teachers and a dearth of sports fields. Economic barriers to participation in organized sports and violence in communities also hinder children's activity. The CA Health Information Survey (CHIS) found almost 37% of SF youth ages 5-11 are not getting at least 1 hour of physical activity/week and only 23% were active the recommended 1 hour/day 5 or more days/week[xxv]. For children from families at 185% of poverty or lower (which coincides with free or reduced lunch standard), only 20% are active 3 or more days a week compared to 40% of children from higher family income[xxv]. 100% of low-income girls did not participate on a sports team compared to 55% of girls whose family income was higher[xxv]. Fifty-eight percent of boys from low-income families played on a sports team while 69% of their higher income peers played on a sports team[xxv].

Air Quality: Although air quality in SF is quite good compared to other parts of CA, improving city-wide air quality is a priority because of its strong relationship to health outcomes. According to SF Population Health Division's Strategic Plan (see attached), several large-scale studies demonstrate that increased exposure to fine particulate matter (PM2.5) from motor vehicle emissions, power plants, and refineries, is associated with detrimental cardiovascular outcomes, including increased risk of death from ischemic heart disease, higher blood pressure, and coronary artery calcification. Additionally, motor vehicles and other forms of fossil fuel combustion emit several toxic air contaminants that are either known or probable human carcinogens, including benzene, formaldehyde, acetaldehyde,and 1,3-butadiene. The U.S. Environmental Protection Agency (EPA) estimates that "mobile sources of air toxics account for as much as half of all cancers attributed to outdoor sources of air toxics." Car ownership has increased in the City and mobile roadway sources are a main component of poor air quality.

Because the majority of new housing in SF has been and will be built near freeways and heavily trafficked roadways, the number of people exposed to traffic related air pollution over time will likely increase unless measures are taken to significantly reduce the volume of exhaust emitting vehicles. Policies and programs including SRTS to improve outdoor air quality include pedestrian safety and bicycling improvements that aim to make walking and biking safer and more attractive.

6. BENEFIT TO DISADVANTAGED COMMUNITIES *(0-10 points*)

A. I. Is the project located in a disadvantaged community? N

II. Does the project significantly benefit a disadvantaged community? Y

a. Which criteria does the project meet? (Answer all that apply)

- For projects that benefit public school students, percentage of students eligible for the Free or Reduced Price Meals Programs: ____58____ %

  Also, 36% of schools in SFUSD have at least 75% of students qualifying for free or reduced lunch, defining these schools as Disadvantaged Community[i].

B. Describe how the project demonstrates a clear benefit to a disadvantaged community and what percentage of the project funding will benefit that community, for projects using the school based criteria describe specifically the school students and community will benefit.

According to the California Department of Education's website, 58% of all SFUSD students qualify for free and reduced lunch. In addition, 36% of schools in SFUSD have at least 75% of students qualifying for free or reduced lunch, defining these schools as Disadvantaged Community. Therefore, 1/3 of the proposed project will fund disadvantaged school communities, meeting the overall ATP goals of dedicating 25% of ATP funding to disadvantaged communities. In addition, 34 public schools are in MTC's Communities of Concern, which is 33% of the entire SFUSD. We intend to reach underserved parents by providing tailored active transportation toolkits in the targeted language for monolingual parents as well as working with existing team of multilingual outreach workers who can deliver culturally and linguistically appropriate educational and outreach messages.

Furthermore, many of the schools with a high percentage of disadvantages students are also located on high injury corridors most notably in the Tenderloin, South of Market, and Chinatown neighborhoods. Recent injury

and fatal accidents involving children have raised the profile of the need for these neighborhoods to reduce pedestrian and bicyclist injuries and fatalities and to provide accurate information for parents/caregivers who do not have the option to drive their children to schools. Many of these families are recent immigrants, do not have the resources to own a car, and out of necessity must walk their children to school. Also, concerns about violence are common in low-income neighborhoods in SF. Walking school buses supported by the SF SRTS Program have made great strides in increasing safety by providing "safety in numbers" and more eyes on the streets.

7. USE OF CALIFORNIA CONSERVATION CORPS (CCC) OR A CERTIFIED COMMUNITY CONSERVATION CORPS *(0 to -5 points)*

   A. The applicant has coordinated with the CCC to identify how a state conservation corps can be a partner of the project. Y/N YES
      a. Name, e-mail, and phone # of the person contacted and the date the information was submitted to them – Virginia Clark; Virginia.clark@ccc.ca.gov; (916) 341-3147; 5/16/14

   B. The applicant has coordinated with a representative from the California Association of Local Conservation Corps (CALCC) to identify how a certified community conservation corps can be a partner of the project. Y/N YES
      a. Name, e-mail, and phone # of the person contacted and the date the information was submitted to them - Cynthia Vitale Paige; calocalcorps@gmail.com; (916) 558-1516; 5/16/14

   C. The applicant intends to utilize the CCC or a certified community conservation corps on all items where participation is indicated? Y/N YES

I have coordinated with a representative of the CCC; and the following are project items that they are qualified to partner on:

There are no project items that the California Conservation Corps is qualified to partner on the SF SRTS Project. CCC sent email confirming this on 5/19/14.

I have coordinated with a representative of the CALCC; and the following are project items that they are qualified to partner on:

The only item that the CALCC is qualified to partner on is the parent/caregiver outreach. SFDPH intends to partner with the SF Dept. of Environment's outreach team called Environment Now to complete this project item. Team members draw on their eco-literacy, outreach, customer service,

and foreign language skills to conduct outreach activities throughout San Francisco. The Department of the Environment (SFE) recruit Environment Now team members from underserved communities and job training programs. One of SFE's key partners is the San Francisco Conservation Corps (SFCC). SFCC recommends their most qualified candidates to be interviewed when there is a job opening in the Environment Now program.

Points will be deducted if an applicant does not seek corps participation or if an applicant intends not to utilize a corps in a project in which the corps can participate*.

8. APPLICANT'S PERFORMANCE ON PAST GRANTS *(0 to -10 points)*

A. Describe any of your agency's ATP type grant failures during the past 5 years, and what changes your agency will take in order to deliver this project.

We have successfully delivered and implemented all our projects, including submittals of Request for Authorization to Proceed (E-76) as well as project close out. The SF SRTS Program, led by the SF Department of Public Health, has never had a red flag on any Caltrans projects. See below table for list of all SRTS grants received.

Year(s)	Federal Funding Received	Funding Source	Project ID #
2009-2011	$500,000 $389,536	CalTrans – Federal SRTS Cycle 1 Program SF General Fund	SRTSLNI-6447(001)
2011-2013	$500,000 $90,000	MTC Safe Routes to School Cycle 1 SF General Fund	CML-6447(004)
2013-2014	$500,000	CalTrans- Federal SRTS Cycle 3	SRTSLNI-6447(005)
2014-2017	$1,439,000	MTC Safe Routes to School Cycle 2	CML-6447(006)

References

[i] http://www.cde.ca.gov/ds/sd/sd/filessp.asp

[ii] *SFUSD Facts at a Glance* retrieved from: http://www.sfusd.edu/en/assets/sfusd-staff/about-SFUSD/files/SFUSD%20Facts%20at%20a%20Glance%20(April%202014)%20FINAL.pdf

[iii] US Census Bureau. (2010). *State and County Quick Facts: San Francisco County, CA*. Retrieved from: http://quickfacts.census.gov/qfd/states/06/06075.html

[iv]Shifting Modes: A Comparative Analysis of Safe Routes to School Program Elements and Travel Mode Outcomes. (2012) Retrieved from: http://www.saferoutesinfo.org/sites/default/files/resources/Shifting_Modes_Comparative_Analysis.PDF

[v] The Five "Es" for Safe Routes to School. National Safe Routes to School Partnership. Retrieved from: http://saferoutespartnership.org/local/getting-started-locally/5es

[vi] Cohen L, Swift S. (1999). *The spectrum of prevention: developing a comprehensive approach to injury prevention. Injury Prevention,* volume 5:203-207.

[vii] http://www.saferoutesinfo.org/data-central/data-collection-forms

[viii] http://walksf.org/about/goals-mission/vision-zero/

[ix] http://www.sfgate.com/bayarea/article/In-S-F-pedestrian-deaths-shine-light-on-street-5146884.php
[x] 2011 Annual Report of Fatal and Injury Motor Vehicle Traffic Collions. Available at: http://www.chp.ca.gov/switrs/switrs2011.html

[xi] *WalkFirst FAQ March 2104*. Retrieved from: http://walkfirst.sfplanning.org/

[xii] Transportation Injury Mapping System. Retrieved from http://tims.berkeley.edu

[xiii] SFMTA 2010-2011Collisions Report. Available at: http://www.sfmta.com/about-sfmta/reports/2010-2011-san-francisco-collisions-report

[xiv] Sundstrom, et al (2010) Prioritizing Schools for Safe Routes to School Infrastructure Projects, *ITE Journal, volume 80* (2): 24-28.

[xv] *San Francisco Pedestrian Strategy.* (2013) Available at: http://www.sfmayor.org/modules/showdocument.aspx?documentid=243

[xvi] SFMTA Bicycle Strategy. (2013). Available at: http://www.sfmta.com/sites/default/files/projects/BicycleStrategyFinal-accessible.pdf

[xvii] http://walkfirst.sfplanning.org

[xviii] https://sfgov.legistar.com/View.ashx?M=F&ID=2954693&GUID=B67C5379-FA67-4625-BDA1-40B4CEB10075 and

https://sfgov.legistar.com/View.ashx?M=F&ID=2954692&GUID=FB2485B5-E656-42A9-A629-767FADD0C2FE

[xix] HEAT: Health Economic Assessment Tool. World Health Organization 2011. Available at: http://www.heatwalkingcycling.org/index.php.

[xx] US Department of Transportation, "Treatment of the Value of Preventing Fatalities and Injuries in Preparing Economic Analyses," 2013. Available at: http://www.dot.gov/sites/dot.dev/files/docs/VSL%20Guidance%202013.pdf

[xxi] Physical Activity Guidelines Advisory Committee. (2008). Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services. Available at: http://www.health.gov/paguidelines/pdf/paguide.pdf

[xxii] Bassett et al. (2013). Estimated Energy Expenditures for School-Based Policies and Active Living *Am J Prev Med*, *volume 44*(2):108 –113

[xxiii] Davison KK, Werder JL, Lawson CT. (2008) Children's active commuting to school: current knowledge and future directions. *Prev Chronic Dis volume 5*(3).http://www.cdc.gov/pcd/issues/2008/jul/07_0075. htm. Accessed May 2, 2014

[xxiv] http://www.cdc.gov/pednss/pdfs/PedNSS_2009.pdf

[xxv] http://www.sfhip.org/modules.php?op=modload&name=NS-Indicator&file=index

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

V. PROJECT PROGRAMMING REQUEST

Applicant must complete a Project Programming Request (PPR) and attach it as part of this application. The PPR and can be found at http://www.dot.ca.gov/hq/transprog/allocation/ppr_new_projects_9-12-13.xls

PPR Instructions can be found at http://www.dot.ca.gov/hq/transprog/ocip/2012stip.htm

Notes:

- Fund No. 1 must represent ATP funding being requested for program years 2014/2015 and 2015/2016 only.
- Non-infrastructure project funding must be identified as Con and indicated as "Non-infrastructure" in the Notes box of the Proposed Cost and Proposed Funding tables.
- Match funds must be identified as such in the Proposed Funding tables.

STATE OF CALIFORNIA ● DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST

DTP-0001 (Revised July 2013)

General Instructions

☑ New Project					Date:	5/19/14
District	EA	Project ID	PPNO	MPO ID	TCRP No.	
04						

County	Route/Corridor	PM Bk	PM Ahd	Project Sponsor/Lead Agency	
SF				San Francisco Department of Public Health	
				MPO	Element
				MTC	Local Assistance

Project Manager/Contact	Phone	E-mail Address
Ana Validzic	415-581-2478	ana.validzic@sfdph.org

Project Title

San Francisco Safe Routes to School Non-Infrastructure Project

Location, Project Limits, Description, Scope of Work ☐ See page 2

Project location is the San Francisco Unified School District including 102 schools: 72 elementary, 12 middle, and 18 high schools. The project entails policy supporting active transportation at the San Franciscco Unified School District (SFUSD), tailored transportation toolkits for each school in SFUSD, multilingual outreach, traffic enforcement and evaluation. This is a Safe Routes to School non-infrastructure project and does not involve any construction.

☐ Includes ADA Improvements ☐ Includes Bike/Ped Improvements

Component	Implementing Agency
PA&ED	
PS&E	
Right of Way	
Construction	San Francisco Department of Public Health

Purpose and Need ☐ See page 2

The purpose of the proposed project is to increase the SF SRTS impact by implementing effective policy, education, and outreach strategies for all schools in SFUSD and to reinforce those strategies with targeted traffic enforcement. Funding for this project is needed to increase effectiveness and reach. Research has shown that school leadership, regular walk/bike activities, parent support and school policies supporting SRTS are the most effective strategies of SRTS. To date, SF SRTS have included all the strategies except implementing school policies. The proposed funding will increase our reach significantly by providing every SFUSD school with tailored active transportation toolkits coupled with multi-lingual outreach.

Project Benefits ☐ See page 2

Official commitment from SFUSD via resolution on Safe Routes to School. Increased traffic enforcement around schools located on high pedestrian/bicycle injury corridors. Increased knowledge of transportation options for school commute tailored for each school, especially walking and biking. Increased walking and biking to/from school, which will increase physical activity and air quality.

☑ Supports Sustainable Communities Strategy (SCS) Goals ☑ Reduces Greenhouse Gas Emissions

Project Milestone			Proposed
Project Study Report Approved			
Begin Environmental (PA&ED) Phase			
Circulate Draft Environmental Document	Document Type		
Draft Project Report			
End Environmental Phase (PA&ED Milestone)			
Begin Design (PS&E) Phase			
End Design Phase (Ready to List for Advertisement Milestone)			
Begin Right of Way Phase			
End Right of Way Phase (Right of Way Certification Milestone)			
Begin Construction Phase (Contract Award Milestone)			06/01/15
End Construction Phase (Construction Contract Acceptance Milestone)			08/31/17
Begin Closeout Phase			09/01/17
End Closeout Phase (Closeout Report)			02/28/18

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STATE OF CALIFORNIA ● DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST

DTP-0001 (Revised May 2013)

General Instructions

☑ New Project					Date:	5/19/14
District	**EA**	**Project ID**	**PPNO**	**MPO ID**	**TCRP No.**	
04						

Project Title

San Francisco Safe Routes to School Non-Infrastructure Project

Additional Information

This is solely a NON-INFRASTRUCTURE program and will involve no construction.

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STATE OF CALIFORNIA ● DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST

DTP-0001 (Revised July 2013)

Date: 5/19/14

District	County	Route	EA	Project ID	PPNO	TCRP No.
04	SF					
Project Title:	San Francisco Safe Routes to School Non-Infrastructure Project					

Proposed Total Project Cost ($1,000s)									Notes
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON			495,000	495,000				990,000	
TOTAL			495,000	495,000				990,000	Non-Infrastructure

Fund No. 1:	**Alternative Transportation Program**								**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									Caltrans for ATP
PS&E									Non-Infrastructure
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON			495,000	495,000				990,000	
TOTAL			495,000	495,000				990,000	

Fund No. 2:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 3:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

STATE OF CALIFORNIA ● DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST

DTP-0001 (Revised July 2013)

Date: 5/19/14

District	County	Route	EA	Project ID	PPNO	TCRP No.
04	SF					
Project Title:	San Francisco Safe Routes to School Non-Infrastructure Project					

Fund No. 4:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 5:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 6:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 7:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

STATE OF CALIFORNIA ● DEPARTMENT OF TRANSPORTATION

PROJECT PROGRAMMING REQUEST

DTP-0001 (Revised July 2013)

Date: 5/19/14

District	County	Route	EA	Project ID	PPNO	TCRP No.
04	SF					
Project Title:	San Francisco Safe Routes to School Non-Infrastructure Project					

Fund No. 8:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 9:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Fund No. 10:									**Program Code**
Proposed Funding ($1,000s)									
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	**Funding Agency**
E&P (PA&ED)									
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON									
TOTAL									

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

VI. ADDITIONAL INFORMATION

Only fill in those fields that are applicable to your project

FUNDING SUMMARY

ATP Funds being requested by Phase (to the nearest $1000)	**Amount**
PE Phase (includes PA&ED and PS&E)	$
Right-of-Way Phase	$
Construction Phase-Infrastructure	$
Construction Phase-Non-infrastructure	$ 990,000
Total for ALL Phases	**$** 990,000

All Non-ATP fund types on this project* (to the nearest $1000)	**Amount**
	$
	$
	$
	$
	$
	$

*Must indicate which funds are matching

Total Project Cost	$ 990,000
Project is Fully Funded	Yes

ATP Work Specific Funding Breakdown (to the nearest $1000)	**Amount**
Request for funding a Plan	$
Request for Safe Routes to Schools Infrastructure work	$
Request for Safe Routes to Schools Non-Infrastructure work	$ 990,000
Request for other Non-Infrastructure work (non-SRTS)	$
Request for Recreational Trails work	$

ALLOCATION/AUTHORIZATION REQUESTS SCHEDULE

	Proposed Allocation Date	**Proposed Authorization (E-76) Date**
PA&ED or E&P		
PS&E		
Right-of-Way		
Construction	09/01/2014	03/01/2015

All project costs MUST be accounted for on this form, including elements of the overall project that will be, or have been funded by other sources.

Project name:	San Francisco Safe Routes to School Non-Infrastructure Project

VII. NON-INFRASTRUCTURE SCHEDULE INFORMATION

Start Date	End Date	Task/Deliverables
09/01/2015	10/31/2015	Conduct pre-project evaluation - travel tallies, parent surveys, etc
08/01/2015	05/31/2016	Conduct traffic enforcement around schools on high injury corridors SY 15-16
08/01/2016	05/31/2017	Conduct traffic enforcement around schools on high injury corridors SY 16-17
07/01/2015	07/30/2015	Determine the information the active transportation toolkits will incorporate
07/01/2015	11/30/2015	Collect school specific information to incorporate into the toolkit
09/01/2015	11/01/2015	Draft map and toolkit using school specific information and data
09/01/2015	11/01/2015	Draft content for toolkit
11/01/2015	01/15/2016	Obtain feedback on toolkit from school community
01/15/2016	06/30/2016	Incorporate feedback and finalize toolkits for all schools
08/01/2016	08/31/2017	Conduct outreach and distribute toolkits to schools
09/01/2016	05/31/2017	Promote toolkits at key school events - orientaions, back to school nights,
		fundraisers, etc
09/01/2016	12/31/2016	Work with SFUSD to pass resolution to support all modes of transportation,
		including walking and biking
09/01/2016	05/31/2017	Work with principals at 102 schools to incorporate active transportation
		toolkits into individual school policies, manuals, etc
01/01/2017	05/31/2017	SFUSD to pass resolution supporting all modes of transportation,
		including walking and biking
03/31/2017	05/31/2017	Conduct post-project evaluation - travel tallies, parent surveys, etc

Project name:	San Francisco Safe Routes to School Project

VIII. APPLICATION SIGNATURES

Applicant: The undersigned affirms that the statements contained in the application package are true and complete to the best of their knowledge.

Signature: _____ Date: 5/16/14
Name: Barbara Garcia Phone: 415 -
Title: Director, SF Dept of Public Health e-mail: _____

Local Agency Official (City Engineer or Public Works Director): The undersigned affirms that the statements contained in the application package are true and complete to the best of their knowledge.

Signature: _____ Date: 5/19/14
Name: RICARDO OLEA Phone: 415 701 4561
Title: CITY TRAFFIC ENGINEER e-mail: ricardo.olea@sfmta.com

School Official: The undersigned affirms that the school(s) benefited by this application is not on a school closure list.

Signature: _____ Date: 5/15/2014
Name: DAVID L. GOLDIN Phone: 415-241-4308
Title: CHIEF FACILITIES OFFICER S.F.U.S.D. e-mail: goldind@sfusd.edu

Person to contact for questions:

Name: Ana Validzic Phone: 415-581-2478
Title: SF SRTS Program Manager e-mail: ana.validzic@sfdph.org

Caltrans District Traffic Operations Office Approval*
If the application's project proposes improvements on a freeway or state highway that affects the safety or operations of the facility, it is required that the proposed improvements be reviewed by the district traffic operations office and either a letter of support or acknowledgement from the traffic operations office be attached (_) or the signature of the traffic personnel be secured below.

Signature: _____ Date: _____
Name: _____ Phone: _____
Title: _____ e-mail: _____

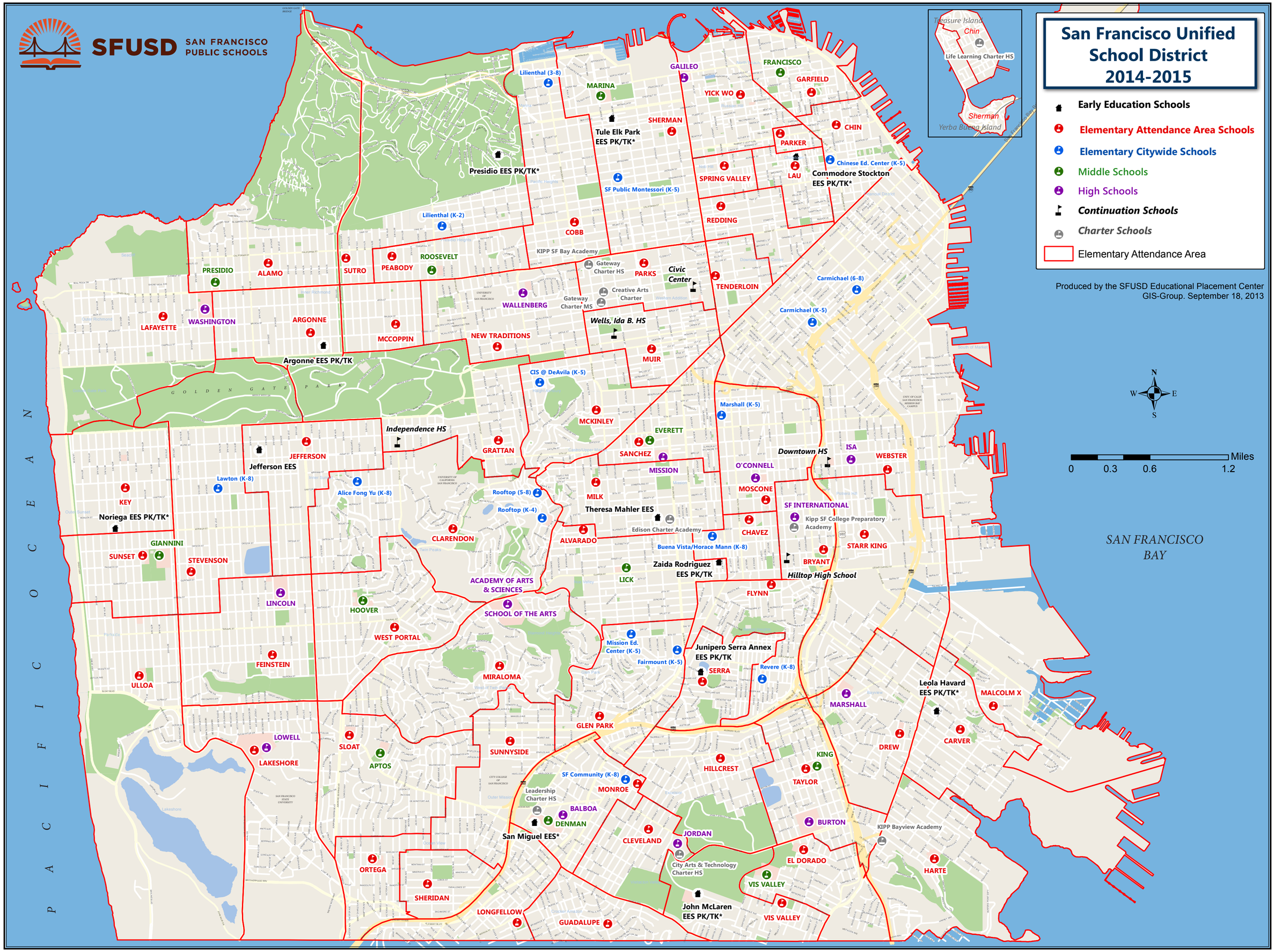
*Contact the District Local Assistance Engineer (DLAE) for the project to get Caltrans Traffic Ops contact information. DLAE contact information can be found at http://www.dot.ca.gov/hq/LocalPrograms/dlae.htm

Project name: San Francisco Safe Routes to School Non-Infrastructure Project

VIII. ADDITIONAL APPLICATION ATTACHMENTS

Check all attachments included with this application.

- ☒ Vicinity/Location Map- **REQUIRED for all IF Projects**
  - ☐ North Arrow
  - ☐ Label street names and highway route numbers
  - ☐ Scale
- ☐ Photos and/or Video of Existing Location- **REQUIRED for all IF Projects**
  - ☐ Minimum of one labeled color photo of the existing project location
  - ☐ Minimum photo size 3 x 5 inches
  - ☐ Optional video and/or time-lapse
- ☐ Preliminary Plans- **REQUIRED for Construction phase only**
  - ☐ Must include a north arrow
  - ☐ Label the scale of the drawing
  - ☐ Typical Cross sections where applicable with property or right-of-way lines
  - ☐ Label street names, highway route numbers and easements
- ☒ Detailed Engineer's Estimate- **REQUIRED for Construction phase only**
  - ☒ Estimate must be true and accurate. Applicant is responsible for verifying costs prior to submittal
  - ☐ Must show a breakdown of all bid items by unit and cost. Lump Sum may only be used per industry standards
  - ☒ Must identify all items that ATP will be funding
  - ☐ Contingency is limited to 10% of funds being requested
  - ☒ Evaluation required under the ATP guidelines is not a reimbursable item
- ☐ Documentation of the partnering maintenance agreement- Required with the application if an entity, other than the applicant, is going to assume responsibility for the operation and maintenance of the facility
- ☐ Documentation of the partnering implementation agreement-Required with the application if an entity, other than the applicant, is going to implement the project.
- ☐ Letters of Support from Caltrans (Required for projects on the State Highway System(SHS))
- ☒ Digital copy of or an online link to an approved plan (bicycle, pedestrian, safe routes to school, active transportation, general, recreation, trails, city/county or regional master plan(s), technical studies, and/or environmental studies (with environmental commitment record or list of mitigation measures), if applicable. Include/highlight portions that are applicable to the proposed project.
- ☒ Documentation of the public participation process (required)
- ☒ Letter of Support from impacted school- when the school isn't the applicant or partner on the application (required)
- ☒ Additional documentation, letters of support, etc (optional)


SFUSD SAN FRANCISCO PUBLIC SCHOOLS
San Francisco Unified School District 2014-2015
Early Education Schools
Elementary Attendance Area Schools
Elementary Citywide Schools
Middle Schools
High Schools
Continuation Schools
Charter Schools
Elementary Attendance Area
Produced by the SFUSD Educational Placement Center GIS-Group. September 18, 2013
Miles
0 0.3 0.6 1.2
N S E W
SAN FRANCISCO BAY
PACIFIC OCEAN
GOLDEN GATE PARK
Treasure Island
Chin
Life Learning Charter HS
Sherman
Yerba Buena Island
Lilienthal (3-8)
MARINA
GALILEO
FRANCISCO
GARFIELD
YICK WO
SHERMAN
CHIN
PARKER
Tule Elk Park EES PK/TK*
Presidio EES PK/TK*
SF Public Montessori (K-5)
SPRING VALLEY
LAU
Chinese Ed. Center (K-5)
Commodore Stockton EES PK/TK*
Lilienthal (K-2)
COBB
REDDING
KIPP SF Bay Academy
PRESIDIO
ALAMO
SUTRO
PEABODY
ROOSEVELT
Gateway Charter HS
PARKS
Civic Center
TENDERLOIN
Carmichael (6-8)
Carmichael (K-5)
WALLENBERG
Gateway Charter MS
Creative Arts Charter
LAFAYETTE
WASHINGTON
ARGONNE
MCCOPPIN
NEW TRADITIONS
Wells, Ida B. HS
MUIR
Argonne EES PK/TK
CIS @ DeAvila (K-5)
Marshall (K-5)
MCKINLEY
Independence HS
EVERETT
GRATTAN
SANCHEZ
Downtown HS
ISA
WEBSTER
JEFFERSON
Jefferson EES
MISSION
O'CONNELL
Lawton (K-8)
Alice Fong Yu (K-8)
Rooftop (5-8)
Rooftop (K-4)
MILK
MOSCONE
KEY
Noriega EES PK/TK*
Theresa Mahler EES
SF INTERNATIONAL
Kipp SF College Preparatory Academy
Edison Charter Academy
CHAVEZ
STARR KING
CLARENDON
ALVARADO
Buena Vista/Horace Mann (K-8)
GIANNINI
SUNSET
STEVENSON
Zaida Rodriguez EES PK/TK
BRYANT
Hilltop High School
LICK
ACADEMY OF ARTS & SCIENCES
FLYNN
LINCOLN
HOOVER
SCHOOL OF THE ARTS
WEST PORTAL
Mission Ed. Center (K-5)
Junipero Serra Annex EES PK/TK
Fairmount (K-5)
SERRA
Revere (K-8)
FEINSTEIN
MIRALOMA
ULLOA
Leola Havard EES PK/TK*
MARSHALL
MALCOLM X
GLEN PARK
LOWELL
SLOAT
SUNNYSIDE
DREW
CARVER
LAKESHORE
APTOS
HILLCREST
KING
TAYLOR
SF Community (K-8)
MONROE
Leadership Charter HS
BALBOA
DENMAN
San Miguel EES*
CLEVELAND
JORDAN
BURTON
KIPP Bayview Academy
EL DORADO
City Arts & Technology Charter HS
ORTEGA
HARTE
VIS VALLEY
SHERIDAN
John McLaren EES PK/TK*
LONGFELLOW
GUADALUPE
VIS VALLEY

1. Early Education Schools

C3	Argonne EES PK/TK	750 16th Avenue 94118	750-8617
F7	Havard, Leola EES PK/TK*	1520 Oakdale Avenue 94124	695-5660
D2	Jefferson EES	1350 25th Avenue 94122	759-2852
D5	Mahler, Theresa EES	990 Church Street 94114	695-5871
G5	McLaren, John EES PK/TK*	2055 Sunnydale Avenue 94134	469-4519
D1	Noriega EES PK/TK*	1775 44th Avenue 94122	759-2853
B4	Presidio EES PK/TK*	Building 387, Presidio 94129	561-5822
E6	Rodriguez, Zaida T. EES PK/TK	421 Bartlett St 94110	695-5844
G4	San Miguel EES*	300 Seneca Avenue 94112	469-4756
E5	Serra, Junipero Annex EES PK/TK	155 Appleton St 94110	920-5138
B6	Stockton, Commodore EES PK/TK*	1 Trenton St 94108	291-7932
A5	Tule Elk Park EES PK/TK*	2110 Greenwich 94123	749-3551

2.A. Elementary Attendance Area Schools

B2	Alamo	250-23rd Avenue 94121	750-8456
D5	Alvarado	625 Douglass Street 94114	695-5695
C3	Argonne	680-18th Avenue 94121	750-8460
D6	Bryant (PreK-5)*	2641 25th Street 94110	695-5780
F7	Carver, Dr. George W.	1360 Oakdale Avenue 94124	330-1540
D6	Chavez, Cesar (PreK-5)	825 Shotwell Street 94110	695-5765
A6	Chin, John Yehall	350 Broadway Street 94133	291-7946
D4	Clarendon	500 Clarendon Avenue 94131	759-2796
G5	Cleveland	455 Athens Street 94112	469-4709
B5	Cobb, Dr. William L. (PreK-5)	2725 California Street 94115	749-3505
F7	Drew, Dr. Charles (PreK-TK-5)*	50 Pomona Avenue 94124	330-1526
G6	El Dorado	70 Delta Street 94134	330-1537
E2	Feinstein, Dianne	2550-25th Avenue 94116	615-8460
E6	Flynn, Leonard R.*	3125 Cesar Chavez Street 94110	695-5770
A6	Garfield	420 Filbert Street 94133	291-7924
F5	Glen Park	151 Lippard Avenue 94131	469-4713
D4	Grattan (PreK-5)*	165 Grattan Street 94117	759-2815
G5	Guadalupe (PreK-5)*	859 Prague Street 94112	469-4718
G7	Harte, Bret (PreK-5)*	1035 Gilman Avenue 94124	330-1520
F6	Hillcrest	810 Silver Avenue 94134	469-4722
D3	Jefferson*	1725 Irving Street 94122	759-2821
D1	Key, Francis Scott*	1530-43rd Avenue 94122	759-2811
C2	Lafayette	4545 Anza Street 94121	750-8483
F2	Lakeshore	220 Middlefield Drive 94132	759-2825
B6	Lau, Gordon J. (PreK-5)	950 Clay Street 94108	291-7921
G4	Longfellow	755 Morse Street 94112	469-4730
F8	Malcolm X Academy	350 Harbor Road 94124	695-5950
C3	McCoppin, Frank	651-6th Avenue 94118	750-8475
C5	McKinley	1025-14th Street 94114	241-6300
D5	Milk, Harvey	4235-19th Street 94114	241-6276
E4	Miraloma	175 Omar Way 94127	469-4734
F5	Monroe*	260 Madrid Street 94112	469-4736
D6	Moscone, George R. (PreK-5)*	2576 Harrison Street 94110	695-5736
C5	Muir, John (PreK-5)	380 Webster Street 94117	241-6335
C4	New Traditions	2049 Grove Street 94117	750-8490
G3	Ortega, Jose	400 Sargent Street 94132	469-4726
A6	Parker, Jean*	840 Broadway Street 94133	291-7990
B5	Parks, Rosa (PreK-5)*	1501 O'Farrell Street 94115	749-3519
B3	Peabody, George	251-6th Avenue 94118	750-8480
B6	Redding (TK-5)*	1421 Pine Street 94109	749-3525
D5	Sanchez (PreK-5)	325 Sanchez Street 94114	241-6380
F5	Serra, Junipero*	625 Holly Park Circle 94110	695-5685
G3	Sheridan (PreK-5)	431 Capitol Avenue 94112	469-4743
A5	Sherman	1651 Union Street 94123	749-3530
F3	Sloat, Commodore	50 Darien Way 94127	759-2807
B6	Spring Valley Science School*	1451 Jackson Street 94109	749-3535
D7	Starr King (PreK-5)	1215 Carolina Street 94107	695-5797
E2	Stevenson, Robert L.	2051-34th Avenue 94116	759-2837
F4	Sunnyside	250 Foerster Street 94112	469-4746
E1	Sunset	1920-41st Avenue 94116	759-2760
B3	Sutro*	235-12th Avenue 94118	750-8525
F6	Taylor, Edward R. (PreK-5)	423 Burrows Street 94134	330-1530
B6	Tenderloin Community (PreK-5)	627 Turk Street 94102	749-3567
E1	Ulloa (TK-5)	2650- 42nd Avenue 94116	759-2841
G6	Visitacion Valley	55 Schwerin Street 94134	469-4796
D7	Webster, Daniel*	465 Missouri Street 94107	695-5787
E3	West Portal	5 Lenox Way 94127	759-2846
A6	Wo, Yick	2245 Jones Street 94133	749-3540

2.B. Elementary Citywide Schools

D6	Buena Vista/Horace Mann (K-8)	3351-23rd Street 94110	695-5881
C4	CIS at De Avila (K-5)	1250 Waller Street 94117	241-6325
C6	Carmichael, Bessie (PreK-8)*	375-7th Street 94103	355-6916
B6	Chinese Ed. Center (K-5)	657 Merchant Street 94111	291-7918
E5	Fairmount (PreK-5)	65 Chenery Street 94131	695-5669
D2	Lawton (K-8)	1570-31st Avenue 94122	759-2832
A4	Lilienthal, Claire (3-8)	3630 Divisadero Street 94123	749-3516
B4	Lilienthal, Claire (K-2)	3950 Sacramento Street 94118	750-8603
D6	Marshall (K-5)	1575-15th Street 94103	241-6280
E5	Mission Ed. Center (K-5)	1670 Noe Street 94131	695-5313
F6	Revere, Paul (PreK-8)	555 Tompkins Avenue 94110	695-5656
D4	Rooftop (5-8)	500 Corbett Avenue 94114	522-6757
D4	Rooftop (K-4)	443 Burnett Street 94131	695-5692
F5	SF Community (K-8)	125 Excelsior Avenue 94112	469-4739
B5	SF Public Montessori (PreK-5)*	2340 Jackson Street 94115	749-3544
D3	Yu, Alice Fong (K-8)	1541-12th Avenue 94122	759-2764

***Early Education Department Out-of-School Program with After, Before, Winter/Spring Break, or Summer Services.**

3. Middle Schools

F3	Aptos	105 Aptos Avenue 94127	469-4520
G4	Denman, James	241 Oneida Avenue 94112	469-4535
D5	Everett	450 Church Street 94114	241-6344
A6	Francisco	2190 Powell Street 94133	291-7900
E2	Giannini, A. P.	3151 Ortega Street 94122	759-2770
E3	Hoover, Herbert	2290-14th Avenue 94116	759-2783
F6	King, Dr. Martin L. Jr.	350 Girard Street 94134	330-1500
E5	Lick, James	1220 Noe Street 94114	695-5675
A5	Marina	3500 Fillmore Street 94123	749-3495
C2	Presidio	450-30th Avenue 94121	750-8435
B3	Roosevelt, Theodore	460 Arguello Blvd 94118	750-8446
G6	Visitacion Valley	450 Raymond Avenue 94134	469-4590

4. High Schools

E4	Academy of Arts and Sciences	555 Portola Drive 94131	695-5700
G4	Balboa	1000 Cayuga Avenue 94112	469-4090
G6	Burton, Phillip & Sala	400 Mansell Street 94134	469-4550
A5	Galileo Academy of Science and Technology	1150 Francisco Street 94109	749-3430
D7	International Studies Academy (ISA)	655 De haro Street 94107	695-5866
G5	June Jordan School for Equity	325 La Grande Avenue 94112	452-4922
E2	Lincoln, Abraham	2162-24th Avenue 94116	759-2700
F2	Lowell	1101 Eucalyptus Drive 94132	759-2730
F6	Marshall, Thurgood	45 Conkling Street 94124	695-5612
D5	Mission	3750-18th Street 94114	241-6240
D6	O'Connell, John, School of Technology	2355 Folsom Street 94110	695-5370
E4	Ruth Asawa San Francisco School of the Arts	555 Portola Drive 94131	695-5700
D6	SF International	1050 York Street 94110	241-6154
C4	Wallenberg, Raoul	40 Vega Street 94115	749-3469
C2	Washington, George	600-32nd Avenue 94121	750-8400

5. Charter Schools

G5	City Arts & Technology High School	325 La Grande Avenue 94112	841-2200
C5	Creative Arts (K-8)	1601 Turk Street 94115	749-3509
D5	Thomas Edison Academy (K-8)	3531 22nd Street 94114	970-3330
B5	Gateway High School	1430 Scott Street 94115	749-3600
C5	Gateway Middle School	1512 Golden Gate Ave. 94115	922-1001
G7	KIPP Bayview Academy (5-8)	1060 Key Avenue 94124	467-2522
B5	KIPP SF Bay (5-8)	1430 Scott Street 94115	440-4306
B5	Leadership High School	241 Oneida Avenue, Suite 301 94134	841-8910
A7	Life Learning Academy	651-8th Street, Bldg.229 TI 94130	397-8957
D6	Kipp SF College Preparatory Academy	655 De Haro Street 94107	745-2379

6. Continuation Schools

D3	Independence High School	1350 7th Avenue 94122	242-5000
C5	Wells, Ida B. High School	1099 Hayes Street 94117	241-6315
C5	Civic Center Secondary	727 Golden Gate Avenue 94102	241-3000
E6	Hilltop High School	1325 Florida Street 94110	695-5606
D6	Downtown High School	693 Vermont Street 94107	695-5860

Educational Placement Center
555 Franklin St., Room 100
San Francisco, CA 94102
Ph: (415) 241-6085
Fax: (415) 241-6087
www.sfusd.edu/enroll

SFUSD SAN FRANCISCO PUBLIC SCHOOLS

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project				
Budget Period: June 1, 2015 - August 31, 2016				
A. Positions and Salaries - DPH (lead agency)			SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation	1.0 FTE	$96,925	$96,925
2	Public Service Aide: To be determined	$19.4764/hr	$20,536	$20,536
		TOTAL SALARY COSTS	$117,461	$117,461
B. Fringe Benefits = 10% for Public Service Aides, 50% for all others			SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation	1.0 FTE	$48,463	$48,463
2	Public Service Aide: To be determined	$17.2125/hr	$2,054	$2,054
		TOTAL FRINGE BENEFIT COSTS	$50,516	$50,516
		TOTAL PERSONNEL COSTS	$167,977	$167,977
C. Consultants/Contractual Services				
	Item		SRTS - grant	Total
	SF Police Department workorder for traffic enforcement		$150,000	$150,000
	SF Dept of Environment workorder to create toolkits and conduct outreach		$175,000	$175,000
		TOTAL CONSULTANT AND CONTRACTUAL SERVICES	$325,000	$325,000
D. Other Direct Costs				
	Item		SRTS - grant	Total
	Photocopying Services - Repro		$2,023	$2,023
		TOTAL EQUIPMENT AND SUPPLIES EXPENSES	$2,023	$2,023
		TOTAL BUDGET FOR 2015-16	$495,000	$495,000

1 The Health Program Planner position will be responsible for overall project coordination and evaluation.

2 The Public Service Aide will provide data entry and evaluation support to the project and project staff.

DIST–CO–RTE–AGNCY: 04-SF-0-SFPH

Federal Project No:

EA:

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project			
Budget Period: September 1, 2016 - August 31, 2017			
A. Positions and Salaries - DPH (lead agency)		SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation 1.0 FTE	$96,925	$96,925
2	Public Service Aide: To be determined $19.4764/hr	$20,536	$20,536
	TOTAL SALARY COSTS	$117,461	$117,461
B. Fringe Benefits = 10% for Public Service Aides, 50% for all others		SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation 1.0 FTE	$48,463	$48,463
2	Public Service Aide: To be determined $17.2125/hr	$2,054	$2,054
	TOTAL FRINGE BENEFIT COSTS	$50,516	$50,516
	TOTAL PERSONNEL COSTS	$167,977	$167,977
C. Consultants/Contractual Services			
	Item	SRTS - grant	Total
	SF Police Department workorder for traffic enforcement	$150,000	$150,000
	SF Dept of Environment workorder to create toolkits and conduct outreach	$175,000	$175,000
	TOTAL CONSULTANT AND CONTRACTUAL SERVICES	$325,000	$325,000
D. Other Direct Costs			
	Item	SRTS - grant	Total
	Photocopying Services - Repro	$2,023	$2,023
	TOTAL EQUIPMENT AND SUPPLIES EXPENSES	$2,023	$2,023
	TOTAL BUDGET FOR 2016-17	$495,000	$495,000

1 The Health Program Planner position will be responsible for overall project coordination and evaluation.

2 The Public Service Aide will provide data entry and evaluation support to the project and project staff.

DIST–CO–RTE–AGNCY: 04-SF-0-SFPH

Federal Project No:

EA:

Safe Routes to School-San Francisco (SRTS-SF) Non-Infrastructure Project			
TOTAL Budget Period: June 1, 2015 - August 31, 2017			
A. Positions and Salaries - DPH (lead agency)		SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation 1.0 FTE	$193,850	$193,850
2	Public Service Aide: To be determined $19.4764/hr	$41,073	$41,073
	TOTAL SALARY COSTS	$234,923	$234,923
B. Fringe Benefits = 10% for Public Service Aides, 50% for all others		SRTS - grant	Total
1	2818 Health Program Planner - grant management and evaluation 1.0 FTE	$96,925	$96,925
2	Public Service Aide: To be determined $17.2125/hr	$4,107	$4,107
	TOTAL FRINGE BENEFIT COSTS	$101,032	$101,032
	TOTAL PERSONNEL COSTS	$335,955	$335,955
C. Consultants/Contractual Services			
	Item	SRTS - grant	Total
	SF Police Department workorder for traffic enforcement	$300,000	$300,000
	SF Dept of Environment workorder to create toolkits and conduct outreach	$350,000	$350,000
	TOTAL CONSULTANT AND CONTRACTUAL SERVICES	$650,000	$650,000
D. Other Direct Costs			
	Item	SRTS - grant	Total
	Photocopying Services - Repro	$4,046	$4,046
	TOTAL EQUIPMENT AND SUPPLIES EXPENSES	$4,046	$4,046
	TOTAL BUDGET FOR 2015-17	$990,000	$990,000

1 The Health Program Planner position will be responsible for overall project coordination and evaluation.

2 The Public Service Aide will provide data entry and evaluation support to the project and project staff.

DIST–CO–RTE–AGNCY: 04-SF-0-SFPH

Federal Project No:

EA:

SUSTAINABLE
SFUSD

May 16, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

The San Francisco Unified School District is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

If funded, SFDPH will provide leadership to implement an innovative, pilot proposal that includes:

- **Policy** through a new **resolution to be adopted by SFUSD supporting all modes of transportation** to and from school, including walking and biking as well as informal **policies at each school** supporting the implementation of the SRTS education and encouragement activities;
- **Education** through comprehensive tailored **transportation toolkits** developed by SF Environment for approximately 100 schools that will be translated and distributed in hard copies and online to all families in the district. Each school will get a toolkit including: area map around school, map of where attending students live, suggested walking, and biking and transit routes (e.g bike routes, transit stops, crossing guards, carpooling information, and how to enroll in Free Muni), and list of resources to increase walking and biking;
- **Encouragement** through a **multilingual team of outreach workers** at the SF Environment who will promote the transportation toolkits to parents and guardians; especially at disadvantaged schools;
- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
- **Evaluation** conducted by the SF Department of Public Health, including travel tallies, parent surveys and focus groups.

