



At the 4th anniversary celebration of JFK Promenade, State Assemblymember Phil Ting presented Walk SF staff and board with a special commendation for 25 years. Our deepest gratitude to everyone who has supported Walk SF's mission over the years.

Thank you to all staff and board members who dedicated their time and talent to Walk SF in 2024.

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From the Executive Director

Dear Friend,

It's hard for me to look back on 2024.

It is the year one of the most devastating pedestrian tragedies in our city's history happened: West Portal.

It was also the ten-year anniversary of World Day of Remembrance for Road Traffic Victims. With the help of volunteers, we painted a pair of shoes white in memory of every person who has died in a traffic crash since 2014. There were 317 pairs of shoes on the steps of City Hall.

As gut-wrenching as many days and weeks were last year, I am so glad that Walk SF was here. To show up for victims and to stand up for change, again and again.



We can do this because of <u>you.</u> You see what's happening on our streets – and are doing something about it. Your generosity powers the policy work, advocacy, and organizing needed to make San Francisco lead the nation as a truly safe, pedestrian-first city.

This work has never been more urgent. People walking in our city face more threats than ever, from supersized vehicles to rampant dangerous driving. 2024 was the deadliest year for pedestrians in San Francisco since 2007.

But because of supporters like you, Walk SF continues to rise to the challenge in more ways than ever. And we must. Our lives depend on it, as do our communities and climate.

So with your support, Walk SF will keep standing up for change, again and again. We'll push for all the commonsense solutions needed at intersections so we can cross safely. We'll push for the City to design and enforce streets that keep drivers at safe speeds. We'll keep championing bold state bills while continuing to demand our City leaders lead on traffic safety.



Jodie Medeiros, Executive Director Walk San Francisco



Ten Years of World Day of Remembrance for Road Traffic Victims

Solidarity, Support, and Sending a Message



When Walk SF started working with the loved ones of crash victims to start a Bay Area chapter of Families for Safe Streets, one of the first things we did together was to host World Day of Remembrance for Road Traffic Victims in 2014.

This event, held outside of San Francisco's City Hall, is so important: to be together in solidarity, to remember those hurt and killed, and to shine needed light on what's happening.

Because 2024 was the ten-year anniversary of the event and the City's commitment to Vision Zero – a proactive, data-driven approach to end severe and fatal crashes – we felt it was crucial to do more to build awareness and send a message about the toll of dangerous streets.

In the week leading up to the event and thanks to dozens of volunteers, we hung 317 memorial signs at every intersection where someone had been killed in a traffic crash in the past decade. This meant that

for a few days, it was hard to go anywhere in the city without seeing one of these signs. That was exactly the point. No corner of San Francisco is untouched by traffic violence.

We also painted 317 shoes white for the temporary memorial on the steps of City Hall. We worked with Families for Safe Streets members to get their stories in an unprecedented number of media outlets, including *KQED Perspectives*, the *Sing Tao Daily*, and the *San Francisco Chronicle*. And we kept coming back to the need for City leaders to refocus on Vision Zero.

"We need decisionmakers to see the human lives behind their decisions."

- Jenny Yu, Founding Member of the Bay Area chapter of Families for Safe Streets





"I want San Francisco to be a city where people can get home safely – and also enjoy the journey getting there."

- Dana Weisman on why she has supported Walk SF for more than a decade

"Our family doesn't own a car, and walks, bikes, and buses all around the city. Walk SF's work matters to us every day."

- Hitesh Soneji and Melissa Cooper on why they've been monthly sustainers of Walk SF since 2014





"We love the advocacy work Walk SF does locally and at the state level. Having safe streets for pedestrians is just foundational."

- Jean Kao and Magnus Barber, who joined in 2020 and have since become walk leaders for Peak2Peak

You're How Walk SF Can Push for Change Every Day, in Every Way

Fighting for Safe Intersections



It's important to celebrate progress, too. We especially love to see more intersections with pedestrian safety zones and turn calming.

As of 2023, 900 intersections on the 'high-injury network' – the most dangerous streets in San Francisco – still had received no safety improvements. When the San Francisco Municipal Transportation Agency (SFMTA) committed to bring baseline pedestrian safety fixes to these 900 intersections by the end of 2024, Walk SF went into serious watchdog mode.

This meant everything from asking for progress updates at public meetings to sharing our appreciation with the SFMTA crews doing the work. The SFMTA completed 74% of intersections by the end of 2024, so our watchdogging continues.

Supporting the City's Next Promenade

For decades, having vehicle traffic on the Upper Great Highway has meant that pedestrians can only walk on the narrow, hilly path next to traffic – not next to the beach. The beach itself isn't an option to walk on for anyone with a stroller, wheelchair, or mobility limitations.

But on November 5, 2024, voters said YES to making permanent – and 7 days a week – a two mile stretch of car-free space on the Upper Great Highway. This means San Francisco is getting a new oceanside park and promenade, and the largest pedestrianization project in California history!

