



**FOR IMMEDIATE RELEASE:** May 6, 2015

**CONTACT:** Nicole Ferrara, Executive Director, 415-404-9024 (mobile), [nicole@walksf.org](mailto:nicole@walksf.org)

## Walk San Francisco Releases Second Annual Street Score Report Card Measuring the City's Progress on Meeting Nearly 40 Pedestrian Safety Goals

San Francisco—Walk San Francisco announces the release of the *Street Score 2015: Annual Report Card on Walking*, the only comprehensive review of the City's progress towards improving pedestrian safety and walkability in San Francisco. The report evaluates agencies progress toward nearly 40 metrics, spanning engineering, enforcement, education, evaluation, and policy and legislation.

The Street Score report tracks how the City of San Francisco is meeting the goals, as laid out in the Mayor's 2013 Pedestrian Strategy, which targets cutting pedestrian deaths and serious injuries in half by 2021, increasing walking for short trips, and improving the overall walkability.

"We can't measure what we don't count," said Nicole Ferrara, Executive Director of Walk San Francisco. "The Street Score report tracks what the many city agencies are doing to address pedestrian safety and walkability. In this report we look at progress towards both the overall Vision Zero goal of ending all traffic deaths and serious injuries, and the supporting street improvements, like the number of countdown signals, raised crosswalks, and bulbouts installed."

The report measured progress during the 2014 calendar year, and found the City has exceeded some key goals:

- **23 countdown signals** were installed to let people know how much time they have to cross the street (goal was 17)
- **23 pedestrian refuge islands** were installed to give people a safe place to wait while crossing the street (goal was 10)
- A remarkable **84 bulbouts** were installed to shorten crossing distances and make pedestrians more visible (goal was 10)
- Speed limits were **lowered by 5 mph along 3.4 miles** of roadway
- **1,479 curb ramps** were made accessible to people with disabilities (goal was 1300)
- The Safe Routes to School program increased the number of schools participating by **150%**, and has seen the highest percent of children walking to school since the program began in 2010

The report also identified areas where the City had fallen short of its published goals including:

- The number of people still being severely injured or killed by traffic while walking in San Francisco (the goal was 82 severe and fatal injuries in 2014, but 96 people lost their lives, limbs and suffered other serious injuries in 2014)
- The percentage of total pedestrian deaths, which involve seniors (people over 65+ account for nearly 50% of traffic deaths, but make up less than 20% of San Francisco's population)
- The implementation of plans to bring more greenery and sidewalk space to SF streets

As the City advances towards Vision Zero, the report underscores the following key recommended actions the City should take to make the streets of San Francisco safer for everyone:

1. Regularly monitor and evaluate engineering projects and their impact on pedestrian safety
2. Invest in a comprehensive Safe Streets for Seniors program
3. Capitalize on opportunities to improve walkability when making safety improvements to a street
4. Pursue critical State legislation to address specific, local safety needs
5. Focus first on taming the most lethal traffic behaviors along the most dangerous streets
6. Implement the City's Complete Streets policy

By adopting these recommendations, San Francisco can become the top walking city in the country. In addition, strong executive and departmental leadership will be required to make the goals of the Pedestrian Strategy and Vision Zero a reality.

The city's Board of Supervisors led the charge with the adoption of Vision Zero, and have supported numerous local policies to ensure its implementation. The Mayor led a campaign for critical transportation funding and the voters voiced their clear support for a safer San Francisco. Now that the funding is in-hand, city leaders have the opportunity to harness the momentum and demand quick delivery of the strongest safety projects possible to ensure San Francisco meets its Vision Zero goals, to become the safest city for pedestrians in the U.S.

Read more about the City's progress and recommended actions in the full report at <http://bit.ly/WalkSFStreetScore2015>.

###

**Walk San Francisco (WalkSF.org)** and its members are making San Francisco a more welcoming place for everyone to walk. Walk SF speaks up for the safety and priority of pedestrians, and works to reclaim streets as shared public space.

**Vision Zero – Zero traffic fatalities in 10 years.** No loss of life on city roadways is acceptable, when serious and fatal traffic collisions can be prevented. By engineering inherently safer streets, enforcing traffic laws more effectively, and targeting traffic-safety education, cities that adopt Vision Zero policies can eliminate ALL serious and fatal traffic-related injuries, including motorist, bicyclist, and pedestrian collisions.