The SFDPH Health Commission is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

Established in 1851, SFUSD is the seventh-largest school district in California and educates over 57,000 students who live in the 49 sq. mi. area of the City and County of San Francisco. During school year 2013-14, SFUSD has:

- 72 elementary and K-8 schools
- 12 middle schools
- 19 senior high schools (including two continuation schools and an independent study school)
- 13 preschools

Since 2008, the District's Sustainability Office has been coordinating our efforts in the areas of waste management, utility reduction, and alternative transportation. As part of its efforts, the Office has coordinated strategic planning and implementation of the Safe Routes to School Program with other members of the Partnership. The District's goal is to reduce driving during the school commute to a level commensurate with the percentage of families that live over two miles from their respective campuses. Promoting walking and biking (as well as other modes) helps to reach that goal and improves safety around schools, builds a sense of community among families, and reduces air pollution and greenhouse gas emissions. Even more importantly, research has shown that kids with an active commute arrive at school ready to focus and learn.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

David Goldin
Chief Facilities Officer
SF Unified School District
135 Van Ness Ave.
San Francisco, CA 94102
goldind@sfusd.edu

POLICE DEPARTMENT
CITY AND COUNTY OF SAN FRANCISCO
THOMAS J. CAHILL HALL OF JUSTICE
850 BRYANT STREET
SAN FRANCISCO, CALIFORNIA 94103-4603

EDWIN M. LEE
MAYOR

GREGORY P. SUHR
CHIEF OF POLICE

May 16, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

The **San Francisco Police Department** is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.
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- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
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The SFDPH Health Commission is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and

POLICE DEPARTMENT
CITY AND COUNTY OF SAN FRANCISCO
THOMAS J. CAHILL HALL OF JUSTICE
850 BRYANT STREET
SAN FRANCISCO, CALIFORNIA 94103-4603

EDWIN M. LEE
MAYOR

GREGORY P. SUHR
CHIEF OF POLICE

ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

The San Francisco Police Department (SFPD) is also committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets. The strategy is consistent with SFPD's traffic mission to enforce moving violations and laws and ordinances designed to reduce traffic collisions; investigate traffic collisions that result in an injury; and handle traffic-related issues at special events.

If funded, the SFPD Traffic Company along with district station officers will conduct a Distracted Driving Campaign to eliminate distracted driving, focus on enforcement and education priorities, and perform targeted location enforcement – including schools and elderly facilities.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

Gregory P. Suhr
Chief of Police

SF Environment
Our home. Our city. Our planet.
A Department of the City and County of San Francisco

Edwin M. Lee
Mayor

David Assmann
Acting Director

May 16, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

The San Francisco Department of the Environment is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

If funded, SFDPH will provide leadership to implement an innovative, pilot proposal that includes:

- **Policy** through a new **resolution to be adopted by SFUSD supporting all modes of transportation** to and from school, including walking and biking as well as informal **policies at each school** supporting the implementation of the SRTS education and encouragement activities;
- **Education** through comprehensive tailored **transportation toolkits** developed by SF Environment for approximately 100 schools that will be translated and distributed in hard copies and online to all families in the district. Each school will get a toolkit including: area map around school, map of where attending students live, suggested walking, and biking and transit routes (e.g bike routes, transit stops, crossing guards, carpooling information, and how to enroll in Free Muni), and list of resources to increase walking and biking;
- **Encouragement** through a **multilingual team of outreach workers** at the SF Environment who will promote the transportation toolkits to parents and guardians; especially at disadvantaged schools;

San Francisco Department of the Environment
1455 Market Street, Suite 1200, San Francisco, CA 94103
Telephone: (415) 355-3700 • Fax: (415) 554-6393
Email: environment@sfgov.org • SFEnvironment.org

- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
- **Evaluation** conducted by the SF Department of Public Health, including travel tallies, parent surveys and focus groups.

The SFDPH Health Commission is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

SF Environment creates visionary policies and innovative programs that promote social equity, protect human health, and lead the way toward a sustainable future. We put our mission into action by mobilizing communities and providing the resources needed to safeguard our homes, our city, and ultimately our planet. SF Environment programs include Zero Waste/Recycling, Climate, Green Building, Energy Efficiency and Renewables, Toxics Reduction, Environmental Justice, Urban Agriculture, Clean Transportation, Urban Forest, and Public Information Programs. The Clean Transportation Program works to improve air quality in San Francisco, primarily by reducing vehicle emissions, and working with businesses and other local and regional agencies to promote trip reduction.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

David Assmann
Acting Director

SFMTA
Municipal Transportation Agency

Edwin M. Lee, *Mayor*

Tom Nolan, *Chairman*
Malcolm Heinicke, *Director*
Joél Ramos, *Director*
Cheryl Brinkman, Vice-Chairman
Jerry Lee, *Director*
Cristina Rubke, *Director*

Edward D. Reiskin, *Director of Transportation*

May 15, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

SUBJECT: Support of San Francisco's Safe Routes to School Project

To Whom It May Concern:

The San Francisco Municipal Transportation Agency (SFMTA) is pleased to support the San Francisco Department of Public Health's (SF DPH) proposal titled *San Francisco Safe Routes to School Project* in response to the Active Transportation Program's call for projects.

SF DPH has led the Safe Routes to School program since 2009 and has actively collaborated with the City and County of San Francisco's Unified School District (SFUSD), Environment (SFE), SFMTA, and Police Department (SFPD); the YBike Program of the Presidio YMCA; SF Bicycle Coalition; Shape Up SF Coalition; and Walk SF. The group of organizations is collectively known as the *San Francisco Safe Routes to School Partnership*. We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

If funded, SF DPH will provide leadership to implement an innovative, pilot proposal that includes:

- Policy through a new resolution to be adopted by SFUSD supporting all modes of transportation to and from school, including walking and biking as well as informal policies at each school supporting the implementation of the SRTS education and encouragement activities;
- Education through comprehensive tailored transportation toolkits developed by SFE for approximately 100 schools that will be translated and distributed in hard copies and online to all families in the district. Each school will get a toolkit including: area map around school, map of where attending students live, suggested walking, and biking and transit routes (e.g bike routes, transit stops, crossing guards, carpooling information, and how to enroll in Free Muni), and list of resources to increase walking and biking;
- Encouragement through a multilingual team of outreach workers at the SFE who will promote the transportation toolkits to parents and guardians; especially at disadvantaged schools;
- Enforcement by SFPD of the California Motor Vehicle Code near schools located on corridors with high numbers of pedestrian injuries and fatalities; and
- Evaluation conducted by SF DPH, including travel tallies, parent surveys and focus groups.

The City and County of San Francisco – including explicitly the SF DPH Health Commission and the SFMTA Board of Directors – is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024. Pedestrians and cyclists compromise the majority of those killed. SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

The proposal addresses four of the "Five Es" of the Safe Routes to School program: Education, Encouragement, Enforcement and Evaluation. The SFMTA's ongoing Safe Routes to School infrastructure projects complement these elements by addressing the fifth "E", Engineering. Implementation of this proposal is critical to ensuring that the potential benefits of SFMTA's school-area capital projects are fully realized.

We look forward to working with SF DPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

Edward D. Reiskin
Director of Transportation

May 16, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

Walk San Francisco is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

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- **Policy** through a new **resolution to be adopted by SFUSD supporting all modes of transportation** to and from school, including walking and biking as well as informal **policies at each school** supporting the implementation of the SRTS education and encouragement activities;
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- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
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The SFDPH Health Commission is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

995 Market Street, Suite 1450, San Francisco, CA 94103 • 415-431-WALK (9255) • www.walksf.org

Walk San Francisco's mission is to make walking safe in San Francisco, so that our community is healthier and more livable. The SF SRTS partnership is critical for achieving a safer and healthier community for our most vulnerable roadway users—children.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

Nicole Schneider
Executive Director

San Francisco Bicycle Coalition
833 Market Street, 10th Floor
San Francisco CA 94103

T 415.431.BIKE
F 415.431.2468

sfbike.org

PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

May 14, 2014

Caltrans
California Dept. of Transportation
District 4 Local Assistance
111 Grand Avenue
Oakland, CA 94612

To Whom It May Concern:

The San Francisco Bicycle Coalition (SFBC) is San Francisco's leading bicycle advocacy group, focused on transforming streets and neighborhoods into more livable and safe places by promoting the bicycle as an everyday form of transportation. We are pleased to support the San Francisco Department of Public Health's (SFDPH) application for the Active Transportation Program's funding opportunity, titled the **San Francisco Safe Routes to School Project**.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with a wide array of stakeholders and subcontractors, including the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, Shape Up SF Coalition, Walk SF, and our organization. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons at schools, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

If funded, SFDPH will provide leadership to implement an innovative, pilot proposal that includes:

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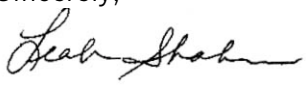
- **Encouragement** through a **multilingual team of outreach workers** at SF Environment who will promote the transportation toolkits to parents and guardians, focusing on disadvantaged schools;

- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and **Evaluation** conducted by the SF Department of Public Health, including travel tallies, parent surveys and focus groups.

We are pleased that the SFDPH Health Commission has committed to Vision Zero and its goal of zero traffic deaths on San Francisco streets by. This is critical to our work, as bicyclists and pedestrians face a disproportionately higher risk on our roadways. Any action we can take to improve roadway safety, particularly for our youngest and most vulnerable users, should be taken. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will help more youth and families walk and bike to school, and improve safety across the board. We strongly urge you to support this proposal.

Sincerely,



Leah Shahum
Executive Director
San Francisco Bicycle Coalition

Our mission is to advocate for and promote environments, systems and policies that make the healthy choice the easy choice for all San Franciscans.

SUSF Coalition Co-Chairs
Beatrice Cardeñas-Duncan
Policy Advocate
American Cancer Society
American Heart Association

Charles M. Collins
President and CEO
YMCA of San Francisco

SUSF Staff
Marianne Szeto
415-581-2430

Christina Goette
415-581-2422

30 Van Ness Ave., #2300
San Francisco, CA 94102
www.shapeupsf.org

May 16, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

The Shape Up San Francisco Coalition is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects. SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.
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- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
- **Evaluation** conducted by the SF Department of Public Health, including travel tallies, parent surveys and focus groups.

The SFDPH Health Commission is committed to Vision Zero with the goal of zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

The Shape Up SF Coalition is a multidisciplinary body convened to address the epidemic of chronic disease through primary prevention and environmental strategies, with an emphasis on physical activity and nutrition. Shape Up SF is committed to reducing health disparities in chronic diseases that disproportionately affect African American, Latino and Asian populations. Our mission is to advocate for and promote environments, systems and policies that make the healthy choice the easy choice for all San Franciscans. San Francisco's Safe Routes to School Program is in perfect alignment with one of our key strategies to increase physical activity.

We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

Beatrice Cardenas-Duncan
Shape Up SF Coalition Co-Chair

Charles M. Collins
Shape Up SF Coalition Co-Chair

KAISER PERMANENTE®

Public Affairs Department

May 15, 2014

California Department of Transportation
Division of Local Assistance, MS 1
ATTN: Office of Active Transportation and Special Programs
PO Box 942874
Sacramento, CA 94274-001

To Whom It May Concern:

Kaiser Permanente San Francisco is pleased to support the San Francisco Department of Public Health's (SFDPH) proposal titled **San Francisco Safe Routes to School Project** in response to the Active Transportation Program's call for projects.

SFDPH has led the Safe Routes to School program since 2009 and has actively collaborated with the SF Unified School District (SFUSD), SF Environment (SFE), SF Police Department (SFPD), SF Municipal Transportation Agency (SF MTA), YBike Program of the Presidio YMCA, SF Bicycle Coalition (SFBC), Shape Up SF Coalition, and Walk SF. **The group of organizations is collectively known as the SF Safe Routes to School Partnership.** We have been active collaborators for many years and have worked together on school-related projects such as delivering pedestrian and bicycle safety lessons, organizing Walk to School Day and Bike to School week, and helping parents and caregivers set up walking school buses.

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- **Enforcement** by the SF Police Department **of the CA Motor Vehicle Code near schools** located on corridors with high numbers of pedestrian injuries and fatalities; and
- **Evaluation** conducted by the SF Department of Public Health, including travel tallies, parent surveys and focus groups.

The SF DPH is requesting this funding on behalf of the SF SRTS Partnership for innovative policies, supporting education and encouragement, targeted enforcement, and evaluation to help us reach this ambitious goal for SF schoolchildren and their families. Funding for this multiagency, multipronged approach will be instrumental for San Francisco's furthering its progress in implementing the Pedestrian and Bicycle Strategies and ultimately achieving our City's goal of eliminating traffic injuries and deaths while increasing youth walking and biking.

Kaiser Permanente's mission to improve the health of our members and the communities we serve includes promoting healthy eating and active living as core health priorities. Schools have long been important partners in that effort, and we encourage greater physical activity for students, school staff and parents by working with Safe Routes to School National Partnership, the National PTA, and Fire Up Your Feet. Locally, Kaiser Permanente is one of the founding partners and funders of Shape Up San Francisco with a special focus on Safe Routes to School.
We look forward to working with the SFDPH on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased youth walking and biking and improved safety through a reduction of behaviors that most threaten the lives of people walking and biking in our City, and strongly urge you to support this proposal.

Sincerely,

James M. Illig
Community Benefit Manger
Kaiser Permanente San Francisco

601 Van Ness Avenue, Suite 2002
San Francisco, CA 94102
Phone: (415) 674-7144
Fax: (415) 674-7154

SAN FRANCISCO SAFE ROUTES TO SCHOOL
FEBRUARY 27, 2014, 10-11:30
30 Van Ness Ave, Suite 2300

I. **Introductions** 10:00-10:10AM

II. **Updates** 10:10-10:22AM

a. Alternative Transportation Program (Ana)
March 21 RFP will be released (all walking/biking funding for the state) due May 21; guidelines have not yet been finalized but dedicated pot of $24M for ALL SRTS projects ($7M non-infrastructure) and will not fund anything that has already been funded
Components to be included in SF SRTS proposal: enforcement, SFE toolkits (district wide) and neighborhood level task forces
TO BE ADDED TO NEXT MONTH'S AGENDA

b. Expansion proposal – subcommittee mtg (Ana)
Julia to send out Doodle Poll to schedule meeting before next Partnership Meeting; Special Assistant to Superintendent working with Nik and Julia to craft comprehensive school transportation system/plan
Subcommittee: Krute, Matt, Nancy, Ana, Nik, Kit

c. Basecamp – webinar (Ana)
Ana will schedule and host webinar for Partners

d. SF HOPE sites (Ana)
Rebuild of public housing sites in the city and community coordinators for the sites are requesting help with WSB development; DPH meeting with SF HOPE leadership and proposing SRTS Partnership work with all sites to build capacity and gather resources for WSB to schools near those sites.

e. Alameda SRTS field trip (Ana)
Ana took names of interested Partnership members and will coordinate day, date and time

f. Free Muni for Youth (Peter)
Meeting times are available: March 21, 2PM and March 28, 2PM

III. **Encouragement** 10:22-11:00

a. Bike to School Week (Nancy) - April 21-25, 2014

i. Incentives and giveaways
4000 bags ordered, items should be shipped directly to Presidio YBike (address below) with Matt's name and labeled as "Bike to School Week"
Presidio Community YMCA
Letterman Pool
1151 Gorgas Ave
San Francisco, CA 94129
Bag stuffing will take place Thursday, April 10 from 10:30AM-4:00PM; liaisons are being asked to sign up for at least one 2-hour shift and to take their bags home with them (Environment Now can help transport bags for schools that are unable to transport on their own)

INCENTIVES: Reflective stickers, postcards, Sports Basement gift cards for each school organizer, grand prize for school: bike blender and grand prize for parents: bike (SFBC), bags, pencils (DPH), Fit Bits, reflective ankle straps (SFE)

ii. Website enrollment

Next meeting – February 27, 10-12, DPH offices (30 Van Ness Ave #2300)

12 schools have signed up as of (2/26) and website links and information available

iii. Poster and postcards
Postcards available for everyone to take (on computer desk in meeting room); Nancy will provide 100 posters to Martha for Martha to send to SFUSD schools that have registered for B2SW through school mail; SFE (Pauli) will help deliver to private schools

iv. Anything else?
Nik to communicate with SFUSD to ensure inclusive B2SW activities, Martha will add language to WAD, Nancy will send information on inclusion to principals and liaisons prior to B2SW (during registration)
SFE (SchoolED Team) will do outreach and distribute postcards/posters to schools
Alvarado Elementary to be the media school for B2SD (Nick Carr)

b. School Progress (Nancy and Katie) 11:01-11:22 send info via email
- Walking School Buses and Bike Trains

Alamo: January event, invited to be host of B2SW event but have not shown any interest, bike leader training Saturday 3/22 for all schools registered for B2SW, SFBC Family Bikers
Peabody: Monthly WSB/WR2SD run by CEO, next step will be encouraging biking with walk/bike map
Sunset: April 12 event; help Dylan get parents to commit to assisting with one event
Grattan: Monthly Carbon Free Fridays, 3 WSBs
Bessie: WR2SD on February 14, kids stickered posters, raffle in cafeteria, SFPD will be providing in-class pedestrian safety classes
Sunnyside:
Fairmount:
Alvarado:
BVHM:
Flynn:
ER Taylor:
Carver: Bike Build and DIY Fair on April 12
El Dorado:
Monroe:
Longfellow:

c. Golden Sneaker Contest in March (Nancy)

To take place in March
Ana, Katie and Nancy to meet after Partnership meeting

d. Weekend Encouragement Activities – (Matt)
- Bessie Carmichael?

Katie to send Jared/Matt info for CBO team (Rec & Park) for permission to use the park and join forces with the community

e. SF Environment
- Environment Now outreach
- Carpool2School: March 10-14, launch event at Creative Arts Charter on Monday, 3/10
  4 of 11 registered schools are SRTS schools

Next meeting – February 27, 10-12, DPH offices (30 Van Ness Ave #2300)

IV. Education

a. 2nd and 4th grade lessons
   i. Scheduling (Martha): 6 schools have completed, 5 scheduled and 4 not scheduled (Bessie, Fairmount, Longfellow and Monroe)
   ii. Progress (Matt)

V. **Engineering** (Ellen and Lucas) 11:33-11:41

a. Coordinating eval efforts for infrastructure projects: Jefferson need to complete Travel Tally (grades 1-4) and Parent Survey for SRTS infrastructure projects
b. Non infrastructure elements of infrastructure projects
   Invite Ben Jose to SRTS Partnership meeting to review list of schools and ways to collaborate
c. Walk audits
   i. John Yehall Chin, Bessie Carmichael, Redding: All 3 to be proposed at ATP grant projects (proposals favored if projects grouped together)

VI. **Evaluation** (Katie)

d. Report: Presentation at March meeting
e. Spring evaluation: Katie meeting with schools currently to prepare

VII. **Team Announcements**

Next meeting – February 27, 10-12, DPH offices (30 Van Ness Ave #2300)

SAN FRANCISCO SAFE ROUTES TO SCHOOL
FEBRUARY 27, 2014, 10-11:30
30 Van Ness Ave, Suite 2300

FUNnel

a. See attached for breakdown

Identified as Interested (parent sign up forms):
517 people
Participated in a walking/biking/carpool event/activity/program:
XX people
Estimated Regular walk/bike/carpool:
6,337 people - Spring Tally –
Actual regular walk/bike/carpool:
372 children/ 5 schools- Walking Wednesday/Carbon Free Fridays/Movimiento Miercoles
Program started, no count: 4 more schools
Active local committee member:
42 people - SRTS Liaisons + champions+ EO Corps +other staff or parents
Active parent champion:
10 people

View Per School / Total

UPDATED SRTS email list:

ana.validzic@sfdph.org
AdriasolaM@sfusd.edu
ben.jose@sfmta.com
cara.gurney@sfgov.org
christina.goette@sfdph.org
Ellen.Robinson@sfmta.com
jared@ybike.org
kaestnern@sfusd.edu
kit@sfbike.org
Kathleen.Zierolf@sfmta.com
Krute.Singa@sfgov.org
lopez-barrerass@sfusd.edu
mszeto@shapeupsfcoalition.org
marty@saferoutespartnership.org
matt@ybike.org
Meryl.Klein@sfmta.com
nancy@sfbike.org
natalie@walksf.org
nicole@walksf.org
peter.gallotta@sfgov.org
Pauli.ojea@sfgov.org
reroute@sfusd.edu
staff@sfsaferoutes.org

Next meeting – February 27, 10-12, DPH offices (30 Van Ness Ave #2300)

SAN FRANCISCO SAFE ROUTES TO SCHOOL
MARCH 27, 2014, 10-11:30
30 Van Ness Ave, Suite 2300

Actions Items

- *SRTS Partnership will send suggestions for Safe Routes 2.0 to Julia 4/23/2014*
- *Attend Basecamp live Q&A webinar on 4/22/2014*
- *Julia will send out Doodle Poll and meeting will take place before 4/23/2014*
- *Nancy will send out the 5 W's for each of the Bike & Roll to School Week events by 3/28/2014*

I. Introductions

II. Updates (Ana)

a. Back up plans for jury duty
Ana must report again 4/2 and juror selection continues until 4/11; trial is expected to last until the end of May and jury deliberation potentially continuing until June.
Marianne will be the go-to person for SRTS while Ana is out mainly assisting with Program Coordinator hiring (working with SFBC and WalkSF); SFBC will coordinate Bike & Roll to School Day; Katie will coordinate Data collection/Evaluation

b. Alternative Transportation Program Grant Application (Janna)
Application was released last Friday, due 5/21 and state is expecting >1,000 applications (extremely competitive); applications not selected by state will be sent to local MPO/regional level
Proposal will include: (1) Police Enforcement, (2) Full-time grant staff at DPH, (3) SFE Environment Now/community outreach workers, (4) Neighborhood-level parent task forces

c. Expansion proposal – report back (Nik and Julia)
HANDOUT: Safe Routes 2.0 Towards a District Policy for Sustainable Transportation
Discussion of handout, interest in transforming the handout into a proposed policy for SFUSD handbook

d. Basecamp webinar scheduled April 22nd @ 8AM
Meet in Training room at 30 Van Ness if in need of training

e. Free Muni for Youth - report back (Peter)
Meeting with Emit and Janis from SFMTA last week to discuss Google support and continuation of Free Muni for Youth Program; additional 2 years of funding will continue the program; suggested to SFMTA to fund and use community outreach workers from existing agencies to support the program (Environment Now workers could become certified to review applications and assist families with submission)
Carpool 2 School Week: 11 participating schools, 237 students (7 schools – reported data) took about 180 cars off the road during morning commute week of 3/10-3/14
Example at Sherman Elementary (Nik) Education Outside Corps Member used school directory to group enrollment by their location so families could use school directory as a SchoolPool tool
WePool2School enrollment has grown from 250 to 680 families

f. School communications
   i. Concerns
   ii. Subcommittee – help scheduling?
   Julia will set up Doodle Poll and help facilitate meetings; all points to be reviewed by Ana

Next meeting – April 24, 10-12, DPH offices (30 Van Ness Ave #2300)

SAN FRANCISCO SAFE ROUTES TO SCHOOL
MARCH 27, 2014, 10-11:30
30 Van Ness Ave, Suite 2300

III. **Evaluation** (Katie) –

a. Report
Presentation of Executive Summary
Ana suggests a SRTS Partnership Retreat (Nik gone July 8-29) with a professional facilitator

b. Spring evaluation

IV. **Encouragement**

a. Bike to School Week (Nancy) - April 21-25, 2014
   i. Media school - Alvarado
   ii. Progress on enrollment
   iii. Anything else?

Bike and Roll to School Day Events			
Alamo		*Flynn – NO DATE*	*Environment Now*
Alvarado F	*YBike*	*Fairmount (4/16)*	*Nik/Christina*
Bessie F	*Katie*	*Grattan*	
BVHM	*YBike/Nik/Katie*	*Longfellow*	
Carver F		*Monroe W*	*Katie/Environment Now*
El Dorado – NO DATE	*Environment Now*	*Peabody*	
ER Taylor		*Sunnyside W*	*Nancy/Nik*
		Sunset R	*Katie*

b. Weekend Encouragement Activities – (Matt)
- Spring Fundraisers

c. Kindergarten & TK orientations
- Can someone call/email schools to find out schedule?

Outreach to take place in May and August; SRTS Partnership to find out dates for current and targeted SRTS schools

V. **Team Announcements**

SRTS Grant will be switching to fee-for-service for 2014-2017 implementation in order for Partnership's Agencies to receive reimbursement/$$

UPDATED SRTS email list:
ana.validzic@sfdph.org
AdriasolaM@sfusd.edu
ben.jose@sfmta.com
cara.gurney@sfgov.org
christina.goette@sfdph.org
Ellen.Robinson@sfmta.com
jared@ybike.org
kaestnern@sfusd.edu
kit@sfbike.org
Kathleen.Zierolf@sfmta.com
Krute.Singa@sfgov.org
lopez-barrerass@sfusd.edu
mszeto@shapeupsfcoalition.org
marty@saferoutespartnership.org
matt@ybike.org
Meryl.Klein@sfmta.com
nancy@sfbike.org
natalie@walksf.org
nicole@walksf.org
peter.gallotta@sfgov.org
Pauli.ojea@sfgov.org
reroute@sfusd.edu
staff@sfsaferoutes.org
staff@shapeupsfcoalition.org

Next meeting – April 24, 10-12, DPH offices (30 Van Ness Ave #2300)

San Francisco Pedestrian Strategy

Prepared by the Mayor's
Pedestrian Safety Task Force

April 2013

Contents

3 Message from Mayor Lee

4 Context
A City that Walks
Pedestrian Safety
What a Walkable City Means for San Francisco

9 Existing Efforts

11 Goals and Actions

16 Creating the Pedestrian Strategy

17 Implementing the Pedestrian Strategy

18 Next Steps

19 Acknowledgements

Vision Statement

San Francisco is the most walkable city in North America. People choose to walk because our streets are lively and safe. Our actions to make walking more attractive will lead people to choose to walk for most short trips. This in turn will help create an efficient, effective transportation system and improve the health and well-being of our residents. San Francisco's status as a great walking city will attract visitors and workers from all over the world to enjoy the vibrant street life and build the economy.

Goals

1. Reduce serious and fatal pedestrian injuries by 25% by 2016 and by 50% by 2021
2. Reduce serious pedestrian injury inequities among neighborhoods
3. Increase walking and reduce short trips (< 1 mile) taken by car by 25% by 2021.
4. Provide high-quality walking environments

Key Strategies

- Upgrade 44 miles of streets, 5 miles per year through 2021, to improve pedestrian safety and comfort on key walking streets with high rates of pedestrian injury.
- Give extra crossing time at 800 intersections citywide, at least 160 annually
- Re-engineer streets around at least 5 schools and 2 areas with high numbers of senior injuries annually to increase safety
- Update or create at least nine plazas (installing at least one per year) and request proposals for parklets aiming to install 20 annually, pending demand
- Re-open 20 closed crosswalks by 2021
- Plan Green Connections, a citywide network of 140 miles of green streets to help people walk safely to parks and the waterfront, including six conceptual designs by the end of 2013 and build the entire network by 2032
- Upgrade 13,000 curb ramps in the next 10 years
- Install pedestrian countdown signals at 184 intersections by 2021
- Target enforcement of high-risk behaviors (i.e., speeding, red-light running, failing to yield to pedestrians) on high-injury corridors and intersections, and report quarterly on injury collisions and enforcement
- Pursue state legislation for prioritizing sustainable transportation and targeting enforcement (e.g., speed cameras, congestion pricing, vulnerable user laws)

Message from Mayor Lee

San Francisco is one of the best cities for walking in the country. Our bustling downtown, waterfront, distinctive neighborhoods and world-class parks are just the start. Our city is the birthplace of parklets, and with New York City, of Sunday Streets-new ways to enjoy streets as shared public space. Over the past year, we have lowered speed limits around 181 schools to make it safer for children and families to walk to school.

Building a walkable city matters for many reasons: health, equity and our city's economy. Walking provides a simple, inexpensive way for residents to get healthy physical activity and recreation. A great walking environment is essential to our city's prosperity. Attractive sidewalks and plazas draw shoppers. They also attract successful businesses and talented workers, as illustrated by the number of companies that are choosing to locate in San Francisco today. Many of the nation's top companies know their employees prefer to be in a city where they can choose to walk, bike or take transit to work.

But we still have important challenges to address. Over 800 people are hit by cars in San Francisco each year, and 100 of those people are severely injured or killed. These collisions cost millions of dollars in public funds and untold costs for victims and families. Each is a tragedy, and each is preventable.

My predecessor, Mayor Gavin Newsom, issued Executive Directive 10–03 in December 2010 calling for a reduction in severe and fatal injuries by 50 percent, reducing safety inequities among neighborhoods, and increasing walking.

I am committed to delivering on these goals.

Building on the Better Streets Plan, the WalkFirst project, and programs like Sunday Streets, the Pedestrian Strategy provides a comprehensive list of actions to make city streets more safe and comfortable for everyone, improving the pedestrian experience for residents, employees, and visitors.

City agencies and stakeholders, along with my office, will work together to advance this Strategy and make San Francisco the most walkable city in North America.

Sincerely,

Edwin M. Lee, Mayor

Context

A City for Walking

San Francisco is a city that walks. San Francisco's compact size and daytime population of nearly one million mean that walking is a crucial part of keeping our city moving. Yet, 25% of all car trips are less than one mile, a distance easily walked by most adults. This suggests that there is still much to be done to encourage even more walking.

Fundamental

Nearly a fifth of of the 4 million trips San Franciscans and visitors take each day are entirely by foot. And every single trip each person makes, whether it's by bus, bike or car, begins and ends with walking.

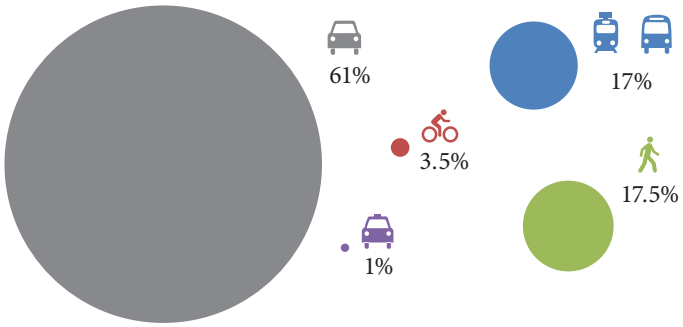
Commute

- Daily Transportation
- A Popular Commute Option
- Getting to School

School

The number of kids who walk to school, though still low, is increasing. There are Safe Routes to Schools programs at 15 schools, and 55 schools participated in Walk to School Day in 2012.

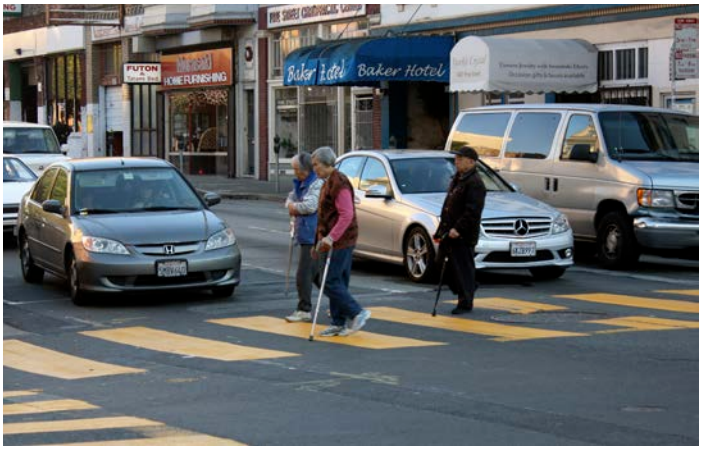
2010 Primary Transportation Mode
(All trips begin and end with walking)[1]

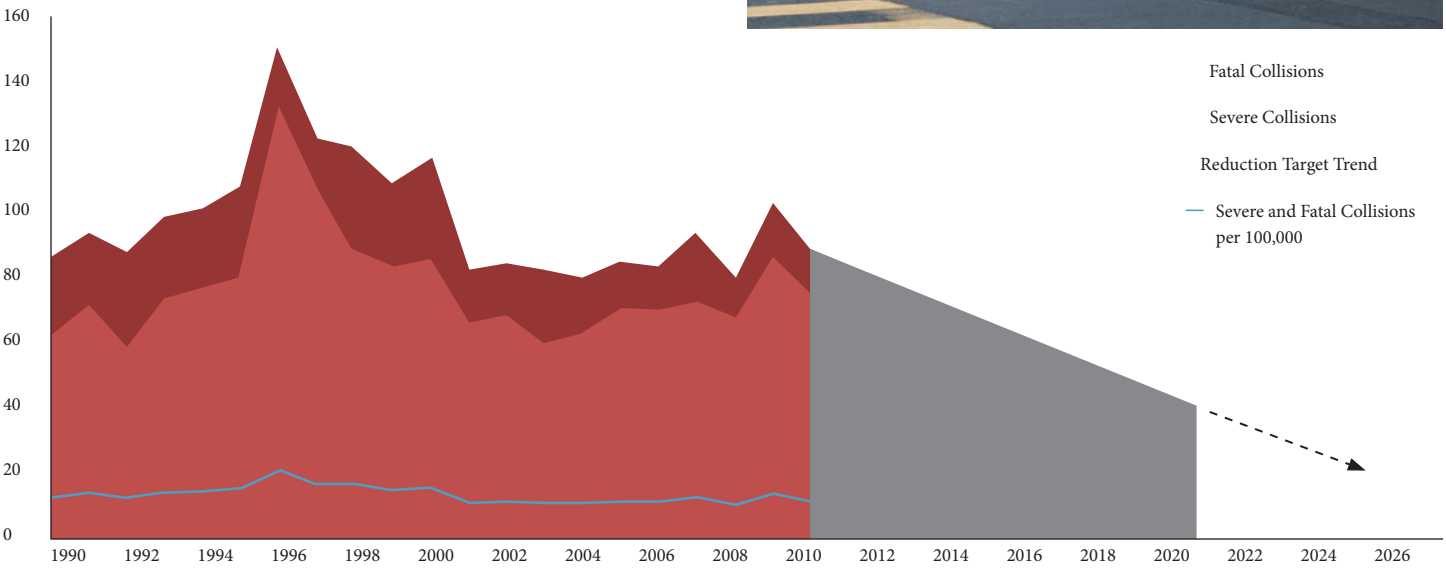


Pedestrian Safety

Why focus on pedestrians?

People walking are a key measure of a healthy city. This Pedestrian Strategy is part of the City's broader effort to address the safety of all road users. In San Francisco, over the past decade, on average 20 pedestrians were killed and 800 injured in collisions with motor vehicles every year. Pedestrians make up half of all traffic fatalities in San Francisco. Each one of these deaths and injuries is avoidable.





It is our job to make sure that our streets and sidewalks are safe, pleasant and convenient for the hundreds of thousands of people who live in, work in, and visit our city each day.

Safe Streets for People with Disabilities

The improvements addressed in this strategy will help make streets safer and more accessible and easy to use for people with disabilities. Measures like installing 13,000 curb ramps and increasing crossing time at 800 intersections will make it easier to get around the city for everyone, including those in wheelchairs, with walkers, or anyone who simply needs a little extra time to get across the street. Throughout this document we refer to walking and to pedestrians; this includes everyone, whether walking or using an assistive device to navigate our sidewalks and streets.

Context

Risk Factors

By examining the underlying causes behind these collisions, the City is taking steps to reduce risk factors and prevent more tragedies.

Speed:

Speed is responsible for ten times the number of pedestrian injuries in San Francisco as driving under the influence of drugs or alcohol. Wide, fast arterial streets, such as Geary, Van Ness, and sections of 4th and 6th Streets approaching the freeway have the highest rates of collisions that cause serious injury or death to pedestrians.

The dangers of speed are exponential. A small increase in speed results in a large increase in the likelihood of death to a pedestrian in the case of a collision. A pedestrian struck at 40 mph is four times more likely to die than one struck at 30 mph; a pedestrian struck at 30 mph is six times more likely to die than one struck at 20 mph.

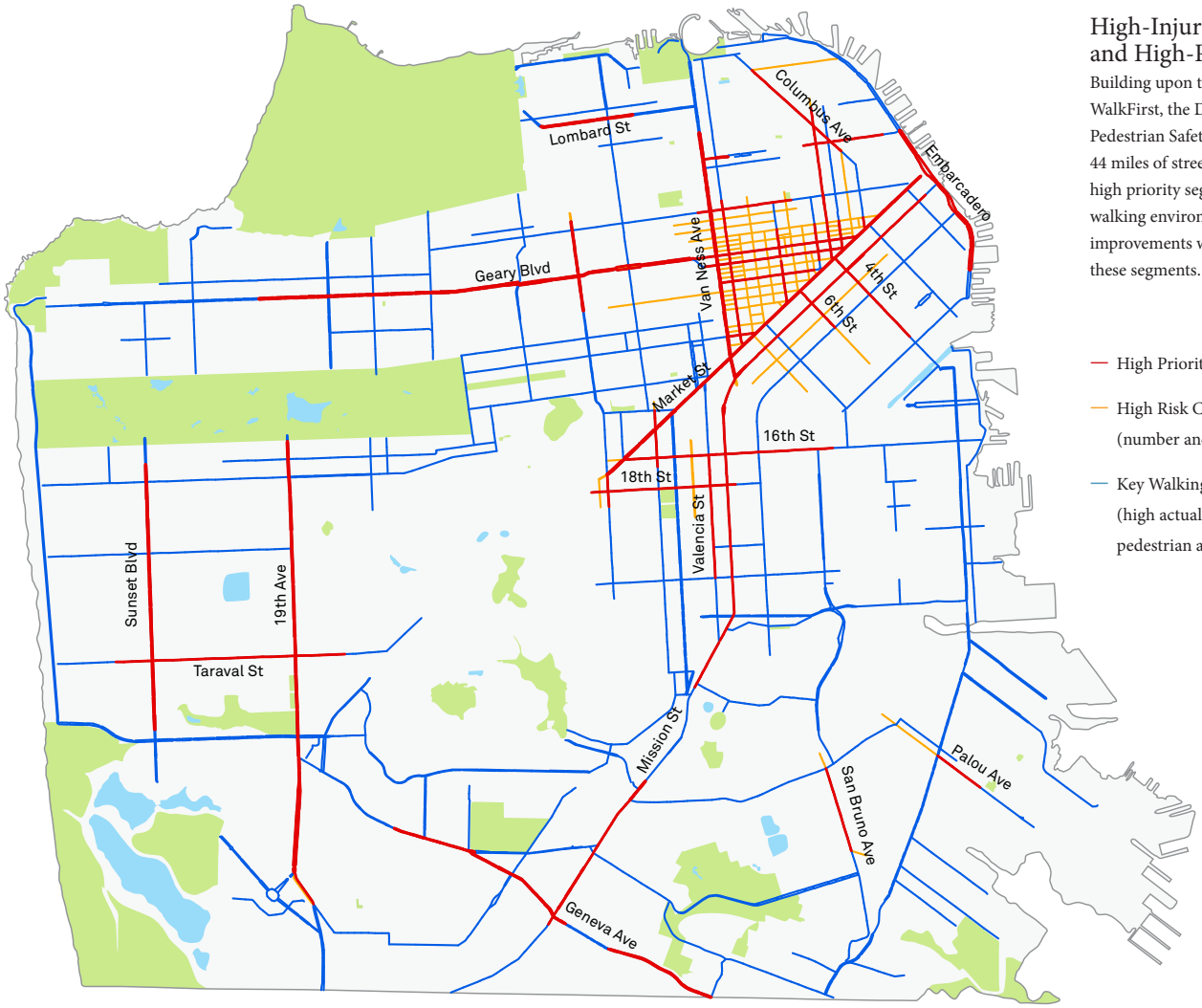
Failure to Yield:

Sixty-eight percent of pedestrian collisions occur at intersections. In 2011, 41% were due to drivers failing to yield to pedestrians in the crosswalk.

Left Turns:

Of 2,692 intersection collisions involving pedestrians from 1999-2003, 15% involved a right-turning vehicle and twice as many, 31%, involved left-turning vehicles.

Targeted enforcement and engineering to reduce these risks will calm speeds, improve intersections, and save lives.



High-Injury Corridors and High-Priority Streets

Building upon the work completed through WalkFirst, the Data Subcommittee of the Pedestrian Safety Task Force identified 44 miles of streets in San Francisco as high priority segments to improve the walking environment. Complete Streets improvements will be implemented along these segments.

- High Priority Segments
- High Risk Corridors (number and severity of collisions)
- Key Walking Streets (high actual and potential pedestrian activity)

Despite San Francisco's notoriously foggy weather, and shorter daylight hours in the winter, 67% of collisions occur on clear days and 62% during the daytime, suggesting that it is within our power to mitigate many of the factors that cause collisions.

Solutions

Addressing Unsafe Speed

This strategy includes many actions to address the problem of unsafe speed, including targeted traffic enforcement, new speed reporting devices, and traffic calming and complete streets interventions that include road diets, narrowing lanes, and installing speed humps and wider sidewalks, especially with corner bulb-outs.

Improving Streets and Intersections

This strategy also includes actions to make intersections safer and ensure that drivers yield to pedestrians when they have the right of way. These include stepped-up police enforcement and several engineering techniques: narrowing intersections with bulb-outs; narrowing or reducing lanes; adding continental or 'ladder' crosswalks and pedestrian refuges; providing additional crossing time with signal adjustments; and installing pedestrian countdown signals.

These all improve intersection safety by slowing cars, helping drivers and pedestrians see each other, and giving pedestrians enough time to cross safely.

What a Walkable City Means for San Francisco

A Healthy City

Walking is a simple, easy way for San Franciscans to get the 30 minutes of daily exercise everyone needs to achieve good health. Walking regularly has been shown to reduce bad cholesterol and increase good cholesterol, lower blood pressure and risk of type II diabetes, increase bone density, improve mood, and even increase life expectancy by several years.[3]

Exercise is also important to maintaining a healthy weight. While SF is ahead of the nation with lower obesity rates, nearly 17% of SF adults are obese, and one in five say they do not get exercise on a regular basis. Nearly half of San Francisco's 5th graders are outside the "healthy body composition" zone and over 20% of school kids report getting no physical activity in the past seven days.[4]

A more walkable city provides a free and easy way to add physical activity into daily life and improve the physical and mental health of residents, workers, and visitors alike.

Context

A Prosperous City

The investments the City is making in walkable streets are paying off for local business. For instance, after the City slimmed traffic lanes and widened the sidewalks on Valencia Street, merchants reported increased sales, and more area residents shopping locally. Two-thirds of respondents said that increased levels of walking and bicycling helped improve business and sales.[5] Special events such as Sunday Streets bring additional foot traffic to neighborhoods and boost local economies.

Larger companies are choosing to stay in San Francisco, or relocating here from the Peninsula because they know their employees value living somewhere that they can choose to walk, bike or take transit to work.[6]

Walkable streets are also essential to attract tourists. The tourism industry generates over $526 million in tax revenue for the City of San Francisco each year. Nearly half of tourists report that they come to San Francisco to experience the city's overall ambiance, atmosphere (48%) and scenic beauty (42%). Upon leaving, many note that their least favorite thing about the City was traffic or other transit issues (10%). This is despite the fact that many tourists remain in a small, entirely walkable portion of the city, suggesting that more can be done to improve the walking environment for these valuable visitors.

A Sustainable City

33% of trips one mile or less are still taken by cars in San Francisco. For many able-bodied people this is a distance easily traveled by foot. By shifting more of these trips to walking we can help reduce congestion for those who may still need to drive, and help meet the City's goals of cutting greenhouse gases (below 1990 levels) by 25% by 2017 and 40% by 2025.

An Equitable City

Pedestrian collisions have a disproportionate impact on certain neighborhoods, as the map on page 6 of this report shows. Children and seniors face disproportionate risks from collisions. Seniors are four times as likely as other adults to be killed by a car in Francisco; about half of fatal crash victims are seniors, though seniors only account for 15% of the population.[7]

One out of every five trauma cases in San Francisco is a pedestrian hit by a car, and San Franciscans pay about $15 million per year in public costs for hospital expenses related to pedestrian crashes.[8] That's on top of lost days of work for the victim and caretakers, not to mention the pain and emotional trauma for all involved.

Nearly one-third of San Franciscans do not own a car. For these families, walking is an essential part of daily travel. 40% of trips in San Francisco are under a mile, about 20 minutes by foot; walking these short trips helps to alleviate traffic congestion, improve air quality and support public health.

Existing Efforts

City Programs

San Francisco has a comprehensive set of programs and initiatives dedicated to improving pedestrian safety and the quality of the pedestrian environment, including:

SFMTA's Pedestrian, Traffic Calming and School Area Safety programs

SF Planning Department's Pavement to Parks and Green Connections

SFDPH's Program on Health, Equity and Sustainability

Safe Routes to Schools

Sunday Streets and Better Streets initiatives

Existing Efforts

In recent years the City has:

- Installed and enforced 15-mile-per-hour speed limits at 181 schools to protect children and make neighborhood streets safer and more comfortable for everyone
- Increased pedestrian crossing time at 390 intersections
- Installed over 200 traffic calming devices, such as speed humps, citywide
- Created the first pilot "home zone," with holistic traffic calming measures to slow speeds and put the safety and comfort of people first
- Stepped up enforcement of crosswalk violations and other activities that endanger pedestrians
- Created a Pedestrian Environmental Quality Index and pedestrian injury prediction models to focus resources strategically in the areas of greatest need
- Launched Sunday Streets, which attracts thousands of San Franciscans and visitors to walk and enjoy vibrant events in car-free streets
- Supported the creation of over 100 parklets, creative ways to use street space to provide seating and other amenities for pedestrians and shoppers
- Built four new plazas and one promenade to enliven streets and provide more space for people on foot

The City has been recognized for these efforts:

Walk Score: 2nd Most Walkable City in U.S., 2012

University of North Carolina: Gold Level Walk Friendly Community

2012 Sustainable Transport Award: for SFpark, cycling and public space improvements

San Francisco Bicycle Coalition's Golden Wheel Award: for installation of parklets

Goals and Actions

The City is committed to taking the following actions to reduce pedestrian collisions and increase walking by creating more pedestrian-friendly streets. The actions are linked to a set of measurable objectives with deadlines.

Of the many important actions listed below, it is worth highlighting a few that form the core of this strategy — the improvements to be made on high-priority streets (see box at right) and in targeted areas.

Improve at least 5 miles of "High Priority" streets each year

- Redesign one mile per year with treatments including sidewalk widening and greening, new traffic lights, etc.
- Redesign four miles per year with less capital-intensive treatments such as re-opening crosswalks, narrowing lanes or road diets, countdown crossing signals, etc.

Continue to improve school safety around at least 5 schools annually

- Prioritize schools that did not qualify for 15-mph zones because they are on streets with high traffic speed and volume.
- Improvements will include increased traffic enforcement as well as bulb-outs, mid-block crossings with traffic lights, and countdown signals.

Improve safety around at least 2 areas annually that have high rates of injuries to seniors

- Focus enforcement around senior centers, targeting failure to yield to pedestrians, as well as speeding and red-light running as needed.
- Improvements will include fixes such as bulb-outs, midblock crossings with traffic lights and countdown signals, and longer crossing times.

High-Priority Streets

High-priority streets were identified by the WalkFirst project and the Data Subcommittee of the Mayor's Pedestrian Safety Task Force. WalkFirst analyzed the street network to find corridors with high actual or potential volumes of pedestrians — Key Walking Streets — and overlaid these with corridors with high frequency and severity of crashes. The WalkFirst project identified 44 miles of streets as priority candidates to receive Complete Streets improvements between now and 2021.

