SFMTA
Municipal
Transportation
Agency

San Francisco Safer Streets Campaign

City/County of San Francisco
High Visibility Enforcement and Education

Active Transportation Program (ATP)

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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:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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

I. GENERAL INFORMATION

Project name:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

(fill out all of the fields below)

1. APPLICANT (Agency name, address and zip code) San Francisco Municipal Transportation Agency 1 South Van Ness Avenue, 8th Floor San Francisco, CA 94103	2. PROJECT FUNDING ATP funds Requested $ 2,000,000.00 Matching Funds (If Applicable) $ Other Project funds $ TOTAL PROJECT COST $ 2,000,000.00
3. APPLICANT CONTACT (Name, title, e-mail, phone #) Joel Goldberg Manager, Capital Procurement and Management Joel.Goldberg@sfmta.com (415) 701-4499	
4. APPLICANT CONTACT (Address & zip code) 1 South Van Ness, 8th Floor San Francisco, CA 94103	5. PROJECT COUNTY(IES): San Francisco
6. CALTRANS DISTRICT #- Click Drop down menu below District 4	7. Application # 1 of 3 (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. 04-6328R
12. ☒ Yes, the applicant has a STATE MA with Caltrans. 00043S

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*: San Francisco Police Department	15. Partner Type City department
16. Contact Information (Name, phone # & e-mail) Mikail Ali, (415) 832-8494, Mikail.Ali@sfgov.org	17. Contact Address & zip code 850 Bryant Street San Francisco, CA 94112

☒ 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) ☐

14. Partner Name*: San Francisco Department of Public Health	15. Partner Type: City Department
16. Contact Information (Name, phone # & e-mail) Megan Wier, 415-252-3972, Megan.Wier@sfdph.org	17. Contact Address & zip code 1390 Market Street, Suite 210 San Francisco, CA 94102

Project name:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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:
N/A
27. SCHOOL DISTRICT NAME & ADDRESS:

28. County-District-School Code (CDS)	29. Total Student Enrollment	30. Percentage of students eligible for free or reduced meal programs **
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

**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

APPLICATION: Part 2
II. PROJECT INFORMATION

1. **Project Location:**

The San Francisco Municipal Transportation Agency's (SFMTA's) proposed San Francisco (SF) Safer Streets Campaign is a citywide initiative using focused education and enforcement to reduce speeds. The effort will additionally provide intensive enforcement efforts on the top 11 high injury corridors for focused speed enforcement. These corridors account for 10 miles of street length, and 244 severe and fatal pedestrian and cyclist collisions, and 155 total pedestrians and bicyclist injured by vehicles annually. The target area represents less than 1% of San Francisco's streets, but nearly 21% of the City's severe and fatal pedestrian and cyclist injuries from vehicles. These corridors are listed in Table 1 and identified in Figure 1. The campaign would support San Francisco's current efforts to establish a consistent, systematic, ongoing program of education and enforcement activities branded as the SF Safer Streets Campaign.

2. **Project Coordinates** Latitude 37.77493 Longitude -122.41942

3. **Project Description**

Based on national best-practices for behavior change, the proposed SF Safer Streets campaign will provide high-visibility enforcement and education to:

- reduce injuries and fatalities to people who walk and bicycle caused by vehicles speeding, and
- increase the number of people who choose to walk and bike in San Francisco.

The Campaign meets a great need in San Francisco, as the city/county ranks first among all counties in the state for pedestrian, cyclist, and speed-related injury collisions, per vehicle-miles travelled.[1] Motor vehicle speeds are a significant factor in the perception of safety by people who walk and bicycle, with safety concerns a notable barrier to walking and biking. Additionally, higher speeds have a strong correlation with increased fatalities and more severe injuries when collisions between vehicles and vulnerable road users

[1] 2011 California Office of Traffic Safety Rankings. Available at: http://www.ots.ca.gov/Media_and_Research/Rankings/default.asp.

occur. For example, the average risk of pedestrian death is approximately 5 times greater when a pedestrian is hit by a vehicle travelling 40 mph compared to one travelling at 25 mph.[2]

The San Francisco Police Department (SFPD) will provide increased citywide speed enforcement, and additional focused enforcement on the 11 high injury corridors. These efforts will be backed by a citywide educational campaign that ensures that drivers in San Francisco are aware of SFPD's work, and that connects the importance of reducing speeding to safety and livability goals.

Currently, SFPD lacks both the equipment and the staff funding to assertively target speeding in San Francisco. The SF Safer Streets Campaign will provide for a weekly traffic enforcement surge of approximately 132 hours to ensure that officers are on the streets specifically enforcing speeding. This surge will include 48 corridor enforcement and education events on the 11 high injury corridors. In order to implement this program, the SF Safer Streets Campaign will provide 100 Light Detection and Ranging (LIDAR) units to outfit traffic officers with the necessary tools to provide needed enforcement. Currently, SFPD does not have enough LIDAR units to ensure effective, ongoing citywide speed enforcement.

The Campaign will pilot a proposed on-going program that includes a citywide message about vehicle speeds on city streets and their impact on safety and livability in San Francisco. While similar programs have been successful, San Francisco has not had such a sustained program or used an array of tools to provide greater safety for those who choose to use active modes of transportation such as walking and bicycling.

The educational campaign will identify San Francisco as a city that is great place to walk and bike, encouraging people to use active modes of transportation, and to ensure that enforcement efforts are seen as supporting and protecting our very livable city rather than aggressive tactics aimed at generating revenue.

The program will also provide focused corridor level outreach to ensure that people who drive, walk, and bicycle are aware of the active enforcement activities and the educational campaign regarding speeding and safe road practices. Media will include traditional media buys (print and radio), social media, and on-the – ground grassroots outreach. The campaign will ensure that outreach is conducted in a culturally appropriate

[2] Tefft BC. Impact speed and a pedestrian's risk of severe injury or death. Accid Anal Prev. 2013 Jan;50:871-8. doi: 10.1016/j.aap.2012.07.022.

manner to ensure that both vulnerable communities (for example, seniors and multilingual families) are reached effectively.

By implementing this campaign, these efforts will reduce vehicle speeds on San Francisco's streets, increase actual safety for people who walk and bike, and decrease the perception that city streets are dangerous for walking and biking. This shift in actual and perceived safety on city streets will increase people walking and biking in San Francisco and reduce the number of fatalities and injuries that occur every year.

4. Project Status

San Francisco's Mayor and Board of Supervisors have identified safety education as a significant priority for the city. The proposed program is categorically exempt (Class 22 exemption) from CEQA but will still require NEPA clearance. The campaign will be ready to implement as soon as funding is available.

III. SCREENING CRITERIA

1. Demonstrated Needs of the Applicant

The California Office on Traffic Safety reports that San Francisco has the highest collision rates between vehicles and people who walk and bicycle and speed-related collisions in the state, as illustrated in the attached Table 2. The data reflects the high risk of injury to vulnerable road users associated with motor vehicle speeds relative to vehicle miles travelled.[3] In fact, San Francisco experiences approximately 800 pedestrian collisions each year of which 100 are severe or fatal. Bicycle injuries are also increasing with a record high of 4 bike deaths reported in 2013 and average annual injuries exceeding 600.

Beyond the loss of life and injury, a 2010 report from the SF Injury Center determined that pedestrian injury collisions incurred $15 million in medical costs annually, 72% of which is charged to public funds[4]. The SF Injury Center similarly estimated costs for cyclist injuries at $7 million in 2009[5]. Additionally, there are untold costs for victims and families related to these injuries. Each is a tragedy, and each is preventable.

[3] California Office of Traffic Safety 2011, www.ots.ca.gov/Media_and_Research/Rankings/default.asp
[4] http://sfic.surgery.ucsf.edu/full-research-descriptions/cost-of-pedestrian-injury.aspx
[5] Lopez et al., 2012

In addition to physical harm, concerns about safety can impact the choice of whether people choose to walk and bicycle[6]. In surveys of employees in San Francisco, safety concerns were the top reasons identified for not choosing to bicycle to work[7]. Studies have confirmed that vehicle speed is not just a significant safety hazard, it is a major barrier to active modes of transportation[8]. Similarly, increases in vehicle traffic can also reduce walking by degrading pedestrian[9] and cycling environments.

The SF Safer Streets Campaign is a partnership of SF agencies that was formed to support education and enforcement efforts in the city and includes the SFMTA, SF Department of Public Health (SFDPH), and SFPD. The partners already meet with staff from the SF County Transportation Authority (SFCTA), the District Attorney's Office (DAO), SF Unified School District (SFUSD), and SF Department of the Environment (SFE) on a monthly basis to ensure that efforts and collaborations are coordinated for the program. Independent of SF Safer Streets, the group is currently working to deliver a narrowly focused education and enforcement campaign to raise awareness and reduce the impact of violations of the pedestrian right of way. The campaign is expected to launch in summer 2014. The proposed SF Safer Streets Campaign will leverage these partnerships and lessons learned in order to jump start San Francisco's first comprehensive safety campaign.

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.

MTC's Plan Bay Area, adopted July 18th, 2013, identifies a specific goal, Target 4, for decreasing collisions with people who bike and walk: "Reduce by 50 percent the number of injuries and fatalities from all collisions (including bike and pedestrian)." In supporting these goals, the SF Safer Streets Campaign specifically targets one of the leading causes of injury and fatality in San Francisco: vehicle speeds. Using a data driven process, the program will focus extra efforts on the city's top corridors for injury/fatalities and speed to ensure that the Campaign will provide specific gains in approaching this goal.

