

2025 TRAFFIC ENFORCEMENT PLAN



CITY & COUNTY OF SAN FRANCISCO

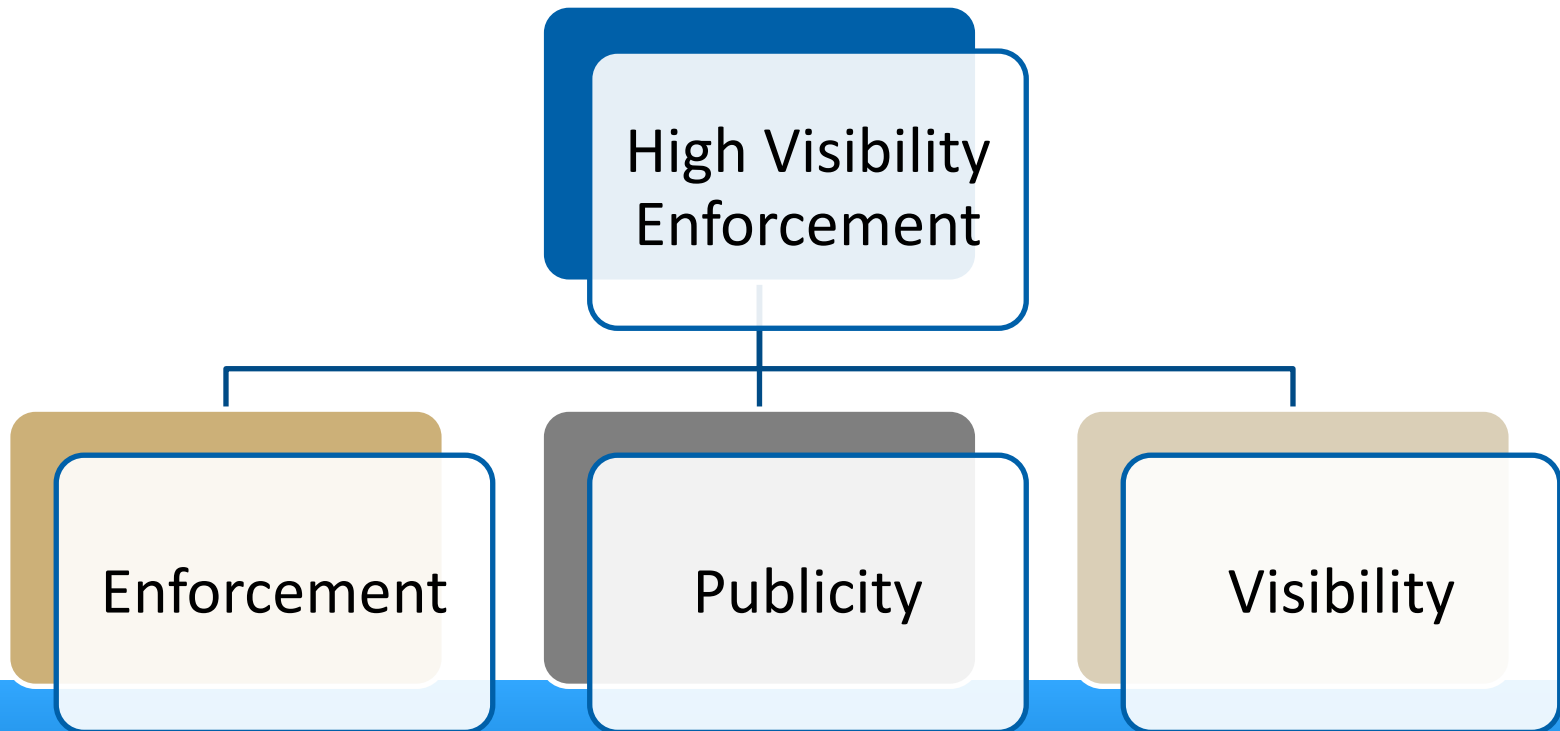
Police Department
Traffic Division

January 2025



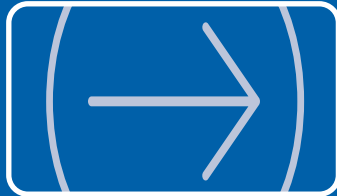
OBJECTIVE

Leverage data and citywide partnerships to guide traffic enforcement strategies to enhance safety and reduce traffic crashes and violations in San Francisco.