At least eight miles of these high-priority streets will receive more capital intensive treatments including sidewalk widening.

The remaining 36 miles will receive interventions that may include road diets, bulb-outs, additional crossing time, and the addition of flashing beacons, or reopening of crosswalks; again, interventions will undergo necessary environmental clearance.

The City will make these improvements in concert with other planned construction wherever possible to save costs and minimize disruption to residents and businesses.

Goals and Actions

The City has identified the following goals to reduce the unacceptable number of collisions that harm and kill pedestrians. These goals are backed by a set of Objectives and measurable Objective Indicators with their respective Actions. (Please see website for complete list of Objective Indicators and Actions)

Goal 1: Reduce Pedestrian Injuries

Objective 1.1 Target enforcement efforts to reduce pedestrian injuries

Objective 1.2 Reduce vehicle speeds on arterial streets

Objective 1.3 Implement a citywide pedestrian safety marketing campaign

Objective 1.4 Advance complete collision and injury surveillance to inform prevention and monitor progress

Objective Indicator	Reporting Agency	Proposed Targets FY2014	FY2016	FY2021
Reduce Severe/Fatal Injuries Baseline (2006-2010 data): 97 (20 fatal, 77 severe) collisions	SFDPH	15% reduction	25% reduction	50% reduction

Actions

Increase enforcement hours focused on speeding and failure to yield, on high-priority streets	SFPD	Increase 10%	Increase 20%	Increase 30%
Slow speeds (measured by 85th percentile speeds)	SFMTA	Within 5 mph of speed limit	Within 4 mph of speed limit	Within 3 mph of speed limit
Residential perceptions of traveler behavior, importance of traffic laws	SFMTA/ SFDPH	Establish Baseline	Improvement	Improvement
Develop comprehensive traffic injury survellience system to inform injury prevention and evaluation efforts	SFDPH	Pilot system	Identify funding to maintain system	System fully implemented

Goal 2: Reduce Neighborhood Injury Inequities in Pedestrian Injury

Objective 2.1 Reduce injuries both on highest injury corridors and areas

Objective Indicator	Reporting Agency	Proposed Targets FY2014	FY2016	FY2021
Reduce Fatal and Severe Injuries Per Mile on High-Injury Corridors Baseline (2006-2010): 86 severe/fatal injuries per 100 road miles, annually.	SFDPH	25% reduction	50% reduction	75% reduction

Actions

Focus enforcement and street improvements in neighborhoods with highest rates of injuries. Baseline (2006-2010 data) Highest injury areas--District 3 (D3): 23*, D6: 20* Second highest injury areas--D1: 10*, D5: 14*, D11: 10* *Severe/fatal injuries per 100 road miles annually	SFDPH	15% reduction in the highest injury areas 10% reduction in the 2nd highest injury areas	25% reduction in the highest injury areas 12.5% reduction in the 2nd highest injury areas	50% reduction in highest injury areas 25% reduction in 2nd highest injury areas

Goal 3: Increase Walking Trips and Reduce Driving for Short Trips

Objective 3.1 Expand public outreach promoting walking

Objective Indicator	Reporting Agency	Proposed Targets FY2014	FY2016	FY2021
Increase Walk Trips as % of Work Trips 2012 Baseline: 9–10%	SFMTA	11%	12%	13%
Increase Walk Trips as % of All Trips 2012 Baseline: 18–20%	SFMTA	21%	22%	23%
Increase Walk Trips as % of School Trips 2012 Baseline: Kinder.: 26%, 5th: 23%	SFMTA/SFUSD	Kinder.: 28%, 5th: 25%	Kinder.: 28%, 5th: 25%	Kinder.: 32%, 5th: 29%
Reduce Car Trips of Less Than One Mile 2012 Baseline: 25% of car trips are less than 1 mile	SFMTA	2.5%	5%	25%

Actions

Manage parking through SFpark, planning/zoning, and congestion management 2012 Baseline: SFpark at approximately 19,250 parking spaces.	SFMTA/Planning/SFCTA	Expand SFpark and update parking policy in planning documents	Pilot congestion management; parking policy adopted	SFpark citywide; congestion management established
Create wayfinding signs with destinations and walking times	SFMTA	Destinations established, signs designed	Signs up in priority areas	Signs up citywide
Increase public outreach to encourage walking and prioritize pedestrians	SFMTA/SFDPH	Establish baseline	Improvement	Improvement

Goal 4: Provide High-Quality Walking Environments

Objective 4.1 Provide comprehensive safety, streetscape and walkability improvements and focused, proven safety and accessibility improvements

Objective 4.2 Target safety and walkability improvements near schools and areas with higher rates of senior pedestrian injuries

Objective 4.3 Improve safety and comfort of walking to transit

Objective 4.4 Implement pilot tests for promising, innovative treatments for safety and walkability

Objective 4.5 Expand data analysis to inform targeted safety and walkability improvements

Objective 4.6 Improve resident perceptions of safety and walkability

Objective Indicator	Reporting Agency	Proposed Targets FY2014	FY2016	FY2021
Provide Complete Streets Improvements on High Priority Segments 2012 Baseline: 44 miles of High Priority Segments	SFMTA	5 Miles annually	5 Miles annually	5 Miles annually
Provide Focused Safety Improvements on High Injury-Density Corridors	SFMTA	20 intersections/ crossings annually	20 intersections/ crossings annually	20 intersections/ crossings annually

Actions

Put the Complete Streets policy into practice	SF Planning	6 departments developed and using CS checklists	12 departments developed and using CS checklists	All relevant depts. developed and using CS checklists
Improve streets around schools and areas with high levels of senior injuries	SFMTA	Design initiated and funding obtained	14 school/senior areas total	49 school/senior areas total
Improve safety and visibility with sidewalk widening at bus stops	SFMTA	Install 35 bus bulbs annually on Muni Rapid routes	70 bus bulbs installed on Muni Rapid routes	172 bus bulbs installed on Muni Rapid routes

Goals and Actions (Please see website for complete list of tools)

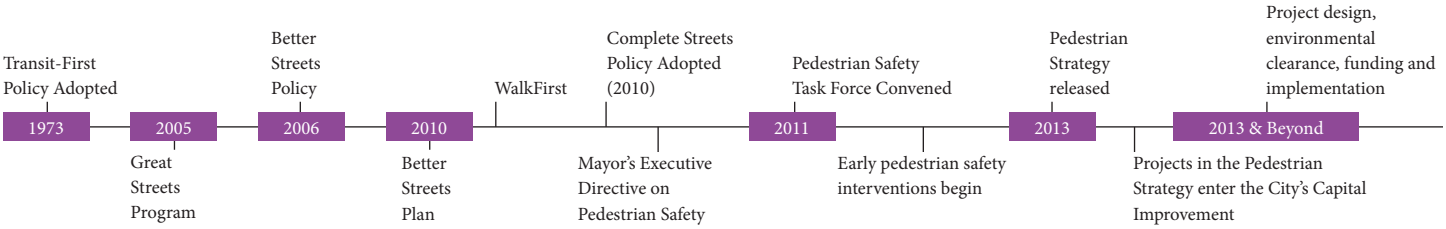
Tool	Improvement	Annual Target	Average Time to Implement	Average Unit Cost
Striping and Signage				
15 mph speed limit signs	S V C	5	< 12 months	$
Reopen crosswalks	S V C	2	< 12 months	$
Narrow lanes	S C	as needed	< 12 months	$
Signals				
Pedestrian countdown signals	S V C	15–20	< 12 months	$ $
Flashing beacon	S V C	3 (within 2 years)	< 12 months	$
Extended pedestrian crossing time	S C	160	< 12 months	$
Smart lighting	S V C	3 (within 2 years)	< 12 months	$
Core Projects				
Bulbouts	S V C	10	2 years	$ $
Rumble Strips	S	3 (within 4 years)	< 12 months	$
Pedestrian Refuges	S V C	10	2 years	$ $
Raise Crosswalks	S V C	3 (within 2 years)	< 12 months	$
Best Practices Projects				
Widen Sidewalks	S V C	1 mile	2–3 years	$ $ $ $ $
Pedestrian-Oriented/Priority Corridors	S C	Complete by 2021	1–2 years	$ $ $ $
Close gaps in the pedestrian network	C	14 in 10 years	1–2 years	$ $ $ $
Supportive Projects and Programs				
Pavement to Parks	C	1 plaza, 1 parklet RFP, 20 parklets	< 12 months	$ $
Green Connections	C	Planning by 2013, installed by 2032	n/a	$ $ $
Curb Ramps	S V C	1300	18 months	$ $ $ $

Tool	Improvement	Annual Target	Average Time to Implement	Average Unit Cost
Enforcement				
Targeted Pedestrian Safety Efforts	S V	Continual	< 2 months	$
Pilot automated speed enforcement	S V	Continual	<12 months	$$
LIDAR Speed Guns	S	Continual	< 12 months	$
Education and Outreach Programs				
Walking and Safety Outreach Campaign	S	Continual	< 12 months	$ $ $
Special Events (e.g. Sunday Streets, PARK(ing) day)	V C	11 per year	< 12 months	$
Website with Strategy Information and Click It, Fix It	V C	Continual	< 6 months	$
Enhance Pedestrian Safety Information in DMV Manual	S	NA	1–2 years	$
Expand Safe Routes to School	S V C	Continual	1–2 years	$ $
Legislation and Policy				
Pursue Top Legislative Priorities (e.g. automated speed enforcement)	S	NA	< 12 months	$
Mobility Access and Pricing Program	S C	NA	< 12 months	$
Institutionalize Complete Streets	S V C	NA	< 12 months	$
Monitoring and Accountability				
Multi-agency reporting, collection and analysis with statics to be posted on website		Continual	1-2 years	$ $
Update Board of Supervisors and Pedestrian Safety Advisory Committee		2+ times per year	1 month	$
Update actions on website		Continual	3 months	$

Improvements: S = safety for all users V = visibility of pedestrians C = comfort for people
Costs: $ = <$100K $ $ = $100-500K $ $ $ =$500K-1M $ $ $ $ = $1M–5M $ $ $ $ $ = > $5M

Creating the Pedestrian Strategy

San Francisco's Pedestrian Policies & Programs



In 2010, the Mayor issued Executive Directive 10-03, which calls on the City to reduce fatal and serious injuries to pedestrians by 25% by 2016 and 50% by 2021 (compared to a 2008 baseline). The directive also called for the development of a Pedestrian Strategy, which would examine current conditions and make recommendations for near- and long-term actions and funding sources to improve safety and walkability.

The existing conditions report was created by WalkFirst, an interagency collaboration between the San Francisco Department of Public Health (SFDPH), Planning Department, Municipal Transportation Agency (SFMTA), and the County Transportation Authority. WalkFirst identified key walking streets throughout San Francisco and established criteria to prioritize and improve pedestrian safety and walking conditions, encourage walking, and enhance pedestrian connections to key destinations. More information can be found on the SF Planning Department's website: http://walkfirst.sfplanning.org

The Pedestrian Safety Task Force was convened by the Mayor and led by SFMTA and SFDPH; it was comprised of key city agencies including Planning, the County Transportation Authority (SFCTA), Department of Public Works (SFDPW), the Police Department, the District Attorney's Office as well as community stakeholders including Walk San Francisco, members of the Pedestrian Safety Advisory Committee, and Senior Action Network.

The Pedestrian Safety Task Force's Steering Committee, led by SFMTA, was responsible for the creation of this report.

The Data Subcommittee of the Pedestrian Safety Task Force took the maps developed via WalkFirst and added a layer of traffic safety data, and used this new dataset to identify the 44 miles of "high priority" streets referenced in this document where the City will prioritize safety and walkability improvements, all of which will require the necessary environmental clearances."

Highlights of Mayor's Executive Directive 10-03 (December 2010)

- Reduce fatal and severe injuries by 25% by 2016 (2008 baseline) and by 50% by 2021 (2008 baseline)
- Reduce pedestrian injury inequities among neighborhoods
- Increase walking trips
- Develop an interagency pedestrian strategy with measurable goals and identify funding sources for implementation for the mid and long-term.

The entire Task Force worked together to set the goals and deliverables outlined in this strategy document.

The Pedestrian Safety Task Force will continue to connect quarterly to monitor the progress towards the strategy's targets, and coordinate city agencies responsible for implementation and report these updates to the Mayor's Office and the Board of Supervisors. The Task Force will also connect with community and business groups and the SFMTA Board to create the needed partnerships to realize our goals. Finally, the Task Force will adjust or expand upon actions when necessary to ensure we are meeting our safety and walkability goals.

The public is also encouraged to participate in monitoring the City's progress and to engage with safety and walking projects in their neighborhood. All information pertaining to the Strategy including progress updates and Click It Fix It will be posted online at: PedestrianStrategy.org.

Implementing the Pedestrian Strategy

To meet the goals of the Mayor's Executive Directive (to reduce severe and fatal injuries and increase walking), the city will prioritize resources to implement safety and walkability projects and programs focusing on the 44 miles of High Priority Segments. The Strategy outlines three implementation focus areas:

- Core Projects & Programs* : low-cost safety projects and programs
- Best Practices Projects: major street design changes to be phased in over time via pilot and evaluation process
- Supportive Projects and Programs: efforts that contribute to safer and better walking conditions

Many of the actions in the Best Practices category have high capital estimates and have not yet been applied to specific intersections or streets. Therefore, they will need to be piloted and evaluated before being added to the city's capital improvement program. This rational approach will be guided by the Steering Committee to do the following:

- By August 2013--develop evaluation and prioritization criteria for safety and walkability projects and programs
- Biannually, starting Spring 2014--update the 5 year capital improvement program with Core Projects and Programs and Best Practices Projects
- By January 2014--provide an annual evaluation report to measure the progress of the Pedestrian Strategy benchmarks

Focus Areas	Evaluation	Outcome	Financials (2013 - 2021)		
			$ Need	$ Prospective	$ Shortfall
Core Projects & Programs	Evaluate Effectiveness of Project & Programs	Successful Core Programs Continued Core Projects Completed	$60M	$50M	
Best Practices Projects	Evaluate Effectiveness of Pilots	Assign Pilot Next Steps • Effective > keep with existing investment • Effective > construct permanent improvements	$30M	$25M	($5M)
			$273M	$73M	($200M)
Supportive Projects and Programs (to be funded separately)	Monitor Supportive Projects and Programs	Report on how projects address safety and walkability	$172M		
		Total	$363M	$148M	($215M)

In order to fund the strategy, the city will need to refocus its existing resources traditionally used for safety and walkability to implement projects and programs along the 44 miles of High Priority Segments. Sixty million dollars is needed to fund the Core Projects and Programs from today to 2021 and an additional $30 million to pilot and evaluate Best Practices Projects. These evaluations will inform the larger capital program which has been estimated at $273M, for which prospective funds identified may cover approximately one-fourth of this need; additional funding is required.

The Mayor's 2030 Transportation Task Force is currently working to identify a funding approach to close investment shortfalls. The result of their work will be released this year and inform this strategy. One effort already underway is Complete Streets integration (see map to the left), which calls for all city projects to examine the inclusion of pedestrian safety and walkability improvements as part of the Steering Committee's tasks.

* Core Projects & Programs includes: Striping & Signage, Signals, Core Infrastructure - Projects, Enforcement, Education and Outreach Programs, Legislation and Policy, Monitoring and Accountability from pages 14 and 15.

Next Steps

This Pedestrian Strategy provides a path towards making San Francisco the most walkable city in North America. The City is committed to advancing this strategy quickly. As San Francisco continues to grow, our policies will also encourage dense mixed-use development with excellent public transit to reduce the need to drive and encourage walking, bicycling and public transit use.

Below are some early action steps, either under way or beginning in 2013 to advance the Pedestrian Strategy.

Physical Street Improvements

Identify key priority segments to be improved each year (approximately 5 miles):

- Develop walk audit of the key walking streets by district
- Convene key stakeholder groups to identify priority areas in each district
- Walk corridors and complete safety and comfort assessment
- With the City Controller's Office, prioritize treatments for high-priority streets as well as identify treatments citywide for inclusion in the city Capital Plan

Education & Outreach

Promote the benefits of walking:

- Make San Francisco the first city in the nation to launch Walk to Work Day on April 12, 2013
- Develop multi-media campaign to encourage walking and pedestrian priority
- Positively reinforce good behavior for people driving, bicycling and walking
- Complete Sunday Streets evaluation and target key walking streets as part of 2013 routes

Enforcement

- Target enforcement on key walking safety streets
- Start Monthly Safety Data Reports by SFPD on collisions and enforcement

Policy and Institutions

- Prioritize key polices for agency adoption and approval
- Identify key walking safety legislation for city and state approval including automated speed enforcement
- Improve the City's project delivery process
- Tailor the Better Streets Plan's "Complete Streets Checklist" and adopt among implementing agencies

Performance Monitoring

City website dedicated to Pedestrian Strategy updates:

- Directors' updates to Mayor and Task Force quarterly
- Multi-agency collision data collection, analysis, and reporting

Acknowledgements

Executive Leadership

Mayor Edwin M. Lee

Gillian Gillett
Mayor's Office, Director of Transportation Policy

Edward D. Reiskin
Director of Transportation, San Francisco Municipal Transportation Agency

Barbara A. Garcia
Director, Department of Public Health

John Rahaim
Director, Planning Department

José Luis Moscovich
Executive Director, San Francisco County Transportation Authority

Pedestrian Safety Task Force

Timothy Papandreou
San Francisco Municipal Transportation Agency, Deputy Director of Sustainable Streets Division, Co-Chair

Rajiv Bhatia, MD, MPH
SF Department of Public Health,
Director of Environmental Health, Co-Chair

Steering Committee

San Francisco Municipal Transportation Agency

Frank Markowitz

Mari Hunter

Luis Montoya

Bridget Smith

San Francisco Department of Public Health

Megan Wier

Ana Validzic

San Francisco Planning Department

Adam Varat

Lily Langlois

San Francisco County Transportation Authority

Tilly Chang

Seon Joo Kim

Jesse Koehler

San Francisco Police Department

Capt. Al Casciato

Capt. Denis O'Leary

Walk San Francisco

Elizabeth Stampe

Other Task Force Organizations

San Francisco Department of Public Works

Peg Divine

Ken Spielman

Cristina Olea

San Francisco United School District

Nik Kaestner

Pedestrian Safety Advisory Committee

Robin Brasso

Jay Lee

John Alex Lowell

Senior Action Network/California Walks

Bob Planthold

Mayor's Office on Disability

Joanna Fraguli

San Francisco Department of the Environment

Krute Singa

San Francisco District Attorney's Office

Rebecca Prozan

San Francisco City Administrator's Office/Capital Planning

Brian Strong

San Francisco Fire Department

Andy Zanoff

San Francisco Public Utilities Commission

Rachel Kraai

San Francisco Recreation and Parks Department

Sarah Ballard

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Notes

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SFMTA Bicycle Strategy

April 2013

SFMTA
Municipal Transportation Agency

TABLE OF CONTENTS

Message from Ed Reiskin, Director of Transportation 2

SFMTA Strategic Plan Vision and Goals 3

Introduction & Overview 4

- Bicycling in San Francisco 4
- Encouraging Mode Shifts 7

Needs Assessment 9

- Connectivity, Safety, and Convenience 11
- Comfort and Connectivity Analysis 16
- Bicycle Toolkit 19

Implementation Strategy 22

- Strategic Approach 22
- Funding and Prioritization 23

Strategic Goals & Objectives 25

Next Steps 32

Message from Ed Reiskin, Director of Transportation

San Francisco is at a transportation crossroads. The SFMTA's new Strategic Plan makes key policy decisions about how the City will meet current and future demands on its transportation network. Over the next decade, the city will change in ways that redefine what it means to live, work and travel in our city and region. Business as usual will not take advantage of the new opportunities presented by these changes. Enacting our vision of a people-centered city that prioritizes walking, bicycling, transit and less driving will ensure our residents and visitors continue to meet their transportation needs by enhancing connections among neighborhoods, jobs and social activities.

The Bicycle Strategy is one of the key building blocks for the city to remain economically competitive and culturally unique in this globalized world. Building upon the Agency's Climate Action Strategy and Strategic Plan efforts, the Bicycle Strategy combines efficient asset management and cost-effective new investments to reach quality of life goals.

While this document sets the stage for success, the SFMTA cannot do it alone. We need the partnership of other members of the City family, businesses, neighbors and policy makers to achieve our vision. Now is the time to make our city a leader among global cities in excellent transportation choices. Now is the time to make bicycling a part of everyday life in San Francisco.

SFMTA's Strategic Plan Vision

San Francisco: great city, excellent transportation choices.

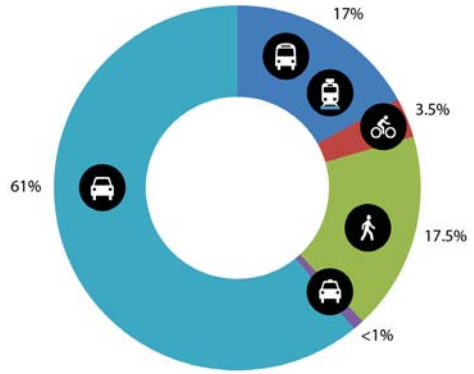
The SFMTA 2013-2018 Strategic Plan is a work plan to meet the mid- and long-term goals of the city's transportation network. The SFMTA Bicycle Strategy is one of several Strategy documents that define mode-specific goals and objectives the Agency will accomplish by 2018 and beyond. The SFMTA Bicycle Strategy aligns the agency's vision for bicycling with the following 2013-2018 Strategic Plan goals and objectives.

Strategic Plan Goal 1: Create a safer transportation experience for everyone	**Objective 1.3:** Improve the safety of the transportation system.
Strategic Plan Goal 2: Make transit, walking, bicycling, taxi, ridesharing, and car sharing the preferred means of travel.	**Objective 2.1:** Improve customer service and communications. **Objective 2.2:** Increase use of all non-private auto modes.
Strategic Plan Goal 3: Improve the environment and quality of life in San Francisco	**Objective 3.2:** Increase the transportation system's positive impact to the economy. **Objective 3.3:** Allocate capital resources effectively

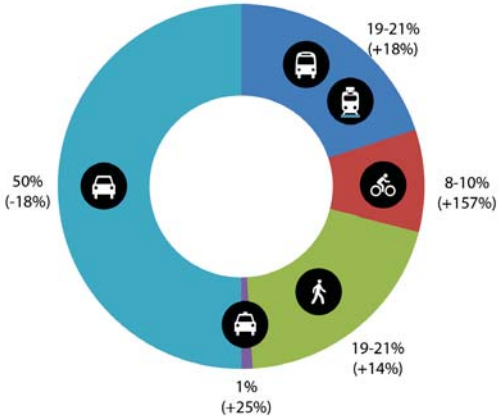
The SFMTA 2013-2018 Bicycle Strategy sets new directions and policy targets to make bicycling a part of everyday life in San Francisco. The key actions are designed to meet the SFMTA 2013-2018 Strategic Plan mode share goal: 50 percent of all trips made using sustainable modes (walking, bicycle, public transit, and vehicle sharing).

The SFMTA Strategic Plan requires an 11 percent mode share shift to meet this goal. The Bicycle Strategy estimates that half of this shift can be accommodated by the bicycle mode within this time frame, resulting in a citywide bicycle mode share of 8 to 10 percent by 2018 - 2020. This results in more than a doubling of today's bicycle mode share of 3.5 percent.

2010 Mode Split



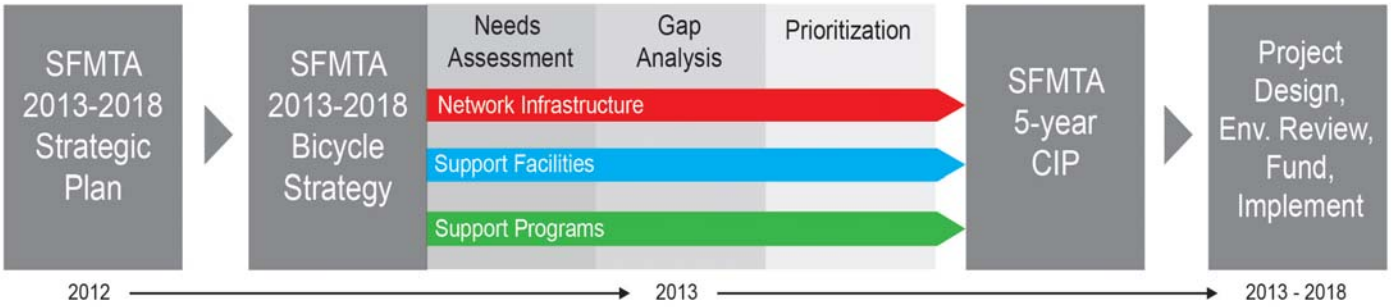
2018 Mode Split Potential



The mode shares of transit, walking, and bicycling will grow substantially between now and 2018.

Because the overall number of trips will increase, vehicle sharing (taxis, carsharing, and ridesharing) will grow in absolute numbers, but will likely maintain its one percent mode share of trips within the city.

2013-2018 Bicycle Strategy Process



Bicycling in San Francisco

10 YEARS OF CONTINUING PROGRESS

71% San Francisco's mode share increased by two-thirds over the previous decade to 3.4 percent of all trips.

GOLD San Francisco is one of ten "Gold Level Bicycle Friendly Communities" in the U.S., as designated by the League of American Bicyclists.

In 2012, the Alliance for Biking & Walking ranks San Francisco

3
- Third highest in bicycling and walking levels (out of 51)
- Fourth highest in bicycle commute rate (out of 51)

SAFE
- Sixth safest for riding bicycles (out of 51)
- Eighth lowest in walk / bicycle fatality rates (out of 51)

Since 2008, the SFMTA has

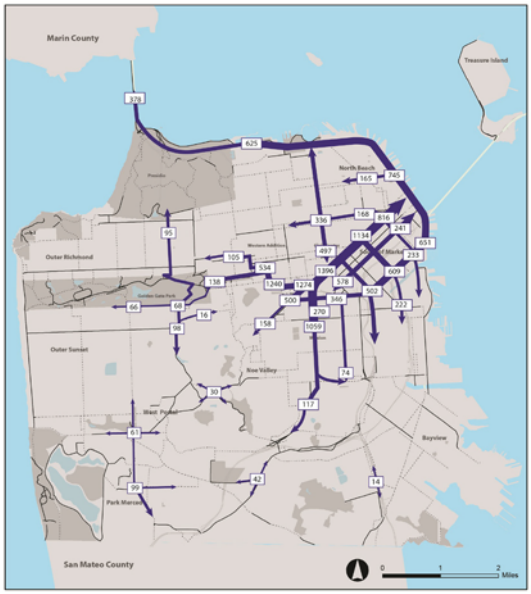
1400
- Installed 1400 additional bicycle racks on sidewalks and in bicycle corrals, for a total of nearly 8800 racks citywide

20
- Installed 20 miles of bicycle lanes and designated 41 miles of shared use paths, for a citywide network of 215 total miles.

JFK
- Installed the John F. Kennedy Boulevard bikeway, in cooperation with the Recreation and Parks Department

10
- Expanded the Sunday Streets program to ten annual events
- Incorporated temporary bicycle treatments into special event traffic

2011 Bicycle Counts



Bicycle trips are 3.5 percent of all trips taken in the city. The average trip length is 2.5 miles, which is similar to auto trips in the city.

BIG CHANGES NEEDED IN THE NEXT 10 YEARS

2/3 Although seventeen percent of San Francisco residents take at least one trip per week by bicycle, two-thirds of San Franciscans (66 percent) never use a bicycle at all.

Instances of bicycle crashes are rising, although the rise is proportional to the increase in bicycle activity across the city.

10% Ten percent (20 miles) of the 215 mile bicycle network has buffered bicycle lanes, and cycle tracks that meet most people's level of comfort.

The SFMTA has installed three bicycle signals, but is targeting another 200 signalized intersections for bicycle signals and bicycle boxes.

The city provides secure bicycle parking at two transit hubs, Embarcadero BART and Caltrain at 4th / King. Half a dozen BART, Caltrain, and Muni Metro stations are without secure bicycle parking.

Only 15 out of 150 public schools in the city receive bicycle safety education.

The bicycle network is fragmented and not legible to all current and potential users.

250% Bicycle activity needs to grow by 250 percent for the city to reach its goal of 50 percent non-auto trips by 2018.

How does San Francisco compare?

San Francisco	Amsterdam	Copenhagen
Pop: 805K, Density: 17K / sqmi Regional pop: 4.3M Bicycle mode share: 3.4% (2011) Bicycle network: 215 miles Bicycle sharing: No (planned 2013) Average gas price: $4 / gal Transit mode share: 17%	Pop: 820K, Density: 9K / sqmi Regional pop: 2.3M Bicycle mode share: 37% (2010) Bicycle network: 280 miles Bicycle sharing: No Average gas price: $9.50 / gal Auto parking: Limited in city center	Pop: 552K, Density: 16K / sqmi Regional pop: 1.9M Bicycle mode share: 37% (commute, 2010) Bicycle network: 255 miles Bicycle sharing: No (GOBIKE 2013) Average gas price: $9 / gal

Munich	Berlin	Portland OR
Pop: 1.4M, Density: 11.5K / sqmi Regional pop: 2.6M Bicycle mode share: 14% (2008) Bicycle network: 752 miles Bicycle sharing: No Average gas price: $7.75 / gal	Pop: 3.5M, Density: 10K / sqmi Regional pop: 6M Bicycle mode share: 13% (2008) Bicycle network: 876 miles Bicycle sharing: Yes (Call-a-Bike) Average gas price: $7.75 / gal Transit mode share: 26%	Pop: 594K, Density: 1.7K / sqmi Regional pop: 2.3M Bicycle mode share: 6.4% (commute, 2008) Bicycle network: 256 miles Bicycle sharing: No (planned 2013) Average gas price: $4 / gal
Bogotá	**Melbourne**	**Vancouver BC**
Pop: 7.4M, Density: 12K / sqmi Regional pop: 10.1M Bicycle mode share: 3.2% (2006) Bicycle network: 214 miles Bicycle sharing: No Average gas price: $6 / gal Car free zones, parking restricted	Pop: 98K, Density: 16K / sqmi Regional pop: 4.2M Bicycle mode share: 1.7% Bicycle network: 166 miles Bicycle sharing: Yes Average gas price: $6 / gal Transit mode share 8%	Pop: 603K, Density: 13.5K / sqmi Regional pop: 2.3M Bicycle mode share: 2% Bicycle network: 250 miles Bicycle sharing: No (planned 2013) Average gas price: $6 / gal Transit mode share 12.5%

*Source: **Journeys**. Nov. 2011.*
Passenger Transport Modes in World Cities.

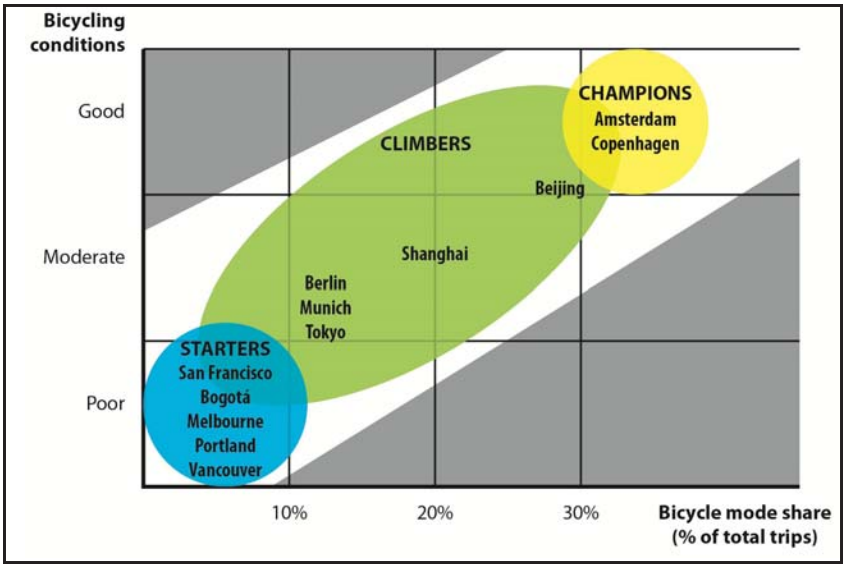
Starter, Climber, and Champion Cities

Moving from Starter to Climber by 2018

The EU's PRESTO (Promoting Cycling for Everyone as a Daily Transport Mode) project classifies cities as Starters, Climbers, and Champions based on their degree of bicycling development. San Francisco is a Starter city based on the two primary indicators: bicycling conditions and bicycle mode share.

However, San Francisco has many of right characteristics to become a Climber city in the next five to six years. The city has an urban density similar to Amsterdam, Copenhagen, and Munich. Both Amsterdam and Copenhagen's bicycle networks have the same order magnitude of mileage as San Francisco (~200+ miles). These cities also have other outside factors that affect bicycle activity, primarily higher automobile ownership fees, gasoline prices, and parking pricing.

If San Francisco moves in the same direction with our overall transportation policy and continues improving the bicycle network, it is reasonable to see San Francisco with an 8 to 10 percent bicycle mode share by 2018. Maintaining this trajectory for the next 15 to 20 years will allow San Francisco to eventually become a Champion city.

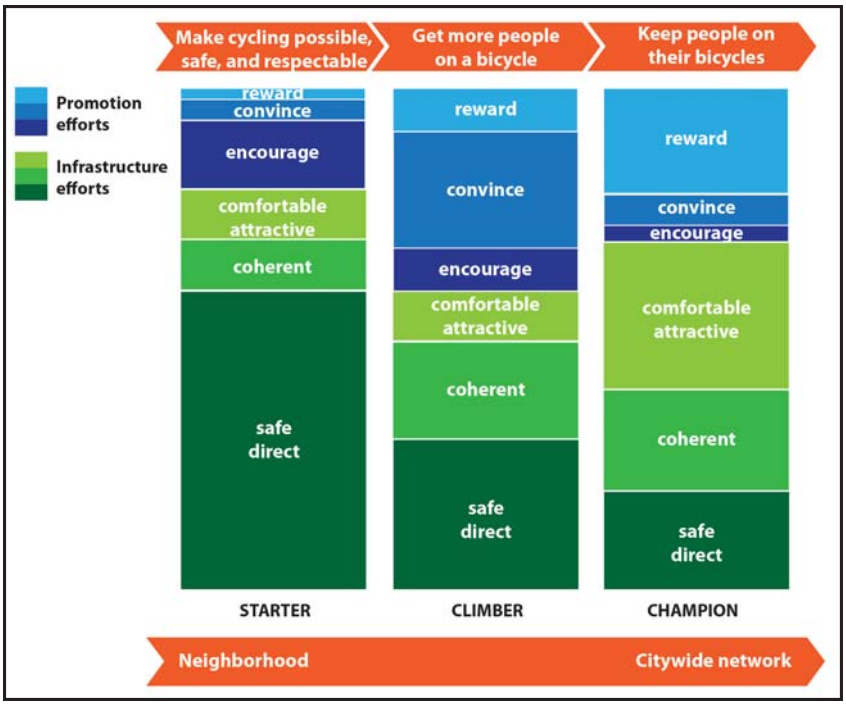


Derived from: Presto Cycling Policy Guide.

Sequencing our efforts

PRESTO provides guidance on how to sequence bicycle improvements and programs, based on outstanding need. Because San Francisco is a Starter city, PRESTO suggests focusing efforts on improving infrastructure, with an emphasis on creating and improving safe and direct routes.

As the city transitions into a Climber city, our bicycle efforts will likely transition towards additional promotion efforts, network aesthetics, and network coherency.



Source: Presto Cycling Policy Guide.

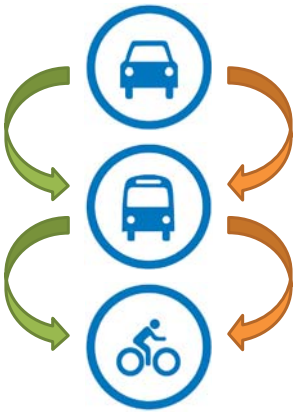
Encouraging Mode Shifts

Key decision factors for people shifting modes

Decision Factor

Auto to Transit
Increasing congestion & cost; vulnerability to crashes

Transit to Bicycles
Crowded & unreliable, especially in the peak hour of service



Encouragement

Auto to Transit
Improving reliability & reducing crowding makes transit more attractive

Transit to Bicycles
Improving comfort & convenience of bicycling infrastructure creates more bicycling demand

Virtuous Cycle begins

Freed capacity on transit attracts new riders

Shift of peak period transit riders to bicycling provides space on transit

Continuing the virtuous cycle of Complete Streets integration

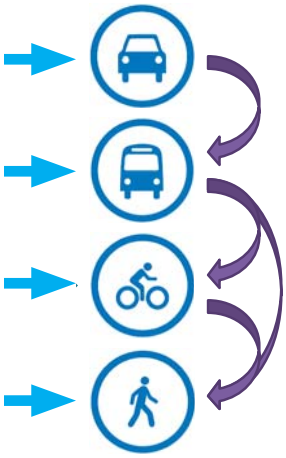
Action

Investment in parking and demand management

Investment in transit improvements, reliability, and convenience

Investment in bicycling infrastructure, facilities & support programs

Investment in walking infrastructure, facilities, and support programs



Effect

Taxis and rideshare demand increases.

People shifting from transit to bicycles create more room on peak transit for new riders, improving transit performance.

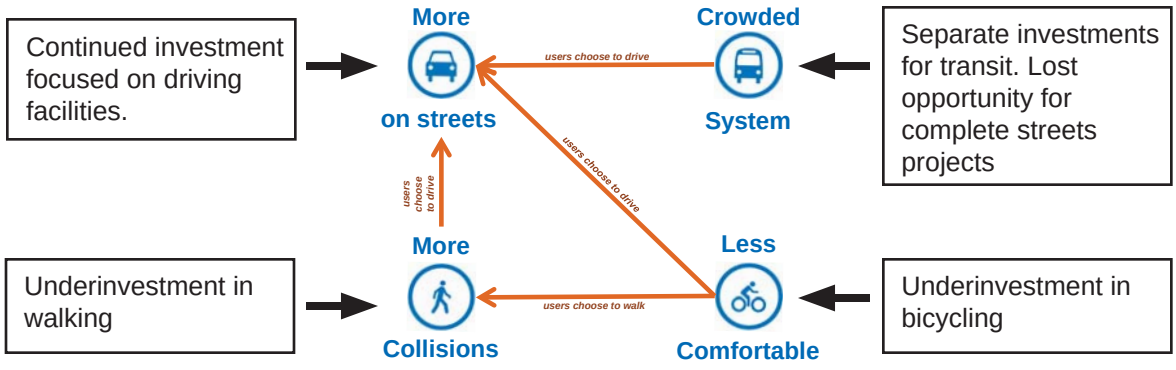
Greater numbers of people on bicycles increases overall air quality, public health, and economic activity.

Greater numbers of people travelling by transit and bicycles leads to greater numbers of people walking, improving overall quality of life and economy.

"Business as usual" or a "siloed" investment approach, is limiting our transportation system's potential to meet the city's needs.

If we integrate investments, the city will see reduced transit costs, traffic crashes, congestion and pedestrian and bicyclist injuries.

Implications of "business as usual" fragmented investments



Bicycling in Context

Bicycling is the most cost and time effective catalyst for mode shifts when combined with complementary investments in sustainable modes. It is the most convenient, affordable, quickest, and healthiest way to make the average trip within the city (2 to 3 miles).

1. Bicycling is an affordable and convenient transportation option for those who rely on sustainable modes.

- With low initial cost and negligible operating costs, bicycling is substantially cheaper than driving.
- Bicycles improves the personal mobility of those without cars, particularly children, teenagers, seniors, and people with disabilities.

2. More connected neighborhoods, safer street intersections and quieter neighborhood circulation.

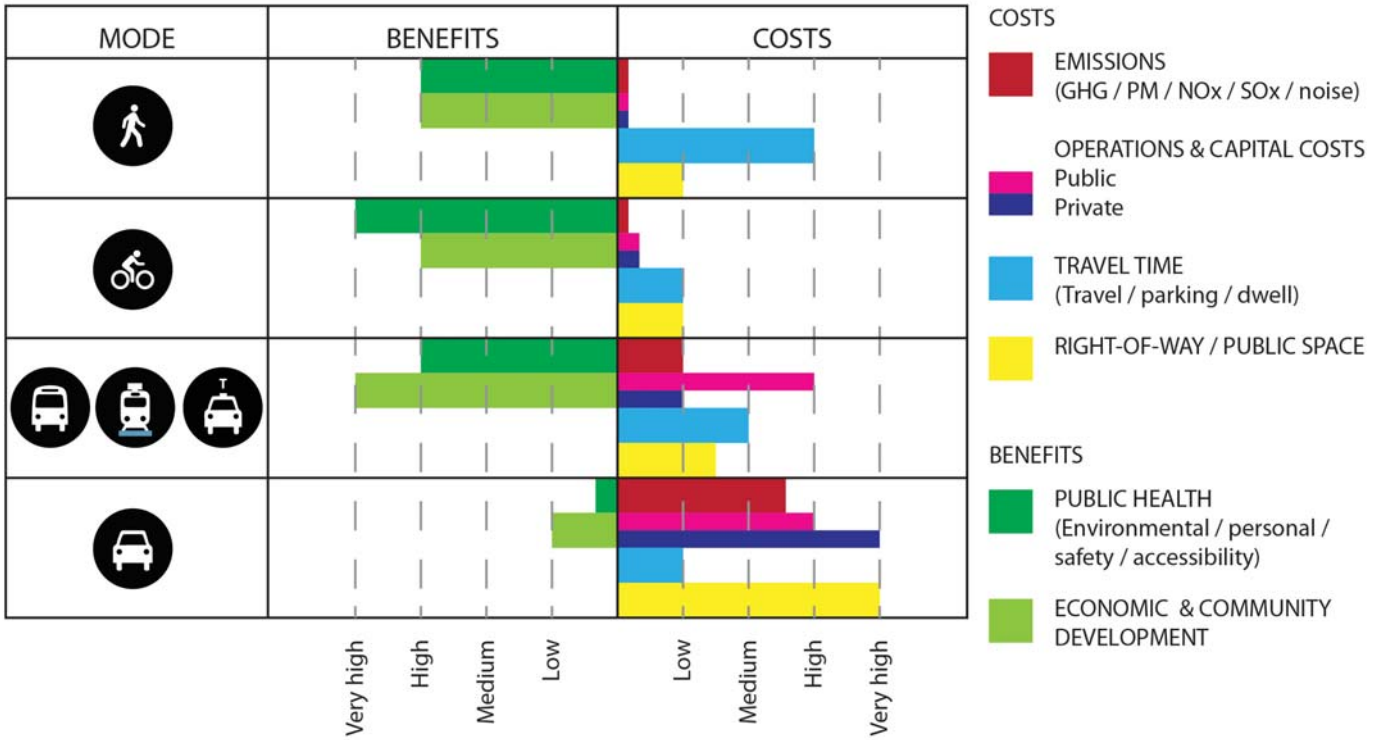
- Bicycle traffic is quiet, results in less wear and tear on roads, and uses little road and parking space.
- People on bicycles establish a personal presence, creating safer neighborhoods by adding eyes on the street.

3. Transit and bicycling create multiple synergies that increase public transit's performance

- Bicycling extends the reach of transit by replacing a long walk trip with a short bicycle trip.
- Transit operates better when short peak trips are diverted to the bicycle.
- Transit complements bicycling for long trips outside the bicycle's comfortable range.
- Bicycling allows for more spontaneous shopping in commercial neighborhood areas and the city center.

4. Improved air quality and public health.

- Bicycling does not produce greenhouse gases or other pollutants. A recent life cycle cost analysis of average CO2 per passenger mile by mode shows that bicycling is the most energy efficient mode of transport available
- Replacing automobile traffic with bicycling traffic improves neighborhood quality of life by reducing air pollution and ambient noise.
- Even short periods of bicycling can improve personal fitness, resulting in better short and long-term health. As a fun way to travel, bicycling can reduce personal stress and improve mood.



As presented in the previous sections, there is a compelling case for improving bicycle conditions throughout the city. The following sections present the Bicycle Strategy methodology for determining the path forward.

The following Needs Assessment summarizes the following background data:

- Differences in bicycle activity across the city, as identified by commute mode share
- Citywide bicycle travel patterns based on trip origins and destinations, and topography
- Bicycle safety and crash hot spots
- Bicycle parking coverage for short-term trips, such as shopping and errands
- Bicycle parking coverage for long-term trips, primarily to and from regional transit hubs
- Bicycle culture and support program efforts in the city.

The Needs Assessment concludes by presenting a new methodology for assessing the bicycle comfort of individual facilities across the city, and the connectivity of the bicycle network based on comfort level.

The sections after the Needs Assessment include:

- A bicycle infrastructure and support program toolkit to fill gaps in the city bicycle system
- Improvement packages and cost estimates for a "Bicycle Plan Plus", Bicycle Strategy, and Build-out scenario
- A summary of existing funding sources and the funding gaps for each improvement package
- A methodology for project prioritization
- Strategic goals, objectives, and targets to guide the overall Bicycle Strategy
- Stakeholder workshops
- Next steps and schedule for implementation

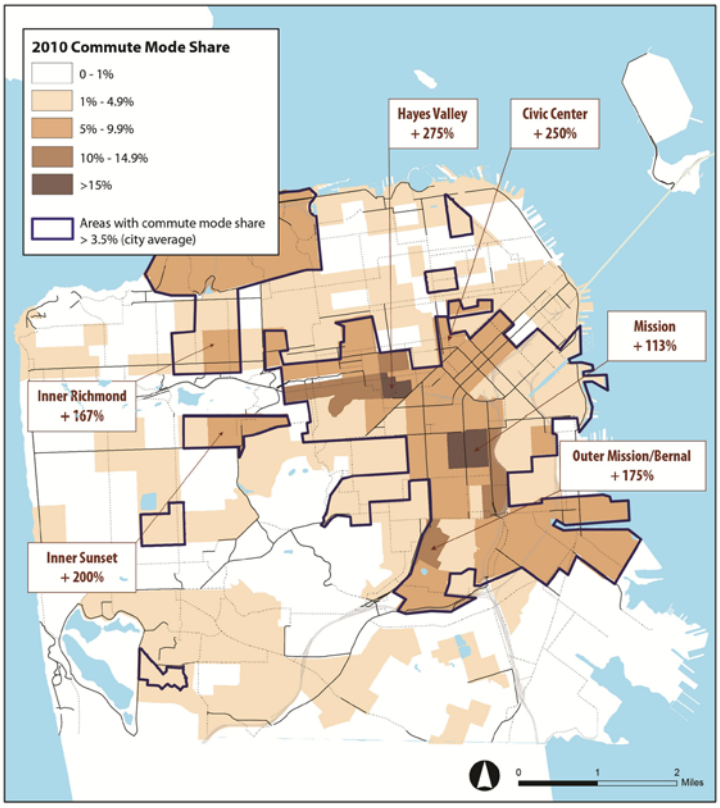
Areas in the central-downtown corridors or "Core Bicycle Area" have a 7 percent bicycle mode share. The Western Addition and Mission neighborhoods have bicycle mode shares now approaching or exceeding 10 percent. Other neighborhoods like Haight Ashbury, Inner Richmond, Bayview, and Inner Sunset have experienced rapid uptake in bicycle mode share and will likely reach 10 percent in the next 6 years.

