



City and County of San Francisco
Department of Public Health
Community Health Programs

21

Community Health Promotion & Prevention Branch
www.dph.sf.ca.us

May 16, 2003

Pedestrian Project Award
c/o Institute of Transportation Engineers
1099 14th St., NW, Suite 300 West
Washington, D.C. 20005

Dear Award Reviewers:

The San Francisco Department of Public Health, through the Community Health Education Section, is pleased to apply for the Pedestrian Project Award of the Institute of Transportation Engineers and the Partnership for a Walkable America. We are very proud of the improvements in pedestrian safety we have achieved in San Francisco and of the outstanding work that has been done by 20 community agencies, working with the City and County. Pedestrian Safety is a complex problem without any single solution. By involving community members in devising strategies and interventions in their own neighborhoods, the Health Department was able to bring the wealth of perspectives and energies of the community to this problem.

In our application, we have provided:

1. a sample of the type of data map we have given to community groups,
2. some photographs of community members at work on these projects,
3. sample products from community groups, and
4. a letter from the California Office of Traffic Safety, commending one of our project reports and crediting this project with a 7% reduction in pedestrian deaths and injuries in San Francisco.

We have also provided a small copy of the "poster" which was presented at two international conferences:

- ◆ the World Injury Prevention and Control Conference in Montreal, Canada, May 2002 and
- ◆ the Walk 21 Conference on Walking in the 21st Century in Portland, Oregon, USA, May 2003.

This is a very small sample of the materials and products produced by the agencies and community groups involved in this project. If you select this project as one of your awardees, we would be very pleased to work with you to provide a comprehensive set of materials, photographs and information available on our website, to help share some of these interventions.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Radetsky".

Michael Radetsky, MA, MPH
Injury Prevention Planning Coordinator

Pedestrian and Traffic Safety Project
San Francisco Department of Public Health
PROJECT PERIOD: 6/1/00 - 12/31/03
Funding: California Office of Traffic Safety - \$1,250,000
Red Light Running Camera Fines - \$360,000

San Francisco is famous for being a "walking city", a city that is best experienced at a human pace. The City prides itself on being a place where residents and tourists alike can reach the majority of destinations on foot or by short rides on public transportation. Yet San Francisco is home to some of the most dangerous streets for individuals on foot. As measured by injuries and deaths per 100,000, San Francisco's rate of 128.9 is the worst in California and more than twice as bad as number two Los Angeles. A report just published by the National Highway Traffic Safety Administration listed San Francisco as the 4th most dangerous city for pedestrians in the United States. For the 10 years preceding this project, pedestrians made up nearly half of all traffic fatalities in San Francisco, compared to a national average of 13%. With the support of the California Office of Traffic Safety, the Department of Public Health set out to change this.

Prevention research confirms that effective prevention programs can be designed only after examining comprehensive data and empowering community residents to advocate for environmental changes in response to that data. While seeking to address the traditional "3 E's" of Education, Engineering and Enforcement, the San Francisco pedestrian safety project is grounded in a broad partnership with community agencies that have undertaken specific pedestrian improvements, involving both education campaigns and advocacy for environmental changes in their own communities. The Department provided mini-grants, local data in GIS mapping format, and technical assistance. Partners include other City Departments, such as Parking and Traffic (Traffic Engineers) and the Police, and many community based agencies which had never addressed pedestrian or traffic issues before. Community Partners: Chinatown Community Development Center; Coleman Advocates for Children and Youth; International Institute of San Francisco; Neighborhood Safety Partnership; Network for Elders; OMI Neighbors in Action; Parent Teachers Association; Park Presidio Neighbors; Rose Resnick Lighthouse for the Blind; Self Help for the Elderly; Senior Action Network; Tenderloin Housing Clinic; UCSF / SF Injury Center; Walk San Francisco; West Portal Neighborhood Association; Wu Yee Children's Services.