STRATEGY

ENFORCEMENT



DIRECTED ENFORCEMENT



WAVES



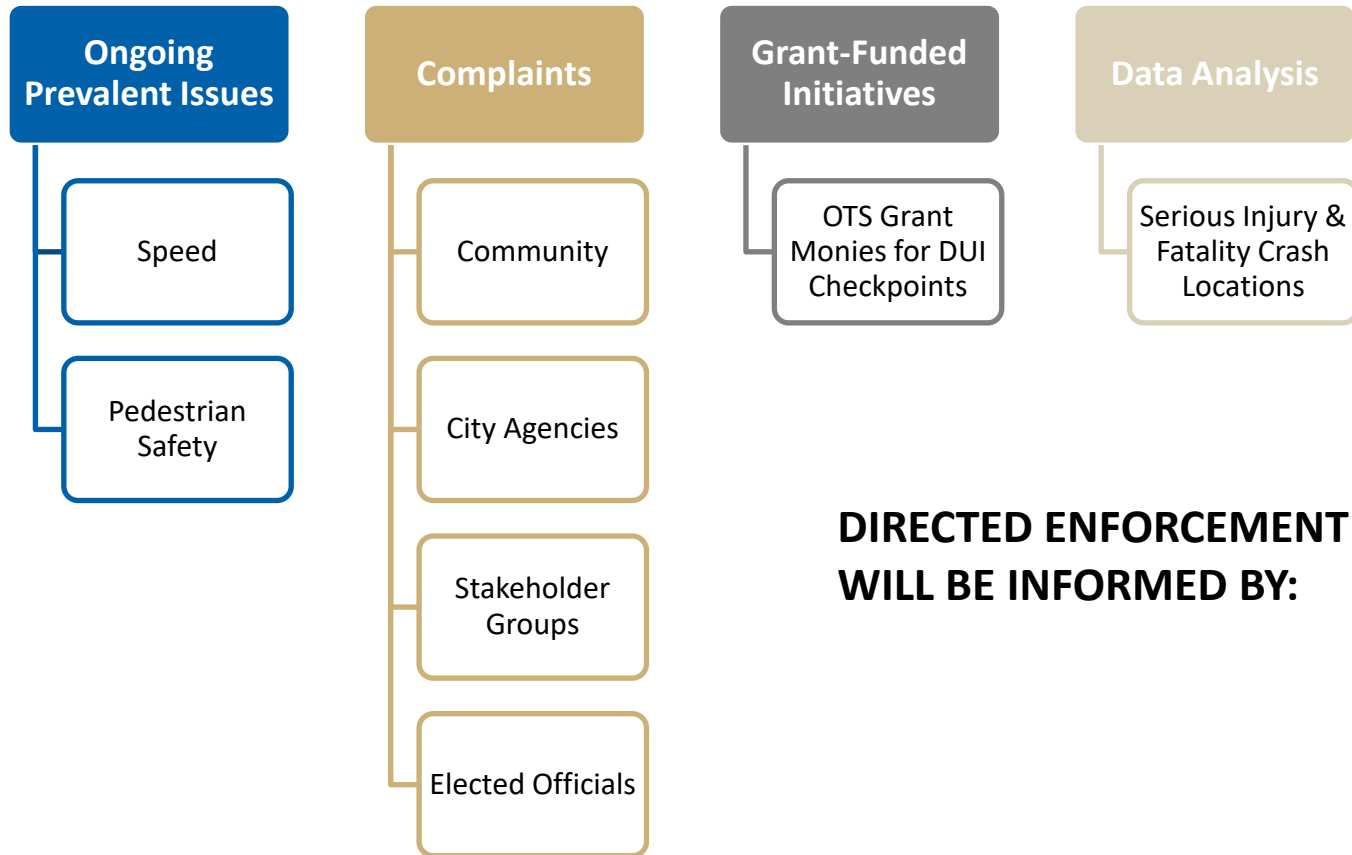
INTEGRATED ENFORCEMENT



EDUCATION

DIRECTED ENFORCEMENT

Traffic enforcement that is internally directed to occur and aimed at addressing a specific traffic safety problem in a specified location



**DIRECTED ENFORCEMENT
WILL BE INFORMED BY:**



WAVES

Increased enforcement of a specific type of traffic violation in a targeted location for a period of time that occurs at set intervals in order to reduce crashes

- **Operational Periods for Each Targeted Location:**



- **Data analysis to determine the locations and violations of focus based on statistics related to fatal and serious injury crashes in partnership and collaboration with SFMTA**
- **Emphasis on quality over quantity... Quality stops are those directed at behaviors that lead to crashes**

INTEGRATED ENFORCEMENT

Incorporation of high visibility traffic enforcement strategies into everyday patrol

Encourage traffic enforcement as violations are observed during routine patrol and in the course of everyday assignments.

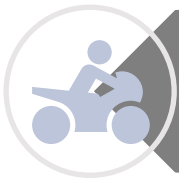
This strategy should be used in instances where traffic enforcement resources cannot be solely dedicated to the traffic enforcement mission (i.e. daily staffing shortages at District Stations).

EDUCATION

Utilization of various educational methods to enhance traffic safety



Utilization of advisements and warnings in lieu of citations in some instances to change behavior and encourage safety

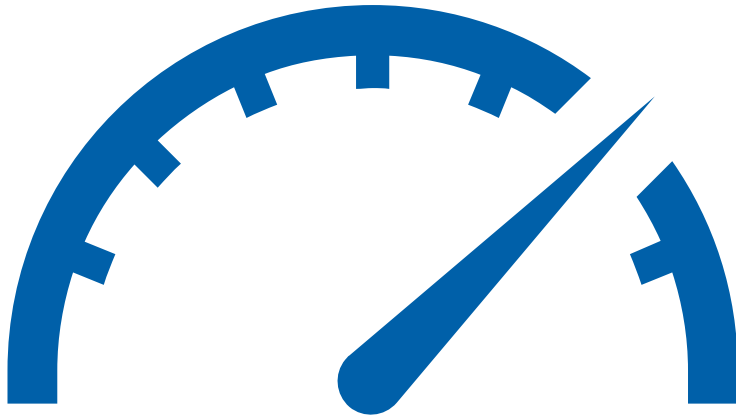


Safety classes sponsored by SFPD (i.e. motorcycle skills)

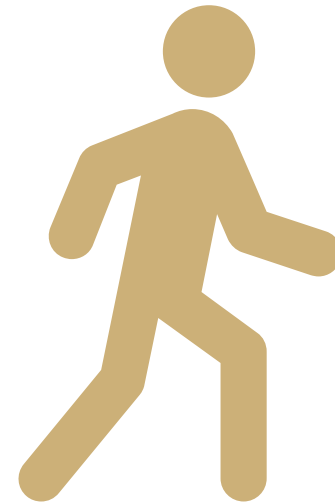


Social media and messaging regarding traffic safety and enforcement efforts

2025 ENFORCEMENT FOCUS



SPEED



**PEDESTRIAN
SAFETY**

PUBLICITY



MESSAGING

- Sustained Enforcement Messages (Monthly)
- Increased Enforcement Messages (As Needed)
- Traffic Enforcement Results