The high bicycle mode share in the Core Bicycle Area generally reflects its proximity to the city core. The rapid change in bicycle rates is likely due to changing demographics and improvements to the bicycle network.

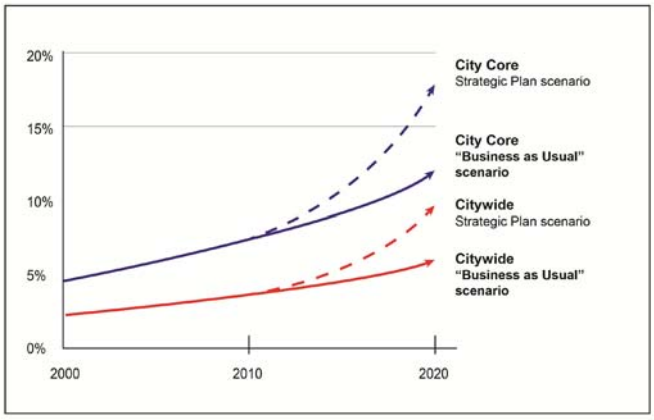
The area demographics, land use, and density are prime for further bicycle activity. The existing bicycle infrastructure and support facilities in these neighborhoods are already highly utilized.

Identified Need: Improving the quality and density of the system will be critical for fostering further bicycle activity in this “core” bicycle area, which could push the bicycle mode share in these key areas to 20 percent.

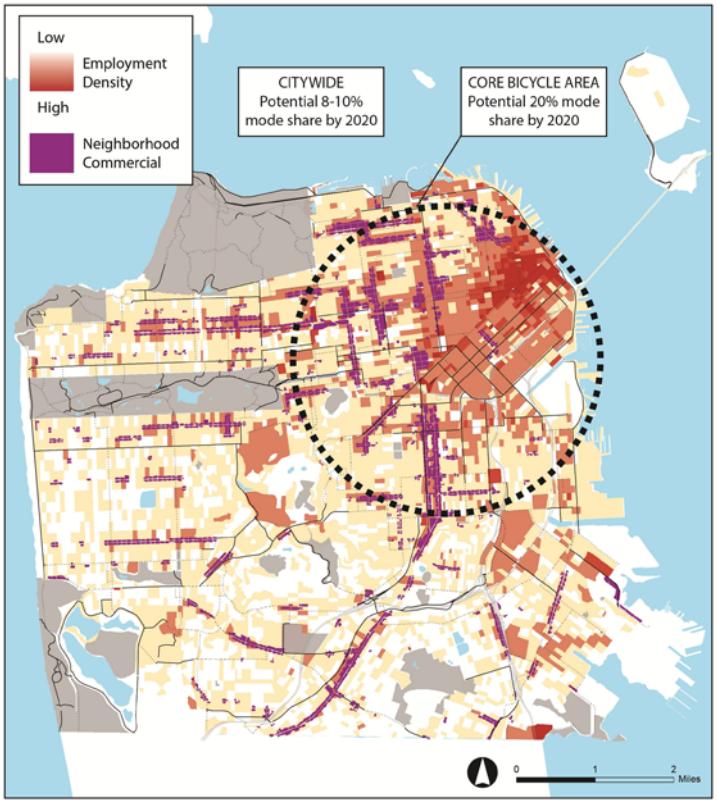
Bicycle Commute Mode Share (2010)



Projected City Bicycle Mode Share



Destination Land Uses



Bicycle travel patterns in neighborhoods outside the “core” bicycle area generally follow several patterns:

- Travel along the city periphery
- Travel to / from the city core
- Travel within the neighborhood

Peripheral Connections

The availability of a bicycle facility determines the preferred path for trips around the city periphery. The Embarcadero / Waterfront corridor is well trafficked by tourists and recreational riders traveling to / from the Golden Gate Bridge, as well as commuters riding from Marin County.

Identified need: Fragmented, uncomfortable, and poorly defined bicycle facilities along the waterfront and the coast.

Crosstown Connections

Topography plays a large role in determining the preferred path for trips to / from the city core. East-west trips generally follow Golden Gate Park - the Panhandle - The Wiggle - Market Street. North-south trips to / from the city core follow Alemany Boulevard - San Jose Avenue - Valencia Street - Polk Street. These Crosstown Connections are generally well defined and highly traveled, but may have areas where the facilities are inadequate or unsafe.

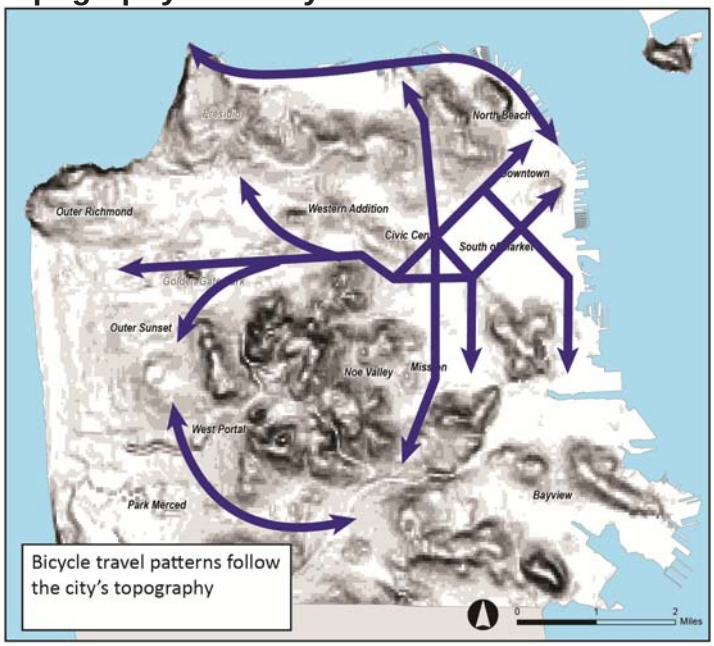
Identified need: Network gaps, areas with drops in rider comfort, and crash-prone intersections. High-quality facilities that emphasize an identity of a "core" route.

Neighborhood Connections

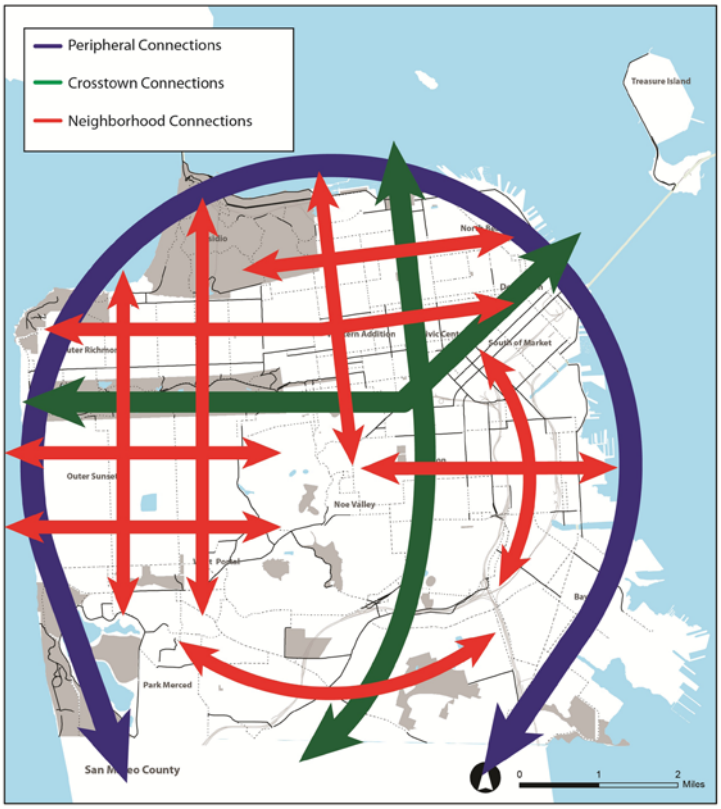
The density and quality of bicycle facilities determines the preferred path for bicycle trips within and between neighborhoods. Network coverage varies across the city, with dense coverage in the city core and sparse coverage in the city periphery.

Identified need: Facilities in the city core that emphasize separating bicycles from traffic. Facilities in peripheral neighborhoods that create and define a comfortable network for most users.

Topography and Bicycle Travel Patterns



Citywide Bicycle Network Framework

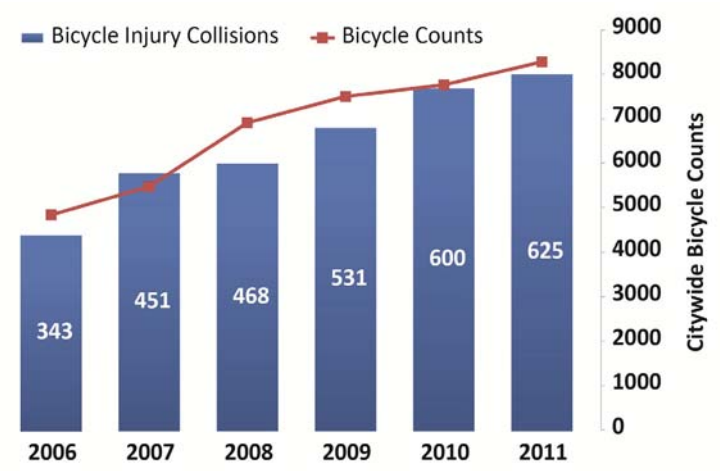


The number of people bicycling has increased significantly during the last ten years, but the bicycle collision rate has remained constant. Collisions between people in automobiles and people bicycling represent the far majority of severe injuries and fatalities.

People who engage in unsafe bicycle riding behaviors, such as sidewalk bicycle riding and wrong-way bicycle riding, remain a minority of overall users (less than four percent). Anecdotally, many of these behaviors take place on roadways that typically lack bicycle facilities.

Among reported crashes, most occur in the Core Area, which has the highest amount of bicycle activity. However, there are also several “satellite” crash areas in the Outer Neighborhoods with a concentration of high-severity crashes.

Bicycle Crashes and Activity (2006-2011)



Core Area crashes

Bicycle crashes in the Core Area tend to follow the distribution of bicycle activity. However, there are several locations with a higher-than-average occurrence of crashes.

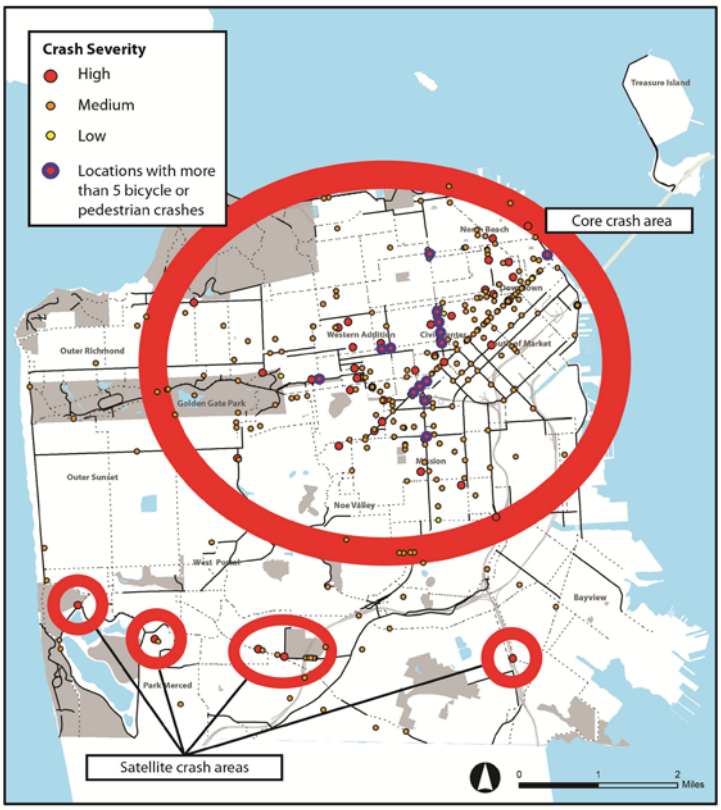
Identified need: Bicycle facilities that decrease people on bicycles’ exposure to high-speed traffic. Intersection treatments at crash-prone areas that emphasize bicycle traffic. Traffic and bicycle enforcement and outreach at crash-prone areas.

Outer Neighborhood crashes

Bicycle crashes in the Outer Neighborhoods tend to occur at major intersections on high-speed, multi-lane arterial streets.

Identified need: Safety measures at crash-prone intersections that calm traffic and emphasize bicycle priority. Traffic and bicycle enforcement and outreach at crash-prone areas.

Bicycle Crash Distribution



Much like automobiles, traveling by bicycle requires secure storage facilities at each trip end. Inadequate bicycle parking is a two-prong problem:

- Inadequate parking can create problems with theft, which discourages bicycling.
- Inadequate parking in areas with high bicycle activity can create sidewalk clutter.

Core Area bicycle parking

The city continues to install bicycle parking in the core areas of Downtown, SoMa, and the Mission. Even with the dense parking coverage, demand for bicycle parking continues to rise. The city is working to consolidate some bicycle parking into “bicycle corrals”, which replace a single auto parking space with five to eight bicycle racks.

Identified need: Denser bicycle parking in the Core Area additional bicycle parking where demand is approaching or exceeding capacity. Innovative use of existing auto parking, including bicycle corrals in curbside spaces, and “bicycle cages” in city-owned parking garages and surface lots. Parking that can accommodate diverse bicycle designs (e.g. cargo bicycles, recumbent bicycles, and tricycles).

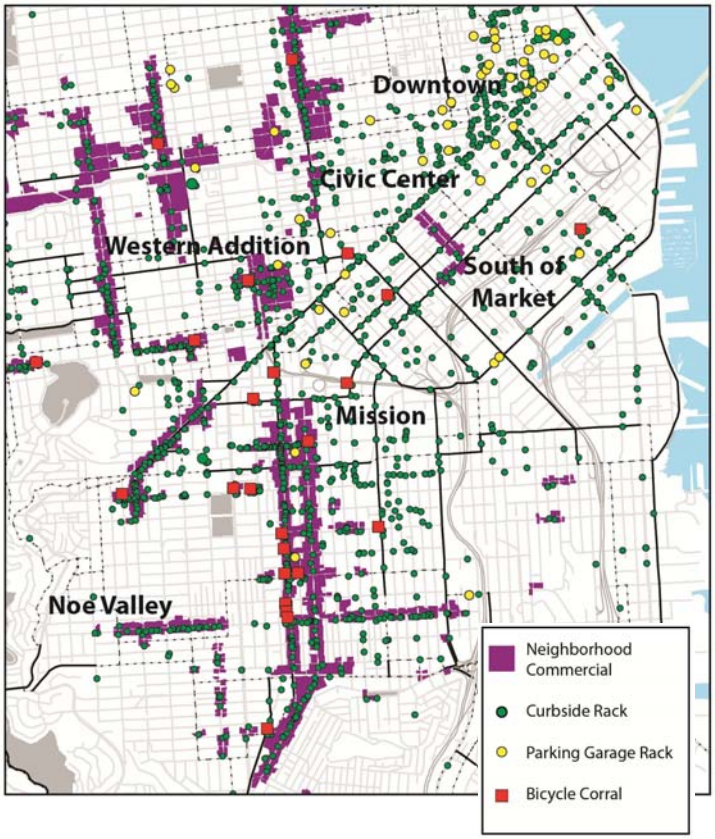
Outer Neighborhood bicycle parking

Bicycle parking in outer neighborhoods can vary between corridors. For instance, Ocean Avenue near Balboa Park has several bicycle racks per block. Conversely, bicycle racks occur on Mission Street south of Interstate 280 every two-to-three blocks.

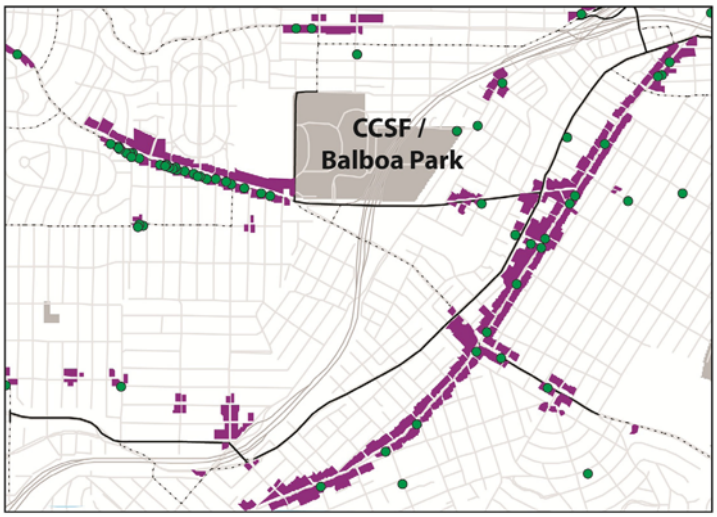
At minimum, there should be one bicycle rack per block on commercial corridors. This is necessary to establish a reasonable expectation for bicycle parking at most trip destinations.

Identified need: Minimum bicycle parking coverage of one rack per block on all corridors containing neighborhood commercial uses. Parking at high-demand bicycle destinations, such as hospitals, libraries, and schools.

Core Area Bicycle Parking



Outer Neighborhood Bicycle Parking



San Francisco has an extensive public transit system that includes buses, streetcars, light rail, subway, commuter rail, and ferry. However, the public transit system regularly exceeds its capacity during peak periods. The bicycle is a low-cost and rapid way to overcome some of the demands on public transit for both regional and local transit trips.

Providing secure bicycle parking at the transit hub
- Reduces the demand on connecting local transit
- Reduces the demand for people taking their bicycles onto transit

Providing bicycle sharing
- Reduces the demand on local transit for short trips
- Provides traveler flexibility at peak demand and during system outages

Regional transit trips: Secure bicycle parking

People that park for extended periods need bicycle parking sheltered from the environments and from criminal elements. The city has attended bicycle parking at the 4th / King Caltrain station and at UCSF, and unattended parking at the Embarcadero BART station. However, there remain more than a dozen other regional stations without secure bicycle parking facilities.

Identified need: Attended and unattended secure bicycle parking at regional transit hubs, including the Transbay Transit Center, BART stations, Caltrain stations, and major Muni Metro stations.

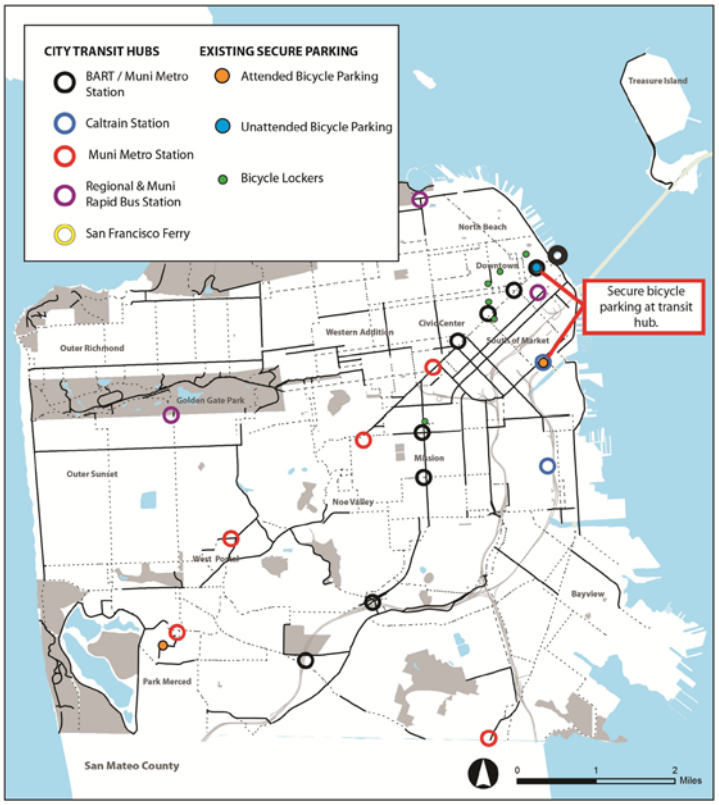
Local transit trips: Bicycle sharing

The city expects to deploy the 500 bicycle / 50 station bicycle sharing pilot in 2013. The pilot area encompasses 1.8 square miles in the city core.

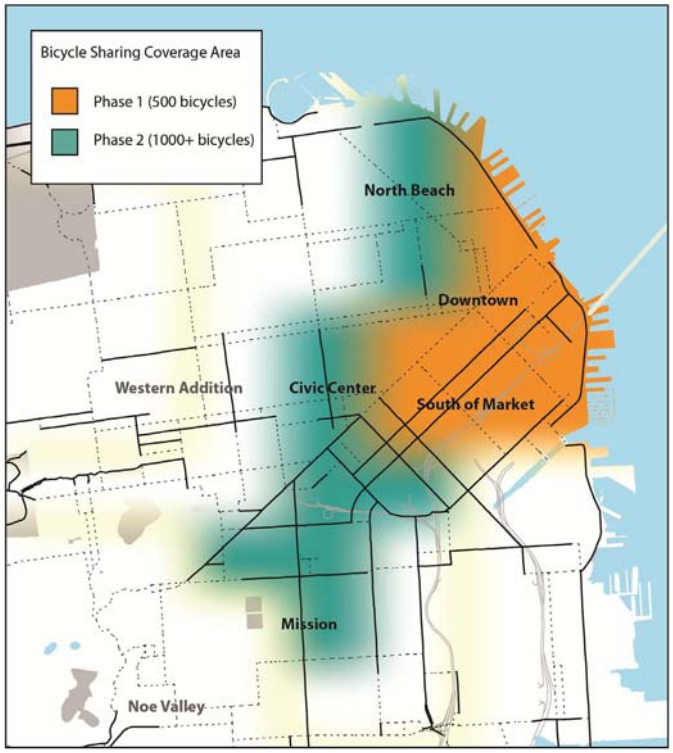
Phase 2 of the bicycle sharing system will deploy 2750 bicycles across 275 stations. Time for implementation will depend on the success of the pilot project and funding.

Identified need: Implement the bicycle sharing system and study opportunities for greater coverage in outlying areas and new development areas.

Secure Bicycle Parking and Transit Hubs



Bicycle Sharing Coverage Area



Among people who do not bicycle surveyed as part of the 2012 State of Cycling study, 20 percent indicated that the barriers they have to bicycling could be overcome with social, educational and resource-based efforts, including:

- Finding people to bicycle with
- Finding affordable/ discounted bicycles
- Learning the rules of the road

Schools: Youth bicycle education

Bicycling is a low cost way increase youth mobility and improve personal health. Bicycle education is provided at 15 out of the more than 100 elementary / K-8, secondary, and high schools in the city.

Identified need: Student bicycle education at city public and private schools.

Neighborhoods: Bicycle and driver education for adults

There are few avenues for adults to receive bicycle education, outreach, and basic maintenance. Overcoming these basic barriers to entry could greatly increase bicycling rates in areas of need.

Identified need: Regular adult bicycle and bicycle-focused driver education across the city and as part of new facility openings. Target outreach to vulnerable users, including low-income communities, the disabled community, and seniors. Expanded Sunday Streets and other bicycle-friendly events. Business partnerships to educate employees about bicycling.

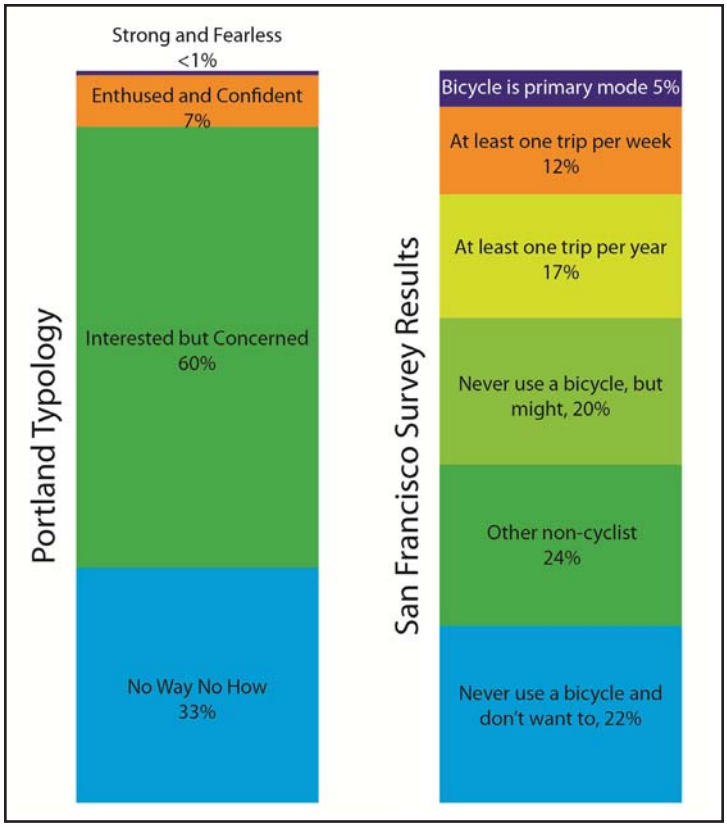
Citywide programming: Marketing

Bicycle education and outreach can improve perceptions of bicycling within the city by establishing a common understanding for considerate behavior. Fostering San Francisco's perception as a bicycle-friendly city can generate additional benefits from industry and tourism.

Identified need: Partnerships with the Mayor's Office, SF Convention and Visitors Bureau, Chamber of Commerce, Business Improvement Districts, and individual businesses to market San Francisco as a bicycle-friendly city. Incentives for riding bicycles, including bike-to-work/school competitions and Thank You campaigns.

Bike to Work Day

San Francisco's Bicycle Demographic



Excluding people that ride bicycles as their primary mode, nearly a third (29 percent) of San Franciscans already bicycle occasionally and could be encouraged to bicycle more frequently. Another two-thirds do not bicycle at all; support programs could convince them to start.

Not all bicycle facilities are created equal.

The nuances of the city's bicycle network and diverse array of facility types surpasses transportation engineering's traditional hierarchy of Class I, II, and III bicycle facilities (paths, lanes, and routes). Within each category, the actual and perceived safety of any bicycle facility can vary widely based on various "stress factors". These include separation from adjacent traffic, traffic speed, facility width, and intersection conditions.

Recognizing the shortcomings of the Class I / II / III categories, the Mineta Transportation Institute (MTI) proposed a new methodology to classify road segments on a user-oriented basis. The "Level of Traffic Stress (LTS)" definition is illustrated below with conditions occurring within San Francisco.

Many of the city's future bicycle improvements will occur on roadways already designated as part of the 200 mile bicycle network.

Identified need: A new "Comfort Assessment" methodology, similar to LTS, which will determine the need for and type of upgrade. The methodology will further the city's ultimate goal to create a network that is comfortable for all users, particularly vulnerable user groups like youths, the disabled, seniors, and low-income communities.

Level of Traffic Stress (LTS)

LTS 1 - The level comfortable for all user groups, including vulnerable users (children, youths, disabled persons, and seniors).

LTS 2 - The level comfortable for most adults on bicycles, including beginning riders and seniors; experienced children and youths.

LTS 3 - The level comfortable for most intermediate and experienced adult bicycle riders, e.g. the "enthusiastic and confident".

LTS 4 - The level tolerated only by "strong and fearless" people on bicycles.

Image: ©2012 Google; ©2012 TerraMetrics

Bicycle traffic stress factors

- Physical / lateral separation
- Bicycle facility width
- Auto lane width
- Adjacent traffic speed
- Facility blockages
- Intersection crossing distance
- Intersection control

Other bicycle stress factors

- Crime danger
- Facility maintenance
- Terrain (hilliness)
- Pavement quality
- Directness of the route

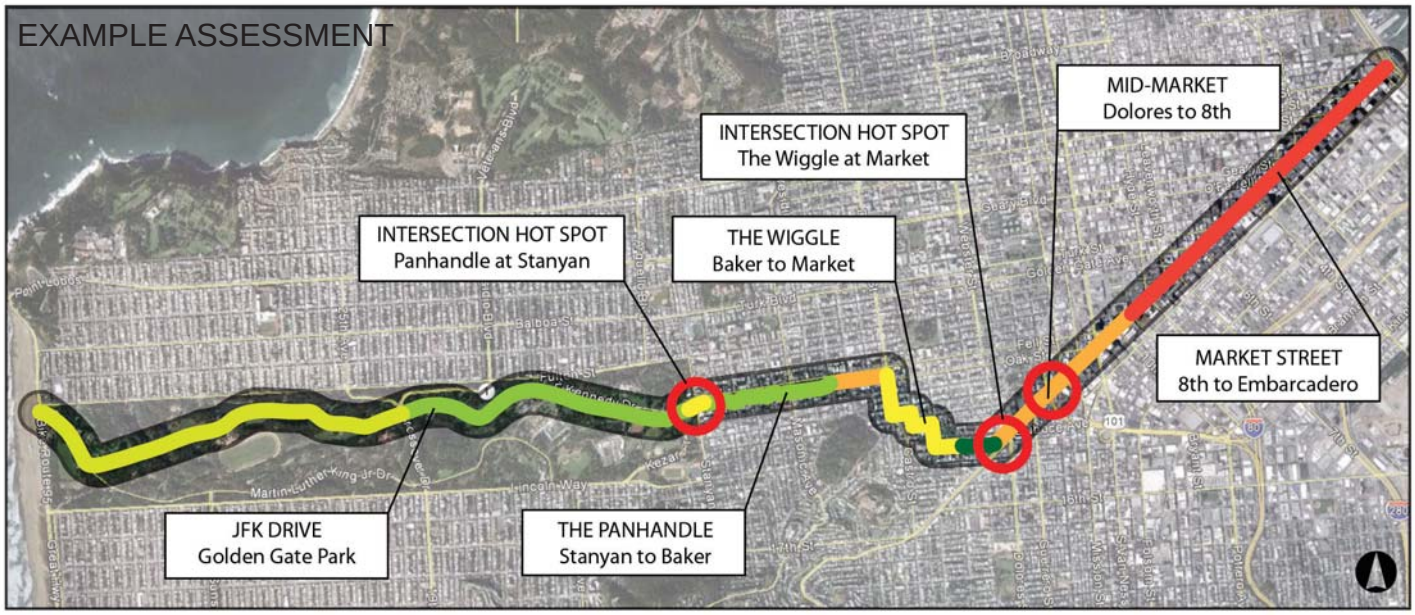
Maintaining expectations of comfort and safety.

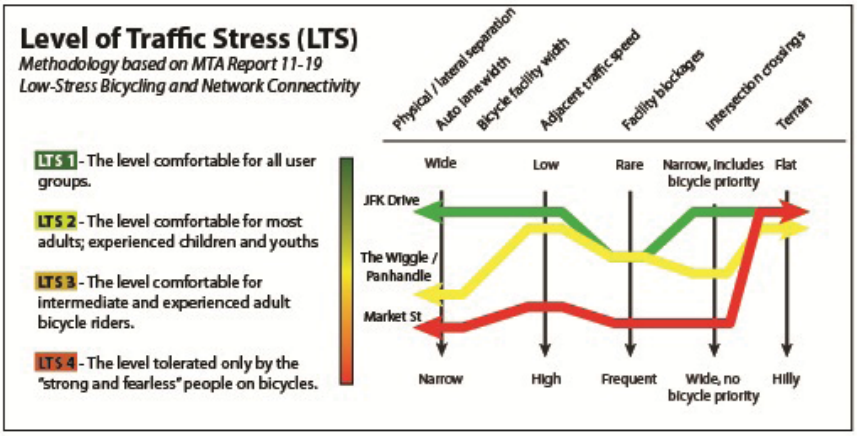
Perhaps even more important than the comfort of any given facility is the consistency of that comfort through the network.

Significant drops in comfort along a corridor, even in a short segment or at a single intersection, can become a deterrent from riding bicycles.

The figure below illustrates variations in comfort along the Golden Gate Park - Panhandle - Wiggle - Market Street corridor. The section from John F. Kennedy Drive to the Panhandle is between LTS 1 and 2, since much of that section is either on a physically separated path or adjacent to low volumes of low-speed traffic. The conditions become more stressful on Market Street as traffic volumes increase and separation from traffic decreases.

Identified need: A system-wide "Connectivity Assessment" to identify network gaps and intersection "hot spots", and to recommend measures that will raise corridors to a consistent comfort level for most users.





JFK Drive

The Wiggle

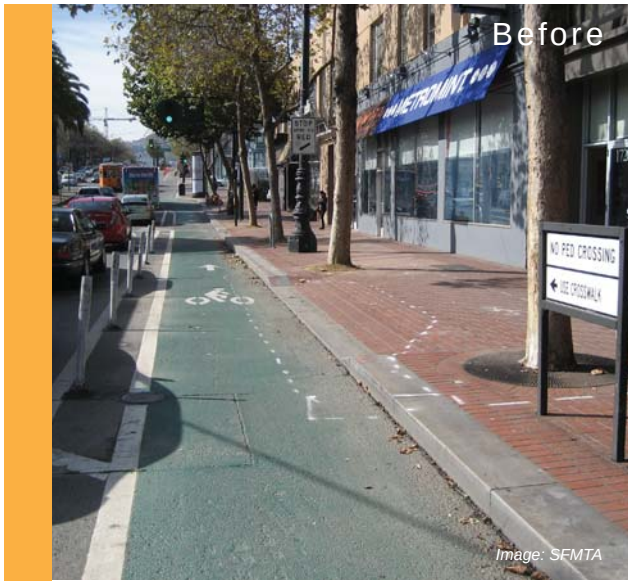
Mid-Market

Market at 5th

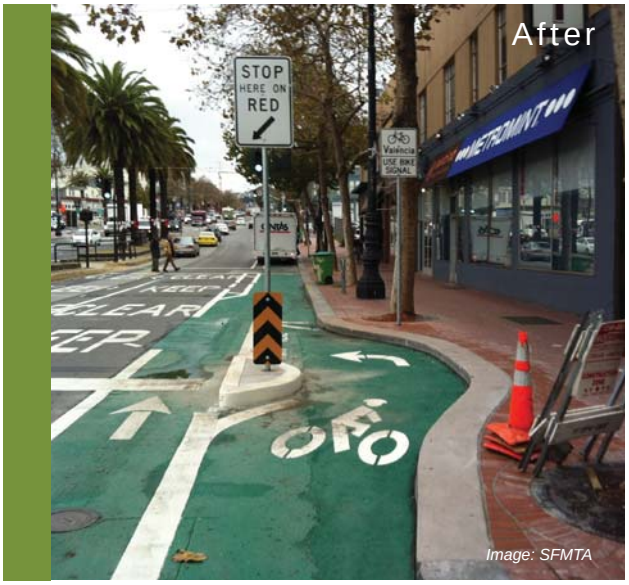
Example Hotspot Treatment

Decreasing the Level of Traffic Stress (LTS)

Market Street / Valencia Street - left turn improvements, November 2012

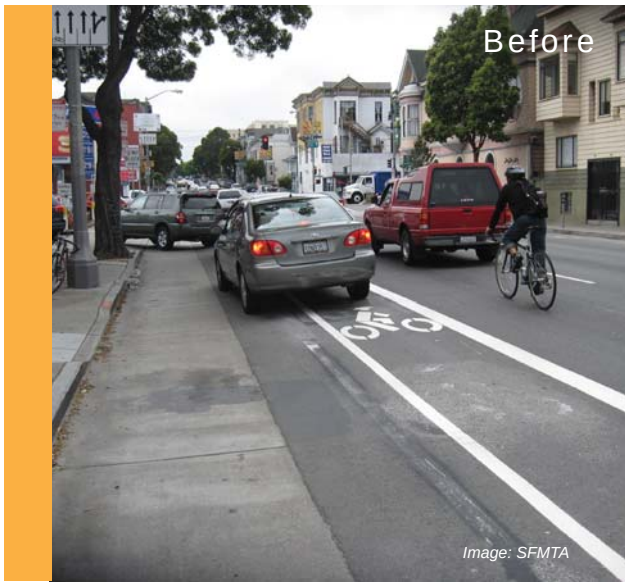


Before: Bicyclists headed westbound on Market Street turning left onto Valencia Street had to merge left across two lanes of traffic and a set of streetcar tracks in advance of the intersection.



After: The SFMTA installed a bicycle signal and an innovative "bike bay" that allows people on bicycle to turn onto southbound Valencia Street via a protected crossing. This improvement closed a crucial gap in the bicycle network.

Oak and Fell Street - bicycle lane upgrade to cycletrack, November 2012



Before: The Fell Street bicycle lane between Scott and Baker had several stressful characteristics, including frequent lane blockages and proximity to high-volume, high-speed traffic.

After: The SFMTA constructed the first phase of the Oak and Fell Safety Project, using buffered bicycle lanes, green pavement, and bike boxes to make this critical east-west connection a more comfortable place for people on bicycles.

Bicycle Infrastructure Toolkit

Growing bicycle mode share will require site-specific network treatments, support facilities (e.g. parking and bicycle sharing), and different programs to keep the momentum going. The following toolkit shows the different types of treatments to be used based on the key purpose and desired outcome. Costs and timelines vary depending on the tool used. This toolkit will help guide the conversation on needs assessment to determine the right tools for the specific need.

KEY PURPOSE/OUTCOME

Tools	SAFETY	CONNECTIVITY	CONVENIENCE	SECURITY	COST* per mile or intersection	TIME** to implement
Network Treatments						
Wayfinding signage	✓	✓			$	Very short
Traffic diverter	✓	✓	✓		$	Very short
Bicycle boxes	✓	✓			$	Short
Bicycle signal, bicycle boxes, and counters	✓✓	✓✓			$ $	Medium
Buffered bicycle lane	✓✓	✓			$x5	Medium
Basic cycle track	✓✓✓	✓			$x6	Long
Colored bicycle lane	✓✓	✓			$x7	Long
Bicycle boulevard	✓✓	✓			$x8	Very long
Separated cycle track	✓✓✓	✓			$x10	Very long
Support Facility Treatments						
Bicycle corrals			✓✓		$	Short
Bicycle lockers			✓	✓	$	Short
Secure bicycle parking stations			✓✓✓	✓✓✓	$x7	Medium
Bicycle sharing (per station)			✓✓✓		$x5	Medium

***Cost estimate scale increases approximately logarithmically. $ = $5k, $$ = $10K, $$$ = $25K, $x4 = $50K, $x5 = $100K, $x6 = $250K, $x7 = $500K, $x8 = $1M, $x9 = $5M, $x10 = $10M.**
**** Estimates vary greatly depending on environmental clearance. Very short = ~1 year, Short = 1-2 years, Medium = 3-4 years, Long = 5-6 years, Very Long = 6+ years**

Wayfinding signs

Traffic diverters
www.pedbikeimages.org / Adam Fukushima

Bicycle box

Bicycle signal
www.pedbikeimages.org / Laura Sandt

Buffered bicycle lane
www.pedbikeimages.org / Stephen Foust

Separated cycle track
www.pedbikeimages.org / Dan Burden

Bicycle boulevard

Colored bicycle lane

Basic cycle track

Support Program Toolkit

KEY PURPOSE/OUTCOME

Tools	EDUCATION	ENCOURAGEMENT	INNOVATION	COST** per year	Partnership Opportunity
Existing Program (expanded)					
Media campaigns		✓		$$	✓✓
Dedicated bicycle customer service	✓			$$	
Bicycle special events		✓		$$$	✓✓
Free bicycle network maps	✓			$x4	
Sunday Streets (10 events annually)		✓	✓	$x7	✓
Safe Routes to School (150 schools)	✓			$x7	✓
New Program					
Targeted enforcement	✓			$$$	
Summit / conference / convention		✓	✓	$x4	✓✓
Bike to Work / School Day / Week		✓		$x4	✓
Bicycle Ambassadors (2-4 staff)	✓	✓		$x5	✓
Personalized trip planning outreach	✓			$x7	✓
Neighborhood bicycle education and bicycle co-ops	✓	✓	✓	$$	✓✓✓
Thank you / Rewards program		✓	✓	$$	✓✓✓*
Visitor / hotel partnerships		✓	✓	$$	✓✓✓*
School / business bicycle competitions / games*		✓	✓	$$	✓✓✓*

*Sponsorship opportunity

**Cost estimate scale increases approximately logarithmically. $ = $5k, $$ = $10K, $$$ = $25K, $x4 = $50K, $x5 = $100K, $x6 = $250K, $x7 = $500K, $x8 = $1M, $x9 = $5M, $x10 = $10M

Targeted rewards

Bicycle convention

Regular encouragement

Sunday Streets

Special events

Advertisements

Film Festivals

Bike to Work Day

Strategies to involve the accessibility community and seniors

In targeted stakeholder workshops, members of the accessibility and senior communities expressed their desire to participate in the city's bicycle growth. Recognizing these users' unique needs, here are methods the city will incorporate into its bicycle planning to increase the inclusiveness of the city bicycle system:

- Accommodations for diverse vehicle types like e-bikes and tricycles, specifically
  - recreation paths that are wide and flat
  - bicycle parking that can accommodate larger vehicles at community centers and health care facilities
  - accessible bicycle fleet sharing
- Targeted education and group rides
- Education, outreach, and enforcement in pedestrian areas that service sensitive user groups

Strategies to involve the taxi and shuttle community

Taxis, shuttles, and car sharing are important elements of the city transportation system and can help supplement bicycle travel. Here are methods to incorporate taxis and shuttles into the city bicycle system:

- Taxi / bicycle driver education
- Taxi passenger awareness campaigns, including posters and window decals
- Taxi access to curb zones when dropping off disabled passengers
- Bicycle racks on taxis

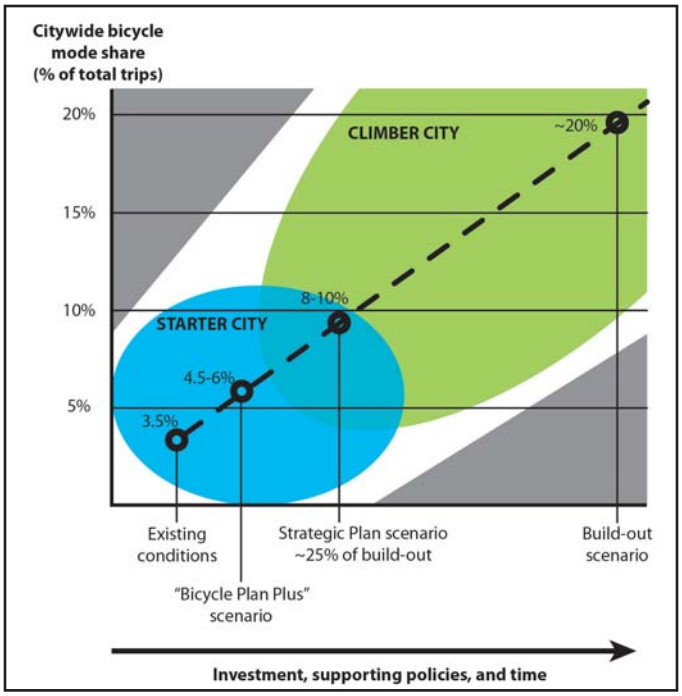
Image: Copenhagenize.com

Strategic Approach

Moving from a Starter to Climber city, and from a Climber to Champion city will require investment, supporting policies, and time. The city's current trajectory over the next six years, or the "Bicycle Plan Plus" scenario, is completing the current Bicycle Plan, constructing a modest amount of additional improvements, and maintaining existing support program levels.

The System Build-out scenario consists of improving and expanding the 215 mile bicycle network, constructing an extensive system support facilities, and increasing support program funding eight-fold. The intensity and extent of these improvements would bring San Francisco to the same level as Amsterdam and Copenhagen. Assuming a reasonable amount of supportive transportation policy (taxes, fees, and incentives), San Francisco could see a 15 to 20 percent bicycle mode share over the next 15 to 20 years.

The Strategic Plan scenario is a one where the city implements roughly 25 percent of the Build-out scenario, thereby achieving roughly a quarter to a third of the ultimate bicycle mode share. This rise would be more than a doubling of current bicycle activity.



"Bicycle Plan Plus" scenario

- Complete the bicycle plan (10 miles)
- Upgrade 10 miles of the existing bicycle network to premium bicycle facilities
- Upgrade 10 intersections to accommodate bicycles
- Install 4000 bicycle parking spaces
- Deploy and maintain a 500 bicycle / 50 station bicycle sharing system
- Provide the existing level of support programs ($1.2m / yr)

Total cost: $60m through 2018 (6 year total)

Strategic Plan scenario

- Complete the bicycle plan (10 miles)
- Upgrade 50 miles of the existing bicycle network to premium bicycle facilities
- Construct 12 miles of new bicycle facilities
- Upgrade 50 intersections to accommodate bicycles
- Install 21000 bicycle parking spaces
- Deploy and maintain a 2750 bicycle / 275 station bicycle sharing system. Support electric bicycles.
- Double the existing level of support programs ($2.5m / yr)

Total cost: $190m through 2018 (6 year total)

System Build-out scenario

(Amsterdam / Copenhagen-system)

- Complete the bicycle plan (10 miles)
- Upgrade 200 miles of the existing bicycle network to premium bicycle facilities
- Construct 35 miles of new bicycle facilities
- Upgrade 200 intersections to accommodate bicycles
- Install 50,000 bicycle parking spaces
- Deploy and maintain a 3000+ bicycle / 300+ station bicycle sharing system. Support electric bicycles.
- Provide a build-out level of support programs ($10m / yr)

Total cost: $500m for infrastructure, plus $4m / yr for bicycle sharing and $10m / yr for support programs.

Outcome contingent on complementary auto pricing fees and policies

Funding Gap and Investment Scenarios

The city needs $170 million in additional funding to meet the Strategic Plan funding scenario.