Walk SF was proud to be a partner on this visionary campaign led by Friends of Ocean Beach Park. Like JFK Promenade, this is another big step toward a San Francisco that truly prioritizes safety, people, joy, and connection on our streets. Again, we see that the majority of San Franciscans are behind us. We will continue to build on this.



When voters said YES to Measure K, they approved the largest pedestrianization project in California history!

Putting Vision Zero in Focus for City Leaders



2024 marked the ten-year anniversary of San Francisco adopting Vision Zero, a commitment and proactive approach to end severe and fatal traffic crashes. A decade ago, Walk SF led the campaign for the City to make this commitment; San Francisco was the third city in the United States to do so.

While the City has since embraced a more data-driven approach plus completed important safety projects, severe and fatal crashes have yet to come down. But this isn't a failure of Vision Zero. It's the failure of our City to implement solutions at the scale needed to succeed. That's why in 2024, Walk SF:

- Researched Vision Zero cities around the world and analyzed San Francisco's past efforts
- Brought together the 35+ community-based organizations, nonprofits, and civic groups in the Vision Zero Coalition to develop shared recommendations we sent to all City leaders
- Got dozens of media stories on Vision Zero, talking about the ways San Francisco can accelerate progress
- Showed up at every relevant commission and agency to ask them to refocus on Vision Zero

What San Francisco's approach to Vision Zero will be moving forward is still unclear. With the support of our members, Walk SF will not stop pushing our leaders to make Vision Zero the success story it can and must be.

New Law Will Help Address Some of the Deadliest Streets

SB 960, which Walk SF sponsored in 2024, was signed into law by Governor Newsom. SB 960 puts greater accountability in place for roads overseen by Caltrans to be designed for the safety of people outside the vehicle. Some of San Francisco's deadliest streets are under Caltrans' control, like Lombard Street. We held a press conference with Senator Wiener for SB 960 on Lombard. where two pedestrians had died within two weeks in 2024.



Addressing Dangerous Speeding from Every Angle

A First-Ever Bill Gets to the Governor's Desk



Sponsoring SB 961 was part of our ongoing #SlowOurStreets campaign, which we launched in 2020 with the support of our members.

Year after year, speeding is the #1 cause of severe and fatal traffic crashes in San Francisco. That's also true statewide, with more than 1,000 Californians killed in speeding-related traffic crashes every year. With vehicles bigger and heavier than ever, the stakes are even higher if a crash happens – especially for those outside the vehicle. Meanwhile, many cars and trucks can now reach very high speeds within seconds.

In 2024, Walk SF was proud to sponsor State Senator Scott Wiener's Senate Bill 961, which would have required all cars and trucks manufactured or sold in

California (except emergency vehicles and motorcycles) to give an audio and visual alert to drivers when they're going more than 10 MPH above the speed limit, starting in 2030. This safety technology, called 'passive Intelligent Speed Assistance,' is now required in all new European vehicles.

Because of Walk SF supporters, we were able to go all-in on the campaign to make SB 961 law – and our efforts got this bold bill farther than we could have imagined.

Over the course of several months, Walk SF worked with Families for Safe Streets to bring the personal stories of victims directly to state legislators in Sacramento. Our executive director Jodie Medeiros and Families for Safe Streets member Joe Martinez gave powerful expert testimonies at key hearings at the State Capitol. We helped garner 5,000+ emails, hundreds of phone calls, widespread media coverage, and endorsements of the bill from the nation's safety experts.



We went to Sacramento with Families for Safe Streets members to bring their stories about the toll of dangerous speeding directly to legislators.

The California State Assembly voted 42-12 and the California State Senate voted 26-9 to pass SB 961. This was remarkable considering this was the first bill of its kind to be introduced in the California legislature.

Unfortunately, Governor Newsom ultimately stood with the auto industry instead of with victims - and vetoed the bill in September. This was incredibly disappointing considering how far we had come and the lifesaving potential of Intelligent Speed Assistance.

Given it took eight years to pass state legislation allowing speed cameras to be piloted in California, we know that an Intelligent Speed Assistance bill could take multiple attempts. With the support of our members, we will continue pushing for lifesaving anti-speeding technology in vehicles - and other bills that can move the needle in preventing severe and fatal crashes.



Pinto, and Cauê Ramos Pinto de Oliveira. We continue to grieve these and all pedestrian lives lost on San Francisco's streets.

Remembering Those Pedestrians Lost in 2024 💛

January 31 - Unidentified

February 8 - David Warren Bridges Jr.