IV. NARRATIVE QUESTIONS

[6] Sanders, *Examining the Cycle: How Perceived and Actual Bicycling Risk Influence Cycling Frequency, Roadway Design Preferences, and Support for Cycling Among Bay Area Resident, 2013*
[7] SFMTA, *Bike to Work employer survey*, 2012
[8] Schneider, Pande, & Bigham, *Traffic Safety Barriers to Walking and Bicycling*, 2011
[9] Landis, Vattikuti, Ottenberg, McLeod, and Guttenplan, *Modeling the Roadside Walking Environment: A Pedestrian Level of Service*, 2001

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)*

The proposed SF Safer Streets Campaign increases safety and the choice to walk and bike. As a citywide program, this program will increase walking and biking to major attractors, including schools, transit facilities, employment centers, etc. Safety is one of the top barriers for people interested in choosing to walk or bike to schools.

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

Nearly two-thirds of Americans who do not bicycle regularly say they would like to ride more often. The top reason pedestrians felt their personal safety comprised while walking was conflicts with motorists[10]. Results from the State of California add-on to the 2009 National Household Travel Survey found that traffic speed was a top barrier preventing additional walking and bicycling and that it was a larger concern than crime-related safety[11.] As cited above, these speeding-related safety concerns negatively impact whether people choose to walk and bike. These concerns are amplified for parents of school age children who are reluctant to allow their children to walk and bike to school.

San Francisco has the highest collision rate between motor vehicles and pedestrians as well as bicyclists[12] for any California county. Additionally, the press coverage that these collisions receive reinforces the perceived dangers of bicycling and walking in the San Francisco.

By directly attacking the root issue of vehicles travelling above the speed limit on San Francisco's streets, the SF Safer Streets Campaign will remove a safety barrier for people interested in walking and biking more often. As perceived and real safety increases, the barrier to walking/biking to school and on all trips in the city will be reduced and the number of people walking and biking will increase. As noted in part C below, the program will coordinate with the City's Safe Routes to School Partnership to reach out to schools near the focus corridors, as students at these schools will be crossing these streets to reach their campuses.

[10] National Highway Traffic Safety Administration, National Survey of Bicyclists and Pedestrian Attitudes and Behavior 2008
[11] Nancy McGuckin and the Urban Land Use Transportation Center (ULTRANS), *Walking and Biking in California Analysis of the CA-NHTS*, 2012
[12] California Office of Traffic Safety, 2011

Additionally, as a part of the educational effort to identify San Francisco as a highly walkable and bikeable community, materials and media messages will encourage people to use active modes of transportation.

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.

In San Francisco, 38% of bikeable trips, defined as trips of 5 miles or less, are made by bicycle (82,000 bike trips), and 70% of walkable trips, defined as trips of 1 mile or less, are made by these modes (754,000 walking trips, 29,000 bike trips). Potential new trips by bicycling and walking are therefore 1.4 million, representing over 300,000 potential new walking trips and one million new bicycling trips[13]. Potential trips are reported by the California Household Travel Survey and defined as trips less than 5 miles not currently made by active transportation modes. As a citywide program, the SF Safer Streets Campaign will target all users and all destinations in the city of San Francisco. The city is served by a vast, 218-miles network of bicycle infrastructure that serves commute, shopping, school and recreational destinations, as well as a significant pedestrian network serving the same areas.

Based on the success of well-designed education-only programs like TravelChoice in Alameda, CA[14], a comprehensive program using enforcement and education would conservatively expect to see an increase of 2% in total bike trips and that 2% of trips less than a mile made by driving would be replaced by walking because of improved safety conditions from reduced speeding on the focus corridors and proximate streets and ongoing educational outreach. 25% of San Francisco's 825,000 residents live within ½ mile of the focus corridors and therefore would substantially benefit from this project.

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.

San Francisco is a dense metropolitan area supported by transit-oriented land uses. The proposed program has a citywide scope, but includes key focus corridors that will provide improvements to all of these uses. For example within a half mile of the campaign's 11 focus corridors, there are 9 early education schools, 24 elementary schools, 9 middle schools, 6 high schools, 11 charter and private schools, five BART stations,

[13] San Francisco County Transportation Authority, SF-CHAMP model using the CA Household Travel Survey, 2013
[14] http://www.transformca.org/files/travelchoice-alameda-presentation.pdf

multiple Muni stops and Metro rail stations, the central business financial district, some of the city's highest-use bicycle routes, and hiking and bicycling trails at the Presidio and Crissy Field.

By targeting speeding throughout the city, the SF Safer Streets Campaign will decrease the perceived safety threats on bicycling and walking routes across the city and improve the travel environment for people who are interested in bicycling and walking. As the program sees success, media and PR efforts will allow us to amplify these successes to specific audiences. For instance, San Francisco has a Safe Routes to School Partnership that sits on the city's safety education subcommittee. The SF Safer Street Campaign can work with the Partnership to inform parents of the reductions in vehicle speeds and encourage the parents to use the active transportation modes of walking and bicycling to school. These existing collaborations, combined with the Campaign's mini-grant program, will allow the Campaign to work closely with neighborhood groups, employers, and business organizations, to provide outreach and encouragement to increase walking and bicycling around significant civic attractors.

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.

A study for the National Highway Transportation Safety Administration (NHTSA) states, "Even though traffic calming nearly always includes engineering to cajole, coerce, or command driver cooperation, full implementation also *requires community collaboration, information, and education and traditional support such as police enforcement*."[15] The SF Safer Streets Campaign provides exactly these elements of *traffic calming and education to remove the barriers of perceived and real safety issues.*

As discussed above, the perception of safety, specifically related to traffic speed, is one of the biggest barriers that bicyclists and pedestrians face in deciding whether or not to walk or bike on a specific trip or street. By reducing speeding on city streets with increased police enforcement, especially those streets that have a history of fatalities and severe injuries to people who walk and bike, the SF Safer Streets Campaign will remove a significant barrier to many important thoroughfares in the city.

[15] Leaf and Preusser 1999

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.

Vehicle speed is a principal cause of collisions, injuries, and fatalities on all road types[16], with severity of injuries in collisions increasing exponentially with speed[17]. Consequently, reducing vehicle speed is a highly effective and important way to reduce both collisions between vehicles and vulnerable road users, and to minimize the injuries and reduce fatalities due to collisions. San Francisco ranks first among all counties in the state for speed-related injury collisions per vehicle-miles travelled.[18] The National Highway Safety Administration's "Countermeasures that Work" guide indicates that "high-visibility enforcement campaigns have been used to deter aggressive driving and speeding through both specific and general deterrence."[19] One program in Charlotte, North Carolina involving automated, mobile speed enforcement amplified by media coverage resulted in a 25 percent reduction in speeding related crashes.[20] Another relevant program in Milwaukee, Wisconsin, with a public awareness campaign focusing on specific aggressive driving actions and well-advertised enforcement techniques focused on specific corridors. The program was tied to an 11% reduction in personal injuries and fatalities on targeted corridors and a 7% reduction city-wide.[21]

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

The SF Safer Streets program directly and indirectly achieves all six of these goals. With the increased enforcement by the SFPD of speed limits and the education component of the project:

- The proposed increase in SFPD enforcement efforts and new education campaign will improve compliance to local traffic laws.

[16] Andersen et al, 1997, Leaf and Preusser 1999; Taylor 2000, Aarts and Schagen 2006; Elvik 2009; Cameron and Elvik 2010; Wilson 2010; Dumbaugh and Li 2011
[17] Leaf and Preusser 1999; Aarts and Schagen 2006; Anderson 1997; Rosén and Sander 2009; Richards 2010
[18] 2011 California Office of Traffic Safety Rankings. Available at: http://www.ots.ca.gov/Media_and_Research/Rankings/default.asp. (Table 2)
[19] National Highway Traffic Safety Administration, 2013. *Countermeasures that Work.*
[20] *Ibid.*
[21] Preusser Research Group, Inc. 2001. *Evaluation of the Aggression Suppression Program, Milwaukee, Wisconsin.* Department of Transportation, National Highway Traffic Safety Administration.

- With a greater awareness of enforcement, people who drive aggressively will change their behaviors to reduce speeds, avoid costly citations, and improve road safety for all.
- With reduced speeds, people who drive will have improved sight distances and visibility because the distance required to stop a vehicle before impact will decrease, creating a better safety buffer.
- By reducing traffic speeds and improving sight lines, driver reaction times are increased providing more time for decision making and reducing the negative impacts of inadequate traffic control devices, bicycle facilities, crosswalks or sidewalks. In some cases, slower traffic speeds can decrease the need for additional devices and infrastructure.

A project development analysis to assess the program's meeting the above will include both process and outcome measures and will be led by SFDPH. Analysis is a key piece of this project and is intended to extend beyond the funding period. This analysis provides an important opportunity to assess project impact, adjust methodologies and enforcement staffing, and understand strengths and opportunities for improvement before replicating the project on a permanent basis.

Process analysis for program development and adjustments

Data will be collected and reported on a monthly basis for the entire City and County of San Francisco by SFPD and SFMTA to SFDPH and will include information regarding the timing, intensity, and location of enforcement and education efforts (see Figure 3 for details). Data from citations and LIDAR devices will be provided by SFPD and transferred to SFMTA and SFDPH as an electronic data file that can be geocoded, mapped and analyzed.