Bicycle program funding (per the SFMTA 2012-2017 CIP)

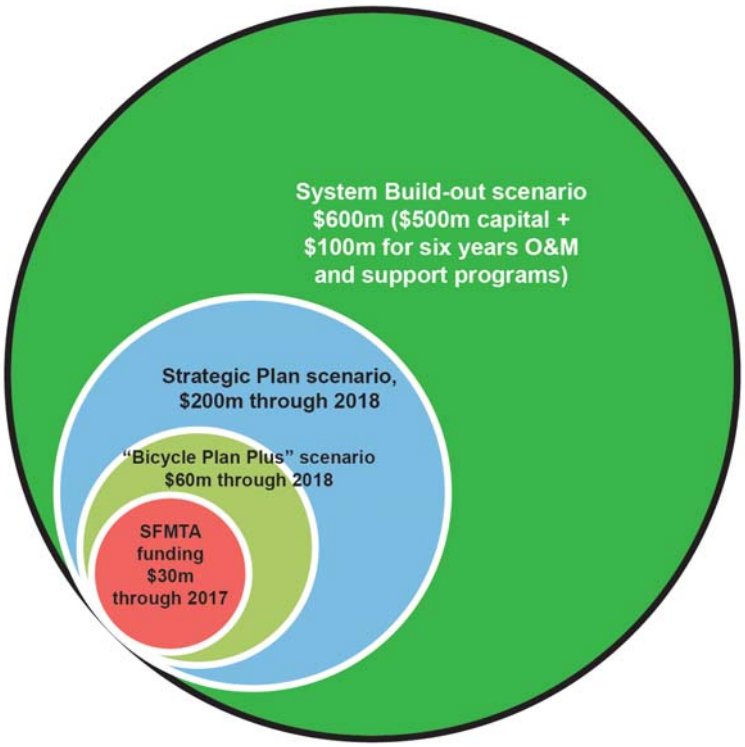
- State (Caltrans BTA / STIPTE) - $1m
- Regional (BAAQMD, MTC TDA) - $1.9m
- City / County (Prop B, OBAG, Prop AA, Prop K, TFCA) - $23.2m
- SFMTA (Bond A) - $4.1m
- **Total - $30.3m**

Funding gap

- "Bicycle Plan Plus" scenario - $30m ($5m / yr)
- Strategic Plan scenario - $160m ($21.5m / yr)
- System Build-out - $470m capital

Potential new funding sources

- Other State and Regional discretionary programs (HSIP, OTS, Regional Bikeway Network Program, Safe Routes to Transit, TLC)
- Federal funds (CMAQ, SRTS, STP, TEA)
- Public - private partnerships and development impact fees
- New transportation fees (Vehicle Licensing Fee, sale tax, property tax, user fees, parking fees, congestion pricing).



The funding gap, 2013-2018

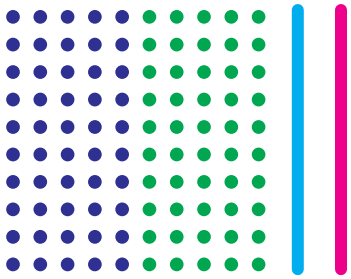
Potential Investment Scenarios.

Given a budget of $6 million per year, these are various strategies the SFMTA can use to prioritize projects.

Close network gaps

- 50 traffic diverters
- 50 signals and bicycle boxes
- 3 miles buffered lanes
- 3 miles basic cycle track

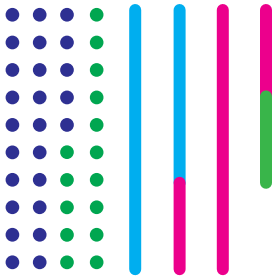
Budget breakdown
65% intersections, 35% network



Increase basic network comfort

- 25 traffic diverters
- 15 signals and bicycle boxes
- 5 miles buffered lanes
- 5 miles basic cycle track
- 1 mile bicycle boulevard

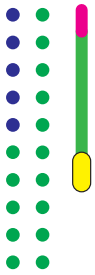
Budget breakdown
20% intersections, 80% network



Focus improvements on a few key corridors

- 5 traffic diverters
- 15 signals and bicycle boxes
- 0.25 miles basic cycle track
- 1.5 miles bicycle boulevard
- 0.25 miles separated cycle track

Budget breakdown
15% intersections, 85% network



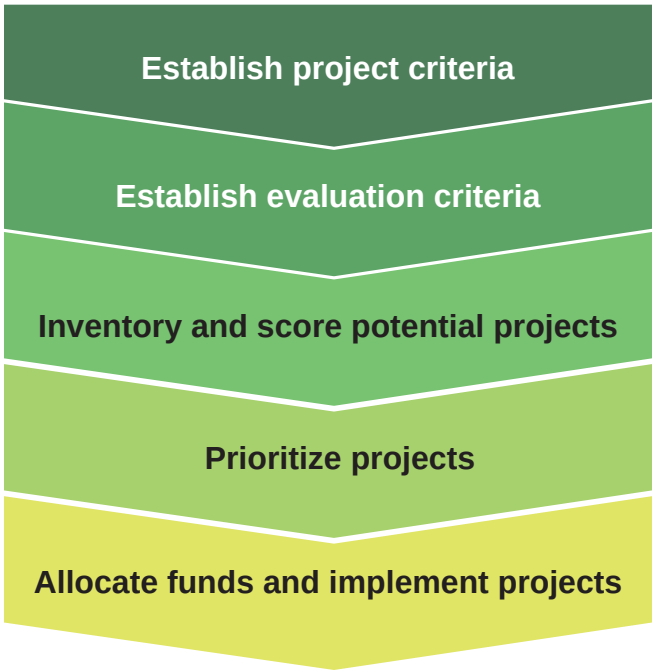
A clear and concise Decision Making Process

This Bicycle Strategy will use a quicker and more transparent project evaluation and prioritization methodology to determine which projects to fund and implement.

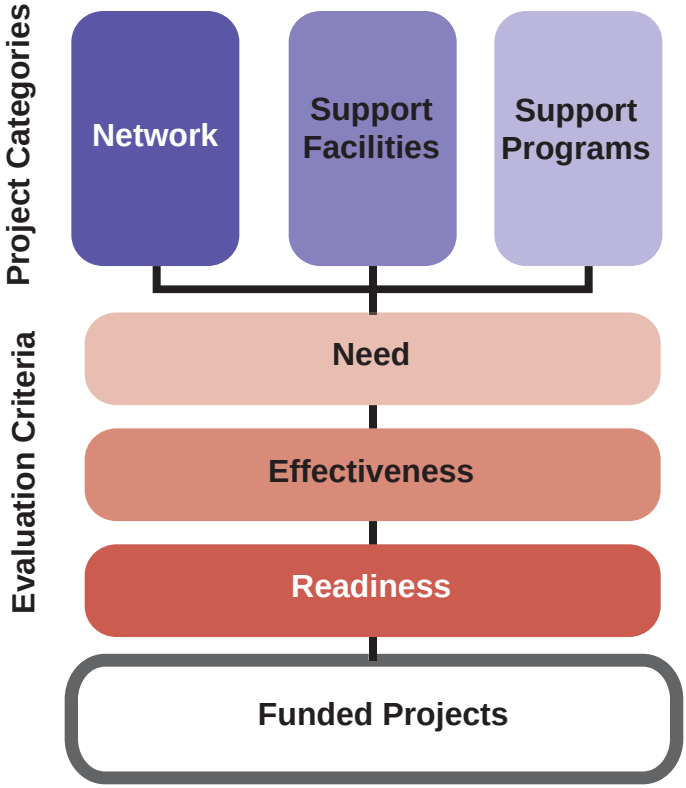
Project evaluation will use the following framework:

- Categorize projects as network, support facility, or support program. Outside funding sources and agencies may dictate whether particular funds can be allocated for a particular type of project.
- Assess projects based on their need, effectiveness, and readiness. Aspects within need can include existing bicycle activity and crash rates. Effectiveness assesses the expected change in bicycle behavior due to the project, based on best practice studies or similar experience in the city. Readiness accounts for environmental clearance, community support, and funding.
- Project stakeholders will weigh the evaluation criteria based on their individual and collective priority. Projects that score above a particular threshold will enter the process for funding and implementation.

Prioritization Framework



Evaluation Framework



Strategic Goals

SFMTA Bicycle Strategy Vision

Bicycling is part of everyday life in San Francisco.

As an outcome from the SFMTA 2013-2018 Strategic Plan, this 2013-2018 Bicycle Strategy will focus on four overarching goals to achieve the SFMTA Bicycle Strategy Vision.

Image: Flickr / Lynn Friedman

Image: Flickr / Pyramis

Goal 1 Improve safety and connectivity for people traveling by bicycle

Consistent with the overall SFMTA Strategic Plan, the safety of the bicycle system is paramount. A safe and comfortable bicycle experience requires closing system gaps, providing accurate information to users, and regular evaluation of our progress.

Objective 1.1: Improve the comfort and connectivity of the bicycle network for all users, especially vulnerable user groups, e.g. youths, the disabled, and seniors.

Objective 1.2: Improve the safety of the bicycle network for all users.

Objective 1.3: Ease navigation through the bicycle network.

Objective 1.4: Collect data to evaluate bicycle network activity and safety.

The performance indicators listed below are the key measures that will indicate how the SFMTA is performing with respect to bicycle safety and connectivity.

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 1.1: Percent of the bicycle network that is moderately comfortable for an average person on a bicycle.	Establish a bicycle network comfort index. Increase network comfort to Level of Traffic Stress (LTS) 2 / 3 by 10 miles and 10 intersections each year. Decrease the bicycle crash rate by 10 percent each year.		
OBJECTIVE 1.2: Number of crash hotspots improved.	Study and pilot safety countermeasures at three crash hotspots per year. Decrease the bicycle crash rate by 10% from the 2012 baseline each year.		
OBJECTIVE 1.3: Miles of networked bicycle routes with wayfinding signs indicating destinations and distance.	Develop a bicycle wayfinding sign plan.	Install the citywide bicycle wayfinding system (100% network coverage).	
OBJECTIVE 1.4: Bicycle counts and evaluation.	25% network coverage with automatic bicycle counters. Install the first "bicycle barometer".	50% network coverage with automatic bicycle counters. Install a second and third "bicycle barometer".	100% network coverage with automatic bicycle counters. Install the fourth and fifth "bicycle barometer".
	Collect and analyze bicycle sharing data. Collect, analyze and report changes to city bicycle activity via the annual SFMTA Mobility Report.		

Goal 2

Increase convenience for trips made by bicycle

The small footprint of a bicycle makes it a convenient and flexible way to travel. Good parking facilities are vital for reducing bicycle theft. Bicycle sharing encourages spontaneous bicycle trips. Both bicycle parking and bicycle sharing extend public transit's reach and improve its performance.

Objective 2.1: Increase the supply of short-term bicycle parking.

Objective 2.2: Increase the supply of adequate long-term bicycle parking

Objective 2.3: Expand bicycle sharing in core bicycle areas.

The performance indicators listed below are the key measures that will indicate how the SFMTA is performing with respect to increasing bicycle convenience.

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 2.1: Short-term bicycle parking spaces and coverage	Establish short-term bicycle parking baseline of 1 rack on each neighborhood commercial block.	Provide additional short-term bicycle parking in areas identified via user survey or online crowd sourcing.	
OBJECTIVE 2.2: Long-term bicycle parking space and coverage	Establish one new attended and one new unattended secure bicycle parking station. Replace 100% of existing SFMTA bicycle lockers with e-lockers	Establish a second new attended and second new unattended secure bicycle parking station. Incorporate e-lockers into secure bicycle parking facilities.	Establish a third new attended and third new unattended secure bicycle parking station. Incorporate e-lockers into secure bicycle parking facilities.
	Install four residential collective bicycle lockers	Install four additional residential collective bicycle lockers	Install four additional residential collective bicycle lockers
OBJECTIVE 2.3: Bicycle sharing system coverage.	Implement Phases I and II of the bicycle sharing system. (1000 bikes) Explore opportunities to incorporate diverse vehicle types, including e-bicycles and pedalecs.	Implement Phase III of the bicycle sharing system (2,750 bikes, 25% of City)	Expand the bicycle sharing system to include key satellite service areas.

Goal 3

Normalize riding bicycles through media, marketing, education, and outreach.

Fostering a positive image of bicycles is important for increasing bicycle participation, especially among underserved populations. A positive bicycle image helps market the city's quality of life to visitors, tourists, and investors.

Objective 3.1: Normalize riding bicycles among city residents, employees, and students.

Objective 3.2: Increase awareness of San Francisco as a bicycle city regionally, nationally, and internationally.

Objective 3.3: Increase bicycle education opportunities.

Objective 3.4: Reinforce positive multimodal behavior.

The performance indicators listed below are the key measures that will indicate how the SFMTA is performing with respect to fostering bicycle culture and identity.

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 3.1: Local bicycle awareness	Increase awareness of city residents, employees, businesses, and schools of bicycling and multimodal trip opportunities by 10% each budget cycle through marketing, social media, conventions and trade shows. Measure via online survey methods and social media metrics, e.g. "tweets" and "likes". Establish a city Bicycle Ambassador program with up to eight full-time staff responsible for community bicycle education and outreach.		
OBJECTIVE 3.2: Vistor bicycle awareness	Increase bicycle awareness of city visitors by 10% over baseline each budget cycle through marketing partnerships with visitor organizations, hotel and destination partnerships. Measure via online survey methods and social media metrics, e.g. "tweets" and "likes".		
OBJECTIVE 3.3: Bicycle education	Annual bicycle education at 25% of SFUSD schools. One annual bicycle education course in each SF Supervisor District through the Bicycle Ambassador program.	Annual bicycle education at 50% of SFUSD schools. Two annual bicycle education courses in each SF Supervisor District through the Bicycle Ambassador program.	Annual bicycle education to 100% of SFUSD schools. Quarterly bicycle education courses in each SF Supervisor District through the Bicycle Ambassador program.
	Offer bicycle education to private schools, seniors, the disabled community, and other vulnerable users.		
OBJECTIVE 3.4: Traffic enforcement	Quarterly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.	Monthly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.	Weekly multimodal enforcement and encouragement at crash hotspots through the Bicycle Ambassador program.
	Create a traffic violation diversion program.		

Goal 4

Plan and deliver complete streets projects

Making non-private auto modes, including bicycles, the preferred means of travel in the city requires implementing projects that address the city's greatest needs in a streamlined manner. Accelerated project delivery includes securing funding for bicycle projects, and supporting projects and policies that complement mode shifts from automobiles.

Objective 4.1: Prioritize shovel-ready projects

Objective 4.2: Seek new funding for the future and close the strategic funding gap.

Objective 4.3: Support policies and projects complementary to bicycling.

Objective 4.4: Integrate projects to accommodate bicycle-transit trips.

The performance indicators listed below are the key measures that will indicate how the SFMTA is performing with respect to bicycle project delivery.

PROPOSED KEY PERFORMANCE INDICATORS	PROPOSED TARGETS		
	FY 2014	FY 2016	FY 2018
OBJECTIVE 4.1: Project delivery and agency management	Update the SFMTA Capital Improvement Program to prioritize projects that rate highest in terms of need, effectiveness, and readiness. Adopt an agency project management system and track funding to the bicycle program.		
OBJECTIVE 4.2: Bicycle program funding	Secure funding for bicycle projects from new funding sources. Identify dedicated revenue sources by 2014.		
	Close strategic funding gap by 25%.	Close strategic funding gap by 50%	Close strategic funding gap by 100%
OBJECTIVE 4.3: Supportive projects and policies	Support SFpark, SFgo, Muni Transit Effectiveness Project, congestion pricing, and other Travel Demand Management (TDM) projects; integrate bicycle projects into the Complete Streets process.		
OBJECTIVE 4.4: Bicycle-transit projects.	Identify 3% of formula transit funds for bicycle-transit integration projects. Deliver transit projects with a complete streets component.		

Stakeholder Workshops

Developing the Bicycle Strategy is a citywide team effort. In late 2012 and early 2013, SFMTA staff worked across departments to host three workshops for gathering feedback. The first workshop was attended by staff members from city, county, and regional agencies, as well as members of the bicycle community. The second workshop hosted members of the accessibility community to specifically ask about the needs of seniors and people with disabilities, and the third hosted members of the San Francisco taxi community.

General Stakeholder Workshop

Attendees: 17 representatives from SF Planning, SF Travel, San Francisco Bicycle Coalition (SFBC), BART, SF County Transportation Authority (SFCTA), SF Environment, SFMTA, and other key stakeholders.

Key Takeaways:

(1) Improve way finding signage & cross-town connectivity

(2) Upgrade to separated, wider bicycle facilities

(3) Provide more secure bicycle parking & roll out bike sharing

(4) Design for bicycle-transit integration

(5) Provide weekly Sunday Streets, bicycle branding campaigns, education & individualized marketing programs

(6) Project need and effectiveness are most important for prioritizing projects

(7) Leverage public-private partnerships, e.g. "Sponsor a Mile" program

Accessibility Stakeholder Workshop

Attendees: 19 representatives from Mayor's Office on Disability, Independent Living Resource Center, SFMTA Board, Departments of Public Works, Aging and Adult Services, Lighthouse for the Blind, SF Paratransit and other key stakeholders.

Key Takeaways:

(1) Design complete streets with clear separation between modes & maintain curb access for paratransit

(2) Bicycle sharing / fleets should include accessible & children's bicycles, e-bikes

(3) Provide bicycle fleets at senior centers, schools

(4) Design parking for non-traditional bicycles

(5) Use bicycle and driver education to foster mutual respect between street users

(6) Provide subsidies for bicycles, helmets, locks & lights

(7) Enforce prohibitions against sidewalk riding & consider bicycle license program

Taxi Stakeholder Workshop

Attendees: 15 participants, including representatives from Desoto Cab, Luxor Cab, Yellow Cab, Green Cab, Arrow Checker, SFBC, SFMTA, Muni Accessibility Advisory Committee (MAAC) and other key stakeholders.

Key Takeaways:

(1) Educate taxi drivers and people on bicycles on rules regarding taxi loading next to and within bicycle facilities.

(2) Design bicycle facilities that accommodate passenger drop off.

(3) Install flashing lights on taxis to indicate passenger boarding and alighting, and to reduce instances of dooring.

(4) Provide bicycle friendly cabs with trunk or roof racks.

(5) Outreach and marketing to drivers, passengers, and bicycle riders that taxis and bicycles are part of the multimodal transportation system.

(6) Open dialogue between the taxi and bicycle community to discuss and resolve conflicts.

(7) Provide education and enforcement on the rules of the road (e.g. passing on the left, stopping at stop signs and stop lights, permission to "take the lane").

(8) Consider bicycle license program.

Next Steps

The SFMTA will work with stakeholders through February 2013 to fully create and establish a needs and gap closure assessment methodology to classify the bicycle network in terms of user comfort. By March of 2013, the planning team will develop a Capital Program for the 2013 - 2018 Fiscal Year timeframe. In order to leverage the results of this work, the SFMTA will establish an "Eight-to-Eighty" bicycle ride team who will collect the necessary data for completing the needs and gap closure assessment.

Next Steps

Once these tasks are complete, the SFMTA will have established an on-going process for the efficient delivery of bicycle facilities and support programs. The implementation of key projects, including acquiring the necessary approvals and environmental clearance and identification of funding, will progress throughout the Strategic Plan timeframe of 2013 to 2018. To hold the SFMTA accountable, the Strategic Plan Annual Mobility Report will include a report of the progress on bicycle improvements.

This ongoing work will ensure *bicycling is part of everyday life in San Francisco.*

Acknowledgements

Executive Leadership

Edwin M. Lee, Mayor

City and County of San Francisco Board of Supervisors

Eric Mar | District 1
Mark Farrell | District 2
David Chiu | District 3
Carmen Chu | District 4
London Breed | District 5
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Norman Yee | District 7
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Director of Transportation

Edward Reiskin

SFMTA Staff

Primary authors:

Timothy Papandreou, Deputy Director, Strategic Planning and Policy
Andrew Lee, Transportation Planner
Peter Brown, Capital Project Manager
Mari Hunter, Transportation Planner
Anne Fritzler, Transportation Planner
Terra Curtis, Transportation Design Trainee
Carly Sieff, Transportation Design Trainee
Craig Raphael, Transportation Design Trainee

Contributors:

Ricardo Olea; City Traffic Engineer
Bridget Smith; Principal Engineer, Livable Streets
Nate Chanchareon, Manager, Multimodal Planning
Julie Kirschbaum, Manager, Transit Service Planning
Heath Maddox, Senior Transportation Planner
Matt Lasky, Transportation Planner
Luis Montoya, Transportation Planner
Seleta Reynolds, Manager, Livable Streets
Jonathan Rewers; Manager, Capital Fund Programming
Annette Williams, Manager, Accessible Services
Christine Hayashi, Deputy Director, Taxi Services
Jay Primus, Manager, SFPark
Amit Kothari, Director, Off-Street Parking

Partner Departments and Agencies

SF Department of Public Works, SF County Transportation Authority, SF City Planning, SF Department of Public Health, SF Travel, SF Bicycle Coalition, SF Bicycle Advisory Committee, SF Environment, Mayor's Office on Disability, Independent Living Resource Center, Aging and Adult Services, Lighthouse for the Blind, SF Paratransit, MAAC, and SF Taxi providers.

SFMTA

Municipal Transportation Agency

One South Van Ness Avenue
San Francisco CA 94103
www.sfmta.com

San Francisco Pedestrian Safety Capital Improvement Program:

A Step Towards Vision Zero

March 5, 2014

The First Steps

IN APRIL 2013, MAYOR LEE ISSUED THE PEDESTRIAN STRATEGY WHICH DIRECTED CITY DEPARTMENTS TO IMPLEMENT SOLUTIONS THAT WOULD REDUCE SERIOUS OR FATAL PEDESTRIAN INJURIES BY 25 PERCENT BY 2016 AND BY 50 PERCENT BY 2021, INCREASE THE WALKABILITY OF SAN FRANCISCO AND MAKE ALL NEIGHBORHOODS SAFER FOR PEOPLE WALKING. AS PART OF THIS EFFORT, WALKFIRST WAS INITIATED TO PRIORITIZE CAPITAL IMPROVEMENTS NEEDED OVER THE NEXT 5 YEARS TO MAKE SAN FRANCISCO A SAFER PLACE TO WALK.

WalkFirst proposes this Pedestrian Safety Capital Improvement Program (CIP), a set of projects and programs that San Francisco will implement over the next five years to help achieve these goals. Projects address pedestrian safety issues on the City's High Injury Network, streets and intersections that represent just six percent of San Francisco's street miles but account for 60 percent of severe and fatal injuries. These programs and projects further support the recently San Francisco Municipal Transportation Agency-adopted "Vision Zero" – a vision of zero traffic deaths by 2024 which builds on the Mayor's commitment to build safer, more walkable streets for everyone.

The WalkFirst Pedestrian Safety CIP anticipates $50 million of targeted funding over the next five fiscal years. This amount defines how many WalkFirst recommendations can be pursued, and estimates will evolve as new funding sources are made available or anticipated sources are not realized.

While $50 million can fund many pedestrian improvements and will help the City achieve some of the Mayor's Pedestrian Strategy goals, this amount does not cover the entire set of projects identified through the WalkFirst planning process. The fiscally constrained WalkFirst CIP prioritizes projects at locations with a strong history of severe and fatal injuries and projects that can be implemented with available funding sources.

$50M

Estimated available over next five fiscal years

$240M

Needed to implement all WalkFirst projects and programs

Outreach Highlights

From November 2013 to February 2014, over 3,700 people visited the WalkFirst website and 400 more provided direct feedback through focus groups and an online survey to share their thoughts about the pedestrian improvements that they would like to see the City implement.

What We Heard from San Franciscans

San Franciscans told us to prioritize:

Leading Pedestrian Intervals

Pedestrian Countdown Signals

Automated Speed Enforcement

The vast majority of all WalkFirst participants want SFMTA to act quickly and implement temporary measures that are cost effective.

In general, San Franciscans want:

- Locations with seniors, children, and people with disabilities to be prioritized for safety improvements
- Solutions that recognize the diversity of neighborhoods and have community support
- Complex intersections to be made safer and less confusing for people who walk

80%

of respondents wanted SFMTA to first fix the intersections and corridors where the most collisions occurred

85%

of respondents think pedestrian safety is getting worse in the City

75%

of respondents would support a ballot measure if it included increased funding for pedestrian safety

Data Analysis

Health researchers, planners and engineers looked at five years of police collision data, existing evidence, and surrounding land use and environmental data. These were used to develop profiles – patterns of frequently occurring collision types – to guide the recommendations for each intersection.

What we learned from pedestrian safety data

Findings showed that:

We're a Walkable City.
All trips in San Francisco begin and end with walking.

17%

And walking is the primary mode for 17% of all trips.

Each year in San Francisco,

100
Severely Injured or Killed

At least
800
Injured

5x
Seniors have a higher fatal injury rate than younger adults

Seniors are particularly vulnerable.

6% = 60%
Streets — Severe and fatal Injuries

Pedestrian injuries/death are concentrated in specific areas.

64%
motorists at fault

Motorists often are not yielding to pedestrians, Failure to yield accounts for 41% of the 64% total.

Left turns disproportionately contribute to injuries.

28%

Left turns were the movement preceding collision in 28% of injuries

High vehicle speeds kill.

50% vs. **10%**
fatalities at **40** mph — fatalities at **25** mph

$15M
annual medical costs related to ped injuries

Medical costs alone are very high.

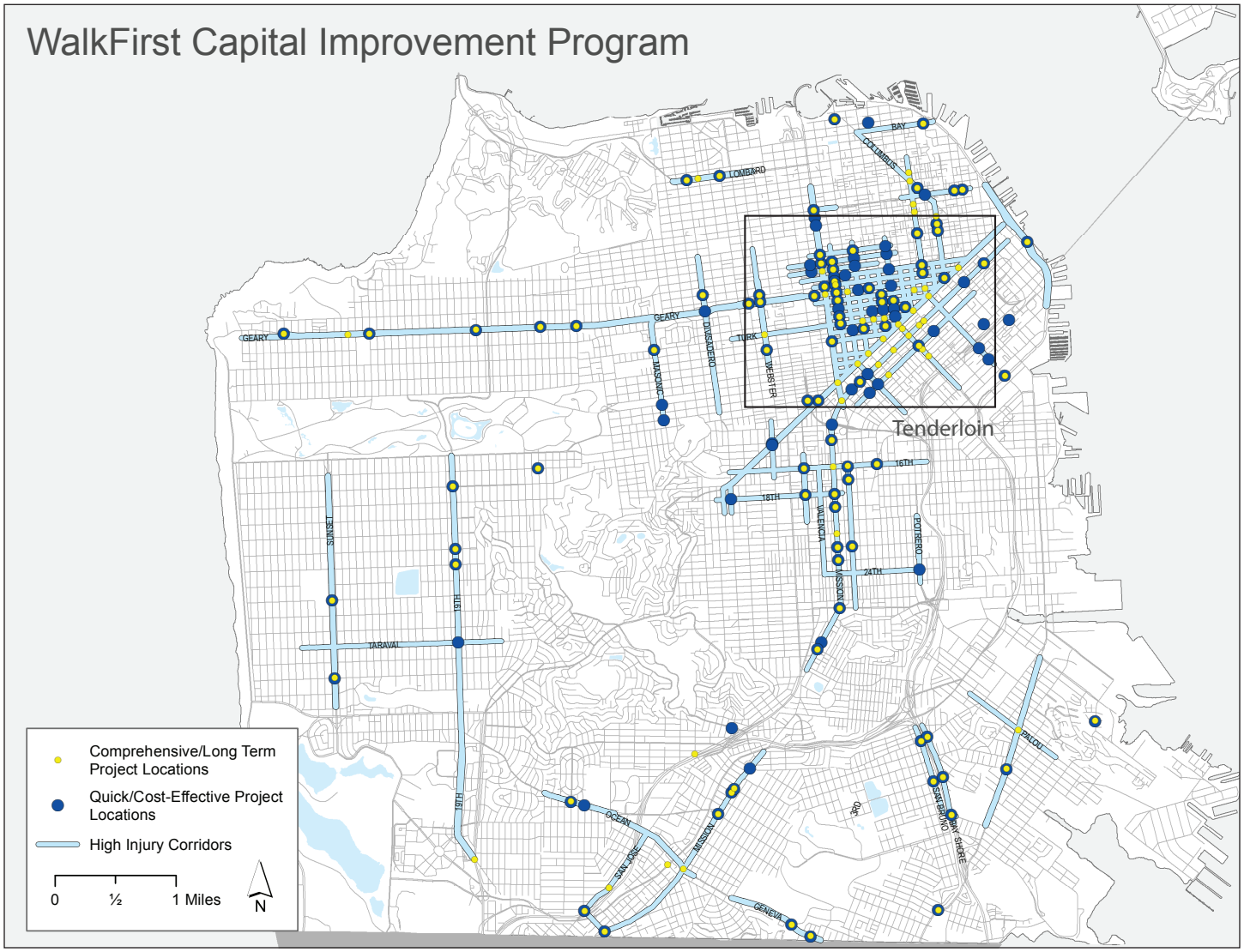
$564M

Total annual health- related economic costs are much higher.

**Injury statistics based on analysis of California Highway Patrol SWITRS data, 2007-2011, by SFDPH.*

WalkFirst Funded Projects

This map shows where pedestrian safety projects will be implemented over the next five years. Some of these are already underway or will be implemented through on-going related programs. Example locations are potential near-term projects that are informed by the data collection and analysis performed through WalkFirst. As previously stated, there is a far greater need than identified funding availability, with an additional $50M needed to fully implement all recommended WalkFirst improvements.



EXAMPLE LOCATION
23rd Street at Mission Street

COLLISION PROFILES
Vehicle red light running
Pedestrian Outside Crosswalk
Vehicle unsafe Speed

POTENTIAL COUNTERMEASURES*
Enforcement
Radar Speed Display Signs
Speed Tables

EXAMPLE LOCATION
Mission Street at Excelsior Avenue

COLLISION PROFILES
Vehicle right turns
Vehicle left turns

POTENTIAL COUNTERMEASURES*
Leading Pedestrian Interval
Turn Prohibitions
Temporary Bulbouts

EXAMPLE LOCATION
Kearny Street at Sacramento Street

COLLISION PROFILES
Vehicle right turns

POTENTIAL COUNTERMEASURES*
Leading Pedestrian Interval
Temporary Bulbout

 ** This is the result of our preliminary analysis. As the design phase progresses, alternative measures may be implemented.*

EFFECTIVENESS: 68%
of severe/fatal injuries on High Injury Network targeted by WalkFirst Pedestrian Safety CIP

COST: $50M
for implementation of WalkFirst Pedestrian Safety CIP

TIMEFRAME: Years 1–5
for implementation of WalkFirst Pedestrian Safety CIP

EXAMPLE LOCATION
19th Avenue at Judah Street

COLLISION PROFILES
Vehicle right turns
Vehicle unsafe Speed

POTENTIAL COUNTERMEASURES*
No Right Turn on Red
Signal Timing Changes
Advance Stop Bars

EXAMPLE LOCATION
Golden Gate Avenue at Hyde Street

COLLISION PROFILES
Vehicle left turns
Seniors involved in collisions

POTENTIAL COUNTERMEASURES*
Turn Prohibitions
Signal Timing Changes
Leading Pedestrian Intervals

EXAMPLE LOCATION
30th Avenue at Geary Boulevard

COLLISION PROFILES
Vehicle unsafe speed
Children involved in collisions

POTENTIAL COUNTERMEASURES*
Pedestrian Countdown Signals
Radar Speed Display Signs
Leading Pedestrian Interval

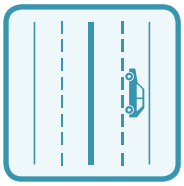
WalkFirst Countermeasures

Various pedestrian safety countermeasures will be installed to improve pedestrian safety. WalkFirst Countermeasures describe the proposed application and implementation for different engineering solutions for pedestrian safety. Below are potential solutions that will be implemented as part of the WalkFirst CIP projects, listed by most frequently proposed to be implemented.

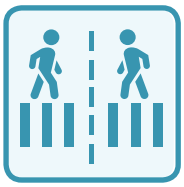
Quick / Cost-Effective Improvements

Advance Stop or Yield Lines / Red Visibility Curbs

Leading Pedestrian Intervals

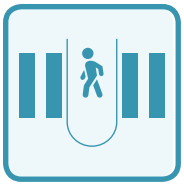


Reduced Lane Widths



Pedestrian Scrambles

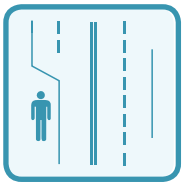
Signal Timing Changes



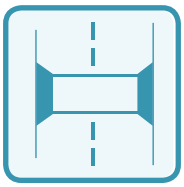
Temporary Pedestrian Refuge Islands

Continental Crosswalks

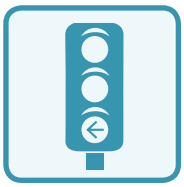
Turn Prohibitions



Temporary Corner Bulbs & Chokers



Speed Humps



Protected Left Turns

FISCAL YEAR*	% OF WALKFIRST 5-YEAR CIP SPENT
Year 1: July 2014 – June 2015	12%
Year 2: July 2015 – June 2016	30%
Year 3: July 2016 – June 2017	24%
Year 4: July 2017 – June 2018	19%
Year 5: July 2018 – June 2019	15%

The WalkFirst Capital Improvement Program will be implemented over five years, starting with the quickest and most inexpensive improvements and progressing to more permanent solutions.

**This is estimated project start year but some projects will take multiple years to implement*

Comprehensive / Longer-Term Improvements

Speed Tables & Raised Crosswalks

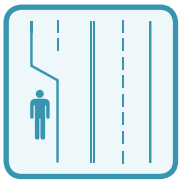
Pedestrian Detection

Marking Unmarked Crosswalks

Pedestrian Countdown Signals

Roadway Safety Lighting

New Midblock Crosswalks

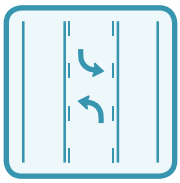


Corner Bulbs & Chokers

Radar Speed Display Signs / Portable Speed Trailers

Pedestrian Warning Signs

Flashing Beacons (RRFB's & HAWKs)

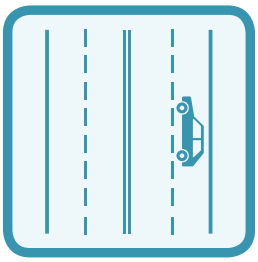


Road Diets

Pedestrian Refuge Islands

WalkFirst Programs

The WalkFirst Pedestrian Safety CIP will complement targeted infrastructure projects with a set of citywide pedestrian safety programs.



Selected Corridor Planning & Design

Study two corridors on the WalkFirst network for pedestrian safety improvements at a corridor level. In addition to intersection-specific treatments, recommendations may include corridor speed control measures, enhanced midblock crossings, and reallocation of street space to calm traffic and enhance pedestrian and bicycle access.

COST: $1.9M

TIMEFRAME: Years 1-5

Enforcement

Increase enforcement to improve pedestrian safety, including establishment of citation diversion program, use of LIDAR speed enforcement, and installation of automated speed enforcement at 10 locations per year for five years (pending state legislation).

COST: $1.2M

TIMEFRAME: Years 1-5

Automated Speed Enforcement Legislation

Research and analysis to inform the discussion of legislative change to permit the implementation of automated speed enforcement in California.

COST: $40K

TIMEFRAME: Years 1-2

Education Campaigns

Roll out citywide pedestrian and motorist education campaign to increase effectiveness of WalkFirst infrastructure improvements, including awareness efforts and multimedia behavioral change program.

COST: $1.9M

TIMEFRAME: Years 1-5

Radar Speed Display Signs

Install 15 radar speed display signs that will be deployed in the first year of the program. This item provides for the purchase and installation of 10 radar speed display signs each year thereafter.

COST: $1.9M

TIMEFRAME: Years 1-5

Signal Retiming Program

Adjust signal timing to accommodate slower walking speeds at 20 targeted locations per year for five years.

COST: $550K

TIMEFRAME: Years 1-5

Flashing Beacon Program

Install 15 flashing beacons (three per year for five years) at targeted locations throughout the city.

COST: $300K

TIMEFRAME: Years 1-5

Daylighting Program

Prohibit parking in advance of crosswalks to increase pedestrian visibility (daylighting) at 25 targeted locations per year for five years.

COST: $300K

TIMEFRAME: Years 1-5

Pedestrian Detection Pilot

Implement pedestrian detection to extend crossing times at six targeted locations.

COST: $40K

TIMEFRAME: Year 1

WalkFirst is a collaborative effort of the Office of the Controller, the San Francisco Municipal Transportation Agency, the San Francisco Planning Department, and the San Francisco Department of Public Health. The project was funded by Prop K Sales Tax administered by the San Francisco County Transportation Authority. The Director's Working Group guided this effort and the team thanks them for their on-going support.

SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY

Oliver Gajda
Charlie Ream
Seleta J. Reynolds
Laura Stonehill
Lucas Woodward

SAN FRANCISCO OFFICE OF THE CONTROLLER

Chava Kronenberg
Claire Phillips
Peg Stevenson

SAN FRANCISCO PLANNING DEPARTMENT

Lily Langlois
Adam Varat

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Devan Morris
Megan Wier

CONSULTANTS

Barbary Coast Consulting
Fehr & Peers
lowercase productions

walkfirst.sfplanning.org

Loma Vista Elementary School Suggested Routes to School Map

Loma Vista Elementary School • 146 Rainier St. • Vallejo, CA 94589 • Vallejo City Unified School District

Map Created 10/30/2012

How to Use this Map

This suggested route to school map helps parents and students get to and from school in the safest and most direct way possible. You can find the locations of traffic signals, crosswalks, four-way stops, crossing guards, trails and bike lanes.

10 and 20 Minute Walk Zones

10 20

If you live within a 10 or 20 minute walk from school, commuting on foot can be just as convenient as driving, and much more fun. It can also be a great way for you and your child to get regular exercise, and for your child's mind to become alert and ready for a day at school. Pick a day and use the map to test out what it's like to walk to school. Even one or two days a week can make a big difference – for you, your child, and the environment. Already walk? Use the map to help stay on the safest possible routes or to explore new areas around your child's school.

Park & Walk

If you don't live within the walking zone, there are still ways to get active and avoid the slow crawl to the school loading zone. Just look for the "Park and Walk" symbol to find nearby locations where walking the last part of the way to and from school can be fast and easy. This is a great way to help reduce traffic congestion and air pollution around the school, and to spend quality time with your child.

Walking School Buses

A walking school bus is a group of children walking to school supervised by one or more adults. The Solano Safe Routes to School (SR2S) Program is actively looking to support parents and schools interested in starting walking school buses. Staff can help organize volunteers, locate routes, meeting spots, park and walk locations, provide safety equipment and training, or simply join the walking school bus to show support and help spread the word.

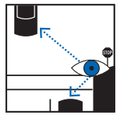
To see if there is an organized walking school bus in your neighborhood, or to comment on your route to school, click on the Google Map Tool button on the SR2S website at www.solanosr2s.ca.gov

Don't see an organized Walking School Bus in your neighborhood? Help start one by signing up via the online map tool or by contacting SR2S Coordinator Tracy Nachand at (707) 553-5543 or tnachand@solanocounty.com

Walk and Roll Safely

Be Smart, Predictable, and Alert

Obey adult crossing guards or school safety patrol.



Look for cars from all directions and make eye contact with drivers before crossing.

Activate push buttons. Wait for walk signal or stopped vehicles before crossing.

Hold your child's hand when crossing the street.

Always wear a bike helmet. Make sure a helmet fits properly before riding.

Yield to pedestrians, ride slowly, and take caution. Walk your bike on busy sidewalks and school grounds.

Did You Know...

- **Driving a mile to and from school can generate about two pounds of air pollution**
- **A 20 minute walk to and from school can burn over 100 calories**
- **A 20 minute walk to and from school provides two thirds of your daily recommended exercise**
- **Students who walk or bike to school in the morning arrive awake and more prepared to learn**
- **On average, half as many students walk or bicycle to school today than they did forty years ago**

The Solano Safe Routes to School Program provides ongoing education, encouragement, enforcement and engineering support to improve safety, reduce congestion, and promote walking and bicycling as a healthy and viable way to get to and from school.

Give us feedback! Take the SR2S parent survey at: www.surveymonkey.com/s/SolanoSR2SParentSurvey

STA
Solano Transportation Authority

Solano County SR2S Program
(707) 424-6075 • solanosr2sinfo@sta-snci.com
www.solanosr2s.ca.gov
www.facebook.com/SolanoSR2S

Program Partners

SOLANO PUBLIC HEALTH · BAY AREA AIR QUALITY MANAGEMENT DISTRICT · YOLO-SOLANO AIR QUALITY MANAGEMENT DISTRICT · MT · Vallejo · VALLEJO CITY UNIFIED SCHOOL DISTRICT

Planning and design by Alta Planning, Berkeley, CA. • Maps created by Brian Fulfrost & Associates, Oakland, CA. • Brochure designed by Finger Design Associates, Oakland, CA. • September 2012

safe routes to school

IN SOLANO COUNTY

Safe Routes to School Program

Walk & Roll to School

Suggested Routes to Loma Vista Elementary School

Loma Vista Elementary School Rutas Recomendadas a la Escuela

Loma Vista Elementary School • 146 Rainier St. • Vallejo, CA 94589 • Vallejo City Unified School District

Mapa creado: 21 de Septiembre, 2012

Cómo Utilizar este Mapa

Este mapa de ruta sugerida a la escuela ayuda a los padres y estudiantes a ir hacia y desde la escuela de la forma más segura y directa posible. Usted puede hallar las ubicaciones de los semáforos, cruces, cruceros con cuatro altos, guardias de cruces, pistas y carriles para bicicletas.

Zonas de Caminata de 10 y 20 Minutos

10 20

Si usted vive a 10 o 20 minutos caminando de la escuela, el viaje a pie puede ser tan conveniente como conducir, y mucho más divertido. También puede ser un gran medio para que usted y su hijo(a) hagan ejercicio regular, y para que la mente de su hijo(a) esté alerta y lista para un día en la escuela. Elija un día y utilice el mapa para probar cómo es caminar a la escuela. Incluso uno o dos días a la semana pueden hacer una gran diferencia para usted, su hijo(a) y el medio ambiente. ¿Ya camina? Utilice el mapa para ayudar a permanecer en las rutas lo más seguras posibles o para explorar nuevas áreas cerca de la escuela de su hijo(a).

Estacionarse y Caminar

Si usted no vive cerca de una zona caminable, aún hay formas en las que puede estar activo y evitar el tráfico lento a la zona de abordaje de la escuela. Sólo busque el símbolo de "Estacionarse y caminar" para encontrar ubicaciones cercanas donde caminar la última parte del camino hacia y desde la escuela pueda ser rápido y fácil. Esta es una gran forma de ayudar a reducir la congestión de tráfico y la contaminación del aire cerca de la escuela, y para pasar tiempo de calidad con su hijo(a).

Autobuses Caminantes

Un autobús caminante es un grupo de niños que caminan a la escuela supervisados por uno o más adultos. El Programa de Rutas Seguras a las Escuelas (SR2S) de Solano busca activamente el apoyo de padres y escuelas interesados en comenzar con autobuses caminantes. El personal puede ayudar a organizar a los voluntarios, ubicar las rutas, los puntos de reunión, las ubicaciones de estacionar y caminar, proporcionar capacitación o equipo de seguridad o simplemente unirse al autobús caminante para mostrar apoyo y ayudar a que se dé a conocer.

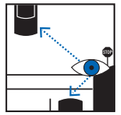
Para saber si hay un autobús escolar a pie organizado en su vecindario o para comentar sobre su ruta a la escuela, haga clic en el botón de Herramienta de Google Map en el sitio web de SR2S en www.solanosr2s.ca.gov

¿No ve un Autobús Caminante organizado en su vecindario? Ayude a comenzar uno, inscribiéndose en línea con la herramienta del mapa o comunicándose con la Coordinadora de SR2S Tracy Nachand al (707) 553-5543 o en tnachand@solanocounty.com

Caminar y Andar en Bicicleta de Forma Segura

Sea Listo(a), sea Predecible, esté Alerta

Obedezca a los adultos guardias de los cruces o a su patrulla de seguridad escolar.



Vea hacia todas direcciones en busca de autos y haga contacto visual con los conductores antes de cruzar.

Active las luces de precaución. Espere la señal de caminar o a los vehículos detenidos antes de cruzar.

Tome la mano de su hijo(a) al cruzar la calle.

Siempre utilice un casco para bicicleta. Asegúrese de que el casco se ajuste correctamente antes de viajar en bicicleta.

Ceda el paso a los peatones y tenga precaución. Camine con su bicicleta a un lado en aceras transitadas y los terrenos de la escuela.

¿Sabía usted?

- **Conducir una milla hacia y desde la escuela puede generar alrededor de dos libras de contaminación de aire**
- **Una caminata de 20 minutos hacia y desde la escuela puede quemar más de 100 calorías**
- **Una caminata de 20 minutos hacia y desde la escuela proporciona dos terceras partes de su ejercicio diario recomendado**
- **Los estudiantes que caminan o van en bicicleta en las mañanas llegan despiertos y más preparados para aprender**
- **En promedio, hoy en día sólo la mitad de los estudiantes caminan o van en bicicleta a la escuela de los que lo hacían hace cuarenta años**

El Programa de Rutas Seguras a las Escuelas de Solano ofrece una educación continua, aliento, ejecución y apoyo de ingeniería para mejorar la seguridad, reducir la congestión y promover el caminar e ir en bicicleta como una forma viable y saludable de ir hacia y desde la escuela.

