Policies & Pedestrians

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Roadmap

- What are policies

- Why are policies important

- How we move toward policies

- What are some challenges

What do we mean by "policy?"

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- A policy is

  - Written statement
  - Sets out a general approach to be applied broadly

What do we mean by "policy?"

- Local ordinances
- Zoning
- Resolutions
- Standards
- Contracts/Agreements
- State/Federal laws

Why is policy is important?

Policy reaches more people, and policy institutionalizes good ideas.

What are pedestrian policies?

- **Policies**

  - Complete Streets

  - Vision Zero

What are pedestrian policies?

- Complete Streets

- Vision Zero

High-Level Policies
(Big "P" Policy)

Key Lessons -- Vision Zero

- **Collaboration is key**
  - Form a committee/task force
- **Framework utilizes the E's**
  - Engineering, Enforcement, Education/Engagement, Evaluation
- **Equity is important**

Key Lessons -- Vision Zero

VISION ZERO SF

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Equity

Social equity is at the core of Vision Zero.

A third of San Francisco's streets run through historically disadvantaged communities, yet streets in these neighborhoods are almost twice as likely to be on the high injury network. Half of the High Injury Network–the 12% of streets where over 70% of collisions occur–is located in neighborhoods defined as "Communities of Concern" by the Metropolitan Transportation Commission—low-income communities, communities of color, seniors and people who rely on walking and transit as their primary means of transportation carry. By prioritizing safety on these streets, Vision Zero prioritizes safety in these neighborhoods.

Achieving Vision Zero means fixing these problems fairly and ensuring that all of our communities have safe streets. Livability and safety are only achieved when all communities have achieved Vision Zero.

Historically disadvantaged communities are TWICE as likely to be on High Injury Network

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Key Lessons -- Vision Zero

- Mayoral leadership is key

- Behavior issues like impaired or distracted driving are significant barriers to overcome

- Data can help break down the problem into manageable pieces and help identify focused solutions

Advice from Vision Zero Cities

- Find the story that resonates with your stakeholders.

- Take a data-driven approach to safety and let the data drive your work plan.

- Be flexible. It is an iterative process. Be open to adjustments along the way.

What are pedestrian policies?

- policies

  - Sidewalks and street trees must be provided on both sides of all neighborhood streets.

  - Building entrances must be oriented to accessible pedestrian pathways

What are pedestrian policies?

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Low-Level Policies
(Little "p" Policy)

Language matters
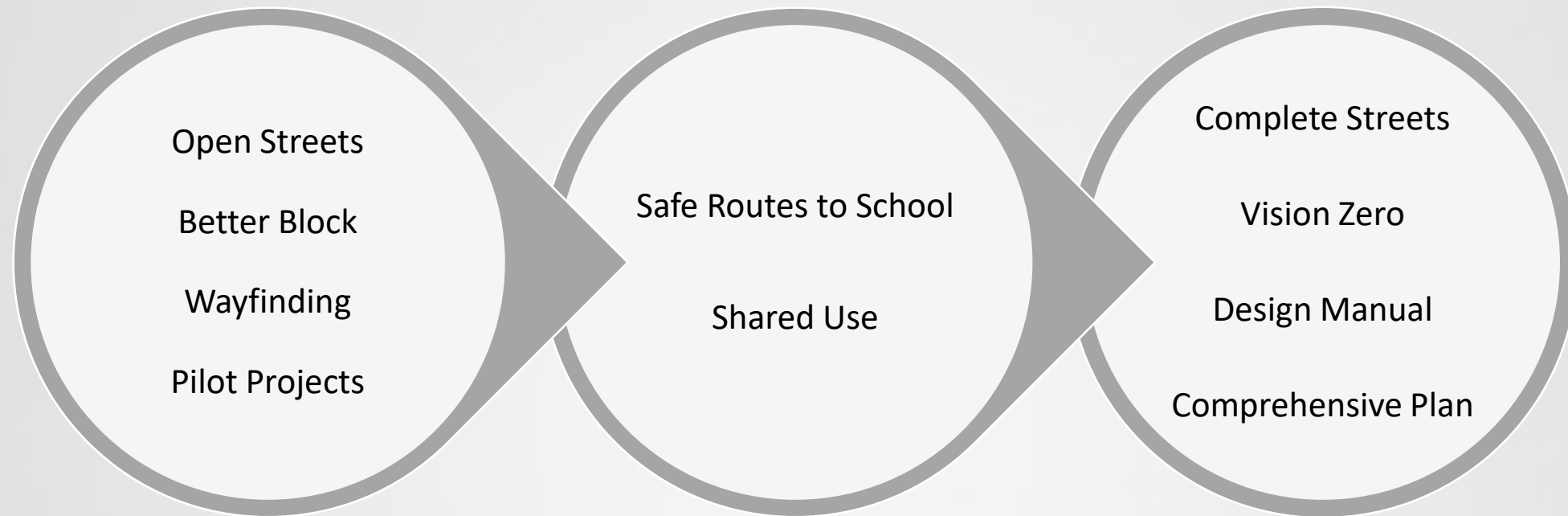
- **Weak language**
  - Encourage
  - Should
  - Consider

- **Strong language**
  - Must
  - Shall
  - Require
  - Review and revise

How do we move toward policies?

SLOW AND STEADY WINS THE RACE.

How do we move toward policies?

- Start where you are

- Find supporters

- Build capacity and momentum

- Small successes go a long way

Challenges to Policies

Challenges

- Political

- Monetary

- Leadership

- Cultural

When you make your streets safer

for people walking and biking,

you are not just changing streets

You are changing the world!

Janette Sadik-Khan

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