



March 26, 2025

The Honorable Mayor Daniel Lurie
San Francisco City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mayor Lurie,

I want to express my deepest gratitude to you for coming to the speed camera celebration we hosted last week with Families for Safe Streets.

Your presence and commitment to safe streets were especially meaningful to those who have been directly affected by a traffic crash. We all appreciate that you see traffic safety as synonymous with public safety.



The launch of speed cameras in San Francisco can be the start of a new era for our city in ending severe and fatal traffic crashes – and you can be the leader to make Vision Zero the success story it needs to be.

In San Francisco's first decade of Vision Zero, there was meaningful work and learnings as the City adopted a data-based, preventative, systems-based approach to traffic safety. For example, the SF Department of Public Health has been at the forefront nationally in compiling and analyzing crash data so we know what the most dangerous streets are – and can fix these. The SFMTA pioneered 'Quick Build' projects, making it possible to redesign streets for greater safety at a fraction of the cost and in months rather than years. New state legislation gave the City new, needed solutions: SB 288 (Wiener) in 2020 streamlined approvals for bike/pedestrian/transit projects; AB 43 in 2021 allows lowering speed limits on certain kinds of streets; and AB 645 in 2023 is how we now have speed cameras.

However, the tragedies on our streets have yet to go down. 2024 was the deadliest year in a decade on San Francisco streets, with 42 traffic deaths. Around 500 people are

severely injured yearly, many with their lives changed forever like the mother of Jenny Yu, who spoke at your press conference.

We need Vision Zero to succeed, and accelerating progress to achieve safe streets is within your power. It will also support other crucial goals: vibrant business corridors full of foot traffic; reduced climate emissions and air pollution; and cost savings for the City.

In the City's forthcoming Vision Zero policy and plan, you have the opportunity to shape San Francisco's commitments – and make sure these are aggressive enough to quickly move the needle in reducing crashes. We also need you to hold agencies to deliver on these commitments, by breaking down siloes and driving progress.

With speed as the #1 cause of severe and fatal crashes in San Francisco, plus to build on the new speed camera program, now is the time to double down on speed-slowing solutions in the City's Vision Zero approach.

That's why we ask that the City's next Vision Zero policy puts reducing speeding front-and-center. The priority for all streets must be to achieve low, safe speeds with every available solution used in a layered approach. All of the core Vision Zero agencies – the SFMTA, Department of Public Works, Department of Public Health, SF Police Department, and SF Fire Department – must collaborate and deliver in their respective roles.

In the City's new Vision Zero plan, the following are crucial actions to accelerate progress within the next three years:

- **Using AB 43, lower speed limits by 5 MPH on every eligible high-injury street and commercial street by December 2027, plus pursue state legislation by 2028 to bring 20 MPH speed limits to all residential streets.** Speed limits are one of the most visible cues on how fast a driver should go, and research shows they are particularly effective in bringing down the most dangerous, outlier speeds. San Francisco has been using its new legal authority to reduce speed limits; we need it to max out this solution while aiming to join many other leading Vision Zero cities that now have 20 MPH limits on all residential streets.
- **Direct and focus the SF Police Department's traffic enforcement on sufficient speed enforcement.** The SF Police Department is issuing around 10 speeding citations a day – around 300 a month across our entire city. Some police stations are issuing zero speeding citations a month. We need drivers to see that speeding is taken seriously not just where there are cameras, and that means having the police officers be trained and held to prioritizing this rampant, dangerous behavior. There were twice as many streets considered for speed cameras as received them, so there's plenty of need for enforcing speed limits.
- **Install 'turn calming' at all eligible high-injury intersections by December 2027 to slow drivers as they navigate turns and protect people in the crosswalk.** Drivers making turns poses one of the greatest threats to

pedestrians. New York City's widespread use of turn calming, which places inexpensive posts and/or rubber bumpers in the intersection, has reduced pedestrian injuries by 20%. While the SFMTA has started using turn calming, this solution is needed at scale.

- **Replace the existing Residential Traffic Calming Program in 2026 with a proactive approach for adding speed humps and cushions across neighborhoods, with data-driven design standards agreed to by SFMTA, Department of Public Works, and SF Fire Department.** Implement the new plan for speed hump and cushion installations citywide by 2030. Boston has pioneered a “by right” approach that means vertical speed reducers can be installed faster and more strategically, providing transparency to the community and cost-efficiency.
- **Redesign all wide one-way, multi-lane, high-injury streets with known speeding problems like Harrison, 9th, 10th, Bryant, Gough, and Franklin by 2030.** The most extreme speeding is on the city's arterial roads with four and five travel lanes; these wide roads invite drivers to go too fast. Where the SFMTA has reduced lanes like on Folsom Street, it has been incredibly effective in changing driver behavior. The city needs to address all multi-lane roads in support of safe speeds – and to protect people in the neighborhoods these run through.
- **Hold all City agency employees in city vehicles accountable for dangerous speeding, with driver education and correction plans for repeat offenders.** Safety on our streets should start first and foremost with City employees. The Budget and Legislative Analyst has found that excessive, recurring, and dangerous rates of speeding are happening in City vehicles driven by City employees (all of which have ‘telematics’ installed, except emergency and police vehicles). Yet no meaningful steps beyond reporting have been taken at agencies to address this dangerous behavior.
- **Publish crash fatality and injury analysis from SF Department of Public Health every 12 months to support agencies in making data-based decisions and project prioritization.** These Department of Public Health reports are essential for the City to be proactive and outcomes-focused in its approach, and agencies working on Vision Zero depend on them in deciding their projects. For example, the new high-injury network map is how the SFMTA will determine the next suite of Quick Build projects. It's paramount that Department of Public Health's Vision Zero reports are delivered in a timely way, and this unfortunately often hasn't been the case.

Speeding threatens our lives and hurts our communities in San Francisco. The faster a driver is going, the more likely a crash is to occur and the more serious the consequences. Doubling a car's speed quadruples its kinetic energy, making the stakes increasingly high above 25 MPH. By 40 MPH, about 75% of pedestrians will suffer a life-threatening injury or die if hit.

But the good news is that reducing average speed on city streets by just 1 MPH reduces injury collisions by 2-7%. Consider this math, and then consider what is possible if San Francisco takes every action possible to slow our streets.

It means that your leadership at this moment – and moving forward – makes Vision Zero possible. By demanding an aggressive Vision Zero policy and plan soon, and holding agencies to deliver widespread speed-slowng solutions in the next few years, you can make safe streets a reality. *So many tragedies will be prevented.*

Thank you again for standing with traffic victims last week – and standing up for safe streets. This is an issue that affects each and every one of us, every day, in San Francisco.

Sincerely,



Jodie Medeiros
Executive Director, Walk San Francisco

CC:

Board of Supervisors - President Rafael Mandelman
SFCTA Chair Myrna Melgar
Alicia John-Baptiste, Chief of Infrastructure, Climate and Mobility, Mayor's Office
SFCTA Director Tilly Chang
SFMTA Director Julie Kirschbaum
SFMTA Board of Directors
SF DPW Director Carla Short
SF DPH Director Daniel Tsai
SFPD Chief Bill Scott
SFFD Chief Dean Crispen