



FOR RELEASE: April 11, 2014

CONTACT: Nicole Schneider, Executive Director, Walk San Francisco 415.431.9255 x1 (cell)

San Francisco Celebrates Second Annual Walk to Work Day

Walk San Francisco Releases Street Score: First Report Card on Pedestrian Safety

On Friday April 11, **San Francisco will celebrate the second annual Walk to Work Day, with more than twice the number of hubs to reward people who walk at least 15 minutes of their commute.** Walk San Francisco is encouraging participants to stop by hubs at local businesses to power up with free Clipper cards, totes, Clif Bars, and more. Walkers who share their experiences and photos on Twitter, Facebook, or Instagram using the hashtag #Walk2Work can win contest and drawing prizes (see latest hub map at walk2workday.org).

To mark the one year anniversary of the release [Pedestrian Strategy](#), Walk SF will release the city's first annual report card on walking at San Francisco City Hall at 10 am, measuring San Francisco's progress towards its goals to fix the city's most dangerous streets, and highlight the commitments made to date for Vision Zero – a goal to eliminate all traffic deaths in ten years.

“San Francisco remains one of the most walkable cities in the world, and we all must do our part to keep pedestrians safe,” said San Francisco Mayor Ed Lee. “Any pedestrian death or serious injury is one too many in our City, and residents will have an opportunity to fund pedestrian safety improvements to make our City safer through a proposed \$500 million transportation bond and an increase to the vehicle license fee.”

In March, Mayor Lee and the San Francisco Municipal Transportation Agency (SFMTA) released WalkFirst, a plan to improve the safety of the most dangerous streets through engineering improvements, such as more visible crosswalks, curb extensions, increased crossing time, and medians. The plan targets improvements to six percent of city streets, which account for 60% of all collisions, and is a model for cities across the country.

“Building better and safer streets can help us ensure that individual mistakes on the road do not lead to death or serious injury,” said Ed Reiskin, SFMTA Director of Transportation. “Safety will always be our top priority and as we look to expand our efforts to build safer streets for everyone who uses them, the City will need voter support for the funding measures proposed by the Mayor for the November 2014 ballot.”

Walk San Francisco executive director Nicole Schneider supports the city's adoption of Vision Zero, and the new plan to fix its most dangerous streets, along with enforcement commitments from the San Francisco Police Department and the District Attorney to make walking better not just on Walk to Work Day, but every day.

“We applaud the City's bold commitment to Vision Zero. When streets are safer, people are healthier and businesses thrive,” said Schneider. “Walk to Work Day is an excellent opportunity for San Franciscans to see what's working, and what the city needs to take action to fix.”

In March, the Board of Supervisors adopted a Vision Zero resolution. Ten members of the Board of Supervisors will also walk to work at City Hall today (see latest hub map at walk2workday.org):

- D1 Supervisor Eric Mar: Velo Rogue, 798 Arguello Blvd at McAllister, 7:45 a.m.
- D2 Supervisor Mark Farrell: Peet's Coffee, 2197 Fillmore St at California, 8:30 a.m.
- D3 Supervisor David Chiu: Réveille Coffee Co., 200 Columbus Ave at Kearny, 7:30 a.m.
- D4 Supervisor Katy Tang's office will join Sup. Breed at Ritual, Octavia St at Hayes, 9:15 a.m.
- D5 Supervisor London Breed: Ritual Coffee, 432B Octavia St at Hayes, 9:00 a.m.
- D6 Supervisor Jane Kim: Central City SRO Collaborative, 48 Turk St at Mason, 9:00 a.m.
- D7 Supervisor Norman Yee: will join Sup. Breed at Ritual, Octavia St at Hayes, 9:05 a.m.
- D9 Supervisor David Campos: Precita Park Cafe , 500 Precita at Alabama, 8:30 a.m.
- D10 Supervisor Malia Cohen will join Sup. Breed at Ritual, Octavia St at Hayes, 9:00 a.m.
- D11 Supervisor John Avalos: Mamá Art Cafe, 4754 Mission St at Persia, 7:45 a.m.

Walk to Work Day is presented by The Law Office of Daniel H. Rose, an environmentally and socially conscious law firm that represents injured bicyclists and pedestrians throughout the Bay Area.

"Healthy, walkable neighborhoods are fundamental to the well-being of any city, and I wholeheartedly support the work of Walk San Francisco to improve the health and walkability of this great city," said Dan Rose, owner of the Law Office of Daniel H. Rose.

###

Walk San Francisco and its members are making San Francisco a more **livable, walkable city** and reclaiming streets as shared public space for everyone to enjoy. **WalkSF.org**

National Walk to Work Day is held every April, introduced by *Prevention Magazine* in 2004, to encourage walking as a healthy part of everyday life. San Francisco is the first city in the country to officially celebrate Walk to Work Day.

The Law Offices of Daniel H. Rose Law (<http://www.danroselaw.com/>) presents Walk to Work Day in San Francisco in 2014.

LAW OFFICE OF
**DANIEL H.
ROSE**
PERSONAL INJURY ATTORNEYS
www.danroselaw.com

Thanks also to sponsors Adobe, the San Francisco County Transportation Authority, and the San Francisco Municipal Transportation Agency.



SFMTA
Municipal
Transportation
Agency