Outcome analysis

The outcome analysis will ensure that the program provides lessons learned for the development of the permanent program and will conduct pre- and post-test measures of key project outcomes citywide and on high injury corridors targeted by the project for education and enforcement and in areas matched on key characteristics but not receiving enforcement and education – or engineering – improvements during the project time period. Key outcomes include:

- **Mode Split**: Citywide, baseline mode split information will be estimated utilizing SFMTA's modal survey, a statistically significant telephone survey of 750 San Francisco residents and employees. This annual survey will provide modal splits for citywide bicycling and walking. On the 11 project corridors, as well as comparison sites matched on key corridor characteristics, pedestrian and cyclist counts will be also be conducted.
- **Speed**: Citywide speed surveys will provide baseline and post-project data on the speeds of the City's streets. On the 11 project corridors as well as comparison sites matched on key corridor characteristics, traffic volume and speed measurement will be conducted by means of JAMAR TRAX RD pneumatic road tube traffic counters.
- **Perceptions, Knowledge**: Pre and post-project surveys conducted via intercept surveys throughout the City and on focus corridors and comparison sites will assess perceptions of safety conditions for walking and cycling including speed, its impacts and potential consequences, both legal and injury-related. This data will help assess the impact of the enforcement and education campaign in increasing the awareness of these issues.
- **Timing**: Outcome analysis measurements will be conducted at three time points: a) pre-intervention; b) during the media campaign + targeted enforcement period; c) post-intervention.
- **Intervention and Comparison Site Selection**: Intervention sites will be comprised of the 11 high injury corridors targeted for speed enforcement. Comparison corridors not receiving education or enforcement interventions will be selected to match as closely as possible with the intervention sites with respect to roadway design (e.g., number of lanes), posted speed limit and traffic speeds, as well as pedestrian attractor characteristic (e.g., presence of transit stops, zoning category). Engineering improvements throughout the City will be accounted for in interpreting the findings.
- **Compilation, Analysis, and Reporting**: Data collected for this project will be managed by SFDPH. Analysis of the outcome data for the three time periods will assess the extent to which travel behaviors,

vehicle speeds, and perceptions of safety are impacted by targeted enforcement and education– comparing citywide data and corridors targeted for enforcement and education countermeasures with comparison corridors not receiving such treatments. Results of the analysis will be summarized in a final technical report as well as in a higher-level summary that will be more accessible to the general public. This effort will aid in institutionalizing sound enforcement and education programs.

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.

Each year, San Francisco experiences approximately 800 pedestrian collisions of which 100 are severe or fatal and 600 bicycle collisions of which approximately 40 are severe or fatal. Together, pedestrians and cyclist comprised 70% of traffic-related deaths in San Francisco in 2013 based on records from the medical examiner. San Francisco has seen a steady rise in both active transportation users and collisions as seen in Figure 2. These corridors represent among the highest concentrations of severe and fatal injuries for pedestrians and cyclists per mile in San Francisco – ranging from 10 to 50 times the City rate - and were developed by analyzing SWITRS data from 2007-2011 (the latest available) with input from the San Francisco Police Department Commander in charge of traffic enforcement based on the feasibility of speed enforcement for each of the corridors.

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.

B. Describe the local participation process that resulted in the identification and prioritization of the project: <u>Answered together, they are intertwined.</u>

The proposed SF Safer Streets Campaign is the result of extensive public and city leadership outreach and participation and supported by the recent Vision Zero policy adoption by the San Francisco Board of Supervisors, SFMTA Board, SF Police Commission and SF Health Commission, with the goal of zero traffic deaths by 2024. The Board of the San Francisco County Transportation Authority unanimously supported a resolution[22] introduced in January 2014 by San Francisco Supervisor Norman Yee asking the city to prioritize a pedestrian safety campaign in the response to the ATP call for projects.

[22] Resolution 140039: Resolution urging the convening of a Pedestrian Safety Public Awareness Working group

Additionally, two separate publicly developed planning documents, the Pedestrian Strategy (2013) and WalkFirst (2014) provide the direction for the development of the SF Safer Streets Campaign.

The Pedestrian Strategy identifies; "[t]arget enforcement of high-risk behaviors (i.e., speeding, red-light running, failing to yield to pedestrians) on high-injury corridors and intersections," as a key strategy.

The Pedestrian Safety Task Force, a public body with over 40 representatives from throughout the community and city staff, was convened by the Mayor and led by SFMTA and SF Department of Public Health (SFDPH). It was comprised of key city agencies including Planning, the Transportation Authority (SFCTA), 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 and Disability Action. Representation on the Task Force included representatives from each of the focus corridor areas, and multilingual community organizations. Additionally, all meetings of the Task Force were open to the public.

WalkFirst was an interagency collaboration between SFDPH, the Planning Department, SFMTA, and the Transportation Authority. This effort ensured public engagement through meetings of the Pedestrian Safety Advisory Committee (PSAC), the official public representative body to the Board of Supervisors on pedestrian issues. The PSAC meets publicly once a month to review City plans and projects and to research potential improvements to the pedestrian environment.

Both bodiesidentified the need for a robust education program aimed at creating a safer pedestrian environment and encouraging more people to walk.

A similar process for bicycling began with the development of the SF Bicycle Strategy, which was finalized in 2013, leading to a process that include public engagement via a process similar to the Pedestrian Task Force process and will include collaboration with the San Francisco Bicycle Coalition (SFBC), to identify the top corridors of concern for bicycling.

The above processes included community members and advocates representing people who walk and bike as well as seniors and people with disabilities and identified the need for enhanced education and

enforcement and have led to strong support for expanding education/enforcement through a Safer Streets Program, as evidenced by the attached letters of support.

During the four months since the introduction of the Vision Zero resolution and the development of the city's Vision Zero policy, the Board of Supervisors has held multiple public meetings and hearings at which the need for a comprehensive education and enforcement program (e.g. a SF Safer Streets program) was discussed and supported.

C. Is the project cost over $1 Million? **Yes**

If Yes- is the project Prioritized in an adopted city or county bicycle transportation plan, pedestrian plan, safe routes to school plan, active transportation plan, trail plan, circulation element of a general plan, or other publicly approved plan that incorporated elements of an active transportation plan? **Yes**

The San Francisco Pedestrian Strategy, WalkFirst program and Bicycle Strategy

- http://www.sf-planning.org/ftp/files/Citywide/WalkFirst/WalkFirst_Final_Document_102711.pdf
- http://archives.sfmta.com/cms/rpedmast/documents/1-29-13PedestrianStrategy.pdf
- http://sfmta.com/sites/default/files/BicycleStrategyFinal_0.pdf

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.

San Francisco's WalkFirst effort identifies $81.3 million in near-term, preliminary engineering projects for increasing pedestrian safety and mode share. Additionally; SFMTA has identified bicycle related projects that would cost $200 million to implement. These include corridor level improvements: cycletracks, intersection redesigns, pedestrian countdown signals, street markings, and sidewalk widenings.

As noted earlier, Education and Enforcement are necessary pieces to successful transportation plans, and high-visibility enforcement, paired with education is the best-practice for changing identified behaviors. The SF Safer Streets Campaign, with a high benefit/cost of providing a safe-streets education/enforcement program was identified as a priority for increasing the safety of San Francisco's streets for active transportation users. The additive impact of this program, in support of past and planned engineering solutions, was determined to provide the best benefit/cost for increasing safety in San Francisco and is relatively modest in price when compared to the envisioned WalkFirst capital improvements.

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 $\frac{Benefit*}{Program\ Funds\ Requested}$).

The Safer Streets Campaign will provide two major types of benefits for a benefit/cost (b/c) ratio of 31 to 1 ($62 million in benefits, $2 million in costs).

By deterring speeding, the project will reduce pedestrian and bicyclist injuries and fatalities on the roadway system. Second, by increasing the pedestrian's and the bicyclist's real and perceived safety, and through an educational campaign, it will encourage additional walking and bicycling thereby increasing healthful physical activity and reducing health care costs. Because some new walk and bike trips may be shifted from private vehicles, it will also reduce the environmental impacts associated with private vehicle use. Monetary estimates of these benefits are provided below.

Injury and Fatality Reduction Benefits

The effectiveness of using media campaigns to maximize the impact of enforcement activities is well-documented in the road safety research literature and is often referred to as "high visibility enforcement." As noted, Charlotte's campaign resulted in a 25 percent reduction in speeding related crashes[23], and Milwaukee's resulted in an overall 11 percent reduction in personal injuries and fatalities on targeted corridors and a 7 percent reduction city-wide.[24]

Based on this evidence, we take a conservative assumption that the Safer Streets Campaign will reduce pedestrian and bicyclist injuries and fatalities as follows during the year the program is implemented:

- Ten percent on the targeted corridors;
- Five percent reduction within a half-mile buffer of the targeted corridor reflecting evidence that enforcement activities can result in spillover effects (e.g. continued heightened behavior change) in the area around the targeted corridor that attenuate with distance from the corridor[25];
- Three percent reduction city-wide.

Finally, although the program will also reduce vehicle-to-vehicle collisions involving speeding, we do not include those in the estimate of benefit to maintain a conservative approach to the analysis.

[23] National Highway Traffic Safety Administration, 2013. *Countermeasures that Work.*

[24] Preusser Research Group, Inc. 2001. *Evaluation of the Aggression Suppression Program, Milwaukee, Wisconsin.* Department of Transportation, National Highway Traffic Safety Administration.