February 25 - Quan Zhan Huang

March 2 - Michael Lukehart

March 16 - Joaquin Ramos Pinto de Oliveira

March 16 - Diego Cardoso de Oliveira

March 17 - Matilde Moncado Ramos Pinto

March 20 - Cauê Ramos Pinto de Oliveira

May 23 - Unidentified

June 10 - Miguel Angel Barrera-Cruz

June 24 - Eric Marshall Quantrell

June 17 - Amanda Seifert

June 30 - Carson Elizabeth Barnes

July 11 - Unidentified

August 15 - Jesus Margot León Gonzalez

September 19 - Unidentified

September 21 - Shaun Michael Hughes

October 4 - Hou Chun Lai

October 9 - Unidentified

October 22 - Jose Chow

October 25 - Jonathan Chase Johnson

November 24 - Ronald Duncan

December 14 - Walter Alfredo Castillo

December 27 - Melissa Lai Chow

Walk On!

Our epic annual walking events not only raise critical funds for Walk SF's advocacy work but also bring San Francisco's walking community together in such a wonderful way. We are incredibly grateful to everyone who volunteered or participated in 2024.

Despite a historic storm, hundreds of hikers still showed up for the 2nd annual **SF Stair Challenge**. Challengers conquered 2,000 stair steps over 20 staircases in the Diamond Heights and Noe Valley neighborhoods, introducing many people to the one-of-a-kind wooden Harry Street Steps. Don't miss the 4th annual SF Stair Challenge on Saturday, May 2, 2026.

Over 300 participants laced up their hiking boots to take on the 20th annual **Peak2Peak**. The 2024 route traded out some classics for less-traversed neighborhoods, like Sunnyside and Miraloma, surprising and delighting even long-time residents. Mark your calendar for the 21st annual Peak2Peak on Saturday, September 13, 2025.

A special thank you to WalkLab, the superstar team of volunteers that mastermind all of Walk SF's routes: Marilyn Adamson, Nancy Botkin, Eric Chase, Andrew Greenberg, Alexandra Kenin, Karen Rhodes, and Cole Rose. This braintrust of experts who know every nook and cranny of our city is how we're able to produce such unique, only-in-San Francisco walks that keep people coming back year after year. It's a labor of love for WalkLab, and we love them for it!

Our events were powered by in-kind donations from Andronico's Community Markets, Ghirardelli Chocolate Company, JAMBAR, Other Avenues Grocery Cooperative, Safeway, Gus's Community Market, Thorough Bread and Pastry, and Trader Joe's.

We're deeply grateful to our generous sponsors for making our walking events possible:







David Baker & Yosh Asato



Altair Law, Arup, Civic Edge Consulting, Coopers LLP, Law Office of Chuck Geerhart, Meisel Law Group

Rain, Fog, or Sun, We Always Have So Much Fun at Our Walk Events!



You Power Our Small But Mighty Team



Growing What Walk SF Can Do

Kathleen Brennan, Development Director

Kathleen joined the team in 2025 to expand our circle of supporters so Walk SF can do even more to win safe streets for all (including dog Pierre)!



Celebrating Walking & Building Our Membership

Guy Joaquin, Development & Events Manager

Guy makes our signature walks a total blast, bringing needed funds and new people to Walk SF.



Creating Campaigns to Change Our Streets

Marta Lindsey, Communications Director

Marta brings advocacy, policy, and communications together in our effective campaigns, like the #SlowOurStreets campaign.



Organizing for Safe Streets Citywide

Malena Mackey Cabada, Community Engagement Manager

Malena is often in the field, organizing in neighborhoods and working with member groups of the Vision Zero Coalition.



Demanding More from City Leaders

Jodie Medeiros, Executive Director

Jodie's never afraid to demand more from San Francisco's leaders to address dangerous streets.



Helping a Small Nonprofit Do Big Things

Loren LaNoue Valliant, Operations & Finance Manager

Loren keeps things running smoothly behind-the-scenes, helping our small team succeed.



Building Our Movement

Fiona Yim, Communications & Marketing Manager

Fiona is helping Walk SF reach new audiences and grow the safe streets movement, including through our social media.

GRATITUDE TO OUR **GENEROUS SUPPORTERS!**

Thank you to the following individuals, foundations, and companies for seeing the need for and investing in - safe streets in San Francisco.

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Our Finances

Thanks to our supporters, Walk SF was in a strong financial position to be able to work on policy both locally and at the state level, expand our community organizing in key neighborhoods, take on major internal technology needs, and recruit our first-ever Development Director.

Walk SF operates on a July - June fiscal year and our FY 2023-2024 financial statements are currently being finalized. To request a copy as soon as these are available, contact info@walksf.org.

For financial statements from past years, visit our website.

Planned Giving



"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, Chair, Walk SF Board of Directors

By including Walk SF in your estate planning, you ensure that Walk SF can continue making a difference for years to come. Please consider making a future gift with a lasting impact.

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 SF 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.

Our Volunteers Are Walk-Stars!

Volunteers make big things possible for a small nonprofit. In 2024, volunteers did everything from stuffing envelopes to helping at the SF Stair Challenge to speaking at the State Capitol.

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