


2021

IMPACT REPORT

A woman with dark hair and bangs, wearing a yellow t-shirt and a patterned choker, is smiling and holding a large white sign. The sign has the text 'FOR OUR KIDS FOR OUR FUTURE' written on it in a hand-drawn, colorful font. The background shows a crowd of people and trees, suggesting an outdoor event or protest.

FOR OUR
KIDS
FOR OUR
FUTURE

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Thank you to the staff and Board members who dedicated their time and talent to Walk SF for part or all of 2021.

From the Executive Director

Dear Friend of Walk San Francisco,

I witnessed one of the most courageous things I've ever seen in my life last year.

Hannah Ege went to City Hall.

It hadn't even been a year since Hannah's husband was hit and killed by a speeding, reckless driver. But Hannah didn't want others to face the unfathomable loss that Hannah and little Theo did.

So Hannah stepped up to demand change. To demand the safe streets we need now – not someday.

When my courage is wavering, I think of Hannah.

I also think of everyone who is stepping up for safe streets. Including you.

I can't tell you what it means to have you believe in – and invest in – this work. You make life-saving wins and transformative changes possible.

Because of you, Walk SF had the capacity to advocate for (and win!) state legislation in 2021 that means speed limits can now be lowered on dozens of dangerous streets.

Because of you, we worked with a broad coalition of groups and advocates to push the City to adopt a much more aggressive traffic safety strategy last year.

Because of you, we were able to kick off our campaign to save car-free JFK.

Because of you stepping up, we are that much closer to being a city where everyone who walks – especially children, seniors, communities of color, and people with disabilities – is truly safe.

We face plenty of threats out there, as you know. But **because of you**, we're taking them on, like with the Slow Our Streets campaign. And together, we're going to show what's possible.

With gratitude,



Jodie Medeiros, Executive Director
Walk San Francisco



Hannah Ege (right) outside of City Hall at the 2021 World Day of Remembrance for Road Traffic Victims.



Winning Real Commitments for Real Change on Our Streets

You're How We Won a Stronger Vision Zero Strategy

2021 presented a crucial opportunity to make our streets safer for you, me, and everyone who walks. 2021 is when the City was set to create its next 'Vision Zero Action Strategy': the blueprint for exactly what the City will do to improve traffic safety over the next three years.

The importance of the Vision Zero Action Strategy can't be overstated. It sets the City's direction with safe streets, it shapes where limited transportation dollars go, and it's what we can hold the City accountable for.

That's why we put more time and resources into this campaign than any other in 2021. And before we fully launched the campaign, we took the time to research Vision Zero cities all over the world, assess which actions were proving the most powerful, and analyze San Francisco's most recent Strategy to see what was missing or what wasn't working.

A big a-ha moment was seeing that in 2019, the City had committed to more than 50 actions. As we dug in, it became clear that efforts were spread too thin and not achieving the needed results. And there were almost no metrics in the 2019 Strategy that would assess if the City was even on track over time in ending severe and fatal crashes.

So we decided that it was key that the new Strategy prioritize actions based on how much they will contribute to key outcomes at a meaningful scale – and focus as much attention and as many resources as possible on these.

This is the framework we brought to the 30+ community-based organizations, nonprofits, and civic groups from every corner of the city that are part of the Vision Zero Coalition – as well as our members, Families for Safe Streets, and the Senior

and Disability Workgroup of the Coalition. Over several weeks early in the year, we all hashed out shared priorities that we felt would move the needle if the City focused on these.

These shared priorities were crucial over the next months. By having so many voices and groups echo the same thing – at multiple public hearings and in dozens of meetings with city leaders – we made it clear that decisionmakers had to go bolder with the final Strategy. Because if they didn't it would sure get noticed.

And... this approach worked. In November, the City adopted the strongest traffic safety plan yet since embracing Vision Zero in 2014.

The final strategy:

- Commits to complete 20 Quick Build projects / year. This means that the 80 miles of designated high-injury streets still awaiting meaningful safety fixes will have them by 2024.
- Commits to complete 100% of continental crosswalks, daylighting, and leading pedestrian intervals on the high-injury network by 2024 (with daylighting done by 2023!). It also moves much closer to completing pedestrian countdowns and accessible pedestrian signals within the same timeframe.



The final Vision Zero Action Strategy was adopted just two days before the 2021 World Day of Remembrance for Road Traffic Victims. World Day of Remembrance made it all too clear how urgent these issues are.

- Commits to creating a citywide active transportation network with car-free spaces as well as car-lite spaces like Slow Streets.
- Commits to creating a comprehensive speed management plan in 2022.
- A suite of metrics directly connected with key actions proven to prevent crashes.

Now of course it's all about holding the City accountable to what's in the new Vision Zero Action Strategy. But our win was big – and being able to take on this campaign in a big way was possible entirely because of your support.

You're how we can do the policy work, organizing, and advocacy every single day.

Remembering Those Pedestrians Lost in 2021

January: Michael Lynch
February: Sheria Musyoka, Jesai Andrews
March: Edda Cabrera
April: Antonio Durano, Ke Qing Meng, Kevin McLeod
May: Lovisa Svallingson
June: Christine Reed
July: William Hurt
October: Lovina Armijo
November: Andrew Zieman, Dharampal Kakar



A Huge Win to #SlowOurStreets

*Your Support Means Lower Speed Limits
Can Finally Happen!*



With speed as the top cause of severe and fatal crashes in San Francisco, we launched the Slow Our Streets campaign in 2020 to take on dangerous speeds in every way possible.

Because of you, Walk SF was able to work on two pieces of state legislation in 2021 that are key in slowing our streets. Assembly Bill 550, the first bill Walk SF ever co-sponsored, would allow a handful of cities in California including San Francisco to pilot speed safety cameras.

Assemblymember David Chiu worked so hard to get this over the finish line. Families for Safe Streets members went above and beyond as well, sharing their stories of loss as part of their

testimonies before the Assembly. AB 550 ultimately didn't make it out of the Assembly, which was a tough loss for everyone who worked on it.

We were successful with Assembly Bill 43 – and this is huge! There are so many streets in San Francisco that need lower speed limits, but the City has been unable to change them. An outdated California law meant that speed limits had to be set based on how fast most drivers are going, not on what's needed to keep people safe. But AB 43's passage changes all that. Now, cities have greater freedom to set speed limits based on safety.

We'll be pushing San Francisco to push its new authority to the max. Other leading Vision Zero cities are showing the power of reduced speed limits, both in bringing down average speeds and especially high-risk speeds. Speed limits need to be set to protect the most vulnerable people using them – and that means all of us pedestrians!

20 is Plenty in the Tenderloin Neighborhood

Showing What's Possible with Safe Speeds

Fast-moving traffic shouldn't be zooming through a neighborhood that's home to the highest concentration of children and seniors in the city. This feels especially unjust considering how few of the mostly very low-income residents of the Tenderloin neighborhood even own cars.

In April 2021, the entire Tenderloin neighborhood got 20 MPH speed limits! How did this happen? The Tenderloin Traffic Safety Task Force, a coalition of neighborhood and citywide advocates including

Walk SF, residents, and service providers have been pushing for bold changes for years – and the City found a way to make this happen even before AB 43 was passed.

It is awesome to see the Tenderloin lead the way with bold action for safe streets, and the residents of the neighborhood deserve a ton of credit for their tenacious advocacy. And you do, too, for making it possible for WalkSF to deeply engage in the Tenderloin.



We celebrated with Supervisor Haney, neighbors, and other members of the Tenderloin Traffic Safety Task Force when the first 20 MPH sign went up in the neighborhood.

Kicking Off the Car-Free JFK Campaign in a Big Way

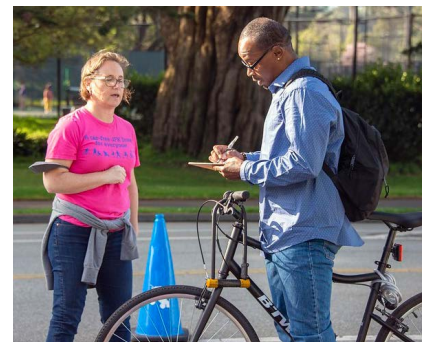
You Made it Possible for Us to Go All-In

Mayor Breed created 1.5-miles of car-free space on JFK Drive in Golden Gate Park in April 2020 as a pandemic emergency measure so people could be active with social distancing. The car-free space proved incredibly popular, with more than 300,000 people using it each month. Prior to the closure to traffic, JFK Drive was on the city's list of most dangerous streets due to the number and frequency of traffic crashes – in our city's crown jewel park. Now car-free JFK was the largest and safest space for pedestrians in the city.

So when we learned in August of 2021 that the Board of Supervisors would decide the fate of car-free JFK – at the time, a late fall vote was expected – we knew we had to do everything possible to save it.

It's because of members like you that we were able to jump in feet first to keep JFK car-free. Within a few weeks, we had volunteers out on car-free JFK every weekend getting folks to sign postcards to their Supervisor. We led walk audits and listening sessions with senior and disability groups to look at accessibility solutions. We organized a walk / run to start to show the love for car-free JFK. And we worked with a coalition on a coordinated strategy we hoped would lead to victory.

From the start, the car-free JFK campaign was always much bigger than the 1.5-miles of car-free space. It was about what kind of city San Francisco is going to be – and realizing a safer, healthier, climate-friendly future for everyone.



Photos by Emily Huston, Sergio Ruiz, and Emily Huston

We got our organizing going strong within weeks thanks to your support!



How Can Slow Streets Work Better for All Ages and Abilities?

The Senior & Disability Workgroup of the Vision Zero Coalition decided to dig into how Slow Streets work – and how they could work better – specifically for seniors and people with disabilities. (The Senior & Disability Workgroup includes the Arc of San Francisco, Independent Living Resource Center, Senior & Disability Action, and is facilitated by Walk SF.)

The Workgroup conducted a multilingual survey, virtual listening sessions, and walks on Slow Streets in the Mission, Excelsior, Richmond, and Haight to learn more.

This led to a report to SFMTA that detailed what kind of amenities would make Slow Streets more accessible, plus the types of intersections designs that would ensure people didn't have to travel farther to feel safe when crossing.



Brian Haagsman leading a group of older adults on a walk audit of the 23rd Avenue Slow Street.

Thanks to funding from the Metta Foundation and the SF Department of Public Health, we had the capacity to engage older adults and people with disabilities on Slow Streets and other traffic safety issues.

The Need for Safe Streets Near Sherman Elementary, and Many More Schools



From a vigil and memorial to remember Andrew Zieman.

2021 included a fatal crash that brought heart-break to a family and to the entire community of Sherman Elementary School. A beloved educator, Andrew Zieman, was hit and killed while walking to the school where he worked and had attended as a boy. Andrew was just 30 years old, a role model known for his kindness and patience.

In the aftermath of this crash, Walk SF started working closely with the community at Sherman Elementary and Supervisor Catherine Stefani to push for substantial and long-overdue changes to nearby streets. Speeds are a major issue especially on wide, one-way Franklin Street, which runs along the school campus.

We know from our work with the Safe Routes to Schools Partnership that far other schools have similarly dangerous conditions. Thanks to your support, Walk SF is working to bring more tools and support to school communities. No child, parent, or teacher should be risking their life on the way to school.

Top photo by Walk SF; bottom photo by Jana Asenbrennerova for the San Francisco Chronicle.

Making Traffic Violence Visible

Supporting and Bringing Voice to Victims

You may know Julie's story. In 2020, Julie was hit while jogging in the Panhandle when a speeding driver ran a red light and crashed into another vehicle. The vehicles ricocheted and one struck Julie, sending her flying 20 feet. She broke her neck and back, and has made nothing short of a miraculous recovery since the crash.

As a survivor, Julie feels she must use her voice however she can to change our streets. Julie has gotten deeply involved in San Francisco Bay Area Families for Safe Streets, a group of crash survivors and the loved ones of people hurt or killed in crashes.

As the one-year anniversary of Julie's crash got closer, Julie decided she wanted to do a run to acknowledge what she'd survived and to call attention to traffic violence. Too often, crashes are quick headlines rather than deeper stories of victims and the systemic issues that create unsafe streets.

We wanted to support Julie in her goal. So the first #RunforSafeStreets happened in March of 2021 – and the response was incredible. Ten people who Julie had never met ran with her in solidarity; two were also crash survivors. Julie's route visited many fatal crash sites and went to the steps of City Hall. Julie's family plus many Families for Safe Streets members met her at the finish line (the site of the crash). Julie's run was featured in the San Francisco Chronicle, with a clear call to action for city leaders to do much more for traffic safety.

The #RunforSafeStreets, as well as the 2021 World Day of Remembrance for Road Traffic Victims, helped people find a source of emotional support and opportunities to be a powerful voice for change.

Your membership is how Walk SF is able to provide support and guidance to San Francisco Families for Safe Streets, and hold World Day of Remembrance for Road Traffic Victims each year with Families for Safe Streets.



Photo from City Hall by Walk SF; other photos by Marissa Leshnov for the San Francisco Chronicle.

WALK ON!



"The best way to fall in love with a city (or renew your vows) is to travel to places you haven't been before - preferably with a really good guide."

– Peter Hartlaub, San Francisco Chronicle (pictured with Heather Knight)

For many of us, the pandemic has been a time for even more walks. And a lot of you have hiked up your boots and done some epic walks with Walk SF.

Our 17th annual Peak2Peak was self-guided in 2021, and once again the route did not disappoint. It was a thrill when Heather Knight and Peter Hartlaub talked about Peak2Peak's off-the-beaten-path surprises on the Total SF podcast. Our self-guided 'Circle the City' walk explored the entire perimeter of San Francisco in six spectacular segments with a painting by Cole Brennan for each one.

We also teamed up with Alex Long's wife Anne and his son Greg to create a memorial walk for Alex, who died in October 2020. Alex was a long-time member and generous supporter of Walk SF. He was also an avid walker, aiming to walk seven miles and at least 50 flights of stairs every day. The memorial walk raised more than \$8,000 for Walk SF's work!

WalkLab: The Wonderful Volunteers Who Create Our Walks

All of these walks are possible because of WalkLab, the group of expert volunteers that leave no path undiscovered. This braintrust of wonderful folks donate their time to make Walk SF's walks so special. Not only do they know every neighborhood in the city, they bring history, creativity, and San Francisco spirit to each walk. Because many of our walks are fundraisers for Walk SF's advocacy, WalkLab's contributions mean even more.

Our huge thanks go to 2021 WalkLab contributors Marilyn Adamson, Debra Asher, Nancy Botkin, Cole Brennan, Eric Chase, Andrew Greenberg, and Karen Rhodes, and Bob Siegel.



Some of the WalkLab members testing out the top secret route for the 2022 Peak2Peak.

VOLUNTEERS

Marilyn Adamson
Nima Afshar
Divad Aguilera
Holly Allen
Kayla Anderson
Evelyn Arevalo
Zan Armstrong
Debra Asher
Zoe Astrachan
Sophie Bae
Kelly Barrios
Louisa Basarrate
Nancy Beam
Stephanie Bean
Deborah Beck
Flynn Beckman
Peter Belden
Elin Bergman
Tawnya Betancourt
Luke Bornheimer
Nancy Botkin
Cole Brennan
Alexander Broekhof
Caroline Bruister
Eric Butler
Heather Carrico
Lian Chang
Eric Chase
Elizabeth Chur
Lyndsey Ciabattari
Elizabeth Colomello
Dan Davies
Andrea Davis
Jessica De Leon
Erin De Leon
Jen Desideri
Susan Detwiler
Sui Detwiler
Mo Devlin
Kearstin Dischinger
Samantha Dong
Fennel Doyle
Alice Duesdieker
Lea Dufourd
Catherine Durand
Kate Fefelova
Marvin Feldman
Peter Fenczik
Harold Findley
Evan Fisher
Ace Fletcher
Phoebe Ford
Mathew Forseman
Michela Garber
Charles Gebhard
Jessica Getty
Val Girling
Rick Girling
Ivan Gonzalez
Kim Gorcyca
Michelle Gordon
Matt Goyne
James Graham
Andrew Greenberg
Dylan Hamilton

John Hamilton
Teresa Hammerl
Lillian Hayden
Luke Hendrickson
Tasha Henneman
Ami Hodge
Maryann Hrichak
Diana Hunt
Nadja Jackson
Jenny Jen-Choy
Jessica Jenkins
Matthew Jeung
Maja Jevgiovikj
Kimee Johnson
Grant Johnson
Derrick Johnson
Debra Kahn
Roan Kattouw
Alice Kawahatsu
Peter Kellogg
Katya Kisin
Martha Knutzen
Robin Kutner
Gina Lablanc
David Lam
Lynne Langlois
Kristen Lee
Sasha Lekach
Abbey Levantini
Lawrence Li
Zach Lipton
Mayra Lopez
Leah Loversky
John Lowell
Christine Lunde
Joey Lusterman
Citrine Machi
Raul Maldonado
Ruth Malone
Kamilka Malwatte

Joe Martinez
Michelle Mcconaha
Drew Mcdaniel
Kathleen Mcnamara
Jodie Medeiros
Joe Merer
Jaime Michaels
Liore Milgrom-Gartner
Savitha Moorthy
Amy Morris
Patrick Morris
Alice Mosley
Rebecca Motola-Barnes
Elizabeth Muzzy
Hiromi Namikawa
Julie Newbold
Andrew Ng
Sandy Nguyen
Christine O'Connell
Dominique Oneil
Casey Patterson
Angelo Pelonero
Brigette Pimentel-Shanmugam
Steve Poleri
Diana Pray
Eliana Quinet
Franz Rachata
Meg Rahner
Ruth Rainero
Alex Ramiller
Neil Ramirez
Ingrid Rehtin
Kelsey Rexroat
Kimmy Reyes
Karen Rhodes
Regina Roberts
Karla Robertson
Yonatan Rosen
Geri Rosenberg
Seth Rosenblatt

Rebecca Rozewicz
Melissa Santodonato
Sara Schmidt
Megan Schufreider
Samir Shah
Kristin Sherry
Adie Sherwood
Lizzie Siegle
Libby Smith
Steve Snyder
David Solomon
Avery Spiel
Desiree Stanleu
Katia Stern
Sadie Stone
Ben Summers
Ross Taylor
Sprague Terplan
Emily Tilles
Tiff Ting
Monica Vasquez
Maria Vila
Laura Vogel
Peter Vogt
Peggy Wallace
Linda Walsh
Cameron Walters
Hannah Wear
Amanda Webb
Sandy Weil
Susan Weisberg
Lawanda Wesley
Charles Whitfield
Susan Witka
Tin Wong
Amy Yamagami
Norman Yee
Sarah Young
Rick Zhang



Volunteers powered so much important work this year, from daylighting surveys to postcard gathering on JFK Drive. Your generosity with your time helps us as a small nonprofit do big things!

Walk San Francisco's Legacy Circle

As a dedicated supporter of Walk San Francisco, we invite you to make a planned gift and leave a lasting legacy of safe streets for everyone who walks in San Francisco.

Why make a planned gift to Walk SF?

Everyone – of every age and ability – should be safe when walking in San Francisco. Yet every day, an average of three people are hit while walking.

Walk San Francisco is the only nonprofit working to change this. Your planned gift will power Walk SF in winning the changes needed to keep people truly safe when walking and make our city a true leader in safe, healthy streets for all.



"As I was working on my will, I realized the upside of doing this was thinking about the charities I love and want to support after I'm gone. Naming Walk SF as a beneficiary was an easy choice since it will help build the kind of future I want for the city I love. It's important to me that Walk SF's pedestrian advocacy continues long after I'm gone so that future generations will benefit."

Karen Rhodes
Walk SF Board Member & Volunteer

Options and Tax Benefits of Planned Giving

There are several different ways you can make a planned gift. Bequests, life insurance, and Charitable Remainder Trusts are the most popular options. We encourage you to speak with your tax advisor about possible tax benefits of a Walk San Francisco Foundation legacy gift.

We would also love to hear from you if you plan to list Walk San Francisco Foundation as a beneficiary so we can share our appreciation and discuss how you would like to be acknowledged. Please reach out to membership@walksf.org.

GRATITUDE TO OUR GENEROUS SUPPORTERS!

Our donors are how Walk San Francisco’s life-saving work happens. Thank you to the following individuals, foundations, and companies for investing in safe streets in 2021.

* Foundation, Grant, Employer Match or Event Sponsor
~ In-Kind Donation

\$25,000+

Buckmaster Foundation*
Hellman Foundation*
Leah Culver Charitable Fund*
Metta Fund*

\$10,000-\$24,999

Google*
Seed Fund*
Mike Smith and Nancy Botkin
Someland Foundation*

\$5,000-\$9,999

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\$1,000-\$4,999

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Bonnie Walton
Jonathan Weiner and Mira Olson
John and Leslie Woodward

\$500-\$999

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Apple*
Zoeë Astrachan and Andrew Dunbar
Autodesk*
Patricia Belotti

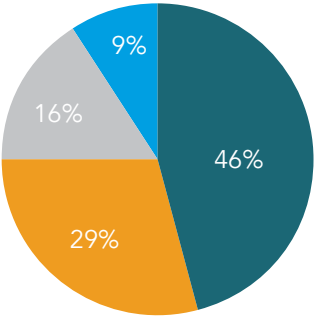
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Sandeep Bhandari
Katie Biber
Ed Bingham and Merylee Smith Bingham
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Megan Gee
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Mario Tanev
Andy Thornley
Lois Tilles
Jane Tobin and David Moore
Toole Design*
Eve Zaritsky and Matt Hill
Philip Zeyliger and Miranda Dietz

\$250-\$499

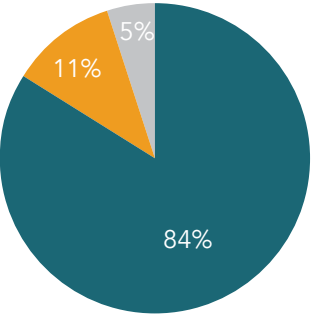
Donna Ah Sue
Suzanne Armstrong and Jonas Sicking
Ethan Atkins
Joel Aufrecht
Cyndi Bakir
Catherine Bauman and Laurence Kornfield
Barbara Berkeley
Stephen Bingham
Abe Bingham
John Bolka
Kyle Brazil
Ninive Calegari
Itzia and Nick Carr
Robin Chiang
Elizabeth Colomello and Steven Poleri
Miles and Maryanne Cooper
Paul Cothenet
Dale Danley and Michael Helquist
Pamela Dekema
Tasha Drew and Jason Hansen
Eisen Letunic*
Rita Evans and Andrew Hrenyo
Paul Feigenbaum and Judy Kemeny
Eric Fikus
Daniel Fleischman
Emma Ford and Ethan Silvers
Brienne and Paul Gagnon
Peter Gallotta
Caryl Gay and Didrik Hoag
Aly Geller and Steven Lee
Gilead*

Girl Friday Events*
Dayna Goldfine and Dan Geller
Barbara Gordon
Matt Habel
Sarah Harling
Dawn Hassell
Josiah Haut
Carolyn Hayes
Bert and Lorna Hill
Jennifer Holt
Julie Jacobson
Aaron Johnson and Lainie Motamedi
Melanie Jones
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Ernestine Vasquez
Leslie Veen
Dana Weissman and Ben Caldwell
Wendy Will
Janelle Wong
Jenny Yu
Jess Zak
Linda Zimmerman and Mitch Near



Revenue \$889,777

- Government Contracts
- Memberships & Individual Donations
- Foundation Grants
- Corporate Sponsorship and Events



Expenses \$822,913

- Personnel
- Office Expenditures
- Programs

FINANCES

Beginning Net Assets	\$404,320
Ending Net Assets	\$750,180

We are excited to end 2021 in a very strong position for a phase of strategic growth as an organization. Beyond maintaining a four month operational reserve, we are now ready to notably increase the capacity of Walk SF.

We are ready and able to commit to at least one director-level hire in 2022, and have the confidence to know this will be a long-term position. We can also now increase our organizing staff – which is key to fully live out Walk SF’s equity goals – with deeper work in key neighborhoods. We can finally address some technology needs and get some additional support to ensure organizational excellence. In addition, Walk SF will be better able to quickly respond to emerging opportunities.

We’re exceedingly grateful to Walk SF supporters for seeing the urgency around these issues and investing so that we can do more.

Note: In 2021, Walk SF closed its 501(c)(4) arm. We liquidated funds and transferred them into the Walk San Francisco Foundation (aka “Walk San Francisco” or “Walk SF”). Because we do not do candidate endorsements and the 501(c)(4) had costs to maintain, we determined it wasn’t needed.

If you have any questions about your listing or we inadvertently omitted your gift, please let us know at info@walksf.org.
Walk SF Foundation is a 501(c)(3) charitable organization and all donations are tax-deductible to the highest extent of the law.

Also... we moved! Walk San Francisco and San Francisco Bay Area Families for Safe Streets are now in the Mission. Our new office is at 2601 Mission Street, Suite 400, San Francisco, CA 94110.



3 Ways to Connect with Walk San Francisco

1. Find us on Facebook, Twitter, and Instagram with @walksf.org.



2. Sign up for our newsletter at walksf.org.

3. Read the latest on our blog.

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