[25] Evidence for spillover effects from automated speed enforcement is summarized in: Greene-Roesel, R., Washington, S., Wier, M., Bhatia, r., Haque, M., and Wemple, B. (2013) Benefit Cost Analysis Applied to Behavioral and Engineering Safety Countermeasures in San Francisco. In *92nd Annual Meeting of the Transportation Research Board (TRB),*13-17 January 2013, Washington, D.C.

Table 3 provides the calculation of pedestrian and bicyclist injury and fatality reduction benefit by to the program. The results indicate the year-long campaign would reduce pedestrian fatalities by 5%; 5 severe injuries, and nearly 60 additional injury collisions, for a total monetary benefit of $34 million.

Physical Activity Benefits

The Safe Streets Campaign is also designed to promote increases in walking and cycling by reducing vehicle speeds on local streets and thus improving actual and perceived safety conditions for pedestrians and cyclists and pairing the enforcement with an education program that will encourage active transportation use. The following analysis is very conservative and the program analysis on the impact of the intervention on walking and cycling trips is an important component of our proposed project. The San Francisco County Transportation Authority has a sophisticated travel model that estimates daily trips to/from/within San Francisco. Estimated annual daily walking trips are 833,000 and cycling trips are 82,200; 91,000 trips of 1 mile or less are made by driving and 328,000 trips 1-5 miles in distance are made by driving. For this analysis (Table 5), we made the very conservative estimate that 900 adults would increase walking by 1 mile per day (estimated a 1/2 mile round trip, 2% of current trips that are 1 mile or less made by driving) and 800 adults will cycle 5 miles per day (estimated a 2.5 mile round trip, 2% increase in total cycling trips). Protective benefits of walking and biking and associated reductions in death due to increased physical activity were estimated using the online HEAT Tool developed by the World Health Organization.[26] The mortality rate for San Francisco adults aged 25-74, a key input into the tool, was obtained for San Francisco based on 2010 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 US DOT guidance.[27]

Table 5 provides the calculation of benefits due to conservative estimates of increases in walking and cycling. Even with these very conservative estimates, the results indicate that the year-long campaign would avoid approximately 5 fatalities, for a total monetary benefit of approximately $44 million.

[26] HEAT: Health Economic Assessment Tool. World Health Organization 2011. Available at: http://www.heatwalkingcycling.org/index.php.
[27] 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

Reduced automobile trips and VMT due to an increase in active transportation use will generate additional benefits. However, these costs were not included in the benefits/cost ratio. Therefore the ratio is lower than a full accounting would calculate.

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

A. 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.

This project will have positive benefits for public health by increasing physical activity and reducing injury by addressing the connection between safety conditions and walking and cycling. Through targeted enforcement and education initiatives to address vehicle speeds as a barrier to safe walking and cycling, the project aims to increase walking and cycling and reduce pedestrian and cyclist injury and death, including in communities with vulnerable populations as defined by factors including age, income, language or race that often disproportionately experience negative safety conditions and associated health impacts.

Physical activity has numerous benefits for our physical and mental health, and walking and biking should be safe for all residents. A 2008 comprehensive review documents the particularly strong evidence for a causal relationship between activity level and enhanced cardiorespiratory and muscular fitness, cardiovascular and metabolic health biomarkers, bone health, body mass and composition in children and youth. In adults and older adults, strong evidence demonstrates that, compared to less active counterparts, more active men and women have lower rates of all-cause mortality, coronary heart disease, high blood pressure, stroke, type 2 diabetes, metabolic syndrome, colon cancer, breast cancer, and depression. For older adults, strong evidence indicates that being physically active is associated with higher levels of functional health, a lower risk of falling, and better cognitive function. This research reported reasonably consistent findings specifically for the health benefits of walking – showing a consistently lower risk of all-cause mortality for those who walk 2 or more hours per week[28]. While regular physical activity can help people lead longer, healthier lives, a 2009 summary by the Robert Wood Johnson Active Living Research

[28] Physical Activity Guidelines Advisory Committee. 2008. Physical Activity Guidelines Advisory Committee Report, 2008. Washington, DC: U.S. Department of Health and Human Services.

program revealed that fewer than 50% of children and adolescents and fewer than 10% of adults in the U.S. achieve public health recommendations of 30 to 60 minutes per day of moderate- to vigorous-intensity physical activity on 5 or more days of the week[29].

Encouraging and facilitating active transportation – including walking and biking – is a key strategy for increasing daily physical activity. There are multiple environmental barriers that both children and adults face to achieving recommended levels of physical activity, including: limited discretionary time; barriers to accessing parks and recreational areas; reductions in school physical education programs; and sidewalks, streets, or outdoor spaces that are not or are not perceived as safe to use[30]. Factors associated with the frequency of people being injured by motor vehicles include traffic volumes, vehicle speed, roadway width, intersection design and geometry, land use, pedestrian and driver behavior, and vehicle design[31]. Higher operating speeds are potent determinants of injury frequency as well as injury severity. Low-income neighborhoods are more heavily burdened with pedestrian injuries and fatalities due to factors potentially including higher residential area traffic densities, greater use of active transport and public transit, and relatively poorer quality roadway facilities[32]. Seniors are also more vulnerable to fatal injury when injured as pedestrians.

This project specifically addresses speeding vehicles and their contribution to actual and perceived street safety to support increased physical activity and all of its associate benefits, as well as reduce traffic-related injury to our most vulnerable road users.

[29] Active Living Research Program. 2009. Active Transportation: Making the Link from Transportation to Physical Activity and Obesity. Research Brief. Available at: www.activelivingresearch.org/files/ALR_Brief_ActiveTransportation.pdf

[30] Transportation Research Board, Institute of Medicine of the National Academies: Committee on Physical Activity, Health, Transportation, and Land Use. 2005. Does the built environment influence physical activity?: examining the evidence. Special report 282. Washington, DC: Transportation Research Board.

[31] Ewing R. 2006. Fatal and non-fatal injuries. In: understanding the relationship between public health and the built environment: A report prepared for the LEED-ND Core Committee. Available at: www.activeliving.org/files/LEED_ND_report.pdf.

Harwood D, Zegeer C, Lyon C, et al. 2008. NCHRP Web-Only Document 129: Pedestrian Safety Prediction Methodology. National Cooperative Highway Research Program, Transportation Research Board, Washington, D.C. Available at: onlinepubs.trb.org/onlinepubs/nchrp/nchrp_w129p3.pdf.

NHTSA (National Highway Traffic Safety Administration). 1999. Literature Review on Vehicle Travel Speeds and Pedestrian Injuries. Washington, DC: DOT HS 809 021. Available at: http://www.nhtsa.gov/people/injury/research/pub/hs809012.html.

Retting RA, Ferguson SA, McCartt AT. 2003. A review of evidence-based traffic engineering measures designed to reduce pedestrian-motor vehicle crashes. American Journal of Public Health 93(9): 1456-63.

[32] Cottrill CD, Thakuriah PV. 2010. Evaluating pedestrian crashes in areas with high low-income or minority populations. Accident Analysis and Prevention 42(6): 1718-1728.

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

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

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

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

- **Median household income for the community benefited by the project**: $73,802, however nearly 20% of the city's census tracts in the project area are below California's median of $61,400 and 25 of the 36 communities of concern (70%) under this definition are within ½ mile of five of the 11 high injury corridors that will receive additional enforcement and effort as identified in Figure 5 of the Attachments.

- **California Communities Environmental Health Screen Tool (CalEnvironScreen) score for the community benefited by the project:** CalEnvironScreen does not score the city of San Francisco as a whole, but identifies the Hunters Point area as a community of concern. The entire Hunters Point district will be included in the project.

- **Should the community benefitting from the project be considered disadvantaged based on criteria not specified in the program guidelines? If so, provide data for all criteria above and a quantitative assessment of why the community should be considered disadvantaged.**

The Metropolitan Transportation Commission developed its own regional analysis of communities of concern which are more targeted than CalEnvironScreen. The map (Figure 4 in the attachments) identifies the communities of concern in San Francisco (seven of them). The proposed campaign will impact them all, and the focus corridors are in four of them: areas 2, 3, 5, and 7.

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.

Adjusting for the cost of living and given that many focus corridors are within communities of concern, the SF Safer streets program will utilize at least 25% of its funding in disadvantaged communities. In fact, six of the eleven focus corridors: Broadway, Mission (1) and (3), 6th, Hyde, Golden Gate bisect a disadvantaged census tract. A socioeconomic equity analysis completed for the 2013 San Francisco Transportation Plan found that San Francisco's disadvantaged communities experience significantly higher incidence of pedestrian and bicycle injuries than other parts of the city.[33] Speeding on city streets creates a barrier to

[33] San Francisco County Transportation Plan Appendix F, www.sfcta.org.

active transportation options due to safety and these impacts represent an important environmental justice issue for lower income households and neighborhoods[34]. Because this program is city-wide, it will impact many micro-communities not identified in traditional community of concern processes. While ~20% of census tracts meet the median household income of less than 80% of the statewide median income, this statistic does not account for the fact that the Bay Area has a higher cost of living than the state average. For example, according to MIT's Living Wage Calculator[35] the typical cost of living in San Francisco in comparison to other California cities is significant, 11% greater than Los Angeles, 26% more than Sacramento, 38% more than Bakersfield. (see Table 4). Therefore, the 80% of statewide cost of living underrepresents the disadvantaged communities in San Francisco.

Additionally, for the focus corridors that pass through the city's identified disadvantaged communities, the SF Safer Streets Campaign will provide benefits to communities that have traditionally been marginalized because of language, age, income, immigration status, or ethnicity. The program will work to provide culturally appropriate outreach and education to ensure that there is a widespread benefit across the city and that environmental justice inequities are reduced and removed.