¡Envíenos sus comentarios! Tome la encuesta para padres de SR2S en: www.surveymonkey.com/s/SolanoSR2SParentSurvey

STA
Solano Transportation Authority

El Programa de Rutas Seguras a las Escuelas en Solano County
(707) 424-6075 • solanosr2sinfo@sta-snci.com
www.solanosr2s.ca.gov
www.facebook.com/SolanoSR2S

Socios del programa:

SOLANO PUBLIC HEALTH · BAY AREA AIR QUALITY MANAGEMENT DISTRICT · YOLO-SOLANO Air Quality Management District · MT · Vallejo · Vallejo City Unified School District

Planeación y diseño por Alta Planning, Berkeley, CA. • Mapa creado por Brian Fulfrost & Associates, Oakland, CA. • Folleto diseñado por Finger Design Associates, Oakland, CA. • Septiembre 2012

rutas seguras a la escuela

EN SOLANO COUNTY

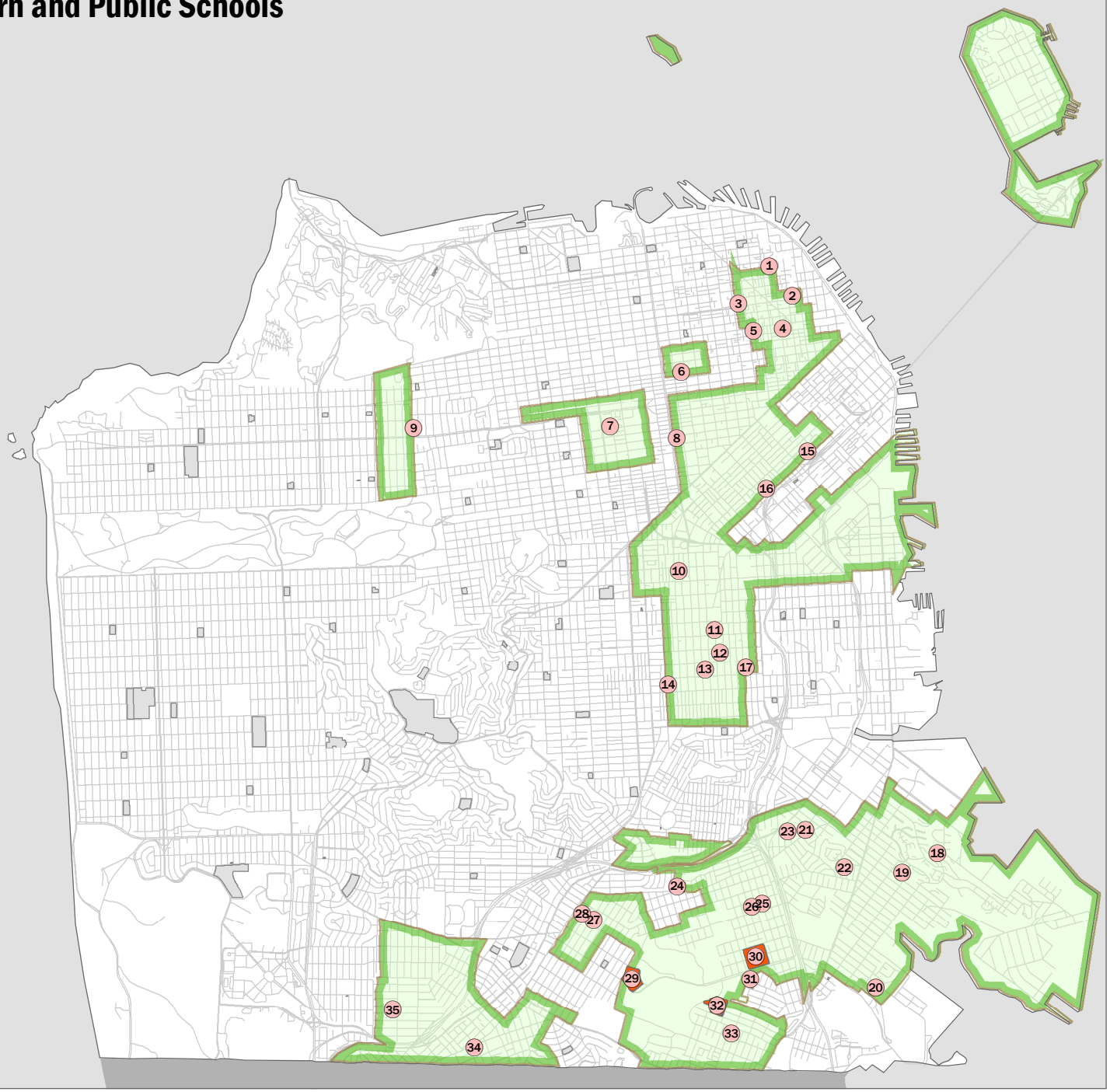
Safe Routes to School Program

Caminar y Rodar a la Escuela

Rutas Recomendadas para Loma Vista Elementary School

MTC Communities of Concern and Public Schools
San Francisco, California

Map Key	Name	Type
1	Garfield Elementary School	Elementary
2	John Yehall Chin Elementary	Elementary
3	Jean Parker Elementary School	Elementary
4	Chinese Ed. Center	Elementary
5	Gordon J. Lau Elementary School	Elementary
6	Redding Elementary School	Elementary
7	Rosa Parks Elementary School	Elementary
8	Tenderloin Community Elementary School	Elementary
9	Roosevelt Middle School	Middle
10	Marshall Elementary School	Elementary
11	John O'Connell High School of Technology	High
12	George R. Moscone Elementary School	Elementary
13	Cesar Chavez	Elementary
14	Horace Mann Academic Middle School	High
15	Carmichael/ Bessie FEC	Elementary
16	Carmichael/ Bessie FEC	Elementary
17	Bryant Elementary School	Elementary
18	Malcolm X Academy	Elementary
19	Carver/Dr. George Washington	Elementary
20	Bret Harte	Elementary
21	Willie Brown Jr Preparatory School	Elementary
22	Dr Charles Drew College Prep. Academy	Elementary
23	Thurgood Marshall Academic High School	High
24	Hillcrest Elementary School	Elementary
25	Dr. Martin Luther King Jr. Academic Middle	Middle
26	E.R. Taylor Elementary School	Elementary
27	Monroe Elementary School	Elementary
28	San Francisco Community School	Elementary
29	City Arts and Technology	Other
30	Burton High School	High
31	El Dorado Elementary School	Elementary
32	Visitation Valley Middle School	Middle
33	Visitation Valley Elementary School	Elementary
34	Longfellow Elementary School	Elementary
35	Sheridan Elementary School	Elementary



Source: San Francisco Department of Public Health 2014; Metropolitan Transportation Commision (MTC) 2013

City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability
www.sfphes.org

Safe Routes to School Prioritization Methodology - Capital Projects for Public Elementary Schools only

Tier calculation is the sum of the quartiles for the number of students who currently walk and the number of pedestrian-involved collisions *(data used is in highlighted columns)*

Within each tier, each school is ranked based on the sum of the quartiles for % students within one mile, % low-income students, % collisions with fatalities/severe injuries and % of collisions during school hours

			Demographic Data						TRAFFIC COLLISION HISTORY AROUND SCHOOLS									
Tier	Rank	School	Sup. District	Total School Enrollment (2010-2011)	% student enrollment living w/in 1 mile	Free/ Reduced Priced Meals	Walk Share	Total Walkers	Fatal Injury Collisions	Severe Injury Collisions	Fatal + Severe Injuries	Minor Injury Collisions	Total Injury Collisions	Pedestrian-Involved Collisions	Collisions during drop-off (7:30am-9:30am) or pickup (1:30pm-4pm)	% collisions that are fatal + severe	% collisions that involve peds	% collisions during school hrs of all total injury collisions
1	1	**Jean Parker**	**3**	272	62.4%	83.3%	56.1%	153	5	17	22	160	204	107	48	11%	52%	24%
	2	**Gordan Lau**	**3**	662	54.9%	86.1%	41.5%	275	7	23	30	244	304	140	87	10%	46%	29%
	3	**Redding**	**3**	331	64.6%	83.7%	51.4%	170	5	27	32	362	426	119	96	8%	28%	23%
	4	**Cesar Chavez**	**9**	471	60.5%	77.9%	44.1%	208	4	10	14	167	195	54	43	7%	28%	22%
	5	**Marshall**	**6**	239	59.7%	83.6%	55.9%	134	0	24	24	350	398	72	99	6%	18%	25%
	6	**John Yehall Chin**	**3**	256	53.8%	87.3%	49.8%	128	2	14	16	160	192	62	48	8%	32%	25%
	7	**Tenderloin**	**6**	367	68.7%	84.3%	49.3%	181	3	31	34	452	520	99	133	7%	19%	26%
	8	**Monroe**	**11**	509	58.4%	67.9%	45.4%	231	0	6	6	85	97	36	30	6%	37%	31%
	9	**Bessie Carmichael**	**6**	480	42.9%	74.3%	31.0%	149	2	10	12	242	266	60	71	5%	23%	27%
2	1	**ER Taylor**	**10**	653	67.1%	75.4%	31.2%	204	2	4	6	42	54	21	23	11%	39%	43%
	2	**George Moscone**	**9**	331	64.1%	85.7%	44.5%	147	1	8	9	119	137	34	30	7%	25%	22%
	3	**George Peabody**	**1**	249	44.4%	45.1%	31.2%	78	1	13	14	101	129	41	37	11%	32%	29%
	4	**Bryant‡**	**9**	241	65.9%	87.4%	65.8%	159	0	5	5	105	115	32	29	4%	28%	25%
	5	**Yick Wo**	**3**	264	63.3%	63.3%	48.2%	127	0	7	7	73	87	25	14	8%	29%	16%
	6	**Garfield**	**3**	233	50.0%	72.8%	40.9%	95	1	10	11	75	97	49	18	11%	51%	19%
	7	**Spring Valley**	**2**	342	52.1%	82.9%	37.0%	127	2	10	12	157	181	46	39	7%	25%	22%
	8	**Rosa Parks**	**5**	395	43.5%	62.1%	21.9%	87	4	11	15	234	264	66	79	6%	25%	30%
	9	**Alamo**	**1**	516	54.8%	34.4%	32.4%	167	2	3	5	90	100	24	29	5%	24%	29%
3	1	**Visitation Valley**	**10**	432	75.7%	84.7%	37.4%	162	0	2	2	23	27	10	9	7%	37%	33%
	2	**Guadalupe**	**11**	475	64.7%	74.7%	26.7%	127	2	1	3	28	34	10	11	9%	29%	32%
	3	**SF Community**	**11**	192	62.1%	69.5%	25.0%	48	3	7	10	125	145	46	44	7%	32%	30%
	4	**Leonard Flynn**	**9**	478	51.0%	66.1%	26.0%	124	0	5	5	99	109	16	36	5%	15%	33%
	5	**Lafayette**	**1**	529	66.5%	31.0%	28.8%	152	0	5	5	41	51	14	11	10%	27%	22%
	6	**Fairmount**	**8**	368	36.2%	55.6%	30.8%	113	1	3	4	133	141	29	47	3%	21%	33%
	7	**John Muir**	**5**	222	43.9%	86.4%	32.2%	72	0	14	14	208	236	46	49	6%	19%	21%
	8	**Sanchez**	**8**	259	32.5%	81.7%	20.9%	54	2	11	13	211	237	62	58	5%	26%	24%
	9	**Longfellow**	**11**	601	65.0%	65.5%	38.4%	231	0	4	4	58	66	15	11	6%	23%	17%
	10	**Buena Vista**	**10**	394	23.4%	55.9%	19.1%	75	4	7	11	115	137	22	36	8%	16%	26%
	11	**Jefferson**	**5**	492	49.7%	41.3%	25.6%	126	2	5	7	185	199	34	49	4%	17%	25%

Safe Routes to School Prioritization Methodology - Capital Projects for Public Elementary Schools only

Tier calculation is the sum of the quartiles for the number of students who currently walk and the number of pedestrian-involved collisions *(data used is in highlighted columns)*

Within each tier, each school is ranked based on the sum of the quartiles for % students within one mile, % low-income students, % collisions with fatalities/severe injuries and % of collisions during school hours

	1	**Cleveland**	**11**	327	58.5%	72.9%	34.8%	114	0	4	4	17	25	8	9	16%	32%	36%
	2	**Sheridan**	**11**	217	67.6%	76.2%	29.7%	64	0	4	4	42	50	13	15	8%	26%	30%
	3	**George Washington Carver**	**10**	279	74.5%	85.4%	21.7%	61	1	3	4	55	63	15	19	6%	24%	30%
	4	**Chinese Ed Center**	**3**	85	34.5%	95.3%	23.1%	20	5	20	25	270	320	116	86	8%	36%	27%
	5	**Glen Park**	**8**	340	32.7%	77.7%	16.7%	57	3	3	6	71	83	18	24	7%	22%	29%
	6	**Sutro**	**1**	247	43.7%	69.8%	23.6%	58	0	8	8	137	153	32	51	5%	21%	33%
	7	**Bret Harte**	**10**	237	46.5%	90.0%	33.2%	79	1	3	4	18	26	4	3	15%	15%	12%
	8	**Starr King**	**10**	349	25.0%	58.6%	22.4%	78	1	4	5	39	49	7	16	10%	14%	33%
	9	**Junipero Serra**	**9**	275	50.5%	82.7%	23.6%	65	0	3	3	54	60	12	17	5%	20%	28%
	10	**Sunnyside**	**7**	322	36.1%	53.1%	23.0%	74	0	1	1	28	30	11	10	3%	37%	33%
	11	**RL Stevenson**	**4**	475	43.1%	54.7%	17.2%	82	0	2	2	43	47	10	16	4%	21%	34%
	12	**Sunset**	**4**	391	43.9%	33.9%	13.7%	54	0	1	1	52	54	17	21	2%	31%	39%
	13	**Dr. Charles Drew**	**10**	268	51.3%	78.8%	10.8%	29	1	6	7	94	108	24	22	6%	22%	20%
4	14	**Francis Scott Key**	**4**	527	48.0%	56.5%	21.8%	115	0	0	0	17	17	4	5	0%	24%	29%
	15	**Paul Revere**	**9**	329	27.6%	71.2%	14.6%	48	1	1	2	47	51	9	16	4%	18%	31%
	16	**Dianne Feinstein**	**4**	471	31.0%	22.7%	11.1%	52	0	2	2	18	22	11	8	9%	50%	36%
	17	**Frank McCoppin**	**1**	258	42.1%	68.0%	45.5%	117	0	3	3	72	78	15	22	4%	19%	28%
	18	**Alvarado**	**8**	521	25.9%	41.2%	20.9%	109	0	3	3	28	34	2	9	9%	6%	26%
	19	**New Traditions**	**5**	229	27.7%	49.7%	15.4%	35	0	16	16	157	189	28	43	8%	15%	23%
	20	**Harvey Milk**	**8**	245	17.1%	47.5%	8.6%	21	0	7	7	84	98	35	24	7%	36%	24%
	21	**Argonne**	**1**	423	45.3%	41.4%	24.2%	102	1	3	4	68	76	15	14	5%	20%	18%
	22	**Dr. William Cobb**	**5**	183	25.8%	74.0%	13.7%	25	0	10	10	139	159	23	39	6%	14%	25%
	23	**Commadore Sloat**	**7**	380	18.1%	39.4%	7.9%	30	0	4	4	99	107	19	34	4%	18%	32%
	24	**Grattan**	**5**	384	31.0%	20.6%	19.1%	73	0	3	3	30	36	8	9	8%	22%	25%
	25	**McKinley**	**8**	352	32.5%	47.9%	14.7%	52	0	5	5	71	81	14	20	6%	17%	25%
	26	**Sherman**	**2**	425	23.7%	52.7%	9.5%	40	0	8	8	205	221	31	57	4%	14%	26%
	27	**West Portal**	**7**	572	20.6%	38.0%	8.9%	51	0	4	4	48	56	13	12	7%	23%	21%
	1	**Malcolm X**	**10**	85	77.3%	93.3%	64.3%	55	0	4	4	32	40	3	6	10%	8%	15%
	2	**El Dorado**	**10**	295	36.7%	70.5%	13.5%	40	0	1	1	11	13	3	6	8%	23%	46%
	3	**Daniel Webster**	**10**	226	43.9%	82.2%	29.3%	66	0	2	2	24	28	2	4	7%	7%	14%
	4	**Hillcrest**	**9**	477	37.3%	77.5%	10.9%	52	1	4	5	31	41	4	8	12%	10%	20%
	5	**Ulloa**	**4**	499	34.9%	55.1%	12.4%	62	0	2	2	17	21	2	5	10%	10%	24%
	6	**Lawton**	**4**	395	42.6%	45.8%	13.0%	52	1	1	2	15	19	7	5	11%	37%	26%
	7	**Mission Education Center**	**8**	77	12.5%	97.6%	5.5%	4	0	0	0	15	15	5	6	0%	33%	40%
	8	**Jose Ortega**	**11**	289	42.1%	62.6%	10.0%	29	0	4	4	28	36	8	7	11%	22%	19%
5	9	**Alice Fong Yu**	**7**	373	16.7%	27.0%	6.7%	25	1	2	3	20	26	8	8	12%	31%	31%
	10	**Claire Madison Lilienthal**	**2**	255	19.5%	19.8%	10.9%	28	1	7	8	48	64	15	19	13%	23%	30%
	11	**Claire Scott Lilienthal**	**2**	218	7.2%	19.8%	4.0%	9	1	1	2	27	31	11	11	6%	35%	35%
	12	**Lakeshore**	**7**	552	12.4%	50.2%	5.0%	28	1	2	3	39	45	5	8	7%	11%	18%
	13	**Clarendon**	**7**	566	8.4%	11.6%	5.9%	33	0	1	1	3	5	0	1	20%	0%	20%
	14	**Miraloma**	**7**	362	20.0%	18.3%		0	0	0	0	11	11	0	6	0%	0%	55%
	15	**Chinese Immersion**	**5**	154	6.2%		4.3%	7	0	13	13	96	122	14	25	11%	11%	20%
	16	**Rooftop (5-8)**	**8**	68	7.4%	31.5%	1.7%	1	0	1	1	37	39	1	10	3%	3%	26%
	17	**Rooftop (K-4)**	**8**	324	3.0%	31.5%	3.9%	13	0	1	1	36	38	1	8	3%	3%	21%

Routes to School Prioritization Methodology - Non-Infrastructure for Public Elementary Schools Only

Schools are ranked by number of students who live within a mile of the school, but do not walk [=Total School Enrollment x % Enrollment within 1 Mile - Total Walkers]. Assumes none walk more than a mile to school.

		Demographic Data							TRAFFIC COLLISION HISTORY AROUND SCHOOLS									
Rank	School	Sup. District	Total School Enrollment (2010-2011)	% Student Enrollment Living w/in 1 Mile	Free/ Reduced Priced Meals	Walk Share	Total Walkers	Non-Walkers within 1 mile	Fatal Injury Collisions	Severe Injury Collisions	Fatal + Severe Injuries	Minor Injury Collisions	Total Injury Collisions	Pedestrian-Involved Collisions	Collisions during Drop-Off (7:30am-9:30am) or Pickup (1:30pm-4pm)	% Collisions that are Fatal or Severe	% Collisions that Involve Peds	% Collisions during School Hours of All Total Injury Collisions
1	**ER Taylor**	**10**	653	67.1%	75.4%	31.2%	204	234	2	4	6	42	54	21	23	11%	39%	43%
2	**Lafayette**	**1**	529	66.5%	31.0%	28.8%	152	199	0	5	5	41	51	14	11	10%	27%	22%
3	**Guadalupe**	**11**	475	64.7%	74.7%	26.7%	127	180	2	1	3	28	34	10	11	9%	29%	32%
4	**Visitation Valley**	**10**	432	75.7%	84.7%	37.4%	162	165	0	2	2	23	27	10	9	7%	37%	33%
5	**Longfellow**	**11**	601	65.0%	65.5%	38.4%	231	160	0	4	4	58	66	15	11	6%	23%	17%
6	**George Washington Carver**	**10**	279	74.5%	85.4%	21.7%	61	147	1	3	4	55	63	15	19	6%	24%	30%
7	**Francis Scott Key**	**4**	527	48.0%	56.5%	21.8%	115	138	0	0	0	17	17	4	5	0%	24%	29%
8	**Hillcrest**	**9**	477	37.3%	77.5%	10.9%	52	126	1	4	5	31	41	4	8	12%	10%	20%
9	**RL Stevenson**	**4**	475	43.1%	54.7%	17.2%	82	123	0	2	2	43	47	10	16	4%	21%	34%
10	**Leonard Flynn**	**9**	478	51.0%	66.1%	26.0%	124	119	0	5	5	99	109	16	36	5%	15%	33%
11	**Jefferson**	**5**	492	49.7%	41.3%	25.6%	126	118	2	5	7	185	199	34	49	4%	17%	25%
12	**Sunset**	**4**	391	43.9%	33.9%	13.7%	54	118	0	1	1	52	54	17	21	2%	31%	39%
13	**Lawton**	**4**	395	42.6%	45.8%	13.0%	52	117	1	1	2	15	19	7	5	11%	37%	26%
14	**Alamo**	**1**	516	54.8%	34.4%	32.4%	167	115	2	3	5	90	100	24	29	5%	24%	29%
15	**Ulloa**	**4**	499	34.9%	55.1%	12.4%	62	112	0	2	2	17	21	2	5	10%	10%	24%
16	**Dr. Charles Drew**	**10**	268	51.3%	78.8%	10.8%	29	109	1	6	7	94	108	24	22	6%	22%	20%
17	**Dianne Feinstein**	**4**	471	31.0%	22.7%	11.1%	52	94	0	2	2	18	22	11	8	9%	50%	36%
18	**Jose Ortega**	**11**	289	42.1%	62.6%	10.0%	29	93	0	4	4	28	36	8	7	11%	22%	19%
19	**Argonne**	**1**	423	45.3%	41.4%	24.2%	102	89	1	3	4	68	76	15	14	5%	20%	18%
20	**Gordan Lau**	**3**	662	54.9%	86.1%	41.5%	275	89	7	23	30	244	304	140	87	10%	46%	29%
21	**Rosa Parks**	**5**	395	43.5%	62.1%	21.9%	87	85	4	11	15	234	264	66	79	6%	25%	30%
22	**Sheridan**	**11**	217	67.6%	76.2%	29.7%	64	82	0	4	4	42	50	13	15	8%	26%	30%
23	**Cleveland**	**11**	327	58.5%	72.9%	34.8%	114	77	0	4	4	17	25	8	9	16%	32%	36%
24	**Cesar Chavez**	**9**	471	60.5%	77.9%	44.1%	208	77	4	10	14	167	195	54	43	7%	28%	22%
25	**Junipero Serra**	**9**	275	50.5%	82.7%	23.6%	65	74	0	3	3	54	60	12	17	5%	20%	28%
26	**Miraloma**	**7**	362	20.0%	18.3%		0	72	0	0	0	11	11	0	6	0%	0%	55%
27	**Tenderloin**	**6**	367	68.7%	84.3%	49.3%	181	71	3	31	34	452	520	99	133	7%	19%	26%
28	**SF Community**	**11**	192	62.1%	69.5%	25.0%	48	71	3	7	10	125	145	46	44	7%	32%	30%
29	**El Dorado**	**10**	295	36.7%	70.5%	13.5%	40	69	0	1	1	11	13	3	6	8%	23%	46%
30	**West Portal**	**7**	572	20.6%	38.0%	8.9%	51	67	0	4	4	48	56	13	12	7%	23%	21%
31	**Monroe**	**11**	509	58.4%	67.9%	45.4%	231	66	0	6	6	85	97	36	30	6%	37%	31%
32	**George Moscone**	**9**	331	64.1%	85.7%	44.5%	147	65	1	8	9	119	137	34	30	7%	25%	22%
33	**McKinley**	**8**	352	32.5%	47.9%	14.7%	52	62	0	5	5	71	81	14	20	6%	17%	25%
34	**Sherman**	**2**	425	23.7%	52.7%	9.5%	40	61	0	8	8	205	221	31	57	4%	14%	26%
35	**Bessie Carmichael**	**6**	480	42.9%	74.3%	31.0%	149	57	2	10	12	242	266	60	71	5%	23%	27%
36	**Glen Park**	**8**	340	32.7%	77.7%	16.7%	57	54	3	3	6	71	83	18	24	7%	22%	29%
37	**Spring Valley**	**2**	342	52.1%	82.9%	37.0%	127	52	2	10	12	157	181	46	39	7%	25%	22%
38	**Sutro**	**1**	247	43.7%	69.8%	23.6%	58	50	0	8	8	137	153	32	51	5%	21%	33%
39	**Grattan**	**5**	384	31.0%	20.6%	19.1%	73	46	0	3	3	30	36	8	9	8%	22%	25%
40	**Redding**	**3**	331	64.6%	83.7%	51.4%	170	44	5	27	32	362	426	119	96	8%	28%	23%
41	**Paul Revere**	**9**	329	27.6%	71.2%	14.6%	48	43	1	1	2	47	51	9	16	4%	18%	31%

Routes to School Prioritization Methodology - Non-Infrastructure for Public Elementary Schools Only

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		Demographic Data							TRAFFIC COLLISION HISTORY AROUND SCHOOLS									
Rank	School	Sup. District	Total School Enrollment (2010-2011)	% Student Enrollment Living w/in 1 Mile	Free/ Reduced Priced Meals	Walk Share	Total Walkers	Non-Walkers within 1 mile	Fatal Injury Collisions	Severe Injury Collisions	Fatal + Severe Injuries	Minor Injury Collisions	Total Injury Collisions	Pedestrian-Involved Collisions	Collisions during Drop-Off (7:30am-9:30am) or Pickup (1:30pm-4pm)	% Collisions that are Fatal or Severe	% Collisions that Involve Peds	% Collisions during School Hours of All Total Injury Collisions
42	**Sunnyside**	**7**	322	36.1%	53.1%	23.0%	74	42	0	1	1	28	30	11	10	3%	37%	33%
43	**Lakeshore**	**7**	552	12.4%	50.2%	5.0%	28	41	1	2	3	39	45	5	8	7%	11%	18%
44	**Yick Wo**	**3**	264	63.3%	63.3%	48.2%	127	40	0	7	7	73	87	25	14	8%	29%	16%
45	**Commadore Sloat**	**7**	380	18.1%	39.4%	7.9%	30	39	0	4	4	99	107	19	34	4%	18%	32%
46	**Alice Fong Yu**	**7**	373	16.7%	27.0%	6.7%	25	37	1	2	3	20	26	8	8	12%	31%	31%
47	**George Peabody**	**1**	249	44.4%	45.1%	31.2%	78	33	1	13	14	101	129	41	37	11%	32%	29%
48	**Daniel Webster**	**10**	226	43.9%	82.2%	29.3%	66	33	0	2	2	24	28	2	4	7%	7%	14%
49	**Bret Harte**	**10**	237	46.5%	90.0%	33.2%	79	32	1	3	4	18	26	4	3	15%	15%	12%
50	**Sanchez**	**8**	259	32.5%	81.7%	20.9%	54	30	2	11	13	211	237	62	58	5%	26%	24%
51	**New Traditions**	**5**	229	27.7%	49.7%	15.4%	35	28	0	16	16	157	189	28	43	8%	15%	23%
52	**Alvarado**	**8**	521	25.9%	41.2%	20.9%	109	26	0	3	3	28	34	2	9	9%	6%	26%
53	**John Muir**	**5**	222	43.9%	86.4%	32.2%	72	26	0	14	14	208	236	46	49	6%	19%	21%
54	**Claire Madison Lilienthal**	**2**	255	19.5%	19.8%	10.9%	28	22	1	7	8	48	64	15	19	13%	23%	30%
55	**Dr. William Cobb**	**5**	183	25.8%	74.0%	13.7%	25	22	0	10	10	139	159	23	39	6%	14%	25%
56	**Garfield**	**3**	233	50.0%	72.8%	40.9%	95	21	1	10	11	75	97	49	18	11%	51%	19%
57	**Harvey Milk**	**8**	245	17.1%	47.5%	8.6%	21	21	0	7	7	84	98	35	24	7%	36%	24%
58	**Fairmount**	**8**	368	36.2%	55.6%	30.8%	113	20	1	3	4	133	141	29	47	3%	21%	33%
59	**Jean Parker**	**3**	272	62.4%	83.3%	56.1%	153	17	5	17	22	160	204	107	48	11%	52%	24%
60	**Buena Vista**	**10**	394	23.4%	55.9%	19.1%	75	17	4	7	11	115	137	22	36	8%	16%	26%
61	**Clarendon**	**7**	566	8.4%	11.6%	5.9%	33	14	0	1	1	3	5	0	1	20%	0%	20%
62	**Malcolm X**	**10**	85	77.3%	93.3%	64.3%	55	11	0	4	4	32	40	3	6	10%	8%	15%
63	**John Yehall Chin**	**3**	256	53.8%	87.3%	49.8%	128	10	2	14	16	160	192	62	48	8%	32%	25%
64	**Chinese Ed Center**	**3**	85	34.5%	95.3%	23.1%	20	10	5	20	25	270	320	116	86	8%	36%	27%
65	**Starr King**	**10**	349	25.0%	58.6%	22.4%	78	9	1	4	5	39	49	7	16	10%	14%	33%
66	**Marshall**	**6**	239	59.7%	83.6%	55.9%	134	9	0	24	24	350	398	72	99	6%	18%	25%
67	**Claire Scott Lilienthal**	**2**	218	7.2%	19.8%	4.0%	9	7	1	1	2	27	31	11	11	6%	35%	35%
68	**Mission Education Center**	**8**	77	12.5%	97.6%	5.5%	4	5	0	0	0	15	15	5	6	0%	33%	40%
69	**Rooftop (5-8)**	**8**	68	7.4%	31.5%	1.7%	1	4	0	1	1	37	39	1	10	3%	3%	26%
70	**Chinese Immersion**	**5**	154	6.2%		4.3%	7	3	0	13	13	96	122	14	25	11%	11%	20%
71	**Bryant‡**	**9**	241	65.9%	87.4%	65.8%	159	0	0	5	5	105	115	32	29	4%	28%	25%
72	**Rooftop (K-4)**	**8**	324	3.0%	31.5%	3.9%	13	-3	0	1	1	36	38	1	8	3%	3%	21%
73	**Frank McCoppin**	**1**	258	42.1%	68.0%	45.5%	117	-9	0	3	3	72	78	15	22	4%	19%	28%

POPULATION HEALTH DIVISION

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

PROTECTING AND PROMOTING HEALTH AND EQUITY

PHD Result and Indicators

2014-02-10

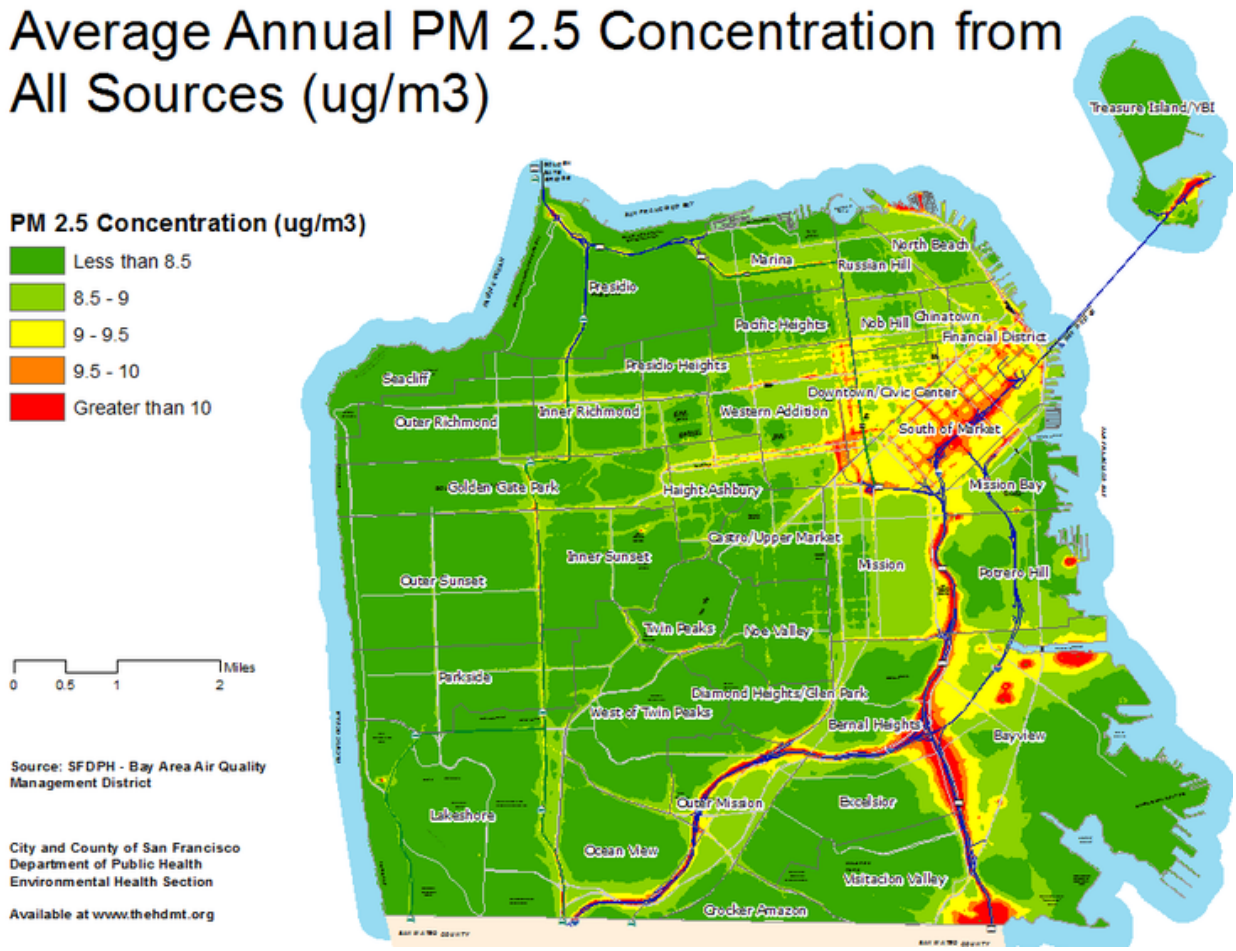
POPULATION: San Francisco's vulnerable populations
RESULT STATEMENT: San Franciscans have optimal health and wellness at every stage in life

FOCUS AREA	HEADLINE INDICATOR
Safe and Healthy Living Environments (CHIP)	• Percent exposed to air pollution • Percent of adults who smoke • Number of severe and fatal pedestrian injuries
Healthy Eating and Physical Activity (CHIP)	• Percent of residents who have food security (resource, access, consumption) • Percent of residents who maintain a healthy weight • Percent of residents who have adequate physical activity
Access to Quality Care and Services (CHIP)	• Percent of San Francisco residents enrolled in either health insurance or Healthy San Francisco
Black/African American Health	• Percent of Blacks/African Americans with heart disease • Mortality rate of Black/African American women with breast cancer • Rates of Chlamydia among young Black/African American women • Mortality rates among Black/African American men due to alcohol
Mother, Child, & Adolescent Health	• Percent of pre-term infants • Rate of substantiated child maltreatment • Proportion of children with healthy teeth (annual dental visit and no caries)
Health for people at risk or living with HIV	• Number of new HIV infections • Percent of newly diagnosed with HIV who receive care • Percent of HIV infected who are virally suppressed

Our Mission	**Drawing upon community wisdom and science, we support, develop, and implement evidence-based policies, practices, and partnerships that protect and promote health, prevent disease and injury, and create sustainable environments and resilient communities.**
Our Vision	**To be a community-centered leader in public health practice and innovation.**

Focus Area: Safe and Healthy Living Environments (CHIP)
Headline Indicator: Percent exposed to air pollution

BASELINE CURVE



City Avg. = 1.2% of population
Mission Bay = 15.8%
FiDi = 7.1%
SoMa = 6.1%

Data source: BAAQMD/SFDPH, 2010

STORY BEHIND THE CURVE

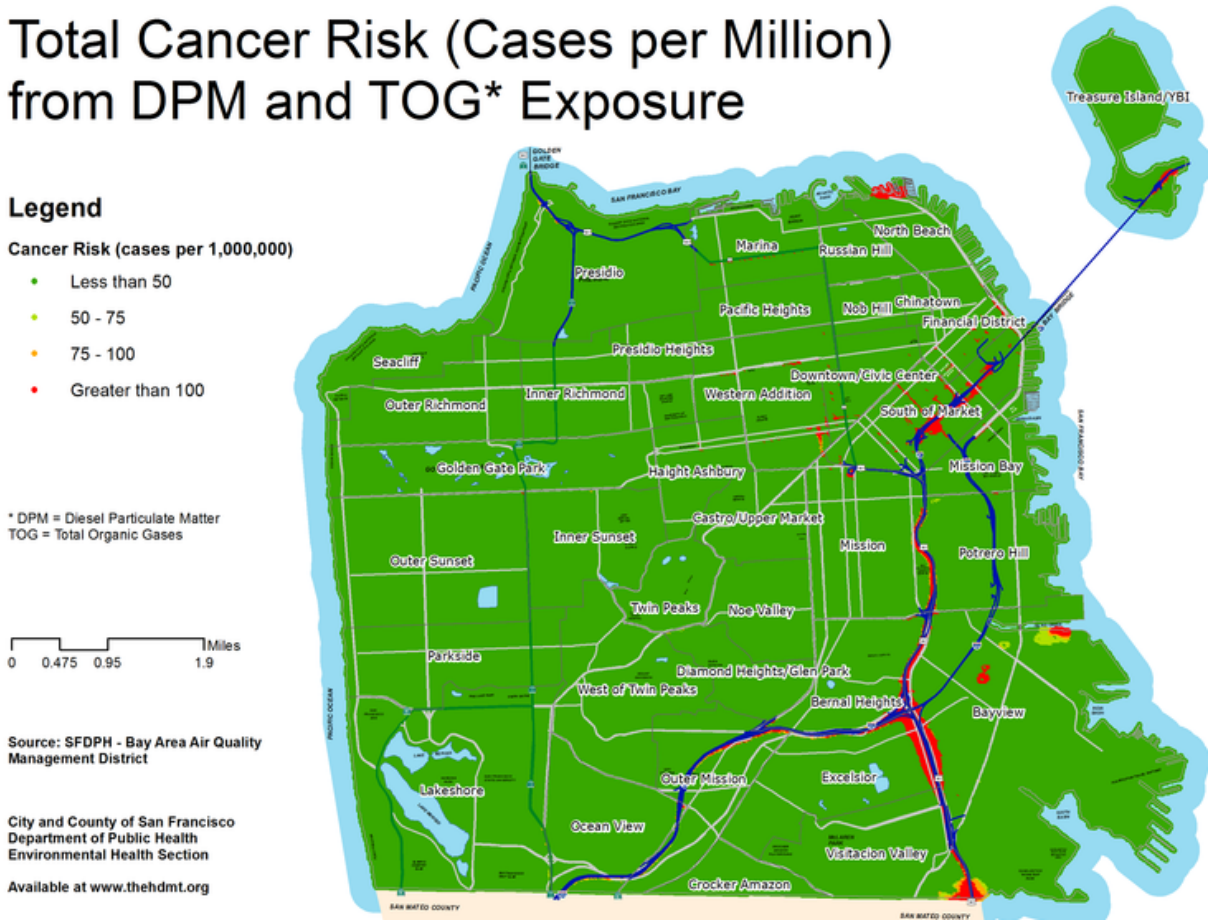
Although air quality in San Francisco is quite good compared to other parts of the State, improving city wide air quality is a priority because of its strong relationship to health outcomes. Several large-scale studies demonstrate that increased exposure to fine particulate matter (PM2.5) from motor vehicle emissions, power plants, and refineries, is associated with detrimental cardiovascular outcomes, including increased risk of death from ischemic heart disease, higher blood pressure, and coronary artery calcification. Additionally, motor vehicles and other forms of fossil fuel combustion emit several toxic air contaminants that are either known or probable human carcinogens, including benzene, formaldehyde, acetaldehyde, and 1,3-butadiene. The U.S. Environmental Protection Agency (EPA) estimates that "mobile sources of air toxics account for as much as half of all cancers attributed to outdoor sources of air toxics."

According to the California Air Resources Board, the number of days where fine particulate matter (PM2.5) levels exceeded national standards in the Bay Area has declined since 2001. A number of problematic stationary

sources of air pollution have been reduced or eliminated, notably the Bayview and Potrero Power Plants are closed, there has been an exodus of industrial businesses, and vehicles have become cleaner and bicycling as a mode of transportation is increasing. At the same time car ownership has increased in the city, and more housing is being built near busy roadways—these are factors contributing to this indicator because mobile roadway sources are a main component of poor air quality in the city. Because the majority of new housing in San Francisco has been and will be built near freeways and heavily trafficked roadways, the number of people exposed to traffic related air pollution over time will likely increase, unless measures are taken to significantly reduce the volume of exhaust emitting vehicles.

Currently implemented changes to turn the curve have been realized largely due to policy implementations, many of which were driven by community activism. DPH has worked in collaboration with Planning and DBI to protect residents indoors by implementing the City's enhanced ventilation ordinance (Article 38), which requires filtration in newly built residences in air pollution hazard zones. Policies to improve outdoor air quality include the Clean Air Taxi policy, Muni diesel bus fleet changes, DPW truck rerouting, state regulations on dry cleaners, clean construction policies, and pedestrian safety and bicycling improvements (including Safe Routes to School) to make walking and biking safer and more attractive. DPH also participated in the Congestion Pricing Health Impact Assessment which provided supporting health evidence for a congestion pricing policy. DPH is also working to complete a Community Risk Reduction Plan that outlines a strategy to improve air quality and eliminate air pollution exposure disparities.

ASSOCIATED INDICATOR



City Avg. = 3.3% of population
Mission Bay = 28%
SoMa = 27.8%
FiDi = 16.5%

Data source: BAAQMD/SFDPH, 2010

PARTNERS

- Asthma Task Force
- Business Groups
- Community Groups
- There is a history of community advocacy around air quality, particularly in 94124. Specific Community Groups in 94124:
- African American Community Health Equity Council, SEVA
- GREENACTION (a member of regional group BAEHC)
- Bayview Hunters Point Community Advocates (BHPCA)
- Arc Ecology/SF Dept. of the Environment Hunters Point Shipyard Toxic Tour
- HP Shipyard groups: Muhammad Mosque No. 26 and Muslim University of Islam, Environmental Justice Advocacy, People Organized To Win Employment Rights
- Literacy for Environmental Justice (LEJ)
- BVHP Health and Environmental Assessment Task Force/ UCSF Community Partnership Resource Center
- Environmental Law Clinic at Golden Gate University
- DBI
- PUC
- DoE
- SFDCP
- MTA
- SFCTA
- Rec and Park
- BAAQMD
- COPC Clinics
- SFHIP
- SFUSD
- WalkSF
- Bicycle Coalition
- Cyclists
- CHEP – Safe Routes to School
- Environmental Health - PHES

WHAT WORKS

TOP 1-3 STRATEGIES

- Support policies recommended in the San Francisco Community Risk Reduction Plan
- Support strategies to reduce traffic including: 1) reducing car ownership, 2) supporting public transportation, 3) increasing non-auto modes of transportation, 4) expanding free youth transportation passes, 5) expansion of clean construction policies to the private sector, 6) supporting congestion pricing for certain areas in SF, 7) enforcement of freight trucking routes, etc.
- Support assessment of air pollution emissions of non-permitted facilities in the southeast part of SF

Secondary strategies:

- Support the creation of an Air Quality Improvement Fund to mitigate air pollution exposures
- Foster interagency collaboration and coordination for policy development using evidence

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

- Need Differential analysis of pollutant emissions from different types of point sources

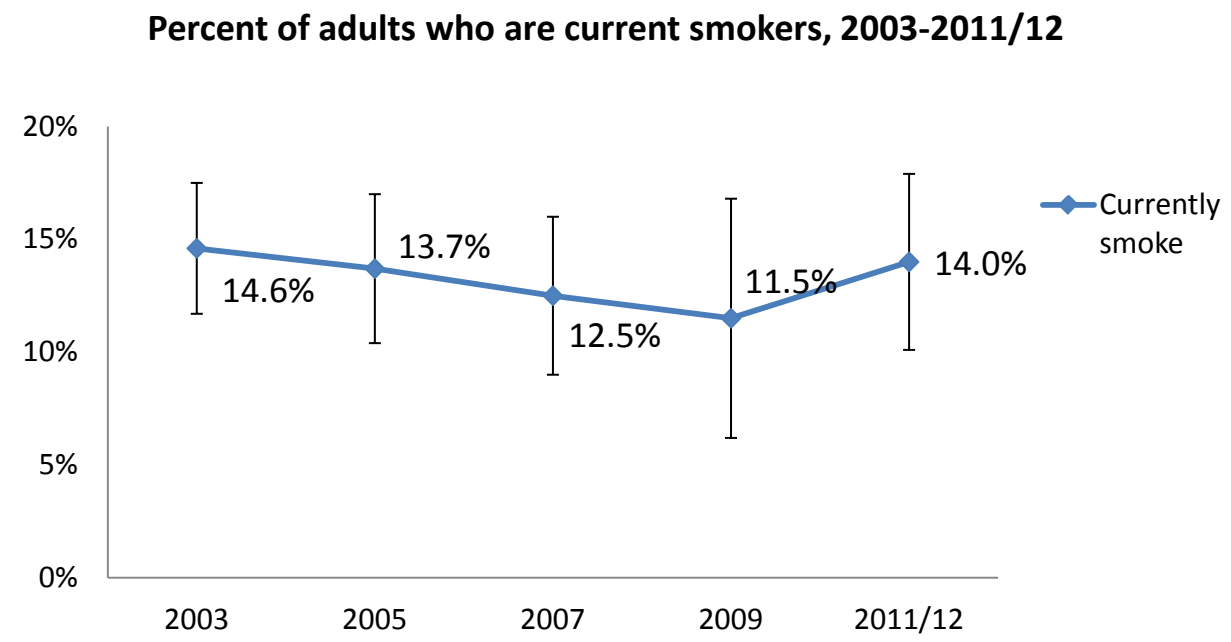
- Need to regularly update models for air pollution
- Need Distribution of housing with required filtration from Article 38
- Gather and analyze information on ways to protect people or minimize exposure from poor air quality
- Evaluate contributions and effects of all significant point sources of toxic pollution such as boilers, gas stations, dry cleaners, and food facilities. Identify best practices to reduce emissions from these sources.
- Translate data to be useful to community and present data and do outreach

Information and Research Agenda about Solutions:

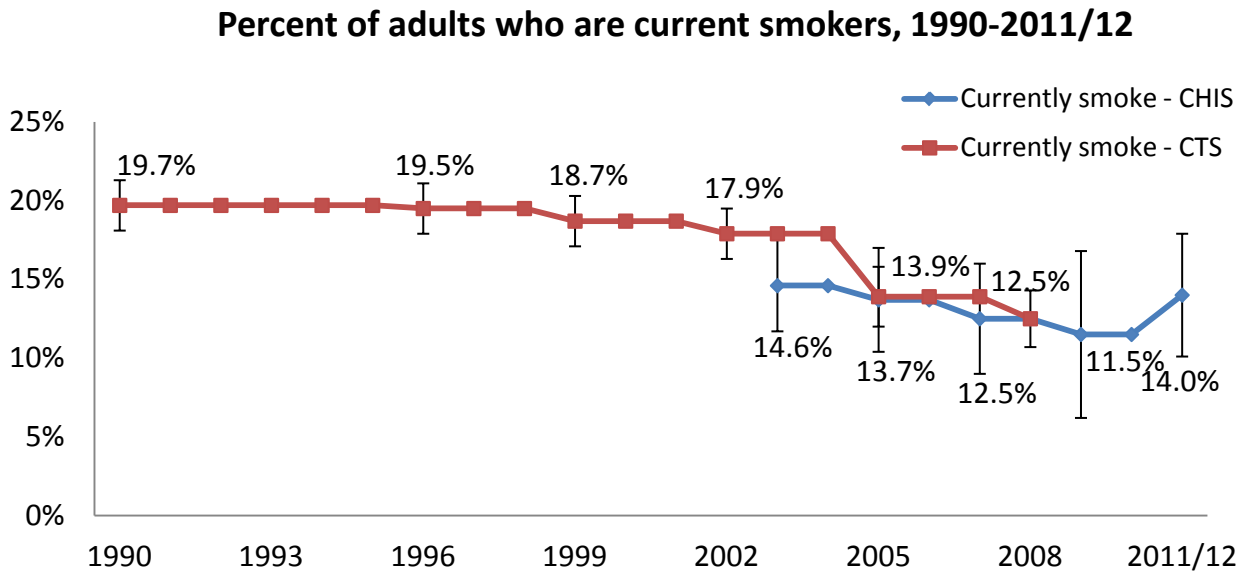
-

Focus Area: Safe and Healthy Living Environments (CHIP)
Headline Indicator: Percent of adults who smoke

BASELINE CURVE



Source: California Health Interview Survey



Source: California Health Interview Survey and California Tobacco Survey

STORY BEHIND THE CURVE

Research shows that smoking is bad for nearly every organ in the body and is responsible for nearly one in five deaths every year in the US. Since the 1990's when San Francisco was among the first localities to enact workplace, playground, and restaurant smoking bans, the city has been a leader in implementing strong and

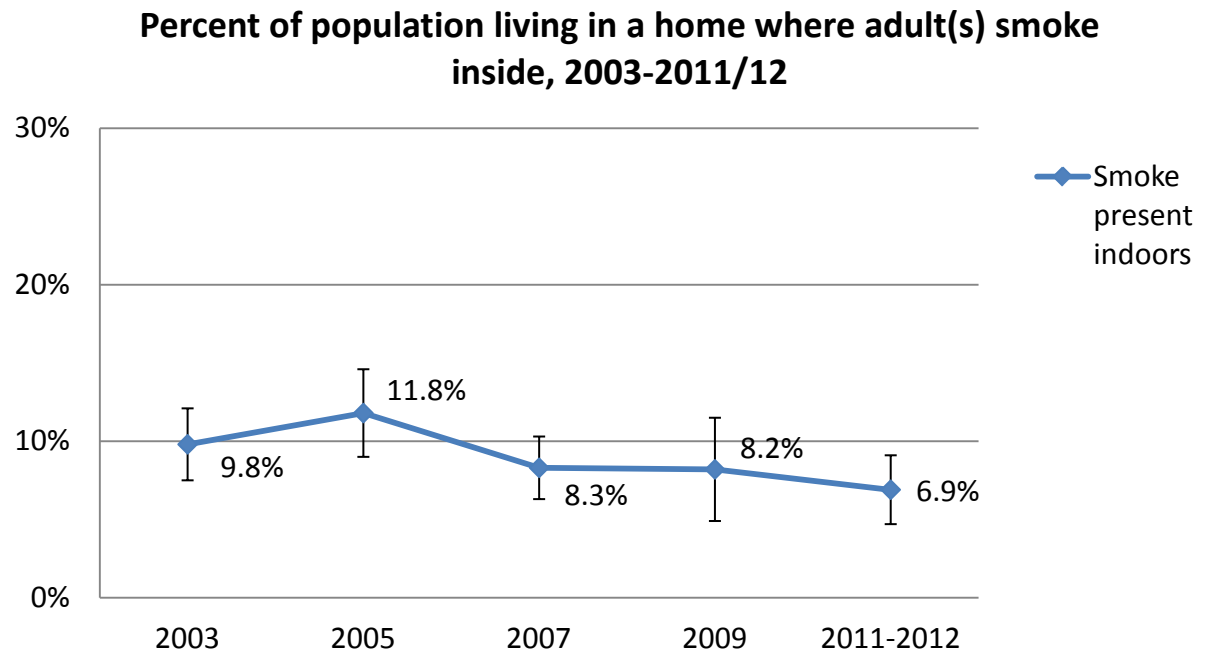
progressive policies to protect individuals from secondhand smoke. These landmark efforts focused on protecting individuals from secondhand smoke laws and reinforce the social and public health norms that smoking is not acceptable.

