

Background: Streetscape Prioritization



1

Better Streets Plan
2006 – Adopted
December 2010

DELIVERABLE

A unified set of standards, guidelines, and implementation strategies to govern how the City designs, builds, and maintains its pedestrian environment.

OUTREACH

Over 100 public meetings.



2

WalkFirst Phase I
October 2010 –
September 2011

DELIVERABLE

Map of key walking streets (streets where people are walking). Map of pedestrian high injury corridors (streets with the highest concentration of severe and fatal injuries). Draft General Plan Policies. Five case studies and designs.

OUTREACH

Online survey with 400+ participants. Focus groups. Regular PSAC meetings.



3

Executive Directive 10-03: Pedestrian Safety in San Francisco
December 2010

DELIVERABLE

Directed City departments to implement solutions that would reduce pedestrian fatalities and severe injuries by 25 percent by 2016 and by 50 percent by 2021, increase the walkability of San Francisco and make all neighborhoods safer for people walking.

4

Pedestrian Strategy
April 2013

DELIVERABLE

Outlined goals and strategies to meet the Executive Directive.

OUTREACH

Pedestrian Safety Task Force and Steering Committee formed, co-chaired by SFDPH and SFMTA. The Strategy was developed with input from the Task Force and Steering Committee.

5

WalkFirst Phase II
September 2013 –
February 2014

DELIVERABLE

Prioritized list of pedestrian safety projects and programs. Ongoing implementation.

OUTREACH

Focus groups. Online tool with 300+ participants.



6

Vision Zero
March 2014 –
Present

DELIVERABLE

Citywide commitment to reduce traffic fatalities to zero. Vision Zero 2-year Action Strategy released. 40 Projects identified to be implemented in 24 months.

OUTREACH

Pedestrian Safety Task Force reestablished as the Vision Zero Task Force. Vision Zero Committee of the Transportation Authority Board established. Ongoing meetings and public hearings.



7

Streetscape Prioritization
August –
December 2014

DELIVERABLE

Prioritized list of locations for future streetscape improvements.