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. **YES**
   a. Virginia Clark, virginia.clark@ccc.ca.gov, (916) 341-3100 – submitted May 13, 2014

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. Yes
   a. Janet Gomes, jgomes@sfcc.org, (415) 928-7417 – submitted May 13, 2014

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

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

Education outreach component of project.

[34] La Scala et al., 2000; Chakravarthy et al., 2007; Cottrill and Thakuriahb, 2010
[35] Dr. Amy Glasmeier, http://livingwage.mit.edu/states/06/locations, 2014

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

Education outreach of project.

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.

As the transportation provider for San Francisco, SFMTA takes the safety of its residents, workers and visitors seriously. In the past few years we have completed many large and small projects all tying back to the theme of safer streets. Yet our Agency has "Red Flag" designations for four Safe Routes to Schools (SRTS) projects. Though the grants for these projects vary in age, all are either under construction or have had their obligation packages submitted to Caltrans. In response, the SFMTA is changing the way we deliver SRTS projects.

However, the SF Safer Streets Campaign is an education and enforcement program that does not share the complexity of designing, engineering and constructing projects in a major urban center. The SFMTA and its partners have a history of developing and implementing education programs in a timely manner. This history should provide assurances to the CTC that the SF Safer Streets Campaign will deliver a successful, well-executed program within the ATP timeline.

Project name:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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	Entire City			San Francisco Municipal Transportation Agency	
				MPO	**Element**
				MTC	Local Assistance

Project Manager/Contact	Phone	E-mail Address
John Knox White	415-701-4473	John.Knox-White@SFMTA.com

Project Title

SF Safer Streets

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

In line with FHWA best practices, the SF Safer Streets program will combine enforcement and education to change behavior related to one of the most pervasive safety concerns on San Francisco's streets: vehicle speed. The campaign will be citywide, but also include a specific focus on the top 11 high-injury-corridors suited for speed enforcement. The program will purchase LIDAR guns, produce an effective media promotion campaign, provide enforcement and develop safety materials.

☐ Includes ADA Improvements ☐ Includes Bike/Ped Improvements

Component	Implementing Agency
PA&ED	
PS&E	
Right of Way	
Construction	SFMTA

Purpose and Need ☐ See page 2

Based on national best-practices for behavior change, the proposed SF Safer Streets campaign will provide high-visibility enforcement and education to:

• reduce injuries and fatalities to people who walk and bicycle caused by vehicles speeding, and

• increase the number of people who choose to walk and bike in San Francisco.

Project Benefits ☐ See page 2

This campaign will reduce vehicle speeds on San Francisco's streets, increasing actual safety for people walking and biking as well as decreasing the perception that city streets are dangerous for walking and biking. This shift in actual and perceived safety on city streets will increase people walking and biking in San Francisco and reduce the number of fatalities and injuries that occur every year.

☑ 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)			07/01/15
End Construction Phase (Construction Contract Acceptance Milestone)			11/30/16
Begin Closeout Phase			11/30/16
End Closeout Phase (Closeout Report)			06/30/17

ADA Notice For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TDD (916) 654-3880 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

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

SF Safer Streets

Additional Information

Non-Infrastructure Project

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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	Entire City				
Project Title:	SF Safer Streets					

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			2,000					2,000	
TOTAL			2,000					2,000	

Fund No. 1:	Active Transportation Program								Program Code
Proposed Funding ($1,000s)									20.30.720
Component	Prior	14/15	15/16	16/17	17/18	18/19	19/20+	Total	Funding Agency
E&P (PA&ED)									State
PS&E									
R/W SUP (CT)									
CON SUP (CT)									
R/W									
CON			2,000					2,000	
TOTAL			2,000					2,000	

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									
This campaign w									
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									

Project name:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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	$ 2,000
Total for ALL Phases	**$** 2,000

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

*Must indicate which funds are matching

Total Project Cost	$ 2,000
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	$
Request for other Non-Infrastructure work (non-SRTS)	$ 2,000
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	03/01/2015	07/01/2015

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:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

VII. NON-INFRASTRUCTURE SCHEDULE INFORMATION

Start Date	End Date	Task/Deliverables
07/01/2015	09/01/2015	Purchase LIDAR speed guns
07/01/2015	08/31/2015	Set Fall 2015 enforcement program
07/01/2015	08/31/2015	Finalize Fall 2015 education efforts and materials
09/01/2015	08/31/2015	Enforcement program launched
09/01/2015	08/31/2016	Media campaign: media launched
09/01/2015	08/31/2016	Monthly reports on enforcement activities
09/01/2015	11/30/2015	Winter Media Planning
09/01/2015	11/30/2015	Set winter enforcement program
12/01/2015	02/29/2016	Spring Media Planning
12/01/2015	02/29/2016	Set spring enforcement program
03/01/2016	06/30/2016	Summer media planning
03/01/2016	06/30/2016	Set summer enforcement program
09/01/2016	11/30/2016	Final reporting

Project name:	SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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: 5/19/14
Name: Joel C. Goldberg Phone: (415) 701-4499
Title: Manager, Capital Procurement and Mgmt e-mail: Joel.Goldberg@sfmta.com

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 Traffice 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: _____
Name: N/A Phone: _____
Title: _____ e-mail: _____

Person to contact for questions:

Name: Suzanne Wang Phone: (415) 701-4541
Title: Principal Analyst e-mail: Suzanne.Wang@sfmta.com

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: N/A 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:
SF Safer Streets: Increasing Bicycling and Walking in San Francisco

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)

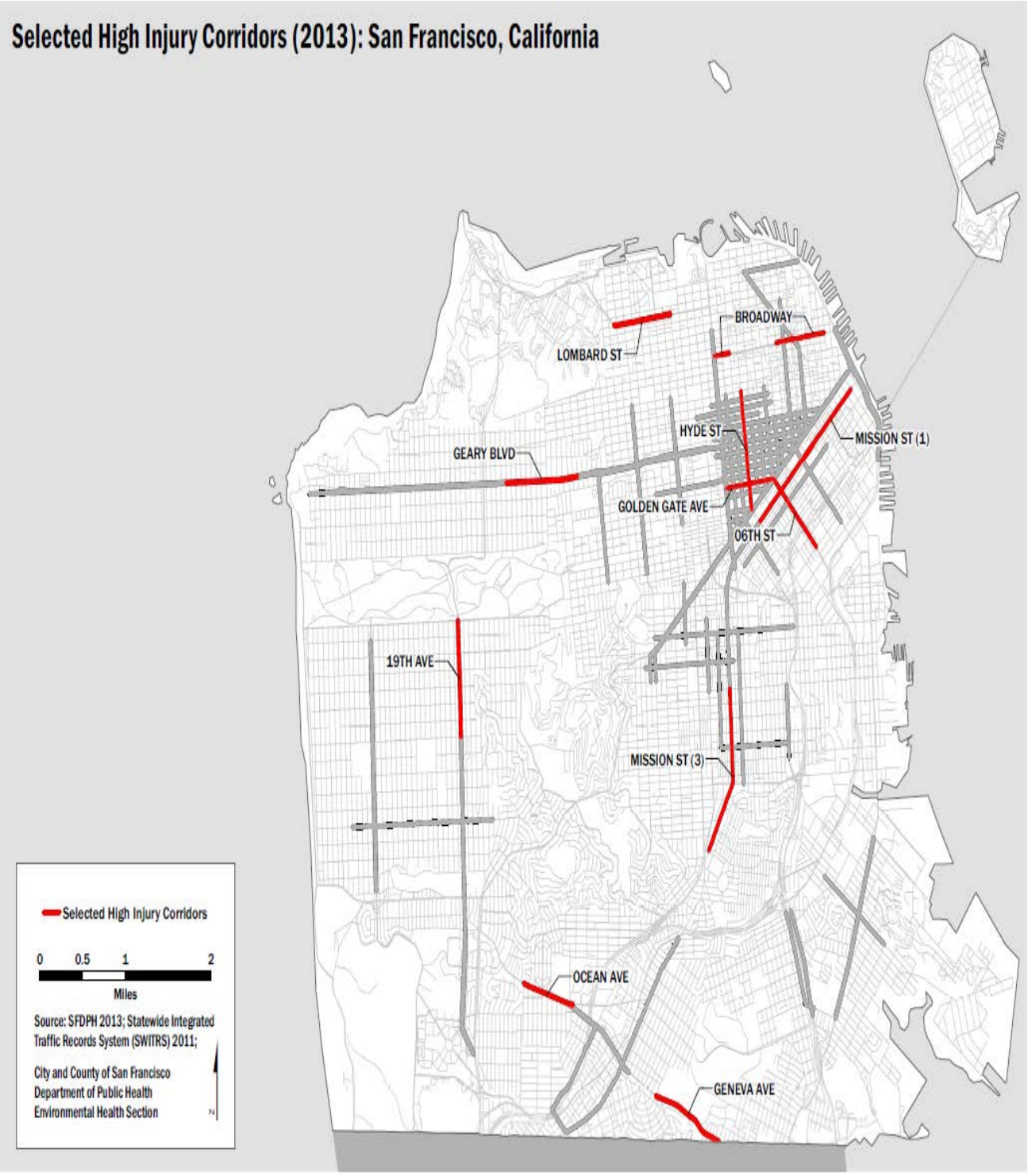
Tables and Figures

Table 1

Street	Cross Street (1)	Cross Street (2)	High Injury Corridor Length (Miles)	Severe/Fatal Pedestrian and Cyclist Injuries Per 100 Miles Per Year
6TH	MARKET	BRANNAN	0.72	500.0
GOLDEN GATE	MARKET/TAYLOR	VAN NESS	0.56	428.6
LOMBARD	BUCHANAN	RICHARDSON	0.69	202.9
OCEAN	GENEVA	ASHTON	0.62	193.5
MISSION (1)	SPEAR	8TH	1.48	243.2
MISSION (3)	20TH	SANTA MARINA	1.31	183.2
19TH (1)	LINCOLN	ORTEGA	0.92	173.9
HYDE	SACRAMENTO	MARKET/GROVE	0.93	193.5
GENEVA (1)	SANTOS	MOSCOW	0.84	142.9
BROADWAY	FRONT	POWELL	0.76	131.6
GEARY (4)	COOK	9TH	0.9	111.1[1]
SAN FRANCISCO	Citywide	Citywide	1116.1	10.5