These efforts have reduced the prevalence of smoking in the city from 20% in 1990 to 12-14% in the 2000's; however, since 2003, the rate of adult smoking is relatively unchanged, around 14%. Data from the 2008 California Tobacco Survey show that adult smoking rates may be higher in San Francisco than other urban counties like Alameda, Santa Clara, and Los Angeles. San Francisco's higher smoking level may be the result of our population demographic: there is a high proportion of young people without children, a population that is more likely to smoke. In addition, San Francisco has a large population of LGBT individuals who, according to the National Cancer Institute are about twice as likely to smoke as straight Americans.

Effective strategies to turn the curve include those that protect individuals from secondhand smoke, increase the monetary cost of smoking, and provide cessation support. Specific measures that responsible for turning the curve include: banned free distribution of tobacco products, banned tobacco advertising on city property, banned smoking in workplaces including restaurants, mandated tobacco be sold behind store counters and eliminated vending machines, banned tobacco advertising on taxis, added a cigarette butt litter mitigation fee to the sale of cigarettes, required a permit for tobacco sales, banned tobacco in public parks and plazas, banned smoking at transit stops, banned the sale of tobacco in retailers with a pharmacy, and passage of the Smoke Free Ordinance (Article 19F).

In 2013 San Francisco Article 19M was enacted to require landlords to report which units are smoke-free, and it is expected that this new law will be important in catalyzing a new turn of the curve. Article 19M will allow designation of smoke-free units in new leases, and this paves the way for establishing smoke-free dwellings. Without a signed lease agreement that restricts smoking inside units and in outdoor common areas, Article 19F allows smoking as follows: inside the units while the front door is closed; in outdoor common areas except within 10 feet of a door or operable window within the perimeter of the residential property; in all outdoor areas that are for the sole use of the resident (e.g. balconies, yards, and landings attached to the unit). Additionally, smoking is allowed at the nearest curb (even when that curb is less than 15 feet from a door or window). When a curb does not exist, then smoking is prohibited within 15 feet of a door, operable window, or operable vent. However, there is a potential adverse public health impact if mandating smoke-free buildings affects more vulnerable populations, among whom smoking is more prevalent, by disallowing them to live in their homes. Mandating smoke-free buildings could also create a fear of being evicted based on smoking. Emerging issues that will require further work include the disproportionate density of retail tobacco establishments in specific neighborhoods and the increasing use of electronic cigarettes, also known as e-cigarettes, electronic vaping devices, personal vaporizers (PV), or electronic nicotine delivery system (ENDS).

ASSOCIATED INDICATOR



Source: California Health Interview Survey

PARTNERS

- SFGH
- SF Health Network
- Smokers (mostly within multi-unit housing)
- Tobacco Free Coalition
- Apartment Associations
- Tenant Advocacy Groups
- Single Residence Occupancy Collaboratives
- San Francisco Human Service Agency
- DPH Community Behavioral Health Services
- SF Housing Authority
- SF Rent Board
- DPH Housing & Urban Health
- Human Rights Commission
- Board of Supervisors
- SFHIP
- CHEP – Tobacco Free Project/Initiative
- Environmental Health
- Planning
- Education
- MCAH

WHAT WORKS

TOP 1-3 STRATEGIES

- Continue to provide smoking cessation services and education and promote institutional cessation pollicies
- DPH to continue to improve and enforce Article 19 based on the latest research related to tobacco and nicotine product consumption and exposure
- DPH to support feasibility of ordinance for smoke-free housing that will not allow evictions due to smoking. Focus on older buildings that have limited ventilation.

- Support regulations that will reduce tobacco sales establishments in neighborhoods with high density of tobacco sales establishments

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

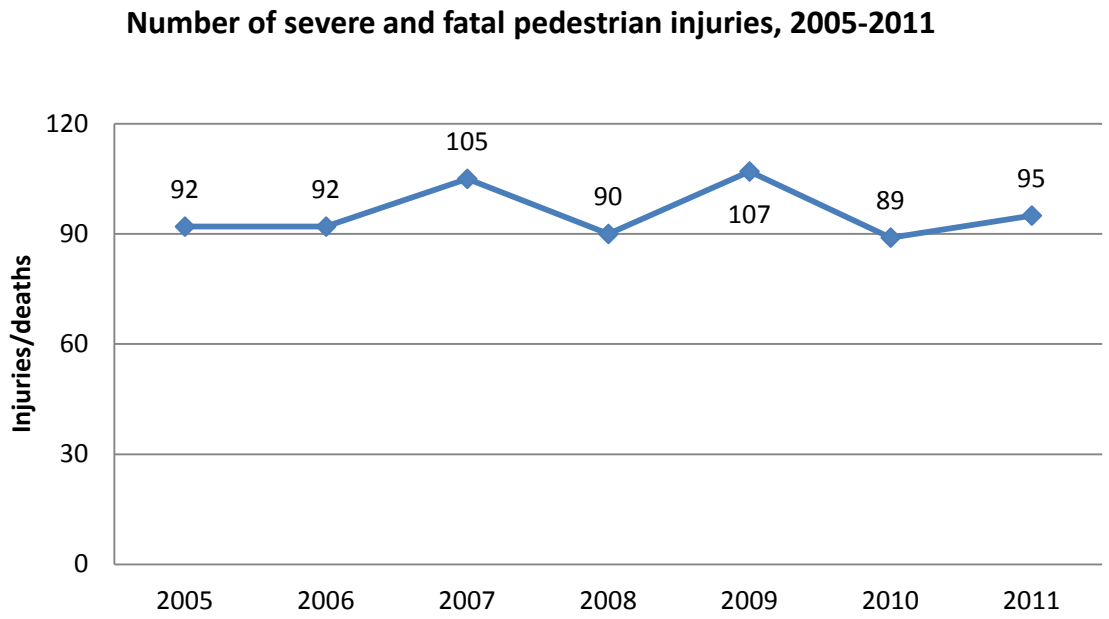
- Need data that addresses exposure smoke from others in same multi-housing building
- Article 19M, enacted in 2013, will begin to provide information on the number of smoke-free units citywide
- There will be some data from San Francisco Health Survey due in June 2014
- Smoking complaint data reported to 311 can be assessed
- Need data on the prevalence of electronic cigarette use
- Need data on sales of alternative tobacco products

Information and Research Agenda about Solutions:

- Assessment and feasibility of smoke free units
- Number of people exposed to second-hand smoke
- Vulnerable populations who are exposed to smoke
- Information on the health and social effects of electronic cigarette use including their impact on the use of traditional tobacco products in the population

Focus Area: Safe and Healthy Living Environments (CHIP)
Headline Indicator: Number of severe and fatal pedestrian injuries

BASELINE CURVE



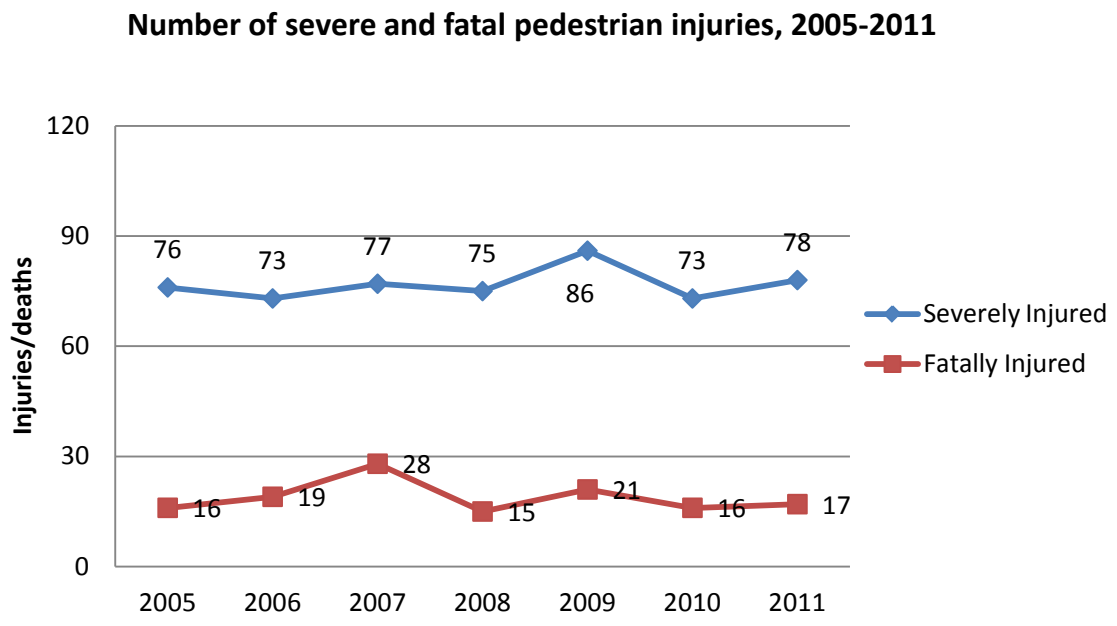
Source: SWITRS Data, California Highway Patrol

STORY BEHIND THE CURVE

San Francisco has the highest per capita rate of pedestrian injuries and deaths in the state due to the increase in the number of vehicles, many traveling at unsafe speeds, and the number of pedestrians. Unsafe crossings in areas with particularly vulnerable pedestrians continue to exist because there has not been a lead agency that collects, maps, and utilizes injury data to inform targeted and coordinated prevention efforts by multiple City agencies to systematically reduce severe and fatal injuries, until the recent work from SFDPH as a part of the Citywide Pedestrian Safety Task Force.

There are some major streets (ie. Valencia St.) that have seen reductions in death and injuries associated with the installation of site-specific countermeasures, such as narrowed streets/sidewalk widenings, pedestrian countdown signals and bulb-outs. These measures are successfully implemented in San Francisco where they receive strong community support and demand. The Mayor released the SF Pedestrian Strategy in April 2013 which re-affirmed the clear goal to reduce severe and fatal injuries by 50% by 2021 initially set forth by a 2010 Executive Directive.

ASSOCIATED INDICATOR



PARTNERS

San Francisco Police Department
San Francisco County Transportation Authority
San Francisco Planning Department
San Francisco Department of Public Works
San Francisco General Hospital and Trauma Center (coordinating to implement comprehensive surveillance)
San Francisco Medical Examiner's Office
Walk San Francisco
San Francisco Pedestrian Safety Advisory Committee
Chinatown Community Development Center
PODER
Excelsior Action Group
SOMCAN
Central City SRO Collaborative
TODCO Group
CHEP – Safe Routes to School, Pedestrian Safety Program and Community Transformation Initiative
Environmental Health - PHES
MTA – traffic calming program; community engagement
SF Bike Coalition

WHAT WORKS

TOP 1-3 STRATEGIES

- Expand the collection, analysis, evaluation, and dissemination of data by: implementing comprehensive injury surveillance newly funded by an SFMTA work-order; expanding data collection on the SFPD Collision Report; and institutionalizing SFDPH's TransBASE –an innovative database management system that accesses, manages, and applies transportation system-related spatial data from multiple city agencies linked to injury data to inform solutions to transportation problems.
- Conduct education and encouragement campaigns and develop community partnerships on streets with high numbers of severe and fatal injuries.

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

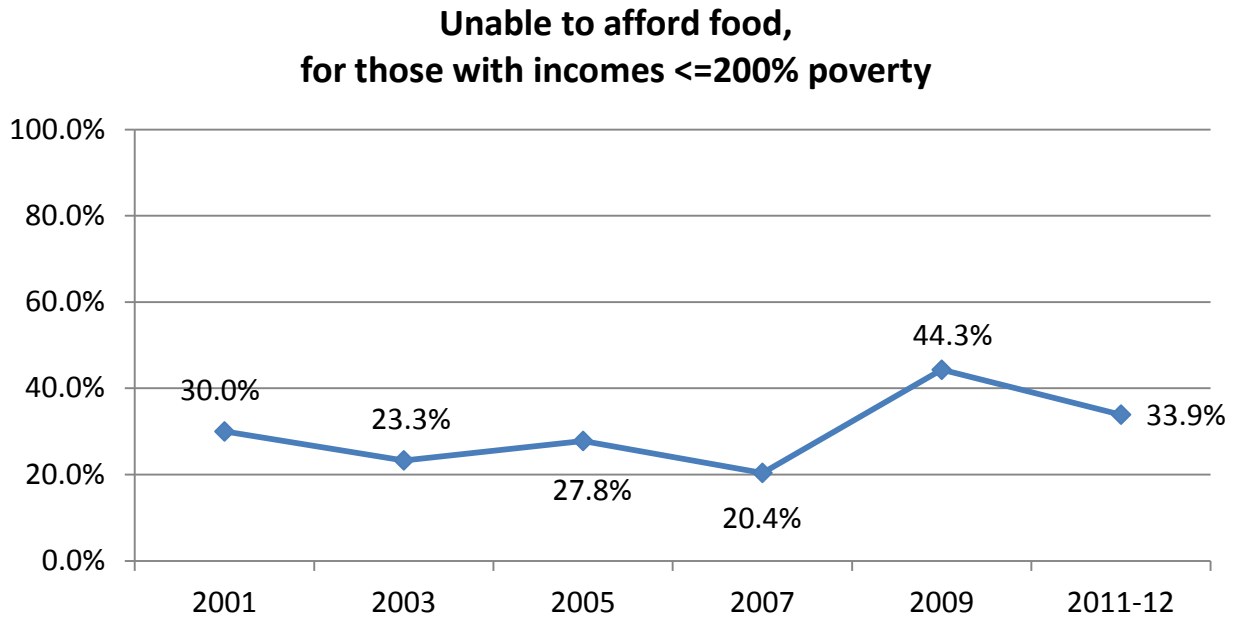
- Need location and extent of injuries not reported to CHP (police data reported to the Calif. Highway Patrol's Statewide Integrated Traffic Records System)
- The contribution of speed to pedestrian injury
- More socio-demographic and health care/cost factors regarding injured pedestrians (ie. location of residence, disabilities, length of hospitalizations, etc.)

Information and Research Agenda about Solutions:

- Need more detailed information on pedestrian injuries and their context that can be used by partner agencies (e.g., SFMTA, SFPD, SFCTA) to inform targeted interventions to prevent severe and fatal injuries.

Focus Area: Healthy Eating and Physical Activity (CHIP)
Headline Indicator: Percent of residents who do not have food security (resource, access, consumption)

BASELINE CURVE



Source: Ask CHIS http://ask.chis.ucla.edu/main/DQ3/geographic.asp

STORY BEHIND THE CURVE - Food Security – Resources and Access

Science links health conditions such as heart disease, diabetes, and cancer to daily practices like eating a healthy balanced diet. However, the healthy choice is not always the "easy" choice – particularly for San Francisco's more vulnerable residents – as was repeatedly voiced by community members throughout the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) development process. Socioeconomic factors – such as whether people can afford to buy nutritious foods and environmental factors – such as whether healthy food options are locally available – impact what individuals eat.

Food security is inextricably linked to health and well-being for individuals and communities. Conversely, food insecurity leads to behaviors that undermine health such as skipping meals, binge eating, food rationing, and eating lower intake of relatively more expensive fruits and vegetables, higher intake of less expensive fats and carbohydrates. Proper nutrition is critical for healthy development and aging and is especially important for intellectual and emotional development of children, diabetes management, health of people living with HIV and AIDS especially control of virus levels and prevention of wasting. San Franciscans of all ages fall short of the California average in terms of consumption of five or more fruits and vegetables daily. In addition, disparities exist among different racial/ethnic groups in terms of obesity risk; Latino adults are at greatest risk for obesity, followed by Black/African American residents. Many immigrants are not eligible for federally funded nutrition programs.

The increase in food security in 2009 may be directly related to the increase in enrollment in CalFresh (formerly known as food stamps and known nationally as SNAP); additional resources for CalFresh recipients were funded through federal stimulus funds, and increased rollout of food pantries targeted to San Franciscans newly food insecure due to the economic decline. In San Francisco, many residents lack sufficient financial resources to purchase healthy food. Additionally, availability of fresh healthy foods varies geographically. Some neighborhoods have more access to food, such as supermarkets, produce stores, and farmer's markets. Nutrition education and kitchen availability affect consumption and low income neighborhoods have more access to high calorie, cheap, and non-nutritious foods. We must also acknowledge the historical factors that have created structural racism that impact living wages that impact communities' ability to purchase healthier foods, which can be expensive.

PARTNERS

- San Francisco Food Security Task Force
- Tenderloin Hunger Task Force
- Tenderloin Healthy Store Coalition
- Southeast Food Access Working Group
- SFUSD Food and Fitness Committee
- Urban agriculture movements
- Retail availability
- Faith-based organizations
- Economic and workforce development
- Housing
- Food system
- ACA eligibility workers
- Human Services Agency
- Clinics and hospitals
- Community-based organizations
- SFGH
- In Home Supportive Services (IHSS)
- UCSF

WHAT WORKS

TOP 1-3 STRATEGIES

Best Practices: Strategies for Food Security

- Increase resources for and access to healthy affordable foods
- Identify sustainable funding strategies
- Develop public policies that directly and indirectly promote healthy nutrition for food insecure San FranciscansIncrease access to food preparation and knowledge of basic nutrition, safety and cooking
- Increase daily consumption of fruits and vegetables

Below are possible programs or sub strategies

- Collaborative food procurement among food providers
- Expand breastfeeding promotion
- Healthy retail incentive program
- Ensure Congress doesn't cut SNAP
- Ensure full utilization of federally funded nutrition programs such as CalFresh, WIC, Child and Adult Care Food Program, National School Lunch Program, School Breakfast Program, Summer Lunch Program
- Ensure seniors, aging in place have access to healthy meals and or groceries. Expand pilot home delivered grocery program to
- Encouraging stronger linkages to clinics and hospitals

- Prescreen patients in clinics and hospitals for food security
- Improving nutrition in childcare centers
- Improve access to summer lunch and after school meals
- Integrating food access programs into health care reform efforts
- Expand healthy food purchasing incentives to buy healthy food @ farmer's market and grocery
- Mobile farmer's market—works well. Integrated with places, people, school, daycare—fresh
- Support CalFresh to increase number of restaurants in the Restaurant Meal program that serve affordable and healthy meals
- Limit access to sugar-sweetened drinks (vending machines, other policies to decrease consumptions)
- Ensure recipients of SSI have additional resources for purchasing healthy food since they are not eligible for CalFresh
- Support free dining rooms ability to serve healthy food
- Maintain a city funded dietician to support shelter and congregate meal programs to improve nutrition and food safety.
- Consider interventions with housing units without kitchens. Impact study of SROs.
- Teaching people to cook and shop.

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

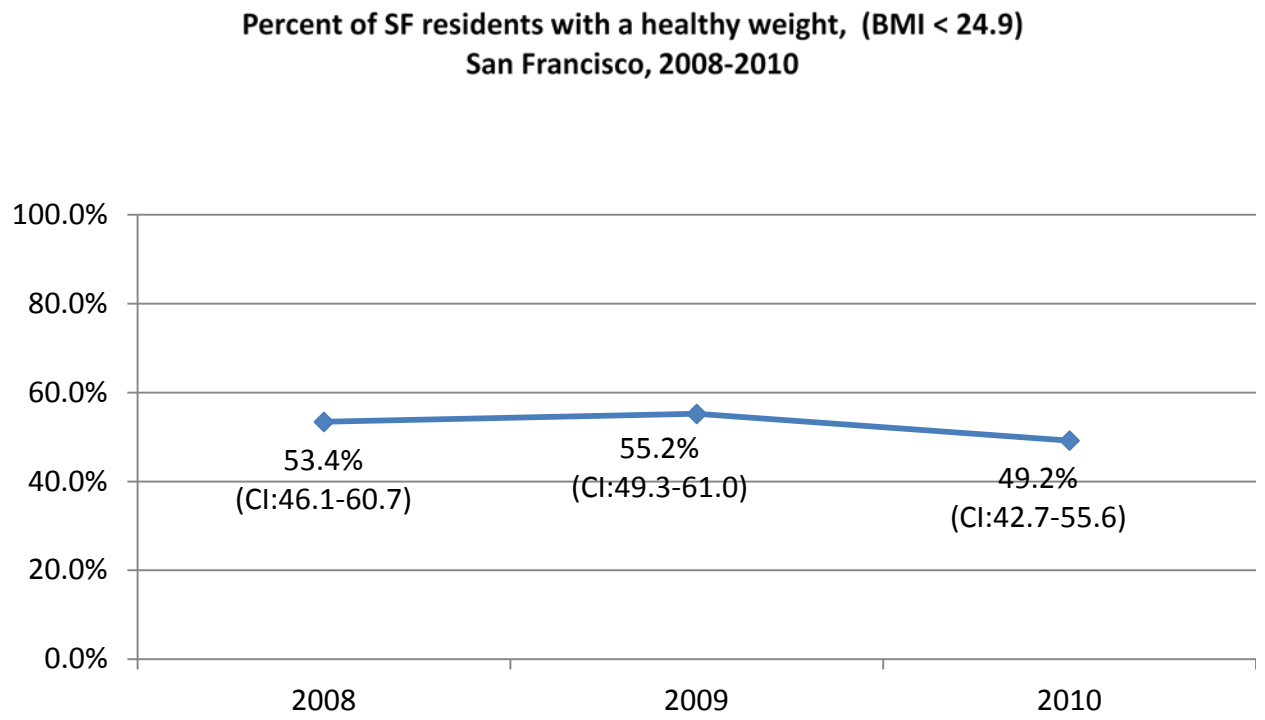
- Utilize common validated questions when screening for food security
- Add food security question to the DPH city wide survey
- Track food program data including utilization and demand for federal food programs, community based organizations meal programs and programs targeting vulnerable populations
- Ensure data is publically available

Information and Research Agenda about Solutions:

- Integrate food insecurity into common understanding of barriers to healthy eating
- Exploration of food choices, how much sugary beverages consumed
- Access to kitchen and food preparation
- Consumption of fruits and vegetables

Focus Area: Healthy Eating and Physical Activity (CHIP)
Headline Indicator: Percent of residents who maintain a healthy weight

BASELINE CURVE



Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. SMART BRFSS . Atlanta, Georgia: U.S. Department of Health and Human Services, Center for Disease Control and Prevention, 2008-2010. Accessed 9/19/2013

STORY BEHIND THE CURVE

Science links health conditions such as heart disease, diabetes, and cancer to daily practices like eating a healthy, balanced diet and regularly participating in physical activity. However, the healthy choice is not always the "easy" choice – particularly for San Francisco's more vulnerable residents – as was repeatedly voiced by community members throughout the CHA/CHIP development process. Socioeconomic factors – such as whether people can afford to buy nutritious foods and safely engage in physical activity in their neighborhoods – and environmental factors – such as whether healthy food options are locally available – impact what individuals eat as well as their activity practices.

San Franciscans of all ages fall short of the California average in terms of consumption of five or more fruits and vegetables daily. In addition, disparities exist among different racial/ethnic groups in terms of obesity risk; **Latino adults are at greatest risk for obesity, followed by Black/African American residents**.

Physical activity can be discouraged by risk for injury and perceptions of safety. In San Francisco, for example, pedestrians face greater risk for injury and death in some neighborhoods than others. The **Financial District, Chinatown, South of Market, Downtown/Civic Center, North Beach, Castro/Upper Market, Western Addition, Glen Park**, and **Mission** neighborhoods **exceed the citywide average for pedestrian injury and death**. Similarly, residents face greater risk of violence in some neighborhoods than others and as a result, they may not engage in physical activity because they perceive it is not safe to do so. The "Increase Healthy Eating + Physical Activity" priority strives to demonstrate the link

between diet, inactivity, and chronic disease and to help San Francisco create environments that make healthy choices the easy choices, so all San Francisco residents have an equal chance to eat well and move more.

PARTNERS

- public housing - noise, worksite wellness – telecommuting
- Dept of Recreation and Parks
- Providers
- Employers
- School counselors
- Police, jails, detention facilities
- Planning
- Health care providers
- Health plans
- Workplaces
- MTA
- Bike share
- Gyms/martial arts/dance/gymnastics, YMCA, yoga
- Policy makers
- Mayor's office
- ShapeUp SF Coalition
- Corner stores
- Farmer's markets
- WIC
- Chain grocery stores
- Food delivery - fresh produce
- Financial literacy programs - budget, urban/community gardens
- CHEP: ShapeUp SF, Community Transformation Initiative, Healthy Retail Initiative, Safe Routes to School, BV HEAL Zone
- Childhood Nutrition and Physical Activity TF
- MOEWD-Healthy Retail Incentive Programs

WHAT WORKS

TOP 1-3 STRATEGIES

- Create healthy workplaces to encourage businesses to offer healthy food choices and opportunities for physical activity
- Increase availability and consumption of healthy, affordable food
- Change environment to create safe, accessible activity space, with a focus on outdoor public places
- Identify sustainable funding strategies
- Develop public policies that directly and indirectly promote healthy nutrition
- Support implementation and expansion of the Healthy Retail Incentive Programs

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

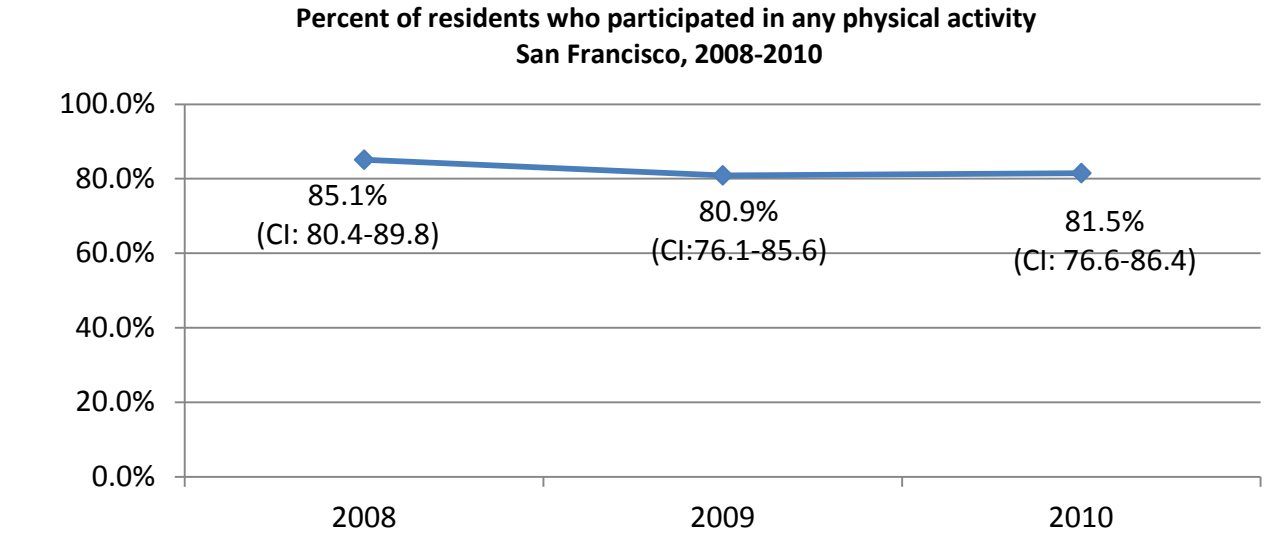
- Chronic disease rates: Annual/regular updates rates of chronic disease mortality in SF by age, gender, race, zip, district.
- Annual/ regular updates on chronic disease morbidity data by age, gender, race, zip.
- Costs of treating chronic disease: diabetes, heart disease, overweight/obesity, etc by age, gender, race, zip.

Information and Research Agenda about Solutions:

- Relative influence of injury and fear in lack of physical activity among San Franciscans
- Barriers to healthy eating and physical activity

Focus Area: Healthy Eating and Physical Activity (CHIP)
Headline Indicator: Percent of residents who have adequate physical activity

BASELINE CURVE



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STORY BEHIND THE CURVE

Science links health conditions such as heart disease, diabetes, and cancer to daily practices such as participation in regular physical activity. However, the healthy choice is not always the "easy" choice – particularly for San Francisco's more vulnerable residents – as was repeatedly voiced by community members throughout the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) development process. Socioeconomic factors – such as safely engaging in exercise in their neighborhoods – have a strong effect on physical activity opportunities.

In SF, disparities exist among different racial/ethnic groups in terms of obesity risk; **Latino adults are at greatest risk for obesity, followed by Black/African American residents**. Physical activity can be discouraged by risk for injury. In San Francisco, for example, pedestrians face greater risk for injury and death in some neighborhoods than others. The **Financial District, Chinatown, South of Market, Downtown/Civic Center, North Beach, Castro/Upper Market, Western Addition, Glen Park**, and **Mission** neighborhoods **exceed the citywide average for pedestrian injury and death**. Similarly, residents face greater risk of violence in some neighborhoods than others and as a result, they may not engage in physical activity because they perceive it is not safe to do so. In SF, there need to be a greater emphasis on physical education, fitness grades 5, 7, 9—SF ranks low. While there are a lot of bike commuters, biking can be seen as negative, not positive. The Fire Department complains about traffic calming structures, bike lanes. We need to engage the SFFD.

PARTNERS

- public housing - noise, worksite wellness – telecommuting
- Rec and park
- Providers
- Employers
- School counselors
- Police, jails, detention facilities

- Planning
- Providers
- Health plans
- Workplaces
- MTA
- bike share
- Gyms/martial arts/dance/gymnastics, YMCA, yoga
- Policy makers
- Mayor's office
- corner stores
- farmer's markets
- WIC
- Chain grocery stores
- Food delivery - fresh produce
- Financial literacy programs - budget, urban/community gardens
- SHAPEUP SF Coalition
- CHEP: ShapeUp SF, Community Transformation Initiative, Healthy Retail Initiative, Safe Routes to School, BV HEAL Zone
- Childhood Nutrition and Physical Activity TF

WHAT WORKS

TOP 1-3 STRATEGIES

- Workplace physical activity support—support within agencies
- Active transportation—walking, biking. Partner with AARP to address projected increases in senior population in SF
- Establish joint use agreements for communities to use school gyms
- Develop public policies that directly and indirectly promote and support physical activity.

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

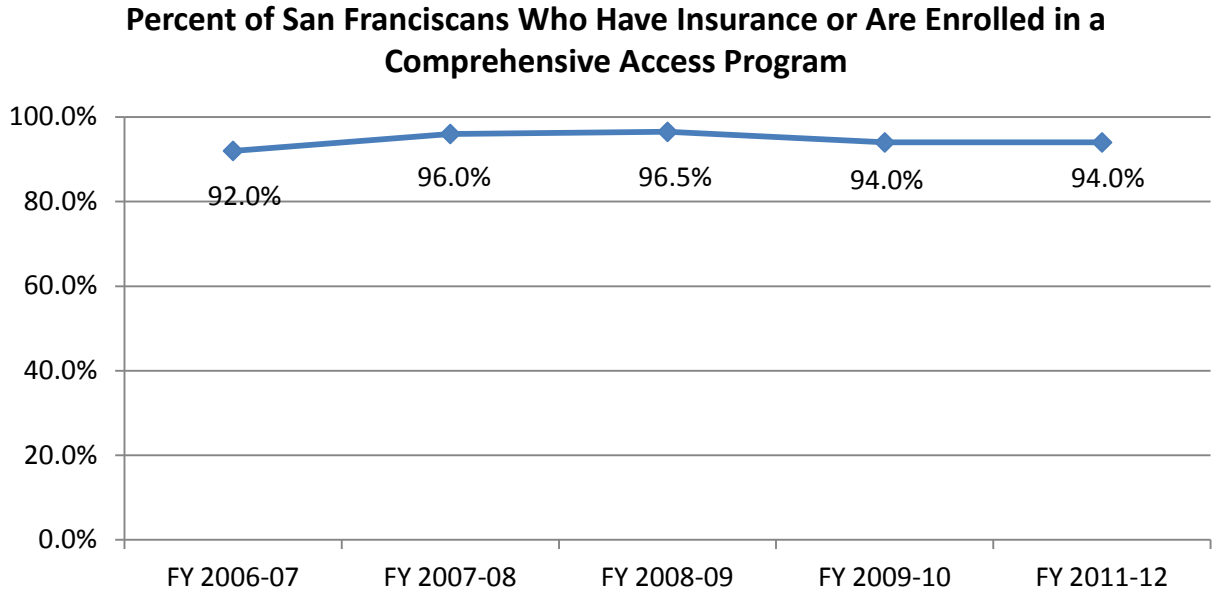
- Add California data on the chart as comparison
- Understand who the residents are
- What is definition of physical activity?
- See instrument and how questions were asked
- Geographical distribution in SF
- Hispanic/Latino paradox—occupational activity. Is that a factor?
- Include recreational activities (ie, golfing, gardening)
- Add an asterisk to explain—trauma safety

Information and Research Agenda about Solutions:

- Data development
- Relative influence of injury and fear in lack of physical activity among San Franciscans
- Barriers to physical activity

Focus Area: Access to Quality Care and Services
Headline Indicator: Percent of San Francisco residents enrolled in either health insurance or Healthy San Francisco

BASELINE CURVE



Source: SFHIP Health Matters in San Francisco
http://www.sfhip.org/modules.php?op=modload&name=NS-Indicator&file=indicator&iid=7229439

STORY BEHIND THE CURVE

Access to comprehensive, high quality health care and other services is essential in preventing illness, promoting wellness, and fostering vibrant communities. While San Francisco often outperforms the state and other California counties in terms of health care resources like primary care doctors, availability does not always equal accessibility; many of San Francisco's more vulnerable residents – ranging from low-income persons to non-native English speakers seeking culturally competent care in their primary language – struggle to get the services they need to be healthy and well.

As of 2010, 94 percent of San Franciscans between the ages of 18 and 64 either had health insurance or were enrolled in Healthy San Francisco, a program that is part of San Francisco's safety net.[13] However, **San Francisco falls short of the Healthy People 2020 target for residents with a usual source of care.**

Some residents may lack a usual source of care because they do not have insurance, lack knowledge of how to access insurance, and are not enrolled in Healthy San Francisco; others, because providers do not accept their coverage. According to a study conducted in 2008, **California providers are less likely to serve Medi-Cal beneficiaries** compared to those with private insurance or Medicare, likely because of the state's low reimbursement rate.[14]

Data also suggest that San Franciscans who speak English less than very well – as well as English speakers with limited literacy skills – may struggle to access the services they need. In focus groups, **residents often expressed the importance of the linguistic and cultural competency of service providers** in diminishing their anxiety and frustration. The "Increase Access to High Quality Health Care + Services" priority strives to bridge these gaps, so all residents are encouraged to access the services to support their health and wellbeing in a medical home.

Additionally, the lack of awareness and access to a medical home increases the likelihood of frequent use of Emergency Medical Services. Emergency Medical Services are the most expensive form of out-patient medical services, however, most EMS and Emergency Department visits are for non-emergent conditions. Emergency Departments are experiencing high levels of overcrowding resulting in ambulance diversion of patients away from their medical homes, and ambulance services are experiencing high call volumes.

PARTNERS

- Outreach/enrollment specialists
- HSA
- Prevention staff
- CBOs
- TB/STD, all clinics/hospitals
- Jails
- Behavioral Health
- Medi-Cal providers
- Hospital council
- Consortium
- SFUSD School
- Mayor's Initiative – "Covered California"
- Industries/businesses who have employees who are not insured
- EMS providers
- Public health providers
- Ambulance companies
- Hospitals
- Health plan and insurance providers
- EMS provider educators (e.g. CCSF)
- Newcomers Health Program

WHAT WORKS

TOP 1-3 STRATEGIES

- Enrolling clinic patients and uncovered patients utilizing EMS and EM services into care (1. Protocols for initial and ongoing enrollment; 2. Training)
- Enrolling CBO/program participants into care (1. Protocols for initial and ongoing enrollment; 2. Training)
- Marketing – "Covered California"

<u>Sub-strategies</u>

- Develop community education and outreach about health coverage options
- Develop a rapid enrollment plan for uncovered patients utilizing EMS and EM services
- Engage EMS providers with education and practice tracks for community paramedicine
- Improve data on emergency medical utilization for non-emergent conditions and patient health care coverage

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

-

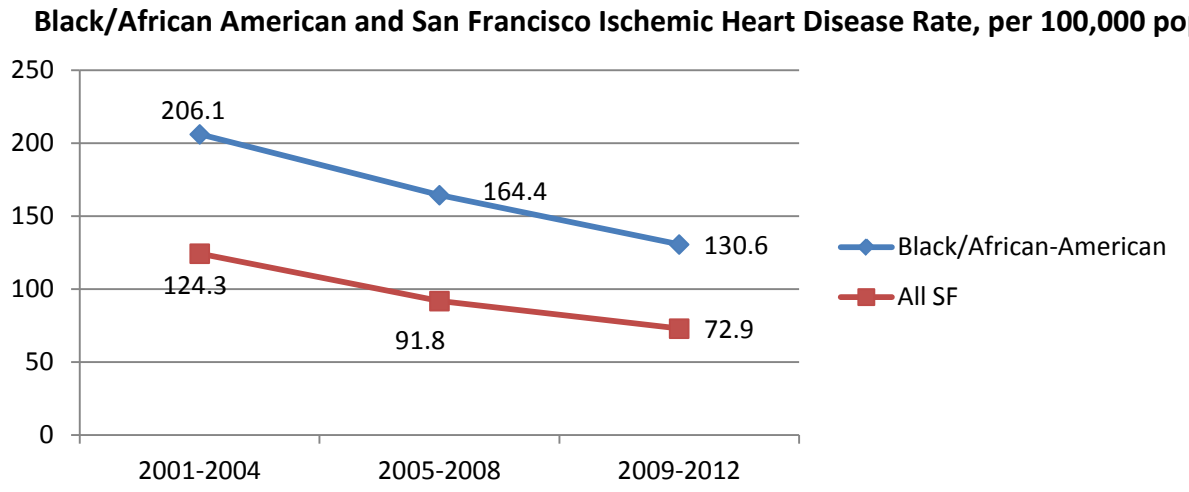
Information and Research Agenda about Solutions:

- Need the number of San Francisco residents who are enrolled in the San Francisco Health Network
- Percent of San Franciscans who utilize Emergency Departments per year
- Percent of San Franciscans who utilize EMS (911) services per year
- Perceived (and actual) barriers to rapid enrollment

- Rates of utilization of emergency medical care beyond current capacity (ambulance diversion, out-of-ambulance periods in EMS services)

Focus Area: Black/African American Health
Headline Indicator: Percent of Blacks/African Americans with heart disease

BASELINE CURVE

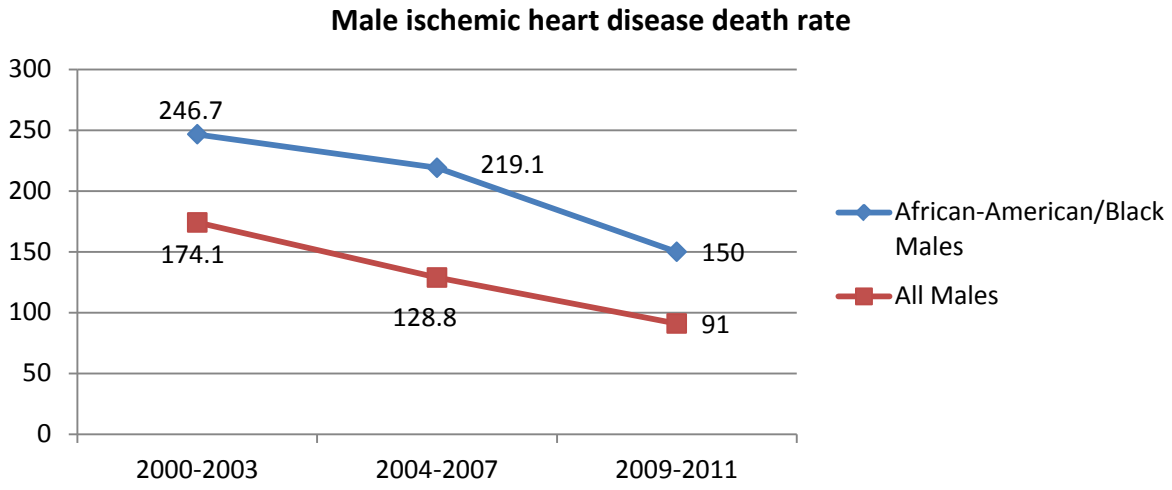


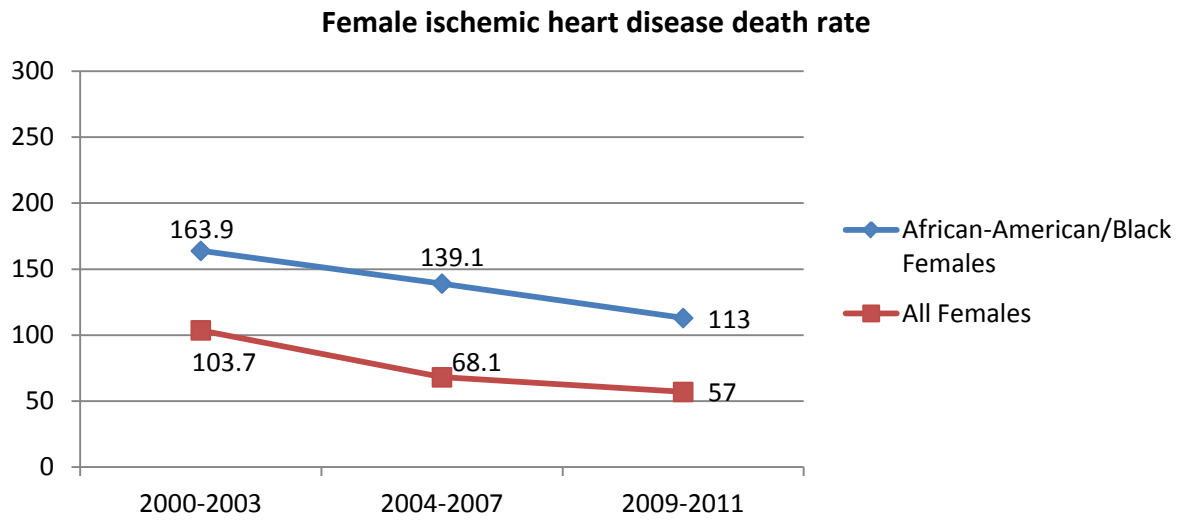
STORY BEHIND THE CURVE

As the result of better medical interventions, including support to decrease smoking and increased screening of cholesterol hypertension and universal access to care in San Francisco there has been improvement overall. However, a great disparity remains for Blacks. This may be due to less than optimal utilization of health care services. The reasons for not utilizing medical/health services are many and include discrimination in care, lack of culturally competent service providers as well as transportation limitations and lack of support for adherence to a health regime. And add to those challenges if that fact that other health factors related to heart disease, such as obesity and diabetes are difficult to treat.

There has been a significant out-migration of Black residents of San Francisco over the last 15 years which might account for some of the changes seen in the data. However, the disparities in health remain at least double for all indicators.

