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**For Valentine's Day,
San Francisco Must Open Its Heart to Loved Ones Lost and Hurt by Traffic
Crimes**

**Survivors and families of victims urge city leaders to adopt Vision Zero to end preventable
roadway deaths**

On a somber Thursday morning, Walk San Francisco, community partners, and city leaders gather to honor parents, children, friends and family members who have been killed or seriously injured on San Francisco's dangerous streets. Community members, holding red hearts memorializing the names of loved ones who have been killed in traffic collisions, stand side-by-side along with the survivors of crashes, each carrying their own red hearts, and the devastating trauma—physical, emotional, and financial—that weighs on them every day.

In San Francisco, for every one victim of gun violence, there are five victims of traffic-crime violence. “Since December alone, 11 people have been killed while walking—*that's more than one victim each week,*” says Walk San Francisco's Executive Director, Nicole Schneider. “The violence has to end. We've acknowledged that this is a crisis, and now we're calling on City leaders to fund the [Pedestrian Strategy](#) and implement Vision Zero—zero traffic fatalities in 10 years.”

In January, Supervisors Kim, Yee, and Avalos took the lead by introducing Vision Zero at City Hall. The supervisors called for better engineering, enforcement and education to achieve the Vision Zero goal, and will be bringing a resolution back to the full Board in March for adoption.

“It's a tragedy that it is becoming a common occurrence for children, parents, spouses, relatives and friends to lose a loved one in San Francisco because of recklessness on the roads. Let's slow down, be alert, and be respectful. It will take our whole community to make Vision Zero a reality,” says Supervisor Yee.

In response, the San Francisco Police Department became the first city agency to commit to the Vision Zero effort to make streets safer for everyone. SFPD has committed to a list of strategies to prevent collisions, from stepping up enforcement of the most dangerous driving behaviors, to charging and arresting drivers who kill or severely injure people.

Police Commissioner Loftus shares a personal story, “When I was nine years old, I was struck by a car while walking here in San Francisco. Too many people in the city share this story. All city agencies with a stake here need to do their part to keep our streets safe. As a police commissioner, I'm working with Chief Suhr to put pedestrian and road safety front and center.”

Walk San Francisco is proud of the police department for doing their part to eliminate serious and fatal traffic injuries, and is calling on the San Francisco Municipal Transportation Agency to follow suit by fully funding pedestrian safety at the upcoming SFMTA Board Budget Hearings this spring in order to deliver on their Vision Zero commitment to save lives.

Traffic crimes don't impact SF communities equally. The [Pedestrian Strategy](#), the City's plan to fix the most dangerous streets for people walking, identifies 6% of streets that account for 60% of pedestrian fatalities. Residents living near the most dangerous streets in Tenderloin and SoMa have been organizing around this inequity, “We have some of the worst intersections for pedestrian injuries and fatalities in our community, and we need the city to make Vision Zero a reality,” says Kevin Stull, Tenant Organizer at CCSRO in the Tenderloin.

“It's a matter of life or death.”

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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 for everyone to enjoy.

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.