The measurable objective of the project was to reduce pedestrian injuries and deaths by 10% by December 2003. At this point, the State of California has officially credited the project with achieving a 7% decrease in fatal and injury collisions involving pedestrians (see letter attached). Some specific achievements of the project's community groups have been:

- ◆ Providing bilingual education in Chinese and English, including bilingual brochures, handouts, and posters, and advocacy for pedestrian and traffic safety in Chinatown.
- ◆ Developing warning letters to give to residents who park on the sidewalk and "thank you" cards to give support to those who stopped. This effort helped substantially reduce blocked sidewalks forcing pedestrians into traffic.
- ◆ Producing educational materials targeting parents of preschool children regarding pedestrian injuries, potential traffic hazards, and safe behaviors to avoid pedestrian injuries to young children.
- ◆ Conducting a charrette study of the West Portal neighborhood with the assistance of Walkable, Inc.
- ◆ Producing a video to document the dangers children and other pedestrians face when crossing the streets near William R. DeAvila Elementary School.
- ◆ Conducting *Pedestrian Safety 101*, *Preventing Dangerous Accidents*, and *Becoming an Advocate* workshops for the Bosnia, Russian, and Vietnamese immigrant communities. San Francisco has many older new immigrants.
- ◆ Developing and delivering an educational campaign to reduce speeding and encourage safe traffic behaviors along the 3rd Street corridor in the Bayview neighborhood.

All of these local, neighborhood activities were supported by Health Department staff with training sessions, assistance with access to City and County Agencies, data and ongoing networking and mutual support opportunities. Additionally, a citywide media campaign conducted jointly with the Department of Parking and Traffic, funded with fine money from red light camera enforcement, has been used to create a larger context. These media campaigns have been used to create a sense that San Franciscans are working together to reduce pedestrian injuries and deaths. Media campaigns have focused on aggressive and distracted driving, and on the need for drivers and pedestrians to be more courteous. In addition to billboards, radio PSA's and media coverage, community groups have used posters with the media messages as a part of their outreach efforts, tying the disparate projects together.

CREATING A "ROAD MAP" FOR REDUCING PEDESTRIAN INJURIES

Sponsored by the California Office of Traffic Safety through the Business, Transportation and Housing Agency and Centers for Disease Control, National Center for Injury Prevention and Control Grant No. R49/CCR903697

Michael Radeletsky, MPH¹, Mary J. Vassar, RN, MS², Ana Valdicz, MPH¹ and Stanley Sciorino, PhD¹

¹San Francisco Department of Public Health, Community Health Promotion and Prevention Branch and ²University of California San Francisco, San Francisco Injury Center and Centers for Disease Control, National Center for Injury Prevention and Control Grant No. R49/CCR903697

BACKGROUND

In San Francisco, over 1,000 injuries and 20-30 fatalities have involved pedestrians each year. The average annual rate of 131.5 injuries and fatalities per 100,000 population for 1998-2000 was the worst in California and nearly 5 times higher than Healthy People 2010 baseline. Central problems are that evidence-based research is scarce and data collection and prevention efforts have not been adequately coordinated by government agencies and community organizations.

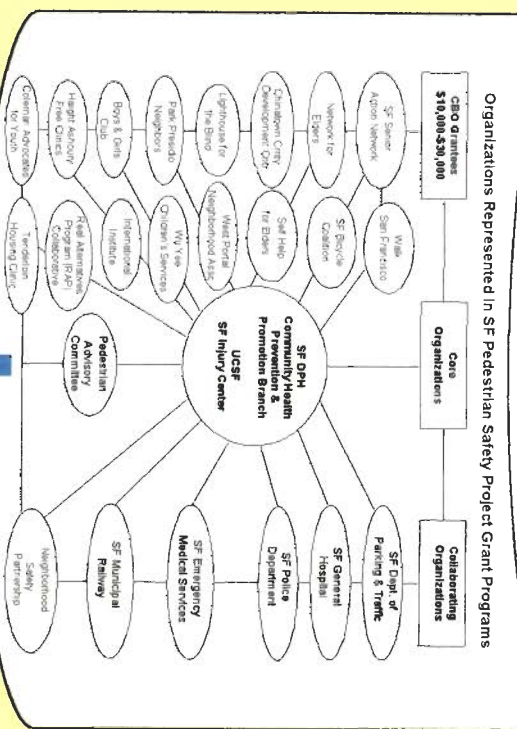


The San Francisco Pedestrian Safety Project is grounded in a multidisciplinary approach aimed at fostering collaborations among government agencies, academic institutions, and residents to achieve workable solutions to traffic safety. The overall goal is to reduce pedestrian injuries in San Francisco by 20% from the 1998 base year totals by 2005.

