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THE FACTS

It's time for San Francisco's...

# WALK TO WORK DAY

THURSDAY APRIL 7, 2016



In this issue of *TMASF Connects the Facts*, we give you everything you need to know about pedestrian and driver safety, ridesharing, carsharing, and bikesharing!

## Learn More

If you want to learn more about safe walking and biking in San Francisco, please refer to the resources below:

- [Walksf.org](http://Walksf.org)
- [SFMTA.com](http://SFMTA.com)
- [Walkfirst](http://Walkfirst)
- [SFPD Traffic Safety](http://SFPD Traffic Safety)
- [SFMTA Walking Guide](http://SFMTA Walking Guide)
- [Vision Zero SF](http://Vision Zero SF)
- [Safe Streets SF](http://Safe Streets SF)
- [Sfbike.org](http://Sfbike.org)
- [Bay Area Bike Share](http://Bay Area Bike Share)



[www.tmasfconnects.org](http://www.tmasfconnects.org)



## Sharing the Road

*Pedestrian and Driver Safety*



### Know the Facts

- ▶ More than one million walking trips take place daily in San Francisco, with walking now accounting for over 25 percent of the four million average trips per day.
- ▶ San Francisco is ranked number one in Bay Area for pedestrian fatalities.
- ▶ Over the past decade in San Francisco, on average 20 pedestrians were killed in 800 injured in collision with motor vehicles every year.
- ▶ More than half of San Francisco's traffic fatalities are pedestrians.
- ▶ High injury corridors are concentrated in districts 3 and 6, which have high concentrations of both traffic and pedestrians.

### Know the Law

- ▶ **Crosswalks:** Per California Vehicle Code Section 21950, pedestrians have the right-to-way in marked or unmarked crosswalks.
- ▶ **Outside of Crosswalks:** Every pedestrian on a roadway at any point, other than in a marked or unmarked crosswalk at an intersection, must yield the right-of-way to all vehicles that are so near as to constitute an immediate hazard.
- ▶ **Between Intersections:** Pedestrians must use only marked crosswalks when crossing between adjacent intersections controlled by a traffic signal or police officer. There are no legal unmarked crosswalks between these controlled intersections.
- ▶ **Walk on Roadway:** When sidewalks are not available, pedestrians are required to walk on the left-hand edge of the road facing traffic.



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# Sharing the Road

*Pedestrian and Driver Safety*

## Tips for Walking

- ▶ Be alert, especially at intersections.
- ▶ Minimize the use of mobile phones and music players.
- ▶ Look twice into oncoming traffic before using the crosswalk, walking with the traffic signal.
- ▶ Make eye contact with drivers before you cross paths.

## Tips for Driving

### Slow Down!

- ▶ Speed is responsible for ten times the number of pedestrian injuries in San Francisco as driving under the influence.
- ▶ Most San Francisco streets are 25 MPH, but speeding is common. On most 25 MPH streets, 50% of drivers exceed the limit.
- ▶ Vehicles' speeds are the strongest predictor of whether people are seriously injured or killed when hit by a car: if hit by a vehicle travelling at 40 MPH, 50% of people will die compared to only 10% at 25 MPH. 90% of people will die at 55 MPH.

### Yield to Pedestrians

- ▶ Driver behavior is implicated in pedestrian injuries and deaths in vehicle collisions over two times as much as pedestrian behavior.

### Take Left Turns Carefully

- ▶ Of drivers violating pedestrian right-of-way and injuring or killing a pedestrian, 53 percent were making a left turn.

## San Francisco City Actions

- ▶ Mayor Lee issued the [Pedestrian Strategy](#) with goals for making walking safer in San Francisco and reducing pedestrian injuries by 25% by 2016 and by 50% by 2021.
- ▶ [WalkFirst](#), following the Pedestrian Strategy, prioritizes capital improvements needed.
  - Give pedestrians extra crossing time.
  - Improve safety around schools and senior centers with high pedestrian injury.
  - Upgrade 44 miles of streets where injuries are most concentrated.



www.tmasfconnects.org

Content: [SEMFTA](#)  
Images: [www.citi.io](http://www.citi.io), [ww2.kqed.org](http://ww2.kqed.org)



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# Ridesharing

*Carpool, Casual Carpool, Vanpool*

## What is it?

- ▶ Rideshares such as carpools and vanpools are made up of groups of passengers who have a similar commute route who travel together in a single vehicle routinely.

## Advantages

- ▶ Convenient and economical
- ▶ **Save Time** by riding in the carpool lanes. See [map](#).
- ▶ **Save Money** by sharing the expense of gas and receiving discounts at tolls.
- ▶ Can meet other carpool members at [Park & Ride lots](#) (mostly for free).

