



May 19, 2025

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

Dear Mayor Lurie,

As of today, six pedestrians have died on San Francisco's streets this year. Five of the six pedestrians killed were seniors. Three of these were victims of hit-and-runs.

We – all of us, especially seniors, children, and people with disabilities – are too vulnerable getting around our city.

Too many of our streets are designed to prioritize vehicles over everyone's safety. Dangerous driving is out of control. And with vehicles larger, heavier, and more powerful than ever, we're at even greater risk.

With each day that passes and no Vision Zero policy or plan for traffic safety, our City is failing to adequately address something that affects all of us, every day. More than that, Vision Zero supports the kind of city we all want to live, work, and play in, where streets are safe, inviting, and vibrant spaces.

That's why today, we're asking you to be the safe streets leader San Francisco needs. Adopt a new Vision Zero policy by July 30. Then, have a new interagency traffic safety plan codified by September 30 with clear, time-bound commitments from these key agencies: SFMTA, Department of Public Works, Department of Public Health, SF Police Department, and SF Fire Department.

By applying your leadership approach to traffic safety, you can make Vision Zero a success story. Because when agencies work together and proven solutions are applied in a data-based way at scale with safety as the preeminent goal – Vision Zero works. Cities around the world are showing this, and San Francisco can and should be on the leaderboard with them.

With speeding continuing to be the #1 cause of severe and fatal traffic crashes in San Francisco, the new Vision Zero policy and plan must center on this.

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 be held accountable in delivering their respective roles.

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

- 1. Lower speed limits by 5 MPH on every eligible high-injury street and commercial street by December 2027, and 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.
- 2. Direct the SF Police Department's traffic enforcement to achieve sufficient speed enforcement.** We need drivers to see that speeding is taken seriously, not just where there are new speed cameras. The SFPD must be part of this effort in an effective, efficient, and equitable way.
- 3. Publish traffic fatality and injury analysis from SF Department of Public Health annually 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 prioritizing resources. The new high-injury network map is how the SFMTA will determine the next suite of Quick Build projects.
- 4. Hold all City agency employees in city vehicles accountable for dangerous speeding, with driver education and correction plans for repeat offenders by December 2025.** 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.
- 5. 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 pose 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 installing turn calming, this solution is needed at scale – and to be a default improvement to dangerous streets.

6. **Replace the existing Residential Traffic Calming Program by 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.
7. **Redesign all wide one-way, multi-lane, high-injury streets with known speeding problems like Harrison, 9th, 10th, Bryant, Gough, and Franklin by 2028.** 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.

These seven actions are achievable. These actions build off of existing efforts; there is designated and sufficient funding; and they are cost-effective. And every day, these actions will pay off in terms of crashes and tragedies prevented, and reduced costs for the City and its residents.

Mayor Lurie, we know you believe that traffic safety is part of public safety. More than that, **safe streets will make San Francisco stronger.**

A strong San Francisco is one where people get around their neighborhood, supporting their local businesses, and being part of their community – and are safe doing so. Safe streets are an economic recovery plan and a climate plan wrapped up into one.

So please adopt a bold new Vision Zero policy and plan, and then work to make it real – with the funding, accountability, and focus needed to succeed. We stand with you for safe streets and a strong future for 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 Interim Chief Paul Yep; SFFD Chief Dean Crispen