TYPES OF MEDIA

- Social Media – Traffic Company & SFPD
- News Media
- Press Releases

VISIBILITY



**HIGHLY VISIBLE
ENFORCEMENT**



**TRAFFIC TRAILERS &
ELECTRONIC MESSAGE
BOARDS**

TRAINING & PROFESSIONAL DEVELOPMENT

RADAR AND LIDAR TRAINING

SOLO RESPONSE TEAM TRAINING

TRAFFIC SAFETY SUMMITS AND
CONFERENCES

TECHNOLOGY INTEGRATION

CURRENTLY IN USE

- LIDAR
- RED LIGHT CAMERAS
- eCITATION
- BENCHMARK ANALYTICS

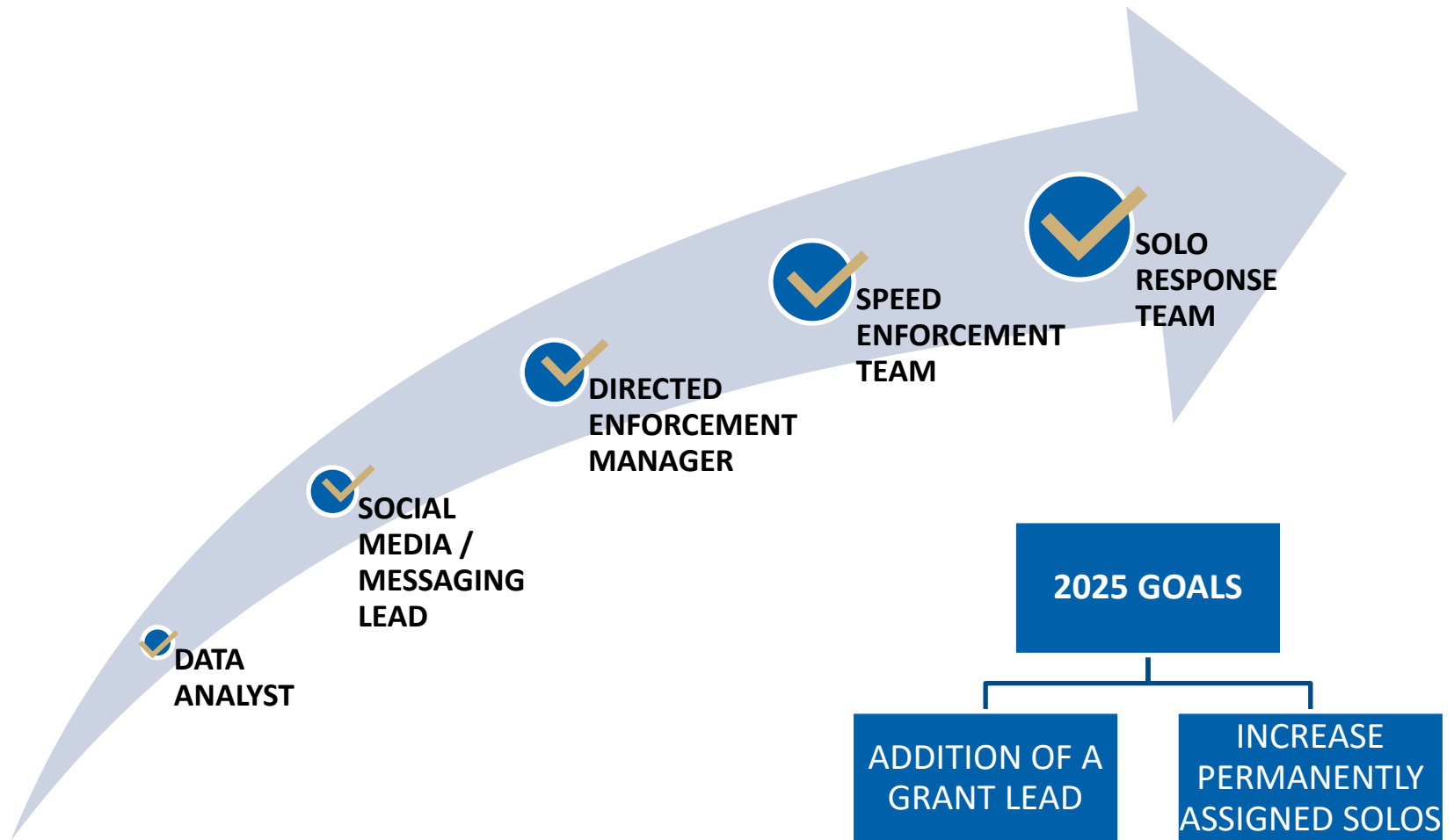
ROLLING OUT

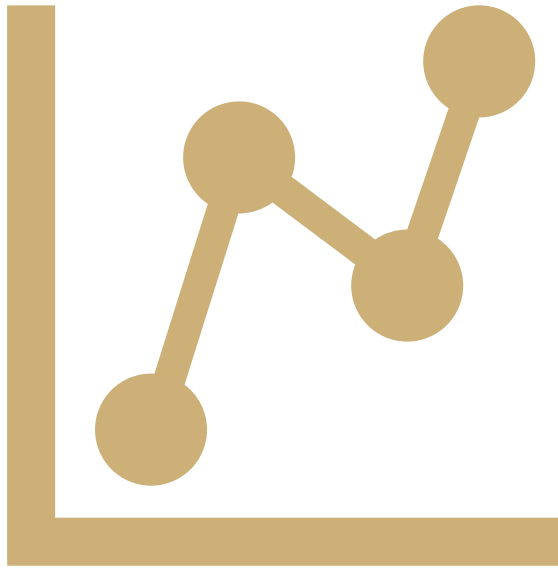
- SPEED CAMERAS
- STAR CHASE
- DRONES

GOALS (WISH LIST)