## Types (See [SF Environment](#))

### Carpool

- ▶ Can drive in High Occupancy Vehicle (HOV) lanes during commute hours.
- ▶ Receive [discounted tolls](#) on bridges.
- ▶ Become a [Lyft](#) Carpool driver, get matched with other commuters, and earn easy cash. Learn more [here](#).
- ▶ Use 511's free online service to find a [Carpool Match](#).

### Casual Carpool

- ▶ On-demand, non-routine carpool.
- ▶ Select "Casual Carpool" at the bottom of the [TMSF Connects Real-Time Traffic Map](#) for a list of pick-up locations.

### Vanpool

- ▶ Traditionally have 7-15 passengers including driver.
- ▶ Receive [vanpool incentives](#) and preferential parking (where available).
- ▶ Can drive in High Occupancy Vehicle (HOV) lanes during commute hours.
- ▶ Free tolls for registered van pools with 11-15 seats.
- ▶ How to [Start or Join a Vanpool](#)





# Carsharing

*Renting a Vehicle When Needed*

## What is it?

- ▶ Service that allows riders to rent/share a non-privately owned vehicle.
- ▶ Fewer cars serve more people which decreases traffic and parking congestion.

## Advantages

- ▶ Cost-effective: Drivers save money by not having to pay for the cost of owning a car.
  - When gas, vehicle payments, and insurance are totaled, the average car costs \$8,698 annually according to [AAA](#).
  - Car sharing costs as little as \$3/hour.
- ▶ Beneficial for drivers who live in San Francisco and use public transportation regularly but need a car occasionally for errands and weekend trips.

## Car Share Companies

### City Car Share

- ▶ Nonprofit within the Bay Area which is free to join.
- ▶ New members get \$10 in free driving credits.

### Zipcar

- ▶ Convenient and fast way to rent a car by the hour, day, or overnight.
- ▶ Members benefit from low driving rates & discounts from local retail companies.
- ▶ Users could save around \$3,000 annually, or \$260/month. See how much you could save by using Zipcar instead of owning a personal vehicle. Use [Zipcar's Cost Calculator](#).

### Getaround

- ▶ New free-to-join service that allows you to rent cars from people nearby.
- ▶ 1000s of vehicle options starting at \$5/hour.

### Enterprise

- ▶ Weekend specials starting at \$9.99/day.
- ▶ See how much you could save by using [Enterprise's Cost Calculator](#).





# On-Demand Ride Services

*Sharing a Ride When Needed*

## What are they?

- ▶ Services that connect drivers to riders. Drivers either use a privately-owned vehicle or a taxicab to drive customer/s to their requested destination.

## Advantages

- ▶ Convenient and user-friendly
- ▶ On-demand

## Representative Service Providers

### Taxi

- ▶ Taxi Services: [Yellow Cab](#), [Luxor Cab](#), [Flywheel Taxi](#)
- ▶ See SFMTA's [Taxi Company Directory](#) for a full list of taxi services.

### Uber

- ▶ A rideshare service which gives riders options on what type of service best suits their needs.
- ▶ Includes **UberX** (Uber employees drive you in their own cars which lowers the cost), **Black Car** (a spacious town car), **UberXL** (most expensive but seats up to 6 people), and **UberPool** (matches you with rider/s heading in the same direction which lowers fares).

### Lyft

- ▶ Every car is identifiable by the pink mustache on the front.
- ▶ Includes "Lyft Line" which matches you with rider/s heading in the same direction which lowers fares.





# Bike Sharing

[Bay Area Bike Share \(BABS\)](#) launched a small pilot program in 2013. BABS is managed and maintained by the Bay Area Air Quality Management District. Many San Francisco community groups work hand in hand with BABS to help advocate for larger programs that will connect commuters to home and work. The [San Francisco Bicycle Coalition](#) has helped secure funding for an expansion similar to those programs already in place around the US.

## Bay Area Bike Share

Bay Area Bike Share solar-powered electronic kiosks can be found throughout San Francisco. Once you have identified your closest kiosk, you can sign up for annual, monthly, daily or other kinds of membership. Once you're a member, you can take a bike, ride to your destination and return it at the closest kiosk near to where you're headed. Trips under 30 minutes are free.

When using Bay Area Bike Share, Members must:

- ▶ Ride with traffic
- ▶ Yield to pedestrians
- ▶ Obey traffic signals & signs
- ▶ Walk bicycles on sidewalks

You must be at least 18 years old to use the Bay Area Bike Share system. Bicyclists are required to use hand signals to let drivers and other cyclists know where they're going. When available, bicycle riders can use marked bicycle lanes or paths. Click here to locate a [bike share station](#).

### BIKE SHARE: 4 EASY STEPS



For more information on bike sharing in and around San Francisco, please visit the [Bay Area Bike Share \(BABS\) website](#). For more information and bicycle resources, check out our [website](#).

Get ready for [Bike to Work Day](#) 2016! **Thursday, May 12<sup>th</sup>**. The Bay Area will be celebrating Bike Month all of May.

