

Traffic Company Annual Community Engagement

Traffic Company



CITY & COUNTY OF SAN FRANCISCO

Police Department

01/05/2023

District Overview

- Traffic Company operates city-wide. Units within Traffic Company include the Traffic Collision Investigative Unit, the Commercial Vehicle Unit and the Stunt Driving Response Unit(SDRU).
- Traffic Company assists the City's District Stations and Investigative Units in the following ways:
 - Responds and Investigates all fatal/serious collisions
 - Works with District Stations and the MTA to reduce the number of collisions through conducting traffic enforcement operations with a focus on education and enforcement.
 - Conducts criminal investigations into all fatal/serious collisions for appropriate misdemeanor and felony related charges.
 - Responds, suppresses and investigates active stunt driving related incidents within the City and County of SF.

District Overview

Cont.

- Conducts follow-up investigations into SDRU Events and impounds vehicles related to those events.
- Assist the MTA with Traffic related concerns and complaints affecting Muni.
- Conducts Directed Enforcement operations city wide
- Conducts Police Escorts for high level dignitaries and V.I.P's.
- Assist with facilitating mobile Demonstrations

Current Traffic Company Community Policing Involvement

The Traffic Company is used to assist district stations in community outreach and education. It has also been used to assist with Community events such as National Night Out, school fairs, special city events, and large parades.

During these events, the Traffic Company has been asked to show the community some of our equipment and how it is utilized during enforcement operations. Some of the equipment that is asked to show includes but not limited to marked police motorcycles, radio, helmets and lidar devices.

Goal 1: Communication

Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

Communication: The Traffic Company will use several different ways to communicate with the Department and the community:

- **Objective 1.1:** Presentations given to Schools. Traffic Officers engaging schools with their students in traffic presentations. We also have utilized programs like safe passage in the Tenderloin and school parades as a way for youth to have positive communication and contact with the SFPD..
- **Objective 1.2:** Conduct a DUI Awareness Seminar in partnership with M.A.D.D for local high Schools. Utilize the “Every 15 Minutes” Program to give high school students an up close view through re-enactment of the consequences of D.U.I.

Goal 1: Communication Cont.

Honest, transparent, and empathetic dialogue between the SFPD and San Francisco Community.

- **Objective 1.3:** SFPD Traffic Officers attend the yearly National Night Out at each District Station. This gives the opportunity for residents, business owners to their traffic officers and have an open dialogue regarding any number of traffic related issues in their community.



Goal 2: Education

SFPD both trains and is trained by the communities it serves.

Traffic Company would educate the public on the following topics:

- **Objective 2.1:** During Traffic Company presentations we have partnered with a local radio station 107.7 on a yearly basis to educate the public regarding Driving Under the Influence and the effects of Alcohol in the blood stream. Traffic Officers have been invited into the radio station to engage in a public radio broadcast regarding the dangers of D.U.I. While on air, Officers administer the P.A.S. Device on voluntary participants so that they can see the actual effects of Alcohol in the blood stream and the dangers of D.U.I.
- **Objective 2.2:** Traffic Officers in partnership with Vision Zero and the MTA conduct a free yearly motorcycle safety riding course. Members of the public are given a free 2 day MC safety course taught by our motor instructors to increase MC safety.

Goal 2: Education Cont.

SFPD both trains and is trained by the communities it serves

- **Objective 2.3:** Representatives of Walk SF, Vision Zero and the SF Bicycle Coalition will be asked to help by speaking about the importance of bicycle and pedestrian awareness on the San Francisco roadways.



Goal 3: Problem-Solving

Increase safety through collaborative working partnerships between SFPD, community members, and organizations to identify and address local topics of concern

The Traffic company is a supportive unit, not a district station. As such we need to utilize different ways of collaborating with community members and organizations to address their concerns. This will be done in the following ways:

- **Objective 3.1:** Communicate with district station captains on a regular basis in order to be apprised of concerns from the CPAB Meetings and monthly community meetings.
- **Objective 3.2:** Conduct outreach to organizations such as schools in order to establish annual traffic safety presentations for Students. Engage in monthly Zoom meetings with Vision Zero or other Traffic Safety Groups to share ideas on traffic safety.

Goal 4: Relationship-Building

Strong, trusting, and respectful relationships between SFPD and all facets of San Francisco Community

To accomplish our Relationship-Building Goal, Traffic Company will do the following:

- **Objective 4.1:** Reach out to District Station captains, offering to make Traffic Company officers available for community monthly meetings to address local traffic-related concerns, conducting outreach with members of the community, including schools, to stress the importance of safety in the context of traffic on City roadways, and liaising with other City agencies and service providers to make joint presentations to various community groups throughout the City.



Goal 5: SFPD Organization

SFPD organization and operation leads community policing efforts and demonstrates a guardian mindset.

To meet the goals of Organization the following will be accomplished:

- **Objective 5.1:** In consultation with district station captains, Traffic Company will conduct directed and special operations throughout the city to improve public safety and compliance with significant traffic issues.
- **Objective 5.2:** Project a positive image to the citizens of San Francisco in providing dignitary and other escorts as well as ensuring public safety during these escorts.
- **Objective 5.3:** Advice from the representatives of the district stations and their community groups will be used when organizing Traffic presentations and Traffic Company presentations.
- **Objective 5.4:** Offer advice to the district officers on how to approach community members to offer Traffic Company's services.
- **Objective 5.5:** The district officers will be educated on what Traffic Company's mission and role is with in the San Francisco Police Department.
- **Objective 5.6:** Traffic Company will be transparent to the public with what their mission. It will be emphasized that public safety and order are paramount, and that Traffic Company can assist the Department and City in carrying out the goals of Vision Zero.
- **Objective 5.7:** District stations will offer Traffic Company's services to ALL community groups in consultation with Traffic Company leaders.

Community Partners

The community stakeholders and partners that will be informed of Traffic Company's plan are:

Business Districts

Faith Based Organizations

Community Leaders and Advocates

Community Organizations

Community Groups

District Station - CPAB



Problem Solving

Becoming transparent with the public to explain the mission of Traffic Company, which is an important step to gaining the public's trust.

Educating the public and the other city agencies on how to manage and navigate traffic related problems and issues.



Community Events

The community events to support our goals and objectives are but not limited to:

- Community Meetings
- Street Festivals
- National Night Out
- Attending line ups at different stations.

Attending these events will help the public and the Department be educated in the capabilities of Traffic Company.



Thank you.

Any questions?

You can reach me at William.Conley@sfgov.org