- RADAR FOR MOTORCYCLES

STAFFING ENHANCEMENTS





ENHANCED DATA COLLECTION & ANALYSIS

DATA COLLECTION

CITATION STATISTICS

Department Wide Traffic Violations Issuance by Division and by Unit

Period	Unit	Red Light	Stop Sign	Ped Right of Way	Speeding	Failure to Yield w/Turning	Cell Phone	Unlicensed Driver	Suspended License	Ped Offenses	Bike Offenses	Other Traffic Violations	Total Traffic Violations	Focus on Five Totals	Focus on Five - %	* Non-Traffic Violations
1/1/2024 - 10/31/2024	Traffic	111	337	186	276	450	243	4	1	8	4	1,026	2,646	1,360	51%	266
Subtotal - Metro Division		551	1,058	113	391	907	165	351	66	39	52	3,216	6,909	3,020	44%	1,148
1/1/2024 - 10/31/2024	Central	126	135	28	113	8	20	45	13	12	3	478	981	410	42%	140
	Southern	181	332	45	69	75	28	69	19	8	37	459	1,322	702	53%	34
	Mission	80	493	25	132	424	83	140	9	7	8	852	2,253	1,154	51%	613
	Northern	50	86	7	2	0	12	5	3	5	0	366	536	145	27%	304
	Tenderloin	114	12	8	75	400	22	92	22	7	4	1,061	1,817	609	34%	57
Subtotal - Golden Gate Division		119	638	244	1,026	149	85	82	32	10	4	523	2,912	2,176	75%	210
1/1/2024 - 10/31/2024	Bayview	28	155	1	93	17	23	7	13	2	0	138	477	294	62%	48
	Park	20	121	39	11	22	15	15	3	1	2	92	341	213	62%	40
	Richmond	7	5	5	761	7	1	11	5	2	1	84	889	785	88%	46
	Ingleside	15	219	138	28	25	18	36	7	1	1	81	569	425	75%	30
	Taraval	49	138	61	133	78	28	13	4	4	0	128	636	459	72%	46
Grand Total - Dept. Wide		781	2,033	543	1,693	1,506	493	437	99	57	60	4,765	12,467	6,556	53%	1,624

* Not "CVC" and Not "MTRA"

DATA COLLECTION

WARNING STATISTICS

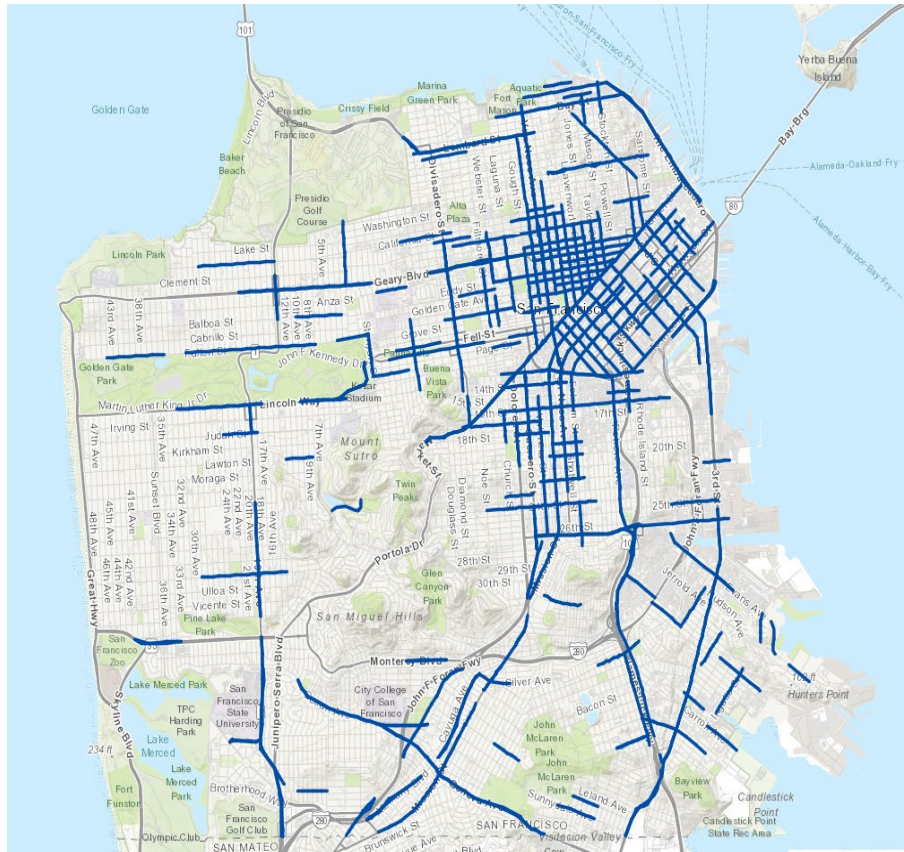
Q1 Department Wide Warning Traffic Violations Issuances

Traffic Violations

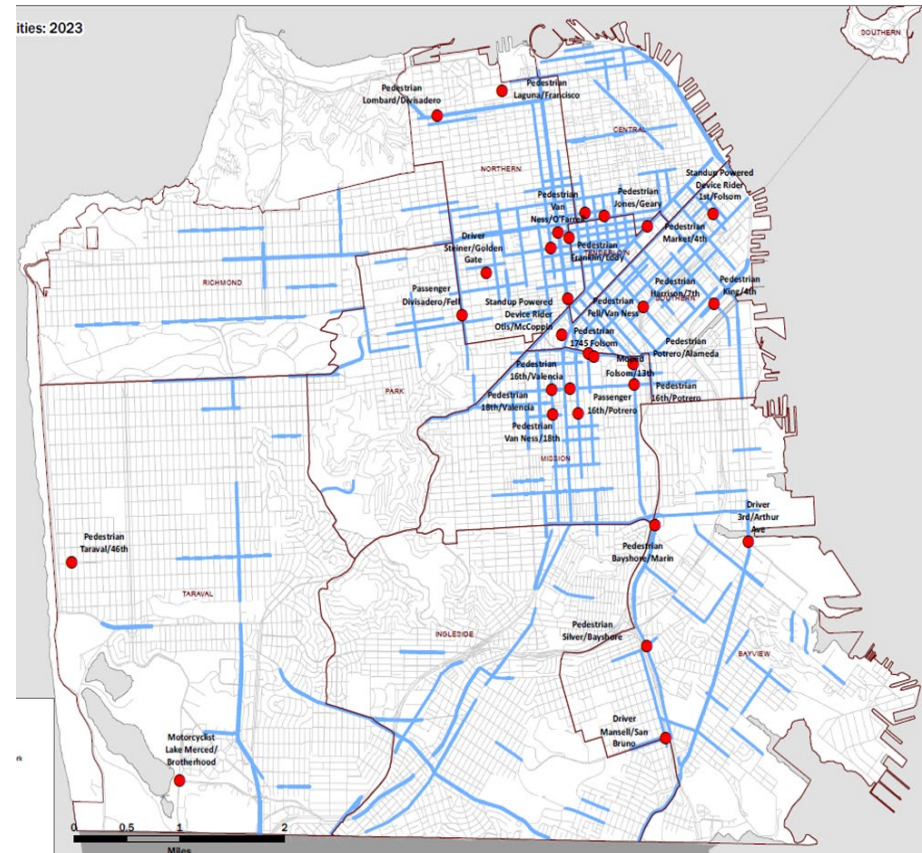
Division	Cell Phone	Fail to Yield w/Turning	Other Traffic Violations	Ped Right of Way	Red Light	Speeding	Stop Sign	Total
▼								
⊕ Traffic Company	7	25	25	3	3	5	23	91
⊖ Mid-City Division	1	12	112	3	24	1	12	165
Tenderloin Station		2	48	1	10	1	1	63
Mission Station	1	10	64	2	14		11	102
⊖ Metro Division	2	20	116	1	36	5	17	197
Southern Station	1	15	46		18	1	9	90
Northern Station	1	3	41		13	2	7	67
Central Station		2	29	1	5	2	1	40
⊖ Golden Gate Division	3	16	123	3	24	16	75	260
Taraval Station	1	4	28	1	6	5	33	78
Richmond Station		1	8	1	3	6	1	20
Park Station	1	7	17	1	2		9	37
Ingleside Station		3	31		5	2	25	66
Bayview Station	1	1	39		8	3	7	59
Total	13	73	376	10	87	27	127	713

DATA COLLECTION

HIGH INJURY NETWORK



TRAFFIC FATALITIES



DATA ANALYSIS

TOP CITYWIDE INJURY CRASH LOCATIONS & 2025 WAVE FOCUS

Location
Market St at Octavia St
Divisadero St at Geary Blvd
19 th Ave at Junipero Serra Blvd
6 th St at Bryant St
Gough St at Haight St at Market St
Randall St at San Jose Ave
4 th St at Harrison St at I-80 W On Ramp
12 th St at Mission St at Otis St at South Van Ness Ave
Fell St at John F Kennedy Dr at Oak St at Stanyan St
13 th St at South Van Ness Ave
Eddy St at Van Ness Ave

DATA ANALYSIS

TOP CITYWIDE PEDESTRIAN CRASH LOCATIONS

Location		
Fillmore St at Lombard St	6 th St at Brannan St	Eddy St at Hyde St
Bayshore Blvd at Silver Ave	6 th St at Minna St	Eddy St at Larkin St
Geneva Ave at Mission St	6 th St and Mission St	Eddy St at Taylor St
29 th St at Mission St	7 th St at Mission St	Eddy St at Leavenworth St
Duboce Ave at Guerrero St	9 th St at Mission St	Eddy St at Van Ness Ave
4 th St at King St	16 th St at Mission St	Hyde St at Ellis St & Turk St
Terry A Francois Blvd at Warriors Way	Market St at 7 th St	Larkin St at O'Farrell St
Masonic Ave at Oak St	Market St at Jones St	Geary St at Larkin St
Divisadero St at Geary Blvd	Market St at McAllister St	California St at Hyde St

DATA ANALYSIS

2025 PRIORITY SPEED ENFORCEMENT LOCATIONS

Location
***Harrison St between 6 th St and 7 th St
***Ocean Ave between Aptos Ave and Cedro Ave
***Fulton St between 20 th Ave and 21 st Ave
***Clarendon Ave between Laguna Honda and Olympia Way
***3 rd St between Burke Ave and Davidson Ave
***6 th St between Bryant St and Brannan St
3 rd St between Oakdale Ave and Palou Ave
19 th Ave between Junipero Serra Blvd and Holloway Ave
Junipero Serra Blvd between 19 th Ave and Daly City Border
Brotherhood Way between Sagamore St and Junipero Serra Blvd