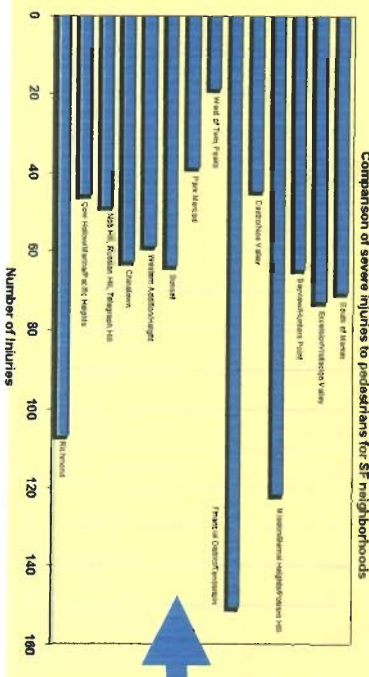
OBJECTIVES

The San Francisco Pedestrian Safety Project is grounded in a multidisciplinary approach aimed at fostering collaborations among government agencies, academic institutions, and residents to achieve workable solutions to traffic safety. The overall goal is to reduce pedestrian injuries in San Francisco by 20% from the 1998 base year totals by 2005.

BUILDING COLLABORATIONS & FUNDING THE PLANNING PROCESS

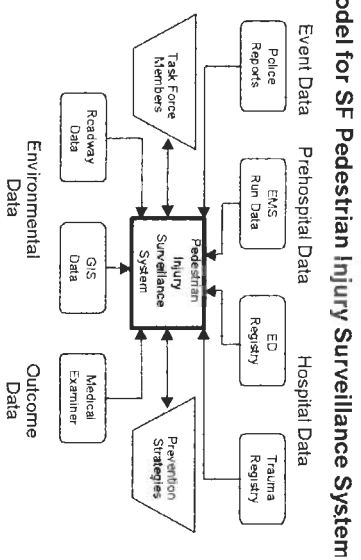


Detailed neighborhood data provides CBO's a basis for project planning and evaluation of interventions



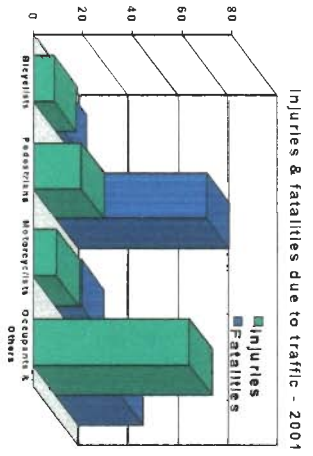
METHODS

SURVEILLANCE



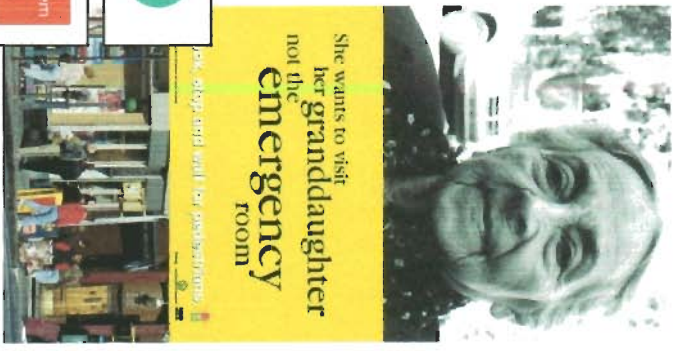
Epidemiology of Pedestrian Injuries in San Francisco

All pedestrian injuries in San Francisco January 1990 to December 2001



MEDIA CAMPAIGNS

Funded by red light running fines



CONCLUSIONS

- The SF Pedestrian Safety Project seeks to ensure that:
- Priority issues are identified by each community
- CBO's have access to data and best practices information
- All communities gain access to decision and policy makers who influence changes
- Prevention efforts are coordinated and reinforcing.

Communities in Action For Pedestrian Safety

International Institute of San Francisco



Vietnamese immigrants learning about pedestrian safety in San Francisco

Greater West Portal Neighborhood Association



Howard Strassner of GWPNA leading a small group discussion during the charrette process conducted by Walkable Inc.

Network for Elders



Seniors participating in Network for Elders/Senior Action Network demonstration on October 31, 2002



Nita Hines from Network for Elders conducting a traffic safety presentation to Bayview Hunters Point seniors