Source: SFDPH TRANSBASE utilizing SWITRS collision data, 2007-2011

Figure 1

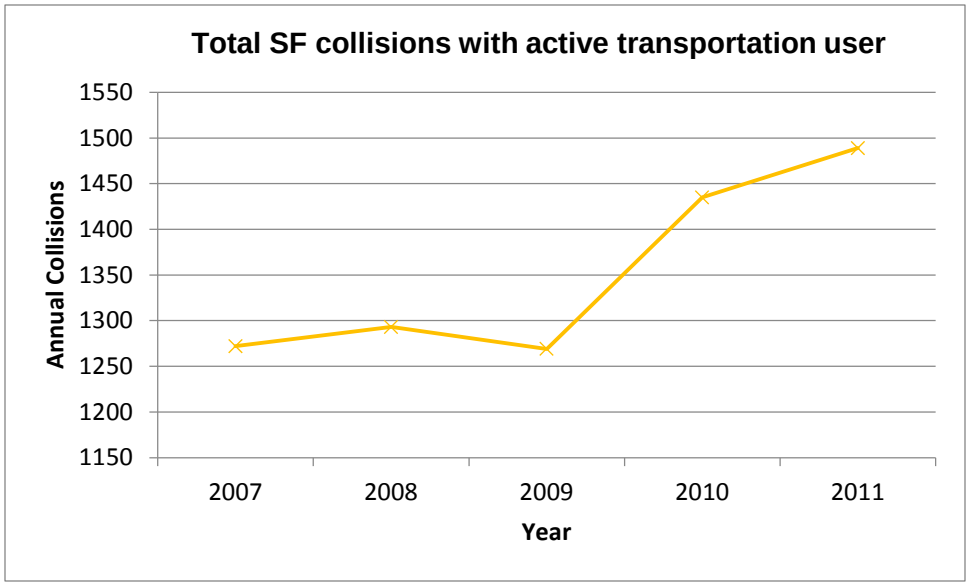


Source: SFDPH TRANSBASE utilizing SWITRS collision data, 2007-2011

Table 2

San Francisco Traffic Collisions and Rankings, 2011		
Type of Collision	**Victims Killed and Injured**	**Ranking by Daily Vehicle Miles Traveled (of 58 counties)**
Total Fatal and Injury	4,695	1 (1st percentile)
Pedestrians	872	1 (1st percentile)
Pedestrians < 15	572	1 (1st percentile)
Pedestrians 65+	120	1 (1st percentile)
Bicyclists	617	1 (1st percentile)
Bicyclists < 15	14	25 (43rd percentile)
Speed Related	968	1 (1st percentile)
Source: California Office of Traffic Safety, www.ots.ca.gov/Media_and_Research/Rankings/default.asp		

Figure 2



Source: California Office of Traffic Safety, www.ots.ca.gov/Media_and_Research/Rankings/default.asp

Figure 3

Metrics	Data Source	Responsible Reporting Agency
Enforcement		
Number of Citations Administered for Speeding, as well as Red Light and Stop Sign Running, Pedestrian Right of Way Violations by Date, Time and Geographic Point Location	Citations issued by SFPD Traffic Company and Station Districts	SFPD
Number of Pedestrian and Cyclist Safety Enforcement Operations, by Type of Enforcement Effort, Date, Time, Corridor Location (Primary Street and Cross Streets)	SFPD Enforcement Reports	SFPD
Recorded Speeds during Pedestrian and Cyclist Enforcement Operations on Target High Injury Corridors	LIDAR Speed Devices, used by SFPD Traffic Company and Station Districts	SFPD
Number of Admonishments and citations administered to drivers for Pedestrian and Cyclist Safety Violations by Date, Time and Geographic Location (e.g., Corridor, Intersection, or other defined area)	SFPD Reports	SFPD
Education		
Campaign Message, Type of Media Used, Target Audience Demographics and Geographic Area (e.g., corridor, neighborhood), Dates of Campaign Administration, Estimated Number of People Reached	SFMTA Media Campaign Project Manager Reports	SFMTA

Table 3

Estimated Benefit of Pedestrian and Bicyclist Injury and Fatality Reduction due to the Safe Streets Campaign

	Injuries Before Program - [A]	% reduction due to program [B]	Injuries during program (2015) - [C] = [A] - [A*B]	Reduction due to Program [D] = [A] - [C]	Unit value of avoided injury [E]	Total value of avoided injuries [F] = [D] * [E]
Along ten focus corridors (total)						
Fatal injury	6	10%	5.4	0.6	$9,100,000	$5,460,000
Severe injury	18	10%	16.2	1.8	$3,224,585	$5,804,253
Other visible injury	47	10%	42.3	4.7	$427,700	$2,010,190
Complaint of pain	84	10%	75.6	8.4	$27,300	$229,320
Sub-total	155			15.5		$13,503,763
Remainder within a half-mile buffer of focus corridors						
Fatal injury	5	5%	4.75	0.3	$9,100,000	$2,275,000
Severe injury	39	5%	37.05	2.0	$3,224,585	$6,287,941
Other visible injury	206	5%	195.7	10.3	$427,700	$4,405,310
Complaint of pain	358	5%	340.1	17.9	$27,300	$488,670
Sub-total	608			30.4		$13,456,921
Remainder of city						
Fatal injury	6	3%	5.82	0.2	$9,100,000	$1,638,000
Severe injury	38	3%	36.86	1.1	$3,224,585	$3,676,027
Other visible injury	187	3%	181.39	5.6	$427,700	$2,399,397
Complaint of pain	308	3%	298.76	9.2	$27,300	$252,252
Sub-total	539			16.2		$7,965,676
Total						
Fatal injury	17		15.97	1.0	$9,100,000	$9,373,000
Severe injury	95		90.11	4.9	$3,224,585	$15,768,221
Other visible injury	440		419.39	20.6	$427,700	$8,814,897
Complaint of pain	750		714.46	35.5	$27,300	$970,242
Grant Total	1302			62.1		$34,926,360