DATA ANALYSIS

SPEED ENFORCEMENT LOCATIONS TO SUPPORT ASE CAMERAS

LOCATIONS

Harrison St between 5 th St and 6 th St	Lincoln Way between 24 th Ave and 23 rd Ave
Geary Blvd between Cleary Ct and Gough St	Fulton St between 37 th Ave and 36 th Ave
Mission St between 8 th St and 7 th St	Webster St between Ellis St and Eddy St
Monterey Blvd between Congo St and Baden Ave	Alemanay Blvd between Ottawa Ave and Foote Ave
Bryant St between 4 th St and 3 rd St	Lincoln Way between 5 th Ave and 4 th Ave
Fulton St between 4 th Ave and 3 rd Ave	Fulton St between 15 th Ave and 14 th Ave
Cesar Chavez St between Connecticut St and Pennsylvania Ave	South Van Ness Ave between 22 nd St and 23 rd St
Fulton St between 11 th Ave and 10 th Ave	Market St between Collingwood St and Diamond St



COLLABORATION



PERFORMANCE METRICS

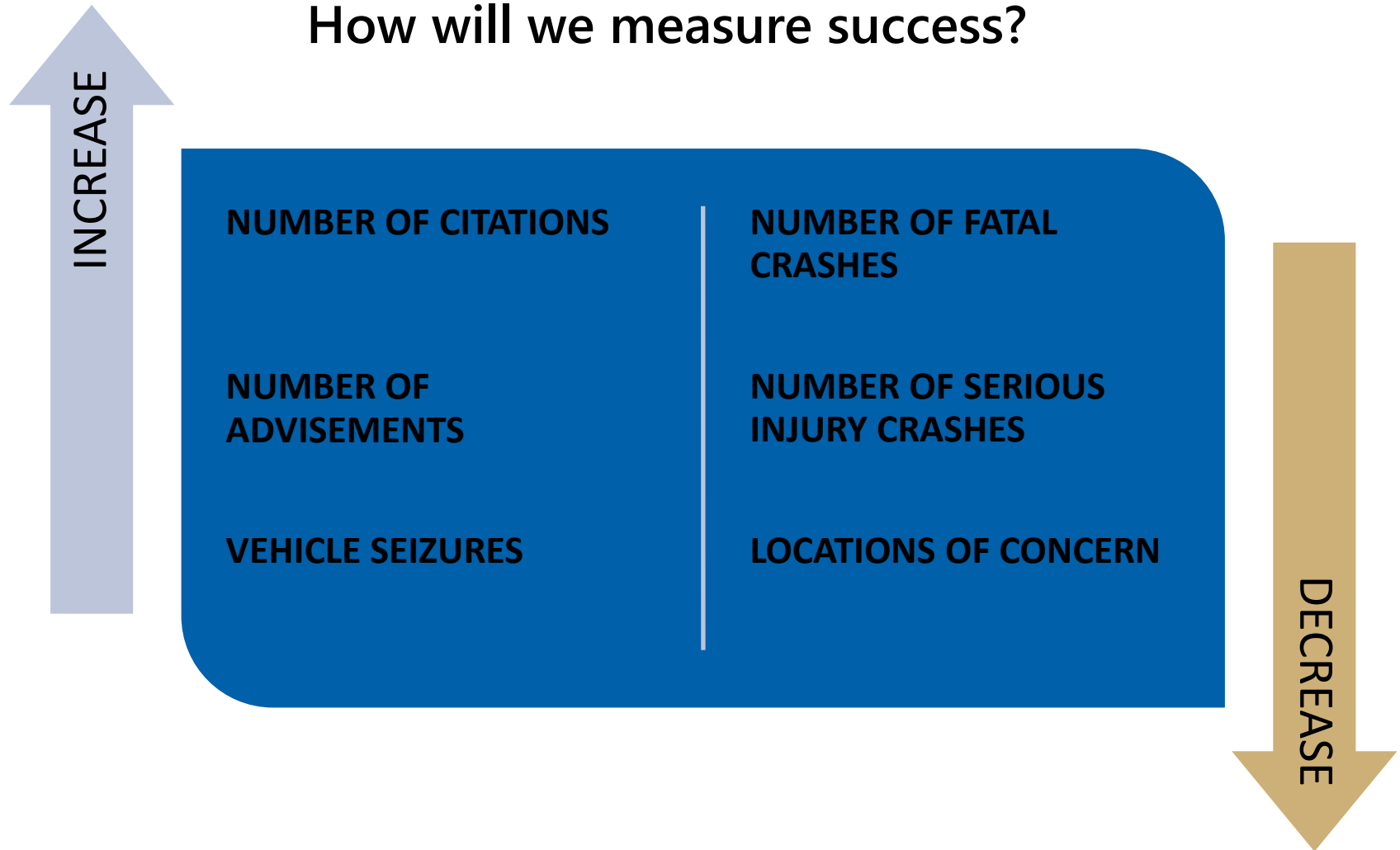
INTERNAL
ACCOUNTABILITY

REPORTING

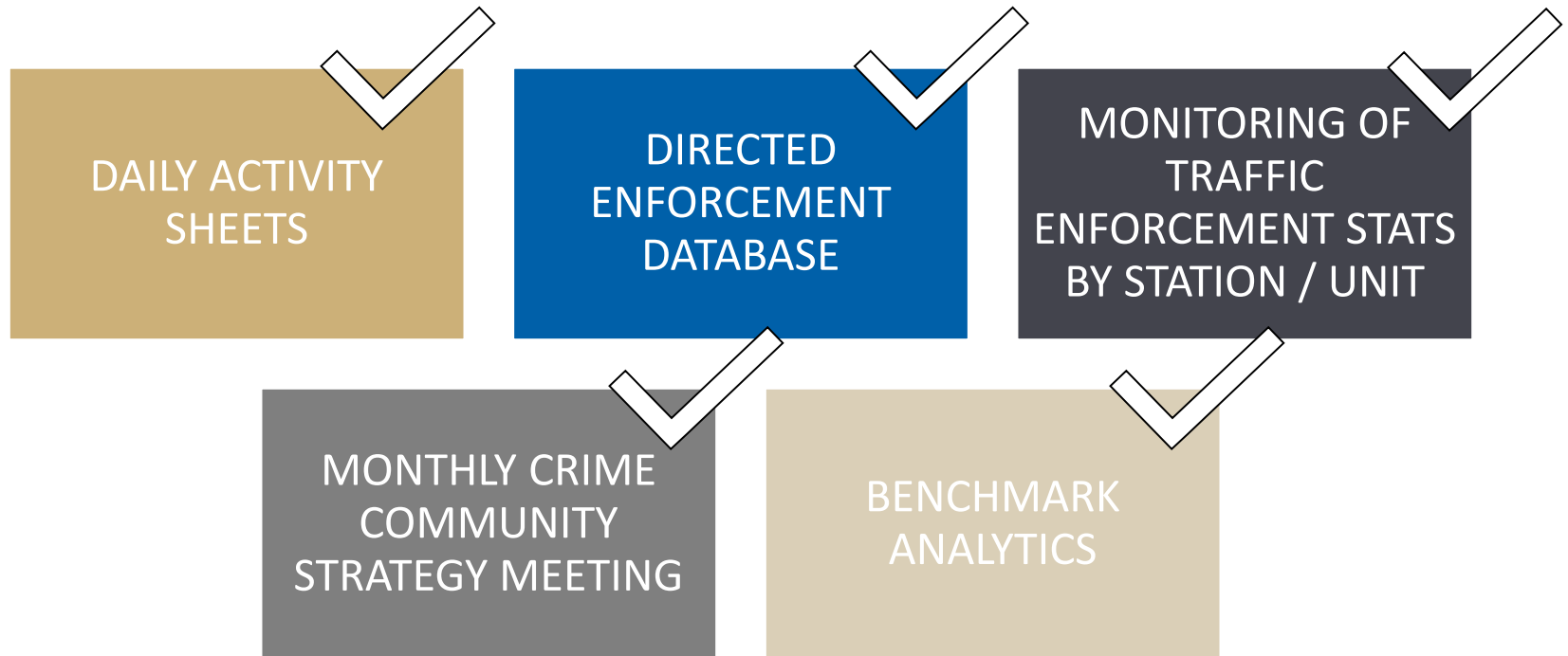
ACCOUNTABILITY

PERFORMANCE METRICS

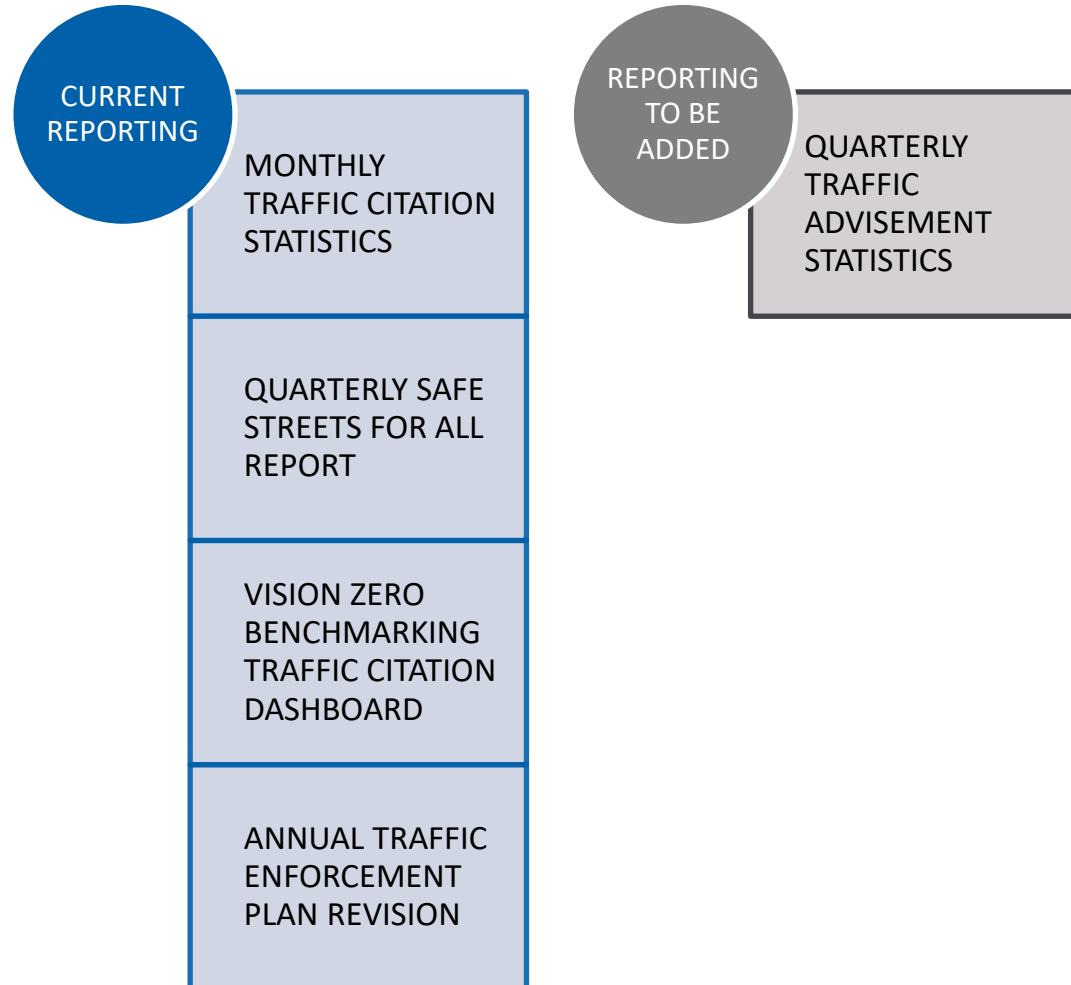
How will we measure success?



