



FOR IMMEDIATE RELEASE: October 31, 2013

CONTACT:

Nicole Schneider, Executive Director, 415-431-9255 ext. 1, nicole@walksf.org

On Halloween San Francisco Tops the Charts for Trick-or-Treating and Pedestrian Deaths

Walk San Francisco Recruits New Executive Director to Make Walking Safer

San Francisco, named number one for trick-or-treating by [Zillow](#), also tops the charts as the city with the second highest percentage of pedestrians killed in traffic fatalities.* On the most walkable holiday, Walk San Francisco is celebrating with a public announcement of its new executive director, Nicole Schneider, who leads the charge in implementing the [Pedestrian Strategy](#) to make walking safer and more enjoyable *everyday*, not only when there's candy involved.

“Over the past three years, Walk SF and our members gave everyone who walks and rolls, if unable to walk, a voice in San Francisco. We let San Franciscans know that 3 pedestrians are hit by cars every day in our city, and, with the public up in arms, Mayor Lee released the Pedestrian Strategy calling for a 50% reduction in collisions by 2021,” said Schneider, adding that this is not enough. “The number of pedestrians hit by cars reached a 12-year high in 2012. We can’t wait any longer to take action.”

“Walk SF has been a key partner in making progress toward a more livable, sustainable, and equitable San Francisco,” said Leah Shahum, executive director of the San Francisco Bicycle Coalition. “The SF Bicycle Coalition looks forward to continuing our partnership with Walk SF under Nicole's strong leadership to get more projects on the ground that make it easier, safer and more convenient to walk and bike around our beautiful city.”

Prior to joining Walk SF, Schneider worked on advocacy at the national level and with local governments in Alameda County to implement transportation projects that serve all roadway users. She brings those advocacy and implementation skills to the foggy side of the bay to work with the City and community partners to build projects that can help save lives quickly.

Walk San Francisco, the City's sole pedestrian advocacy organization, will focus on empowering individuals and community groups to be advocates for safer, greener, and more enjoyable streets. After all, said Schneider, as the creator of the parklet, and the home to the world's most innovative companies, San Franciscans have no shortage of creativity.

“The time is ripe to reclaim our streets for everyone to enjoy.”

###

Walk San Francisco (WalkSF.org) and its members are making San Francisco a more welcoming place for everyone to walk. Walk SF advocates for more funding and better policies to make San Francisco's streets safer—and more fun!

* 48.8% of total traffic fatalities are pedestrians, the second highest rate in the US, according to the Alliance for Biking and Walking's 2012 Benchmarking Report, page 62.