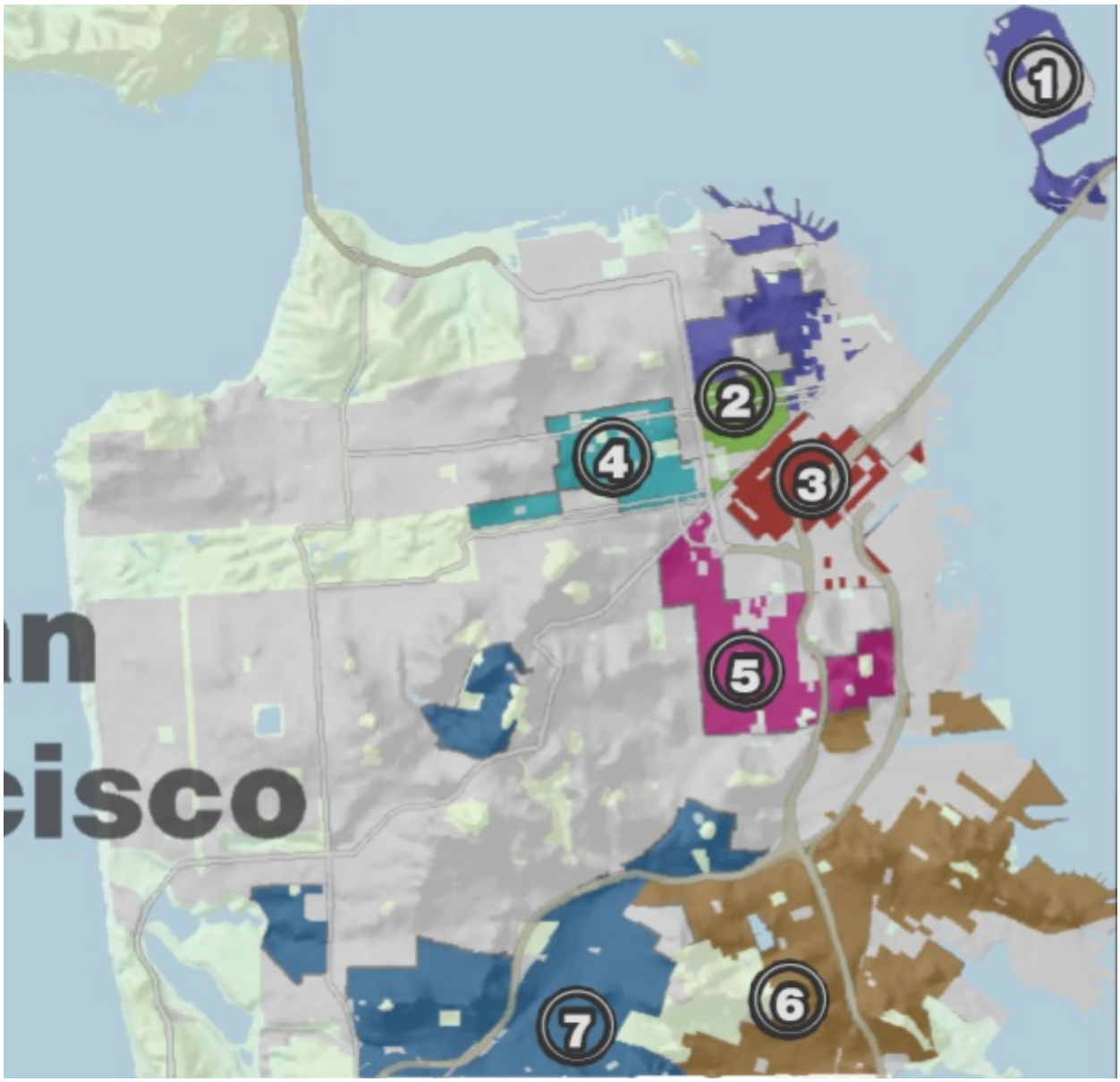
Source notes

[A] Statewide Traffic Records System (SWITRS), 2011

[B] Conservative estimate based on Preusser Research Group, 2001. Evaluation of the Aggression Supression Program, Milwaukee.

[E] Source: the United States Department of Transportation 2013 publication "Treatment of the Value of Preventing Fatalities and Injuries in Preparing Economic Analysis." This publication assigns values to six different levels of injury known as the Abbreviated Injury Scale or AIS. This six-level scale was matched to the four-level injury scale used in the California Statewide Integrated Traffic Records System.

Figure 4: MTC Communities of Concern



Source: http://www.mtc.ca.gov/planning/snapshot/

Figure 5

Blue = Census tracts where household income is less than 80% of State of CA average

Blue/Stripe: Census tracts where household income, adjusted for cost of living differential from state meets 80% of State of CA average.

Black Lines are SF Streets focus corridors

Sources: US Census ACS 2012 Household income & SWITRS 2007-2011

Table 4

	Typical annual expenses for 2 adult, 2 kids	Difference in annual expenses
San Francisco	$52,914	
Los Angeles	$47,744	10.8%
Sacramento	$41,949	26.1%
Fresno	$38,923	35.9%
Bakersfield	$38,300	38.2%
Redding	$38,725	36.6%
Statewide	$46,063	14.9%

Source: Dr. Amy Glasmeier, MIT, http://livingwage.mit.edu/states/06/locations

Table 5

	Walking	Cycling	Total
Increase in Adults Using Active Transporation[a]	900	800	1,700
Distance, Round Trip, Miles	1	5	-
Protective Benefit of Active Transportation: Distance, HEAT Estimate[b]	15%	47%	-
SF Adult Mortality Rate per 100,000[c]	595	595	-
Expected Number of Deaths Absent Active Transport, HEAT Estimate	5.4	4.8	10
Deaths Prevented by Active Transport	0.8	2.2	3.0
US DOT Cost of Death[d]	$9,100,000	$9,100,000	-
Economic benefits	$7,309,575	$20,358,520	$27,668,095

a: Walk trip increases are based on 2% of current "Drive Alone" Trips of <=1 mile shifting to walking; Cycling trips are based on a 2% increase in cycling trips. Assumption is that all of these trips are being made by the adult population.

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

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

Engineer's Estimate

SF Safer Streets Budget

San Francisco Municipal Transportation Agency (SFMTA)

I. San Francisco Municipal Transportation Agency (SFMTA) $181,000

SFMTA staff will accomplish the following tasks related to project management of the SF Safer Streets media campaign:

- Develop targeted media/communications campaigns that promote desired behavior changes among specific populations--aimed at reducing collisions and promoting walking and biking trips;
- Plan and facilitate focus groups and analyzing input;
- Craft demographic-appropriate messages and media;
- Engage community stakeholders and other departments to deploy strategies;
- Coordinate with SFPD to ensure enforcement and education are complementary
- Collect monthly reports from SFPD and work with SFDPH to ensure timely collection and analysis of data to inform program development.

Classification Number	Project Role	FY13 Base Salary	Mandatory Fringe Benefits (MFB)	Overhead @ 0.803 of Total Base Salary and MFB	FTE	Total
9174	Program Supervisor	128,569	71,612	160,745	0.03	10,828
5289	Program Manager	99,476	55,987	124,836	0.20	56,060
1312	Project supervisor	75,660	45,713	97,462	0.50	109,418
	Subtotal Labor at FY13 rates					**176,305**
	Add 3% for FY14/15 rates					5,289
	Total SFMTA Labor **Rounded to:**					**181,594** **181,000**

II. San Francisco Police Department (SFPD) Budget $984,000

The SFPD are responsible for the following project tasks

- Traffic enforcement with a speed reduction focus approximately 132 hours a week for 52 weeks
- Includes 48 traffic safety awareness days on 11 identified high injury corridors with high visibility education components;
- May include distribution of information, pedestrian stings, or other strategies yet to be identified.
- Police staff will also provide technical assistance for the campaign development and integrate pedestrian safety and the targeted message strategies into their existing community efforts.

Item	Calculation Methodology	Cost
A. SFPD Officer Labor	Approximately 132 hours/week *for 52 weeks @ $95/hr	656,000
B. Indirect Costs	1.75% of Direct Labor Costs	11,480
	Staff Subtotal	**667,480**
	Admin 10%	**66,748**
C. 100 LIDAR Units	**100 units @ $2,500/unit**	**250,000**
TOTAL SFPD COSTS		**984,228**
Rounded to:		**984,000**

III. San Francisco Department of Public Health (SFDPH) $240,000

SFDPH is responsible for the following project tasks:

- Targeted Data Analysis to Inform Campaigns, program development analysis and Mapping
- Supervision, Project Management
- Managing the Mini Grants through the SF Center
  - up to 12 grants to community groups for assistance in convening focus groups, participate in campaign development providing input on specific demographic considerations, conducting direct outreach/education to support media campaign at community events, etc.

A. SFDPH Personnel Costs

Classification Number	Project Role	FY14 Base Salary	Mandatory Fringe Benefits (MFB) @ 47%	FTE	Total
1052	Data Analyst and Cartographer	82,758	38,896	0.65	79,075
2803	Epidemiologist - Supervision and Project Management	99,476	46,754	0.06	8,774
2818	Health Program Planner - Mini Grant contract administration	90,636	42,599	0.10	13,323
	Subtotal SFDPH Labor				**101,172**
	Indirect Costs (24%) of Total Labor				24,281
	Total SFMTA Labor & Indirect				**125,453**

B. Data Collection Consultant 25,000

C. SF Study Center - Fiscal Intermediary for Mini Grants

Mini- Grant Program		81,000
Fiscal Intermediary Fee		8,635
Total to SF Study Center		89,635
Total to SFPDH		**240,088**
Rounded to:		**240,000**

IV. Media Purchases **$580,000**

V. Education and Outreach **$15,000**

A. (California Conservation Corp or Local Corp)

TOTAL BUDGET **$2,000,000**

Documentation of
Partnering Implementation Agreement

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 15, 2014

CALTRANS
Division of Local Assistance
Attn: Teresa McWilliam
1120 N Street
Sacramento, CA 95814

Dear Ms. McWilliam,

I am writing to you in support of the SFMTA's SF Safer Streets funding request as a part of the Active Transportation Program. The San Francisco Police Department (SFPD) is fully committed to working in partnership with SFMTA and the San Francisco Department of Health in implementing a high-visibility enforcement and education program in order to curb the epidemic of collisions between vehicles and pedestrian and bicyclist in order to provide a safer streets environment for all road users. We have worked with our partners to help identify the high risk corridors in San Francisco. During this process, we have found that speeding is a top factor in collisions with vulnerable road users.

As partners in the SF Safer Streets program, we support SFMTA's request for ATP funds that will support our mission of protecting the people of San Francisco as they move throughout our city. We are committed to providing the necessary staffing identified in the grant proposal to ensure that the much needed speed control tools are put to use immediately and effectively.

The SFPD plays a very significant role in all aspects of this campaign and solely in the area of enforcement. With the support of this grant my department will be able to conduct targeted enforcement in the areas of San Francisco that are most impacted by vehicle collisions that result in death and serious bodily injury to pedestrians and bicyclists. The program will also provide the necessary resources to allow my officers to ensure that active transportation users throughout the city are provided a safer travel environment. I'm certain that this partnership will result in fewer pedestrian fatalities and injuries.

Funding for this multiagency, multipronged approach will assist San Francisco in furthering its progress in achieving the goals of its Vision Zero policy of reducing **all roadway fatalities to zero by 2024** and increasing pedestrian and bicycle modes in support of the city's pedestrian and bicycle strategies.

Sincerely,

Gregory P. Suhr
Chief of Police

City and County of San Francisco
Edwin M. Lee, Mayor

Department of Public Health
Barbara A. Garcia, MPA
Director of Health

May 16, 2014

Ms. Teresa McWilliam
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

Dear Ms. McWilliam:

The San Francisco Department of Public Health (SFDPH) is pleased to support the San Francisco Municipal Transportation Agency's (SFMTA's) proposal titled **San Francisco Safer Streets** in response to the Active Transportation Program's call for projects. SFDPH and SFMTA have been active collaborators for many years and have worked together on projects such as the SF Pedestrian Strategy, WalkFirst, the Safe Routes to School program and other initiatives. If funded, SFDPH will provide leadership to conduct the evaluation and technical analysis and oversee mini-grants to community-based organizations on pedestrian and bicycling safety.