INTERNAL ACCOUNTABILITY



REPORTING



DAILY

- Traffic Company Directed Enforcement Operation (Barring Outside Deployment)
- Integrated Enforcement at District Stations
- Daily Activity Sheets Submitted by Traffic Company Motorcycle Officers

WEEKLY

- Wave Enforcement at Crash Hot Spots Twice Weekly Every 3 Weeks (City-Wide Top Injury Crash Location Rotation)
- Traffic Company Speed Enforcement Operation
- Solo Response Team Training
- Traffic Enforcement and Safety Update Messages Disseminated via Social Media

MONTHLY

- Collaborative Directed Enforcement Between District Stations and the Traffic Company
- DUI Checkpoint Enforcement Operations
- Prevalent Issue & Complaint Discussion to Inform the Month's Directed Enforcement Operations
- Accountability Check In and Statistics Dissemination for District Station Captains
- Monthly Meetings / Check Ins – SFMTA, Walk SF, Bicycle Advisory Committee
- Citation Statistics Compiled

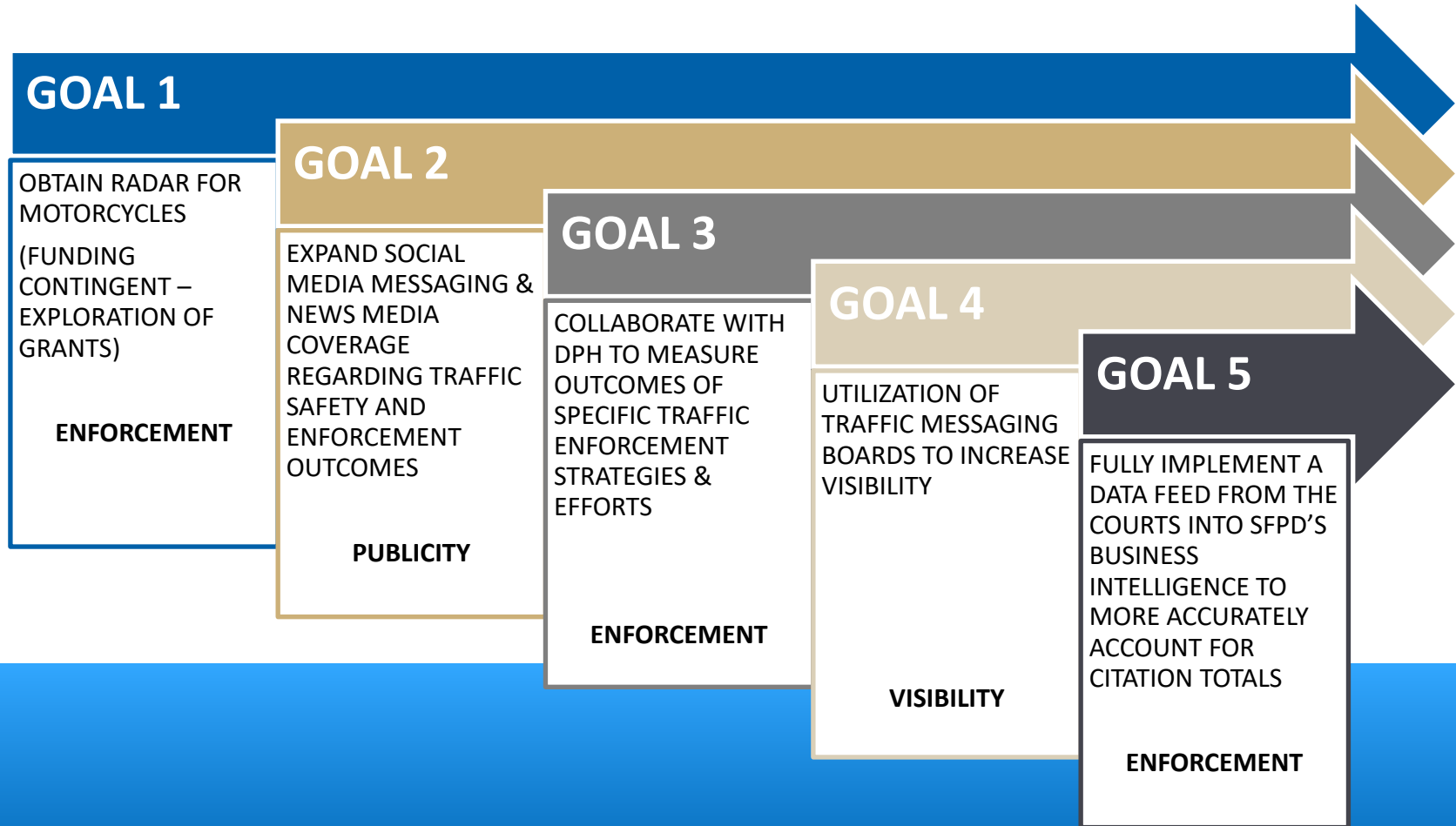
QUARTERLY

- Radar and Lidar Training
- Advisement Statistics Compiled
- Safe Streets for All Report Completed for the Police Commission

ANNUALLY

- Performance Metric Review
- Serious Injury & Fatality Crash Analysis
- Annual Traffic Enforcement Plan Revision

EXECUTION



2025 GOALS



SAN FRANCISCO
POLICE DEPARTMENT