ASSOCIATED INDICATORS





Source: California Department of Public Health annual county death files

PARTNERS

- faith-based organizations
- Barber shops
- Health plans, health care organizations and teams
- Media
- Youth development organizations
- Community health workers
- City College, schools
- Police and sheriff's department
- Jails, Juvenile detention centers, Probation
- Businesses – Food establishments (Subway, Jamba Juice CEO, Weight Watchers, Rainbow Foods, Twitter)
- SAMHSA
- Community champions
- District 10 Wellness Collaborative
- SFDPH Primary Care
- SFCCC
- CHEP: Community Transformation Initiative, ShapeUp SF,BV HEAL Zone and SEFA

WHAT WORKS

TOP 1-3 STRATEGIES

- Customize and implement a culturally-appropriate Million Hearts Campaign for Black/African Americans (Million Hearts Campaign) in San Francisco
- Increase community-based screening for hypertension, diabetes, and cholesterol
- Develop a holistic approach that is inclusive of community members, positive strategies, and incorporate more cultural competency training for staff
- Develop a mindfulness-based stress reduction approach
- Address high blood pressure by prescribing vegetables to patients (out of the box solution)
- Identify and involve neighborhood champions – informal leaders in each sector/block
- Involve businesses or business approaches – don't reinvent the wheel
- Develop strategy to work with ex-offenders (Bayview and Hunter's Point)

- Distribute pedometers to encourage more walking
- Implement more bike share stations – do not just focus on downtown

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

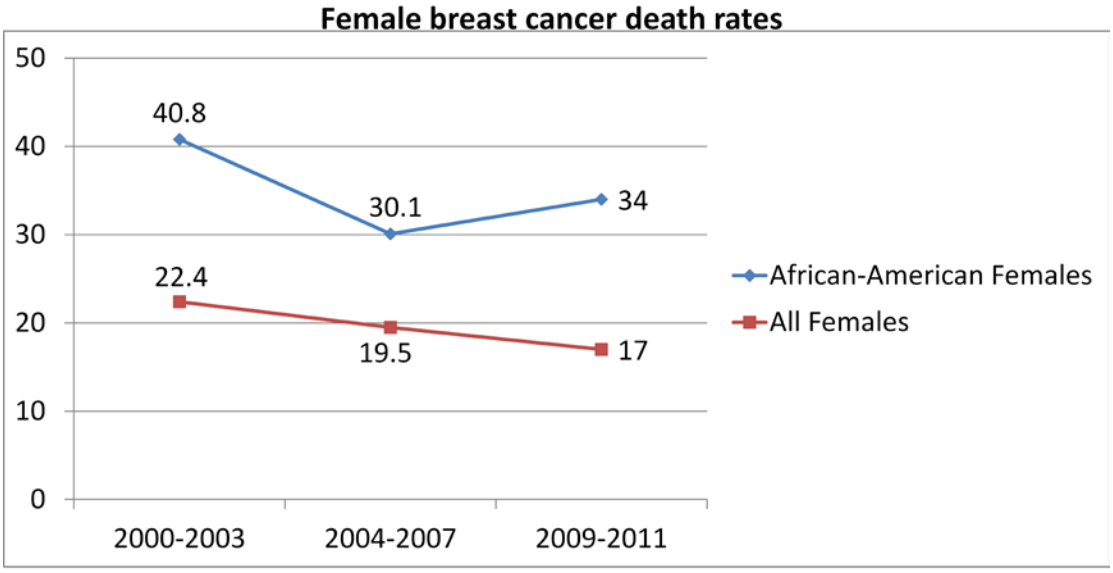
-

Information and Research Agenda about Solutions:

-

Focus Area: Black/African American Health
Headline Indicator: Mortality rate of Black/African American women with breast cancer

BASELINE CURVE



Source: California Department of Public Health annual county death files

STORY BEHIND THE CURVE

Even with the decrease in breast cancer incidence in the last decade, the rate of death in the Black/African American population in San Francisco continues to climb and the disparity between Black/African American rates is unacceptable. Black/African American women are likely to be diagnosed with a more aggressive form of breast cancer than others and, diagnosed at a younger age than other ethnic groups. There are certain social taboos, not stigma, that often lead Black/African American women to conceal their diagnosis for a period of time which leads to a delay in commencement of treatment or they do not complete treatment. Additionally, Black/African American women may be addressing co-morbidities which cause them to delay addressing a cancer diagnosis. There is a lack of trust in the healthcare system that stems from both the historical treatment of Blacks and the current perceived tendency of healthcare professionals to lack cultural competence or harbor unacknowledged racial bias.

PARTNERS

- Health delivery system
- Support group
- Breast cancer survivors
- Insurance company
- Research
- Community advocates
- Navigation teams
- Faith-based organizations
- Social workers
- Pharmaceutical companies - clinical trials
- SFDPH Breast and Cervical Cancer Screening Program
- Mammovan

WHAT WORKS

TOP 1-3 STRATEGIES

- Increase breast cancer screening/early detection of treatable cancers
- Improve support systems for Black/African American women diagnosed with breast cancer
- Improve quality of care of Black/African American women diagnosed with breast cancer or reinforce evidence-based guidelines for breast cancer treatment
- Reduce smoking among Black/African American women

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

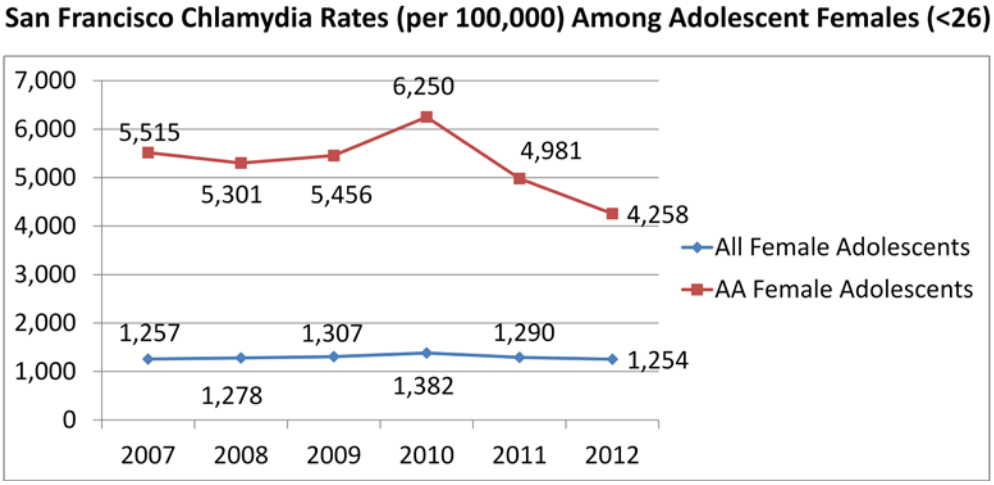
- Age at diagnosis
- What proportion of women are being screened for breast cancer according to national or local guidelines

Information and Research Agenda about Solutions:

-

Focus Area: Black/African American Health
Headline Indicator: Rates of Chlamydia among young Black/African American women

BASELINE CURVE



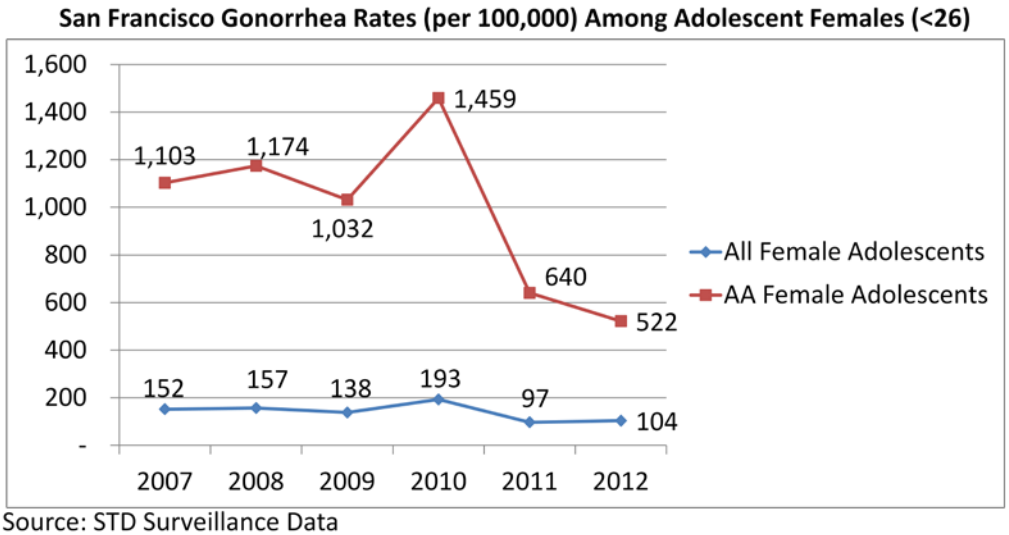
STORY BEHIND THE CURVE

While the rates of CT and GC among Black/African American young women are decreasing, there is still improvement to be made. With an increase condom use, the prevalence has reduced among Black/African American youth population, along with an increase in CT screening among youth in managed care.

Although a decrease in rates may be due to an increase in screenings, partner RX, outreach and education efforts, and education in schools, screening rates appear to have increased in recent years. Factors that may be negatively affecting this curve are the lack of youth friendly services, lack culturally competent staff, cost of training, and the fact that Black/African American youth are not prioritized since there aren't many Black/African American teens in SF. Furthermore, many of these infections are asymptomatic, especially among females, and are diagnosed and treated solely through screenings. Since many adolescents see themselves as invulnerable and a low risk, screening uptake among this population is far below recommended levels. It is too expensive to live in SF, and there is inequality in financial status.

There is a need to increase screening among youth in non-managed care (National quality indicators). There is poor screening coverage in managed care settings , and this may be due to providers not comfortable discussing sexual health, the time and cost of training, competing priorities, and not being prioritized.

ASSOCIATED INDICATOR



Source: STD Surveillance Data

PARTNERS

- school district
- juvenile and adult detention
- YMCA
- faith-based clinics
- CBOs
- 3rd St Clinic
- managed care
- San Francisco Health Network
- public housing
- lab
- ARCHES
- Parents
- Schools
- CHEP
- Youth
- youth CBO
- YGC
- foster care

WHAT WORKS

TOP 1-3 STRATEGIES

- Increase routine CT/GC screening for Black/African American adolescent females
- Increase partner packs (treatment)
- Promote healthy sexual relationships among Black/African American young women

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

-

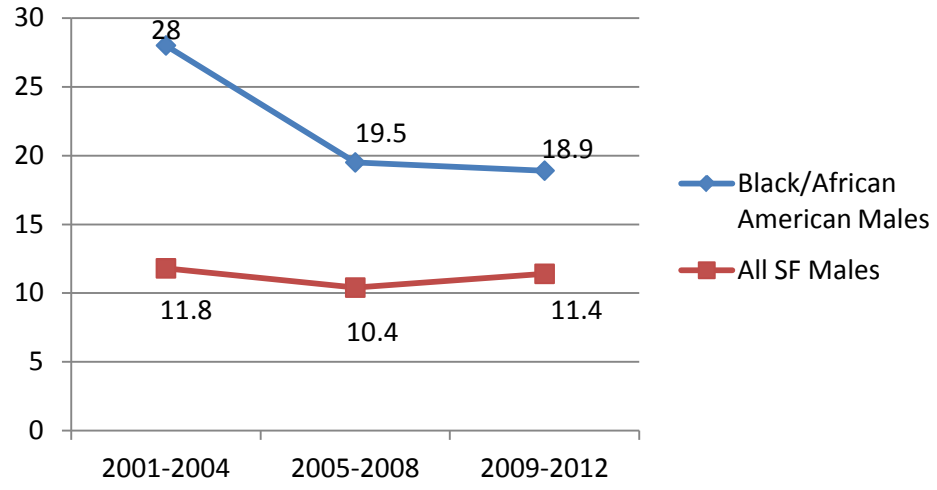
Information and Research Agenda about Solutions:

-

Focus Area: Black/African American Health
Headline Indicator: Mortality rates among Black/African American men due to alcohol

BASELINE CURVE

Black/African American and San Francisco Male Cirrhosis Death Rates, 2001-2012



Source: California Department of Public Health annual county death files

STORY BEHIND THE CURVE

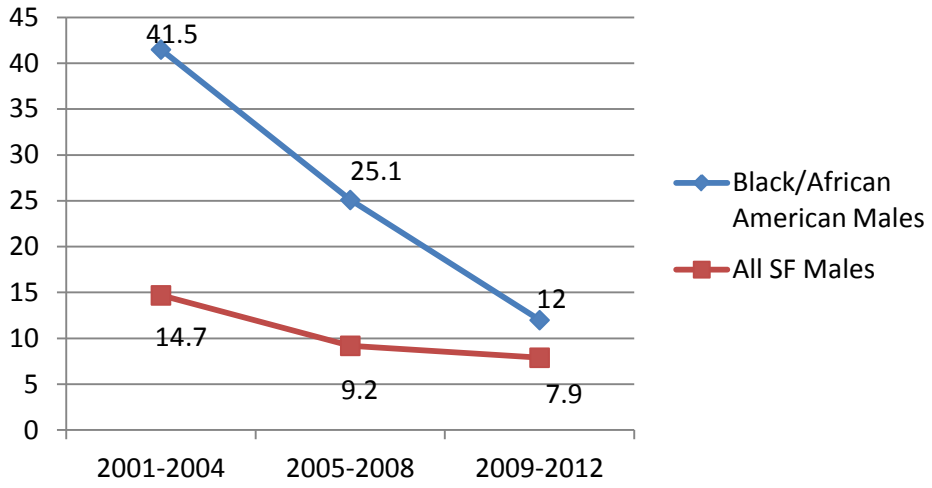
There has been a significant out-migration of Black residents of San Francisco over the last 15 years which might account for some of the changes seen in the data. However, the disparities in health remain at least double for all indicators.

Alcohol and other drugs are used to deal with trauma, racism, poverty and other stresses in everyday life. Black men are most often described in negative terms and have very few opportunities to see themselves in a positive light. Services are not provided with a holistic approach and that can add stress. Existing practices may include prescription of opioids for pain relief more often for Black men than for other racial groups leading to drug dependency at a higher rate.

- More opioids are prescribed for AA men? (is that what was mentioned?
- Opioids prescribed to treat pain
- We need to work with MDs to reduce over prescribing of pain relievers & opioids
- Substances are used to deal with trauma, poverty and racism
- There has been an out-migration of Black/African Americans out of San Francisco, which may account for some of the changes in the curve. However, the disparity remains at-least double for all the indicators.
- Pain is undertreated in vulnerable populations

ASSOCIATED INDICATOR

Black/African American and San Francisco Male Alcohol Use Disorder Age-adjusted Mortality Rates, 2001-2012



PARTNERS

- Clinicians
- CBHS
- law enforcement
- CBOs
- Schools
- Pharmacists
- Jail, juvenile detention centers and probation
- Churches
- Community (to participate and identify strategies)

WHAT WORKS

TOP 1-3 STRATEGIES

- Improve clinician practices related to prescribing opioids
  - Provide overdose prevention training to clinicians
- Develop harm reduction approaches within CBHS and Jail with Black/African American men who use alcohol and drugs
- Create alliance with partners to reduce the impact of trauma and misuse of drugs to self medicating adolescents

Changes in Approach / Sub-strategies

- Strategies must start with a commitment to change and include a proactive, holistic, positive approach that values and validates Black/African American men and their life experiences
- Convene people to take serious actions around strategy, and ensure that the initiative is embedded and not dropped; need to deliver on our strengths (disease and injury side)
- Look at high level strategies at this point and start with strategies that are evidence-based
- Address the emotional component, impact of racism and discrimination, historical trauma, and develop a sincere, client-centered, strength-based approach.
- Develop peer-led community-based strategies

- Improve workforce recruitment and development

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

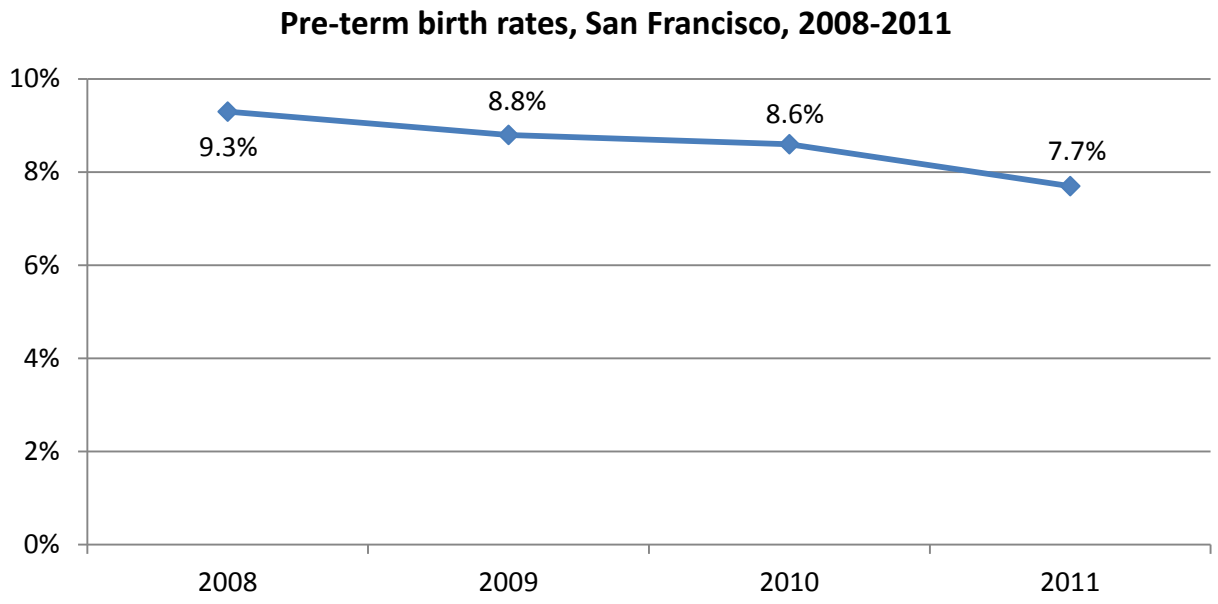
- Need to get a better sense of the data and disentangle the drug poisoning data
- Need for data to be stratified to determine age, geographic locations, who and how many people we are trying to reach

Information and Research Agenda about Solutions:

- need to look at how we are spending our money in District 10
- need data on deaths related to prescription narcotics

Focus Area: Mother, Child, and Adolescent Health
Headline Indicator: Percent of pre-term infants

BASELINE CURVE

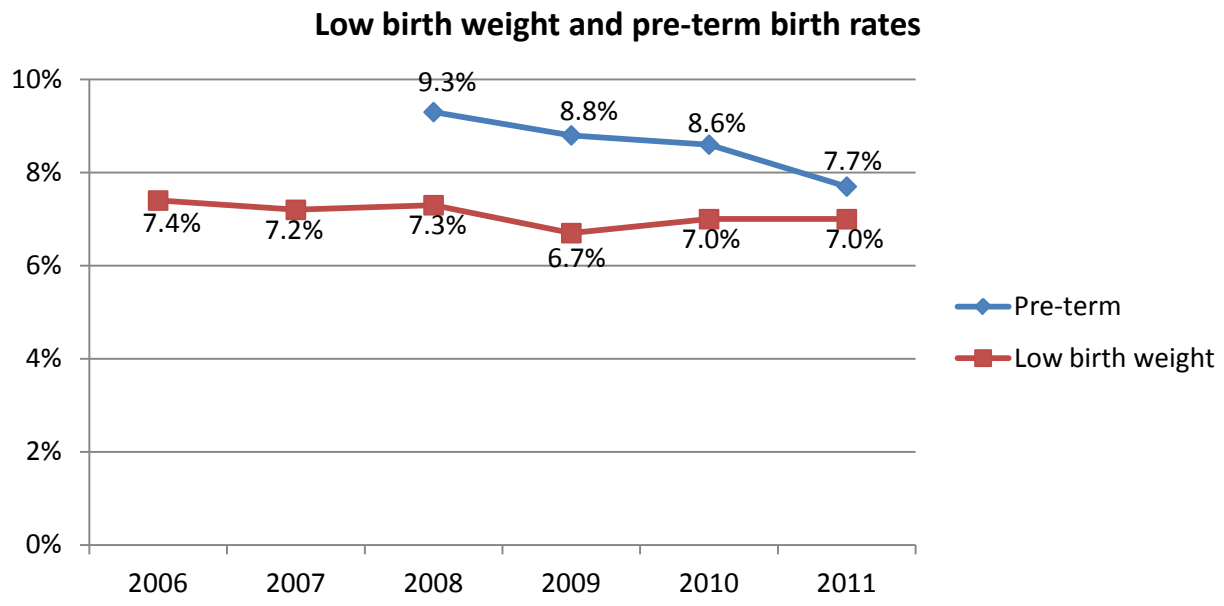


Source: California Department of Public Health annual county birth files

STORY BEHIND THE CURVE

For the percent of pre-term and low birth weight infants, citywide rates are improving, but ethnic and SES disparities are worsening. While privately insured pregnant women have good access to quality prenatal care, Medi-Cal insured women have poor access to prenatal care. Quality prenatal care, social services, nutrition supplementation, and public health nursing are effective in improving the rates.

ASSOCIATED INDICATOR



Source: California Department of Public Health annual county birth files

PARTNERS

Health Plans
Prenatal care and obstetrics
Primary care & Family Planning
San Francisco Unified School District
CBOs serving Transitional Age Youth, Adolescents
Governmental agencies serving women and children, including Human Service Agency, Housing Authority, First 5, DCYF, Office of Economic and Workforce Development
CBHS, Mental Health, and Substance Use Prevention Services

WHAT WORKS

TOP 1-3 STRATEGIES

- Increase utilization of preconception care for young women, particularly those experiencing high-risk exposures. In particular, provide mental health, substance use treatment, chronic disease management, and family planning for at-risk women.
- Develop citywide plan to improve young women's health in San Francisco
  Integrate pre-conception health message and services into PHD activities

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

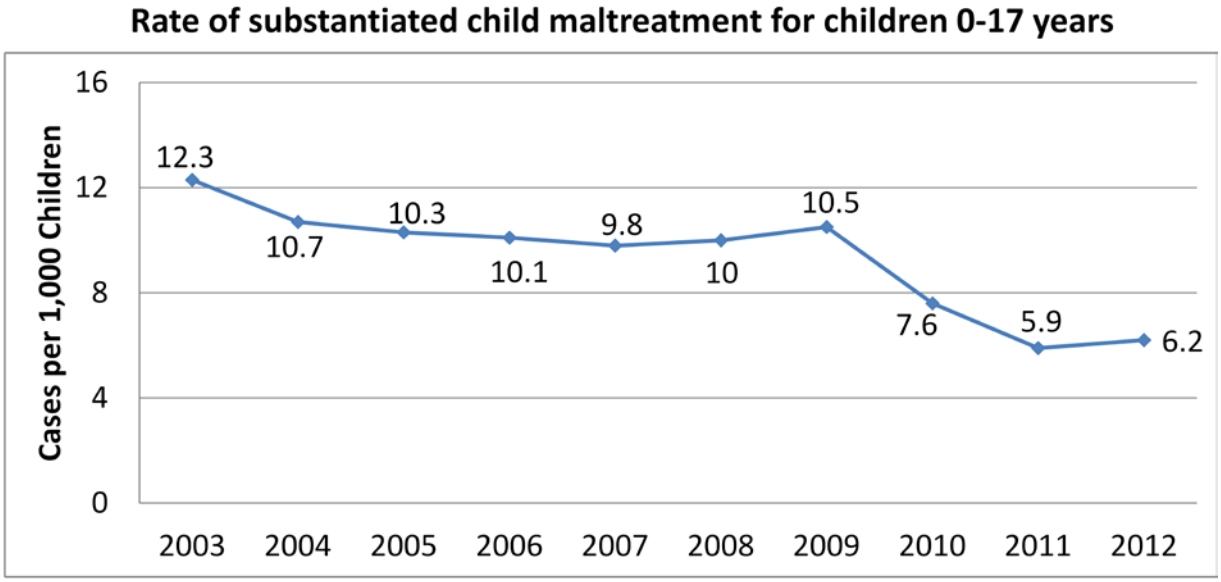
- Share existing MCAH analysis of birth data revealing associations of preterm birth and low-birth weight with socioeconomic factors, ethnicity, neighborhood, neighborhood poverty, and existing primary care.
- Further analysis of birth data and MIHA data set to understand associations and predictors of low birth weight and preterm birth.

Information and Research Agenda about Solutions:

-

Focus Area: Mother, Child, and Adolescent Health
Headline Indicator: Rate of substantiated child maltreatment

BASELINE CURVE



Source: UC Berkeley Center for Social Services Research
http://cssr.berkeley.edu/ucb_childwelfare/RefRates.aspx

STORY BEHIND THE CURVE

Exposure to child abuse heightens the child's risk of poor health outcomes later in life. The San Francisco Human Service Agency (HSA) and community-based agencies implemented significant policy and procedural changes from 2001-2010 including Differential Response that assesses risk level to make referrals to services best able to serve the clients. This has led to more instances with the child being left in the care of their family rather than removed. To support these changes, evidence-based parent education is required at Family Resource Centers and other community programs and has led to greater success in reducing the risk of future maltreatment reports. Since the changes were started, there has been a reduction in the rate of substantiated child mistreatment reports. However, there remains major racial/ethnic disparities among the children in Foster Care.

- The rate of substantiated child maltreatment decreased from to 2012.
- Human Service Agency (HSA) and community-based agencies implemented significant policy and procedural changes from 2001-2010:
  - Differential Response divides reports of child abuse and neglect by risk level. Families with children at lowest risk are now referred to community organizations for support services that reduce the future risk of a substantiated report. HSA contracts with the CBOs to provide Differential Response services.
  - The assessment of risk and safety is standardized. When children are assessed as being at lower risk, they are more likely to be left in the care of their families because of confidence in the results of the assessment. Therefore, the decline in substantiated maltreatment may have resulted from increased calls to HSA and more intervention prior to more severe cases of maltreatment.
- City agencies, including First 5 and HSA, began to require that evidence-based parent education to be offered by Family Resource Centers and other community programs. Community Behavioral Health administers the sizable Triple P parent education program, which teaches parents to respond positively with children's behavioral issues.

- Approximately 600 children remain in Foster Care today. Major racial-ethnic disparities exist. Exposure to child abuse heightens the child's risk of poor health outcomes later in life, as documented in the Adverse Childhood Experiences Study (ACES).

PARTNERS

Human Services Agency
Primary Care Providers
Behavioral Health
Public Health Nursing
CBOs
SFUSD School Wellness Centers

WHAT WORKS

TOP 1-3 STRATEGIES

- Increase healthy coping and positive parenting among teens and young adults
    - Home-based strategies, e.g., Nurse Family Partnership by MCAH, Safe Care by CBOs and MCAH, to work directly with expectant and parents of young children
    - Training of primary health care providers in trauma-informed care to stop the transmission of violence
    - Afro-centric groups to improve the health and wellbeing of young women and their current or future capacity as mothers
- Improve social environment for young families to reduce stressful circumstances (e.g., opportunities for quality employment, education, housing, safe neighborhoods, etc.)
- Improved program collaboration and coordination with HSA

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

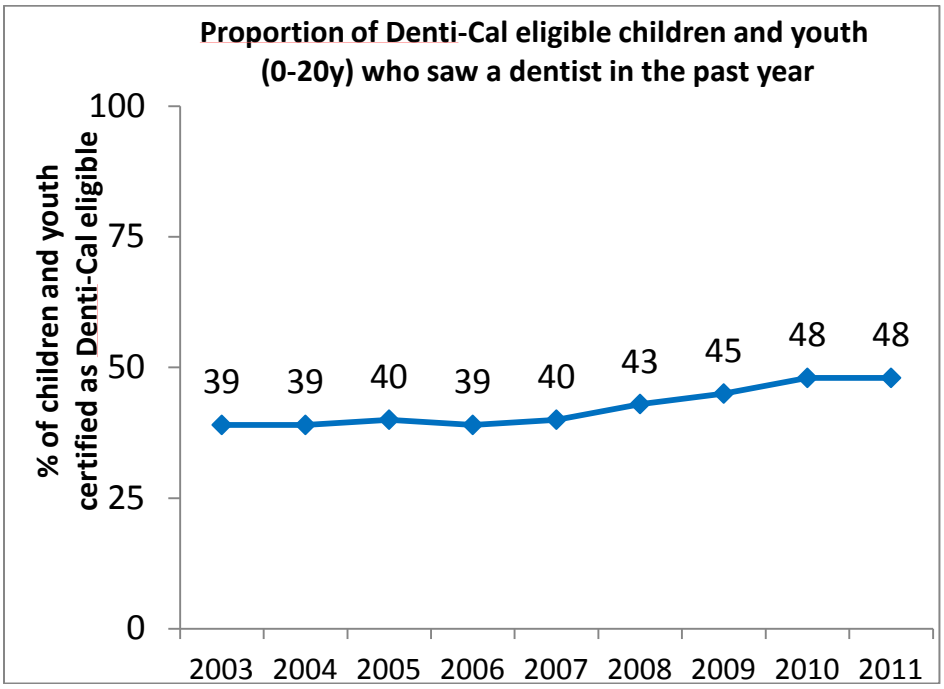
- Request and analyze data to assess for population socioeconomic/ethnic disparities
- Increase understanding of reasons for and factors of child maltreatment
- Understand, describe, and reduce biases and limitations of existing data.

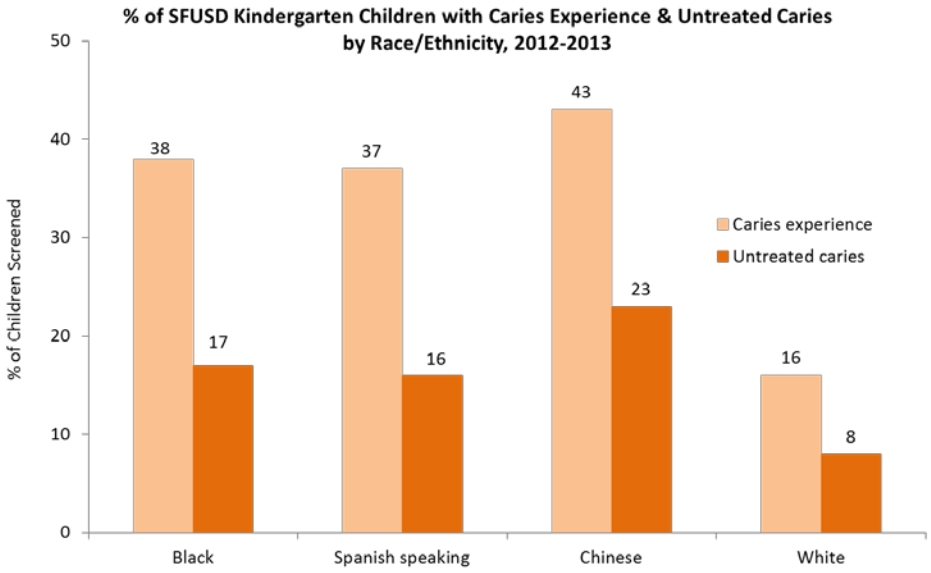
Information and Research Agenda about Solutions:

-

Focus Area: Mother, Child, and Adolescent Health
Headline Indicator: Proportion of children with healthy teeth (annual dental visit and no caries)

BASELINE CURVE





SFUSD: San Francisco Unified School District; Untreated caries: A loss of at least 1/2mm of tooth structure at the enamel surface, with brown coloration of the walls of the cavity. Data represent the proportion of children needing any dental care beyond routine checkups, dental care within the next few weeks for caries without symptoms, or urgent dental care for large carious lesions with pain infection or swelling.
Data source: San Francisco Kindergarten Dental Screening Project data collected by the SFDPH, SF Dental Society, National Dental Association & SFUSD

STORY BEHIND THE CURVE

Tooth decay affects children in San Francisco. 34% of SFUSD Kindergartners have experienced cavities, and 16% of SFUSD Kindergartners have untreated decay. Over 40% of Kindergartners in the lowest income schools (100%

eligible for free/reduced meals) have untreated decay. Black, Latino, and Chinese children are about two times more likely to have untreated caries than White children.

Oral health is essential to overall health.[2,3] For children, untreated cavities can cause pain, dysfunction, school absences, difficulty concentrating, and poor appearance—problems that greatly affect a child's quality of life and ability to succeed. Children from lower-income families often do not receive timely treatment for tooth decay, and they are more likely to suffer from these problems.[4,5]

Dental care, including dental cleanings, home care instruction, fluoride treatments, and dental sealants can prevent tooth decay.[4,6,7] Dental sealants prevent tooth decay in children and adolescents by up to 81%.[8]

What is already in place:

- Annual oral health screening is in place for low income children enrolled in SF Head Start and CCHP child care centers, and all SFUSD Kindergarten classes.
- Medi-Cal providers assess and refer children for dental care at every well child visit.
- SF has partnerships and infrastructure in place to provide intensive, multi-lingual, team case management, including education for families to understand the need for care and referral assistance.
- San Francisco has universal health insurance for low income children (Denti-Cal and Healthy Kids).
- Denti-Cal utilization has increased citywide over the past decade, though slowly.

Gaps to address:

- Accelerate the rate of increase in Denti-Cal utilization rate
- More than half of children and youth do not see a dentist annually.
- Disparities in Denti-Cal utilization by ethnicity and neighborhood

Why is Denti-Cal utilization low?

- Lack of access to dentists: The major barrier to accessing dental care for Medicaid patients is finding dentists to treat them; dentists generally cite low payment rates, administrative requirements, and patient issues such as frequently missed appointments as the reasons why they do not treat more Medicaid patients. Low-income children served by Denti-Cal have approximately 2+ months wait at some of the most sought after SF dental clinics. (SF HeadStart Data and self -report from Denti-Cal dental clinics)
- Dental care is seen as a low priority: Lack of knowledge about programs and benefits, and lack of understanding the importance and efficacy of preventive dental visits also contribute to low utilization.
- Parents' health status and stress levels influence their trust in and use of health care services, for both themselves and their children.

Challenges

- When adult Denti-Cal benefits were cut in 2009, Denti-Cal clinics sought pediatric patients to meet their revenue needs. This may have accounted for some of the upswing in DentiCal utilization. Adult Denti-Cal will be reinstated in May 2014. The challenge in finding available Denti-Cal dentist appointment slots will increase due to increased demand by both adults and children. http://www.gao.gov/products/GAO/HEHS-00-149
- Oral health screening and referral and follow up is mandated at some child care centers, and is voluntary in schools. Annual preventive check-up at a dental home is not mandated.

ASSOCIATED INDICATOR

PARTNERS

SFUSD

San Francisco Dental Society, Hygiene Society

CHDP
University Dental Schools, UCSF, UOP, SFHIP
Pre-school agencies, CCHP, Head Start

CMS
NAHC Dental Community

WHAT WORKS

TOP 1-3 STRATEGIES

- Increase the number of dentists that accept Denti-Cal patients in SF by establishing monetary incentives such as county property and business tax incentives for Denti-Cal providers
- Increase the provision of preventive services (sealants, fluoride varnishes) to children where they are: preschools, schools, WIC sites, etc.
- Provide outreach and education to families on the availability of and importance of oral health services for young children.
- Strengthen collaborations with Head Start programs, community health centers, public health departments, WIC programs, schools, and other partner organizations to undertake outreach and education with low-income families.

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

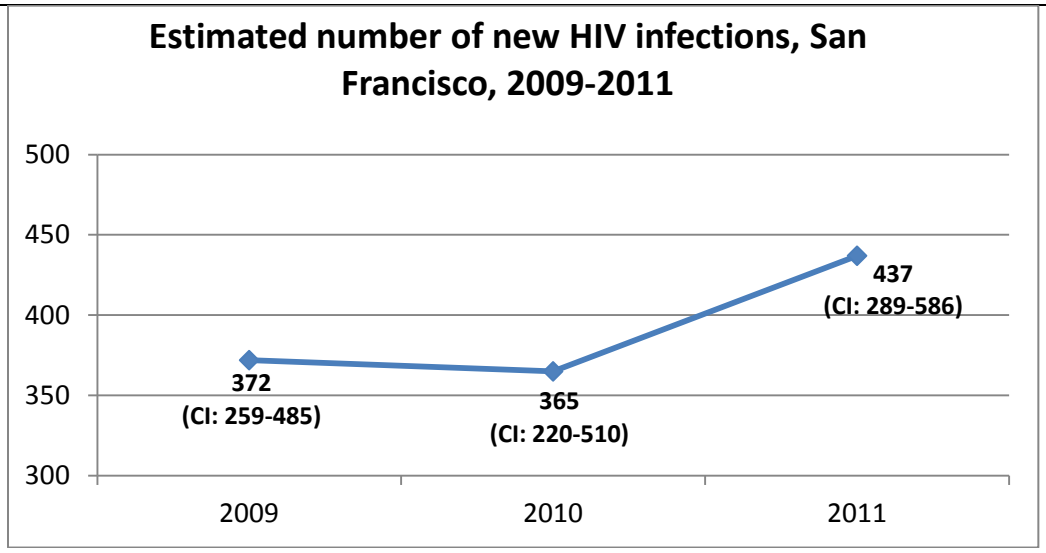
- Need for data on types of DentiCal services accessed (preventive, urgent, sealant).
- Need for longitudinal data collection infrastructure to follow children and evaluate intervention efforts, including risk factors (e.g. ChildPlus software system and additional staffing)).
- Need to understand predictors of Denti-Cal utilization.
- Private dental insurance utilization (e.g., Delta Dental) to compare with Denti-Cal.
- Caries experience for middle-age children and adolescents
- Analyze annual data for caries experience and untreated.

Information and Research Agenda about Solutions:

-

Focus Area: Health for People At Risk or Living with HIV
Headline Indicator: Number of new HIV infections

BASELINE CURVE



STORY BEHIND THE CURVE

Prior to 2009, there was a notable decline in new HIV infections in San Francisco. For the data shown, there are wide confidence intervals around the estimates, so the general trend of new infections is flat. Additional data on both ends of the curve will help to see if the increase in 2011 is real or an instability in the estimate. (Note that the last data point will be the least stable.) It is unclear why the numbers do not go down further.

One of the reasons for the decline in new cases since 2007 is that people are getting diagnosed and onto treatment early, which likely has the benefit of decreasing transmission to uninfected partners. In addition, the community began to practice seroadaptive behaviors, limiting transmission from known positives; these behaviors were facilitated by online hook-ups where people can indicate their HIV status. Research has increased the understanding among providers and patients of the benefits of early treatment and staying on treatment.

PARTNERS

HMOs, PPOs (e.g., SF Health Network, Kaiser, CPMC, Davies, UCSF)
CBO's
Magnet
Lab Corp, Quest, Walgreens
Research community
Community at high risk (MSM, trans)
Gilead

WHAT WORKS

TOP 1-3 STRATEGIES

- Develop and implement meaningful use to ensure HIV testing at appropriate intervals (as recommended)

- Integrated (HIV and non-HIV) MSM care, like Magnet
- Increasing knowledge, uptake, adherence to PrEP in appropriate situations (including “vacation” PrEP)

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

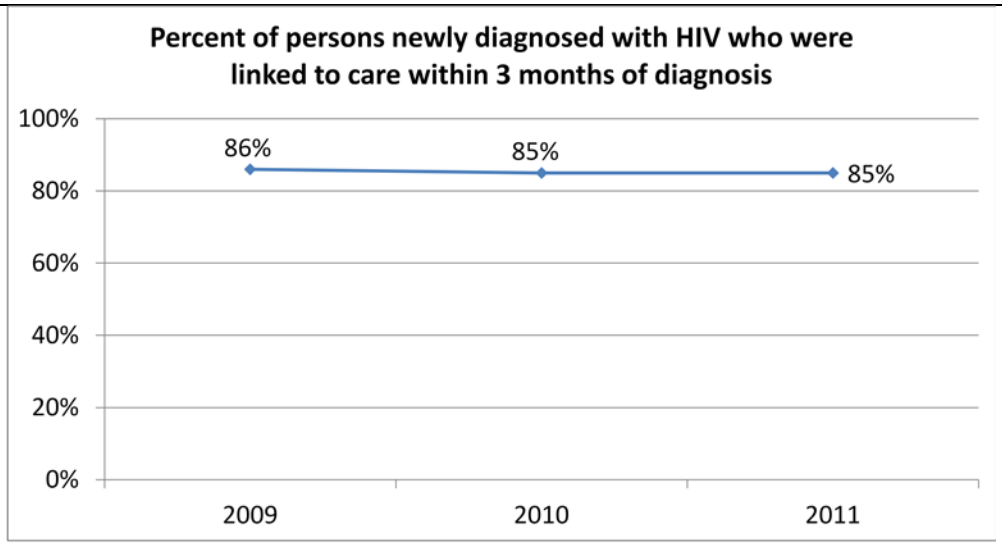
- Understanding role of stigma as a barrier to HIV testing, particularly among young MSM of color
- How do young MSM in SF self-identify, and what do they perceive as their prevention needs?
- How to optimize use of home testing, while ensuring linkage to care for HIV positives
- Identifying where Black/African Americans, Latinos, and other heavily impacted groups would go for HIV testing
- For the curve, include data from 2007, 2008, and 2012

Information and Research Agenda about Solutions:

- Revisit current strategies to change the curve to be more of a downward trend

Focus Area: Health for People At Risk or Living with HIV
Headline Indicator: Percent of newly diagnosed with HIV who receive care

BASELINE CURVE



Source: HIV surveillance data

STORY BEHIND THE CURVE

San Francisco has implemented a number of programs for linking newly diagnosed persons into care and continues to have success with most populations. This accounts for the high percentage of coverage.

There remain some barriers to care, with 15% of the newly diagnosed HIV positive population not receiving timely access to care. Youth, uninsured, homeless, and those with mental or substance use issues are least likely to get into care. There is a need to address this harder-to-reach group to increase rapid linkage of patients to care. Another barrier is that stigma still exists about being HIV positive; this stigma may be particularly acute in particular sub-populations. This stigma may be exacerbated if access to culturally competent care is not easily available. Lastly, the health care system can be very difficult to navigate, even for those well-acquainted with these systems. We need strategies to overcome these barriers to getting people into care.

PARTNERS

Providers
HIV positive community
CBOs
PPOs, HMOs

WHAT WORKS

TOP 1-3 STRATEGIES

- Case management of newly diagnosed persons (getting into care once tested positive)
- Integrated HIV and non-HIV care, co-located

- Removing pre-existing conditions clauses from insurance (ACA!)
- Target uninsured

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

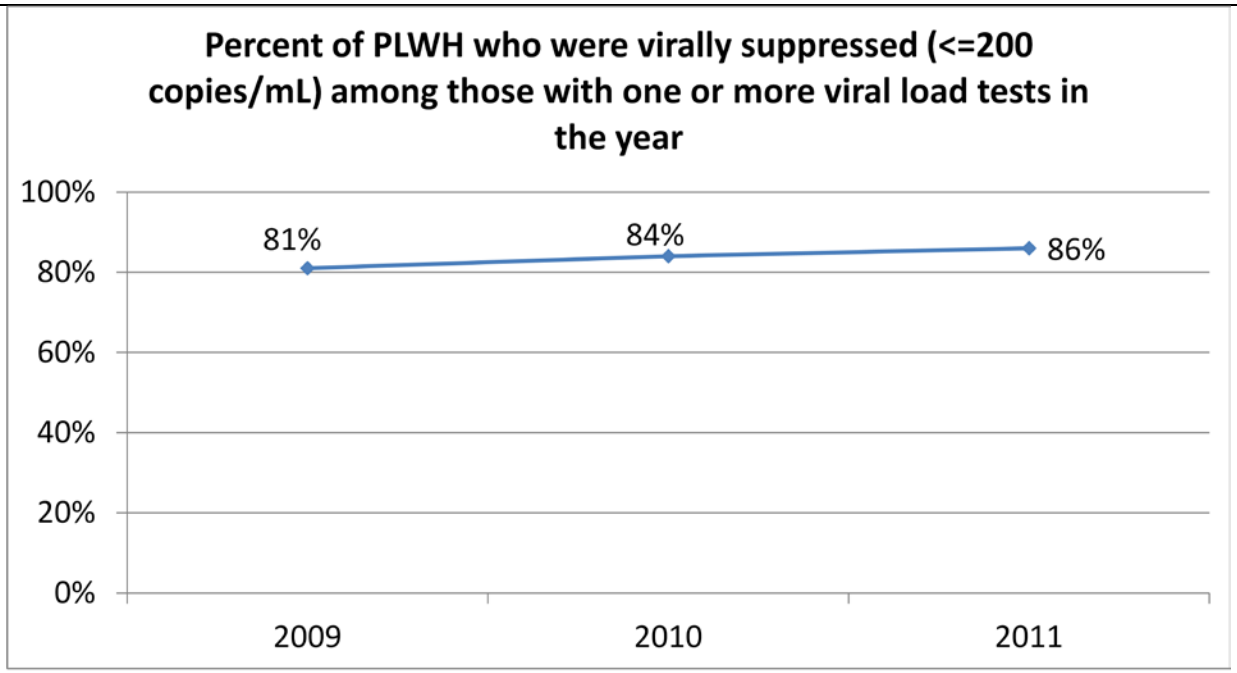
- Reasons for not prescribing ARVs or terminating ARVs from both providers and patients
- What works to help adherence to meds
- Role of mental health as a barrier to linkage and retention in care
- Of the network around Ryan White and Health San Francisco, who are the 15% who are not getting care within three months of their HIV diagnosis?
- How many of those 15% uninsured are: youth, marginally housed, have mental issues, have substance abuse issues
- Data on all people who receive care in San Francisco

Information and Research Agenda about Solutions:

-

Focus Area: Health for People At Risk or Living with HIV
Headline Indicator: Percent of HIV infected who are virally suppressed

BASELINE CURVE



Source: HIV surveillance data

STORY BEHIND THE CURVE

In the early 2000s, HIV clinicians noticed that starting treatment earlier seemed helpful for HIV positive persons. In formalized studies, the data showed that earlier treatment was indeed beneficial for HIV infected persons' health and had the additional community benefit of reducing HIV transmission. In 2006(?), there was a policy change in San Francisco to universally offer immediate treatment to anyone newly diagnosed with HIV.

There are some reasons why viral suppression has not been achieved for the entire HIV positive population. One reason is that people are not taking their medications properly. Substance abuse issues may also hinder adherence to medications. Another reason is that some people may lack a support system, have fewer community resources, or not have social capital for taking medications. It is important to develop strategies to address HIV positive persons who are not yet virally suppressed.

Note that there is an expected disruption in services with Ryan White coverage during the implementation of the Patient Protection and Affordable Care Act (ACA); this disruption may cause an increase in viral load.

PARTNERS

Providers
HIV positive community
CBOs
PPOs, HMOs

WHAT WORKS

TOP 1-3 STRATEGIES

- Prioritize substance abuse treatment slots for patients not virally suppressed
- Provide comprehensive education to clinicians about adherence

DATA DEVELOPMENT AGENDA

Information and Research Agenda about Causes:

- Data on everyone receiving care in San Francisco
- Information on virally unsuppressed

Information and Research Agenda about Solutions:

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