The San Francisco Health Commission and the SFMTA Board are both committed to the Vision of Zero traffic deaths on San Francisco streets by 2024 – with pedestrians and cyclists compromising the majority of those killed. SFDPH has worked with SFMTA to conduct analyses that identify where these injuries and deaths are concentrated as well as causes, including speed, which is also a barrier to increasing walking and biking on our streets. The SFMTA is requesting funding for targeted enforcement, education, and evaluation and innovative practices to help us reach this ambitious goal. 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 walking and biking.

The SFDPH's mission is to protect and promote the health of San Franciscans. We lead initiatives that will prevent disease and injury, including pedestrian and cyclist injuries and deaths. We have been active over the past 15 years in creating media and educational campaigns on pedestrian safety as well as supporting community-based organizations in creating safe walkable and bikable neighborhoods. We are also a national leader in conducting research, evaluation, and assessments on the health impacts of our built environment and transportation systems, including safety and active transportation. SFDPH is committed to being an active partner on this project, including leading the evaluation, and overseeing mini-grants to community-based organizations.

101 Grove Street, Room 308, San Francisco, CA 94102
Phone (415) 554-2600 Fax (415) 554-2710

We look forward to working with the SFMTA on this project and enthusiastically support this proposal. We believe funding for this multi-agency project will result in increased 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,

Barbara A. Garcia, MPA
Director of Health

101 Grove Street, Room 308, San Francisco, CA 94102
Phone (415) 554-2600 Fax (415) 554-2710

Online Links to Approved Plans

- Walk First Document:
  http://www.sfplanning.org/ftp/files/Citywide/WalkFirst/WalkFirst_Final_Document_102711.pdf

- Pedestrian Strategy:
  http://archives.sfmta.com/cms/rpedmast/documents/1-29-13PedestrianStrategy.pdf

- Bicycle Strategy:
  http://sfmta.com/sites/default/files/BicycleStrategyFinal_0.pdf

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19. Board of Supervisors Resolution 140039: Resolution urging the convening of a Pedestrian Safety Public Awareness Working group: http://www.sfcta.org/sites/default/files/content/Executive/Meetings/cac/2014/03MAR/Vision%20Zero%20Update%20CAC%20Memo.pdf
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*PDF versions of all of these resources can be provided upon request.

Documentation of Public Participation Process

[Pedestrian Safety Public Awareness Working Group]

Resolution urging the Transportation Authority to convene and coordinate a Pedestrian Safety Public Awareness Working Group and to develop an action plan within 90 days of their first meeting.

WHEREAS, Between December 31st and January 12th San Francisco has seen three pedestrian fatalities and an additional four pedestrian collisions resulting in serious injuries; and

WHEREAS, 2013 has registered 20 pedestrian deaths, the highest number of pedestrian fatalities in the last five years; and

WHEREAS, In the 2013 Mayor's Pedestrian Strategy, on file with the Clerk of the Board of Supervisors in File No. 140039, outreach and education were identified as key next steps for the successful implementation of the Strategy; and

WHEREAS, One of the goals of the California Transportation Commission's Active Transportation Program is to increase the safety and mobility of non-motorized users statewide; and

WHEREAS, Other countries like Ireland, the United Kingdom and France successfully implemented Public Awareness Campaigns that significantly reduced the number of fatal accidents; now, therefore, be it

RESOLVED, That the Board of Supervisors urges the Transportation Authority to convene a Pedestrian Safety Public Awareness Working Group; and, be it

FURTHER RESOLVED, That the working group shall include the Executive Director of the Transportation Authority, or their designee, the Director of the Department of Public Health, or their designee, the Director of the Department of Public Works, or their designee,

the Director of the Municipal Transportation Agency, or their designee, the District Attorney, or their designee, the Chief of the San Francisco Police Department, or their designee, the Chief of the San Francisco Fire Department, or their designee, members of Pedestrian Safety Advocacy Groups and Pedestrian Safety Advocates; and, be it

FURTHER RESOLVED, That the working group shall develop an action plan that will include a public awareness campaign targeting both Vehicle Drivers and Pedestrians, and an application for Active Transportation Program funding to help implement the campaign; and, be it

FURTHER RESOLVED, That the working group shall complete its work within 90 days of their first meeting but no later than 120 days from the date this Resolution is approved and report its findings to the Board of Supervisors' Neighborhood Services and Safety Committee.

City and County of San Francisco

Tails

Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 140039 **Date Passed:** March 18, 2014

Resolution urging the Transportation Authority to convene and coordinate a Pedestrian Safety Public Awareness Working Group and to develop an action plan within 90 days of their first meeting.

March 06, 2014 Neighborhood Services and Safety Committee - RECOMMENDED

March 18, 2014 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

File No. 140039

I hereby certify that the foregoing Resolution was ADOPTED on 3/18/2014 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Unsigned
Mayor

3/28/14
Date Approved

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

Angela Calvillo
Clerk of the Board

Letters of Support

WALK SAN FRANCISCO

May 14, 2014

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

To Whom It May Concern:

Walk San Francisco is San Francisco's leading pedestrian advocacy group that promotes walking as a safe and sustainable form of transportation. At the beginning of 2014, we championed the adoption of Vision Zero in San Francisco, a policy adopted by the Board of Supervisors, the San Francisco Municipal Transportation Agency (SFMTA) Board and Mayor Ed Lee. This letter is to confirm that Walk San Francisco supports the SFMTA's application for an Active Transportation-San Francisco Safer Streets program.

Study after study has identified Education and Enforcement as two of the three primary "E's" for creating safe, walkable streets. This program will help create an innovative program that will provide much needed education and enforcement in support of many of the innovative engineering strategies that San Francisco is already implementing. By providing this program, San Francisco is committing increasing the number of people walking in our city by addressing one of the modes major hurdles: safety.

We fully believe that the proposed program is based on best-practice research, in line with findings of the National Highway Safety Transportation Agency (NHTSA) and Federal Highway Administration (FHWA) for providing effective education and enforcement efforts. We proudly endorse this application and encourage you to fund this project. Thank you for your consideration of this application.

Sincerely,

Nicole Schneider
Executive Director

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

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 have championed, along with Walk SF and more than twenty other coalition members, the adoption of Vision Zero in San Francisco, a policy adopted by the Board of Supervisors, the San Francisco Municipal Transportation Agency (SFMTA) Board and Mayor Ed Lee and others to reduce the number of bicyclist and pedestrian deaths to zero within ten years. This letter is to confirm that SFBC supports the SFMTA's application for an Active Transportation-San Francisco Safer Streets program.

Study after study has identified education and enforcement as two of the three primary "E's" for creating safe, walkable streets. This funding will help create an innovative program to provide much needed education and enforcement to complement many of the innovative engineering strategies that San Francisco is already implementing. Our hope is that this program will help our city continue to increase the number of people bicycling by addressing one of the fears many new riders have: safety.

We believe that the proposed program is based on best-practice research, in line with findings of the National Highway Safety Transportation Agency (NHTSA) and Federal Highway Administration (FHWA) for providing effective education and enforcement efforts. We endorse this application and encourage you to fund this project. Thank you for your consideration of this application.

Sincerely,

Leah Shahum
Executive Director
San Francisco Bicycle Coalition

1360 Mission St., Suite 400
San Francisco, CA 94103
415-546-1333
www.sdaction.org

May 13, 2014

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

To Whom It May Concern:
Senior and Disability Action, SDA is a well-respected non-profit organization representing seniors and people with disabilities living in the City and County of San Francisco. SDA is well known in mobilizing and educating seniors and people with disabilities to fight for individual rights and social justice. Through individual support and collective action, we work together to create a city and world in which seniors and people with disabilities can live well and safely. This letter is to confirm Senior and Disability Action supports the SFMTA's application for an Active Transportation-San Francisco Safer Streets program.

During the period of 2006 – 2012, San Francisco has experienced the steady rise of pedestrian collision injuries, starting with 743 pedestrian injuries in 2006 to 946 in 2012.
During the same period of time, San Francisco had a mean average of 16 pedestrian fatalities. Last year, 2013 there were 21 pedestrian deaths and 964 pedestrian collision injuries. As a result the city of San Francisco has adopted an innovative program called Vision Zero. The primary goal of the program is to reduce pedestrian fatalities to zero by the year 2020.

The Vision Zero is dependent on the city to use the widely accept 3E's of Pedestrian Safety; Education, Enforcement and Engineering. SFMTA's proposal will help create an inventive program that will provide much needed education and enforcement in support of many of the pioneering engineering strategies that San Francisco is already implementing. By providing this program, San Francisco is committed to increasing the number of people safely traveling through our city by addressing one of our members major hurdles: safety.

1360 Mission St., Suite 400
San Francisco, CA 94103
415-546-1333
www.sdaction.org

We fully believe that the proposed program is based on best-practice research, in line with findings of the National Highway Safety Transportation Agency (NHTSA) and Federal Highway Administration (FHWA) for providing effective education and enforcement efforts. We proudly endorse this application and encourage you to fund this project. Thank you for your consideration of this application.

Sincerely,
Jessica Lehman
Executive Director
Senior & Disability Action