Annual Community Policing Plan

Traffic Company

CITY & COUNTY OF SAN FRANCISCO

Police Department

01.01.2026

Updated 11.20.2025

Traffic Company 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), as well as Traffic itself.
- 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 SFMTA 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.

Traffic Company Overview
Continued

- Conducts follow-up investigations into SDRU Events and impounds vehicles related to those events.
- Assists SFMTA with traffic-related concerns and complaints affecting Muni.
- Conducts directed enforcement operations city wide.
- Conducts police escorts for high level dignitaries and VIP.s.
- Assists with facilitating mobile demonstrations.

Current Traffic Company Community Policing Involvement

The Traffic Company assists 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 showcase to the community some of our equipment and how it is utilized during enforcement operations, including police motorcycles, radios, 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: Communication through Community Events. Conduct DUI Awareness outreach in connection with The Office of Traffic Safety (OTS) and the National Highway Traffic Safety Administration (NHTSA).

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 1.2: Communication through Social Media. The Traffic Company will utilize various social media platforms to raise awareness of traffic safety. We will include topics ranging from DUI saturation check points, community service, pedestrian safety, and directed enforcement operations.

Goal 2: Education

SFPD both trains and is trained by the communities it serves

Traffic Company will continue to educate the public on the following topics:

- **Objective 2.1:** Traffic Officers will collaborate with the California Office of Traffic Safety to offer free bi-annual motorcycle safety classes. These classes aim to educate riders on essential safety practices, proper riding techniques, and the importance of protective gear, with the ultimate goal of reducing motorcycle accidents and injuries. Our Training Officers are dedicated to enhancing the safety of both riders and the community.

Goal 2: Education

SFPD both trains and is trained by the communities it serves

Traffic Company will continue to educate the public on the following topics:

- **Objective 2.2:** Traffic Officers will partner with representatives from SFMTA, WalkSF, and the SF Bicycle Coalition to enhance bike safety in our community. This partnership involves organizing educational outreach and awareness campaigns to promote responsible cycling practices, adherence to traffic rules and the importance of wearing protective bike gear. By joining forces, Traffic Officers and the bicycle coalition aim to create a safer environment for cyclists and encourage the broader community to embrace sustainable and secure transportation alternatives.

Goal 2: Education

SFPD both trains and is trained by the communities it serves

Traffic Company will continue to educate the public on the following topics:

- **Objective 2.3:** Working with our District Station Captains and our Community Engagement Division, Traffic Officers will engage with school students in traffic presentations. We will continue to participate in programs like Safe Passage in the Tenderloin and school parades as a way for youth to have positive communication and contact with the SFPD.

Goal 2: Education

SFPD both trains and is trained by the communities it serves

Traffic Company will continue to educate the public on the following topics:

- **Objective 2.4:** SFPD Traffic Officers will continue to actively engage with the community during National Night Out at each District Station. They share valuable information on road safety and promote responsible driving habits. They often conduct interactive demonstrations, such as breathalyzer tests, child safety seats, seatbelt checks, to raise awareness about the importance of adhering to traffic laws. By fostering a positive and educational environment at these events, Traffic Officers contribute to a safer and more informed community, ultimately reducing accidents and promoting responsible behavior on the road.

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 San Francisco Police Department is committed to collaborative problem-solving through partnerships with community members and local organizations. Together, we identify and address pressing concerns in our neighborhoods, fostering a stronger sense of safety and trust. By working collectively, we can find effective solutions to local issues and create a more secure and vibrant community for all.

- **Objective 3.1:** Traffic Officers communicate with District Station Captains on a regular basis to address traffic concerns from the community through monthly community meetings, CPAB meetings, and directed enforcement requests.

Goal 3: Problem-Solving

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- **Objective 3.2:** Conduct outreach to various organizations such as WalkSF, schools, and elderly residential homes to raise awareness about safe practices for all individuals, including tips for navigating streets and utilizing crosswalks to ensure their well-being in the community.
- Objective 3.3: Regular collaboration with SFMTA to share information and maintain Vision Zero goals.

Goal 4: Relationship-Building

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

Objective 4.1: Building strong and positive relationships between Traffic Officers and the community is an essential component of effective law enforcement. These officers are not just enforcers of traffic regulations; they are also community partners who work to enhance safety and trust. Through regular interactions, community events, and educational programs, Traffic Officers engage with residents, fostering open lines of communication and a sense of shared responsibility. This relationship-building extends beyond enforcement and into collaboration on traffic safety initiatives, such as educating the public about safe driving practices and pedestrian safety. By creating a rapport based on mutual respect and understanding, Traffic Officers can better serve the community and collectively strive for safer, more connected neighborhoods.

Goal 5: SFPD Organization

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

To meet the goals of the 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 Stations on how to approach community members to offer Traffic Company's services.
- **Objective 5.5:** The District Station Officers will be educated on what Traffic Company's mission and role is within the San Francisco Police Department.
- **Objective 5.6:** 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:

SFMTA
Vision Zero WalkSF
CPAB through District Stations
Institute on Aging

Problem Solving

Community-driven problem-solving is at the heart of addressing traffic-related issues effectively. By actively seeking input from residents, the Traffic Company can pinpoint key concerns and develop data-driven solutions. Metrics play a pivotal role in this process, as they provide quantitative insights into the nature and severity of problems. For instance, metrics may include crash rates, traffic congestion data, or the number of pedestrian incidents in a specific area. With these metrics in hand, Traffic Officers and city officials can collaborate with the community to design tailored solutions that prioritize safety and efficiency. By leveraging data and community input, traffic-related issues can be addressed comprehensively, leading to measurable improvements and a safer, more livable environment for everyone.

Community Events

Traffic Officers play a vital role in supporting community events by providing education on traffic safety to the public. They offer valuable insights on responsible driving, pedestrian safety, and the importance of adhering to traffic rules. Their presence at these events helps raise awareness and empowers the community with knowledge, contributing to safer roadways and a more informed populace.

• Community Meetings	• National Night Out
• Coffee with a Cop	• Faith & Blue
• Neighborhood Safety Walk	• Merchant Walk

Metrics

A comprehensive evaluation of our traffic plan will involve analyzing data sources and metrics such as crash rates, traffic congestion, and compliance with road regulations to gauge its effectiveness and identify areas for improvement.

• 911 calls	• 509 Problem Solving Forms
• Number of community events held or attended	• Stop Data • Directed Enforcement Operations
• Community Survey results	
• Decrease in incident types tied to problem/issue	

Social Media Strategies

The yearly plan for the Traffic Company's social media strategy aims to increase public engagement and awareness about traffic safety. This plan includes regular posts on road safety tips, updates on local traffic conditions, and information about community events and initiatives. By using social media platforms strategically, Traffic Officers can connect with the community, respond to concerns, and ultimately create a safer environment on the roads.

• X (Twitter)	• Facebook
• Instagram	• Department Website
• Station Website	• Next Door

Thank you.

Any questions?

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