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## Thousands Take to the Streets of San Francisco for 6th Annual Walk to Work Day

### *City Leaders Unveil a New Crossing Signal in SoMa, Home to Many of the City's Most Dangerous Streets*

SAN FRANCISCO, Calif. (Thursday, April 5, 2018) – Today, more than ten thousand residents and commuters, alongside Mayor Mark Farrell, San Francisco Supervisors, and city agency leaders, marked the sixth annual Walk to Work Day—the day that celebrates walking and encourages the city to improve walking conditions for everyone.

The first stop on the leaders' foot commute to City Hall was in the fast-growing South of Market (SoMa) neighborhood, where the majority of major streets are part of the "high-injury network"—the city's most dangerous thoroughfares. At Howard and Russ Streets, SF Municipal Transportation Agency Director Ed Reiskin and Supervisor Jane Kim activated a brand-new mid-block traffic light close to a school and neighborhood park, enabling more people to cross safely despite wide streets and fast traffic.

"We are here today to celebrate one more victory for the community," said Supervisor Jane Kim. "Safe streets have been a priority for me since day one. The South of Market community worked together to fund more signalized crosswalks for our families and seniors, connecting our playgrounds, schools, and youth centers, and making it safer to walk and play."

"Lighting up this new traffic signal is the perfect way to celebrate Walk to Work Day—the day that reminds us that we are all pedestrians, and that investments in safety infrastructure like traffic lights make streets better for all of us," said Jodie Medeiros, Walk San Francisco's executive director.

"We hope to see many more safe-street projects given the green light this year," said Medeiros. She added that Walk SF will be advocating for projects on many more major streets in SoMa, including 5th, 6th, 7th, Folsom, and Howard — all high-injury corridors. They must become safer, she said, for the neighborhood's many workers and residents—including people of all ages and abilities.

The Mayor kicked off the remarks at City Hall, reminding everyone that more is needed to reach Vision Zero, the goal to end all traffic injuries and deaths.

“Every day, we are working as a City to improve pedestrian safety and towards our shared Vision Zero goal,” said Mayor Mark Farrell. “Organizations like Walk SF, and Walk to Work Day, remind us that we still have more work to do to make our streets safer for everyone in San Francisco.”

“San Francisco is one of the world’s most walkable cities, in part due to the countless improvements the city and our communities have made to our streets, sidewalks, and public spaces,” said SFMTA Director of Transportation, Ed Reiskin. “From our bustling downtown to unique neighborhoods, we are making streets across the city safer and more inviting for the growing numbers of people walking every day.”

The day was festive, as commuters stopped at 11 Hubs set up throughout the city—from the Bayview to Mission Bay, the Mission, and the Castro, and throughout downtown. Anyone who walked at least 15 minutes, whether they walked all or part of their commute, was eligible to receive a free BART round trip ticket, “I Walk SF” sticker, safety light, bright red tote bag, snacks, and coffee. (More information at [Walk2WorkDay.org](http://Walk2WorkDay.org).)

Walkers also entered contests for #LongestWalkingCommute, #MostInterestingSight, and #Shoebling on Twitter, Facebook, or Instagram, tagging @WalkSF and #Walk2WorkDay.

From the steps of City Hall, Walk SF’s Medeiros thanked Mayor Farrell, participating Supervisors, and city agencies for their daily work to make San Francisco streets better for everyone on foot and in wheelchairs. She vowed to continue Walk SF’s advocacy for residents, commuters, families, seniors, and people with disabilities.

Medeiros cited the morning’s walk through SoMa, which also highlighted a project along 6th Street, which has one of the city’s highest concentrations of serious injuries to pedestrians.

“San Francisco still has a long way to go to reach Vision Zero—that is, zero fatal and serious traffic injuries on our streets—by 2024. To get there, we need more projects like the ones we saw this morning on Howard, and what’s to come on 6th Street. We need to be investing in redesigning streets to put safety first,” said Jodie Medeiros. “When it comes to saving lives, there’s no time to waste.”

Walk to Work Day is presented by Walkup, Melodia, Kelly & Schoenberger, a local law firm that represents injured bicyclists and pedestrians throughout the Bay Area.

“Walkable neighborhoods are fundamental to the well-being of any city, and we wholeheartedly support the work of Walk San Francisco to advocate for the necessary safety

improvements to contribute to the walkability and livability of San Francisco,” said Matthew Davis, principal at Walkup, Melodia, Kelly & Schoenberger.

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Walkup, Melodia, Kelly & Schoenberger and Walk San Francisco present Walk to Work Day in San Francisco in 2018 ([walkuplawoffice.com](http://walkuplawoffice.com) & [walksf.org](http://walksf.org)). Thanks also to our lead sponsors: Bay Area Rapid Transit (BART), Google, Park Lab, Recology, San Francisco Department of the Environment, and the San Francisco Municipal Transportation Agency.

Walk San Francisco and its members have been making San Francisco’s streets safer and more enjoyable for all ages and abilities for 20 years, since 1998. [WalkSF.org](http://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. [Walk2WorkDay.org](http://Walk2WorkDay.org)

Presented by:





