



## **Executive Directive 25-06**

### **Street Safety Initiative**

From day one, I've said my top priority is public safety. And that means all kinds of safety. No matter how you get around this city—walking, biking, driving, or riding transit—you should be able to do it without fearing for your life. Safe streets mean a child can walk to school without fear, a senior can cross the street with confidence, and our residents who drive can get home at the end of the day. Each year, however, dozens of people die and hundreds more experience serious or life-changing injuries on San Francisco's streets due to traffic collisions. These losses fall disproportionately on seniors, people with disabilities, low-income residents, and people experiencing homelessness. We have learned a lot over the past ten years of Vision Zero; now is the time to update our approach to this work. If we want San Francisco to be a place where families can build their lives — from raising young children to aging with dignity — safe streets have to be a citywide priority.

This Executive Directive establishes the **Street Safety Initiative** as the next phase of San Francisco's roadway safety strategy, advancing a coordinated effort to design, operate, and manage streets and transportation systems that ensure the safety of all who travel within our city.

### **Why This Matters**

- **A nationally recognized health crisis.** Health organizations like the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) have identified road traffic injuries as a leading cause of death, particularly for children and young adults, and an area requiring a coordinated, public health-based response.
- **The US is an outlier in traffic fatalities.** The United States is a global outlier in traffic safety. Fatalities are rising even as our peer nations achieve major declines; San Francisco's stagnant fatality numbers underscore that our work is not done.
- **When San Francisco upgrades its streets, safety improves.** Across 28 recent street safety projects, total collisions dropped by **16%**, bicycle collisions by **25%**, and pedestrian collisions by **35%**. Near-misses between vehicles and people walking also declined by **32%** - proof that targeted investments can save lives.

### **Core Safety Principles**

- **Safety is a non-negotiable value.** San Francisco should never accept deaths or

serious injuries as the cost of getting around our city.

- **Protecting those most at risk.** Traffic safety must protect everyone - drivers, passengers, people walking, biking, and taking transit - while recognizing the greater physical vulnerability of those outside of vehicles.
- **Safer streets are not anti-driving streets.** Safer streets reduce vehicle crashes and make travel more predictable and safer for everyone. In recent years, nearly half of all people injured in San Francisco traffic crashes were drivers or passengers.
- **Access and safety go hand in hand.** Safety interventions aim to reduce injuries, not limit how or where people can travel. Everyone should be able to access their destination safely.
- **Shared responsibility between systems and people.** The city should design streets that protect everyone using them *and* people must move with care and respect. Safety depends on both.

### How We Make Decisions

- **Applying reason and common sense.** The city will use practical, evidence-based solutions to improve safety.
- **Balancing access and efficiency.** We will continue to advance San Francisco's Transit First policy while maintaining an accessible and efficient transportation network that serves the diverse needs of our neighborhoods.
- **Measuring meaningful progress.** Vision Zero's "zero deaths" goal is a moral imperative: there is no level of traffic fatalities that should be considered acceptable. At the same time, the number of people killed on our streets in traffic collisions should not be the only way to measure the city's progress or remaining challenges. To ensure transparency and accountability, the city will track additional performance measures that reflect real improvements in safety, behavior, and street conditions.

### Who We Are as a City

- **San Francisco is a multi-modal commuting city:** San Francisco has one of the most multi-modal commute patterns of any major U.S. city: 36% of workers commute primarily by car, 25% by transit, 10% by walking, and 7% by other non-auto modes like biking. We have an obligation to make sure we all can travel safely together on our streets.
- **Shared commitment across city government.** Traffic safety cannot rest on a single agency. Lasting progress requires active leadership and sustained support from every department whose work affects our streets, public spaces, health, housing, and community safety.
- **Aligning safety with citywide goals.** A safe transportation system requires citywide commitment, and is supported by parallel city efforts:
  - **Housing:** Increasing housing near jobs, services and transit allows more people to choose walking, biking and public transit.
  - **Homelessness and Behavioral Health:** People without stable housing or living

with untreated mental illness or addiction face disproportionate danger in traffic; connecting them to housing and care helps to lessen their exposure to traffic risks.

- **Transit and Mobility Choice:** Reliable Muni service and safe, efficient streets help more people choose transit and active transportation.
- **Public Health:** Every step toward safer, calmer streets supports the city's goal of becoming the healthiest city in the world.
- **Reducing crime:** A number of traffic injuries and deaths recently have been associated with those engaged in criminal activities such as vehicle theft and burglaries. Reducing crime helps reduce reckless driving.
- **Economic Recovery:** Our economic recovery depends on safe, reliable transportation systems; and a strong local economy is essential for maintaining and expanding the transportation system that keeps San Francisco moving.
- **Acting locally, advocating broadly:** Not every safety factor is under local control. San Francisco will use its voice to advocate for state and federal policies that advance our shared safety goals.

Based on these principles and the lessons we've learned, I am directing my office and city departments to advance the **Street Safety Initiative**.

The Street Safety Initiative will adopt the **Safe System Approach**, the nationally recognized roadway safety model embraced by the U.S. Department of Transportation and the State of California. This approach acknowledges that people make mistakes, but mistakes shouldn't cost lives. It requires us to design streets, vehicles, and systems that account for human vulnerability, protect those outside of cars, and strive for streets where no single error results in tragedy.

We will elevate this effort into a coordinated citywide program with executive accountability. **The Mayor's Chief of Infrastructure, Climate & Mobility** will oversee this effort with targeted support from the Chiefs of Public Safety, Health and Human Services, Housing and Economic Development, and Strategy and Performance.

The Mayor's Office will create a **Street Safety Initiative Working Group**, co-led by the San Francisco Municipal Transportation Agency (SFMTA), Department of Public Health (DPH) and the San Francisco Police Department (SFPD). Every agency with a role in the design, operation, or regulation of our transportation system or the people using it will be required to designate a senior leader representative. The Working Group will serve as a collaborative forum for coordinating initiatives, including the actions herein, that meet the principles of this directive.

The initiatives will be organized around the Safe System Approach:

1. **Safer People** – The City and County of San Francisco shall encourage safe, responsible driving and behavior by people who use our roads and prioritize conditions that allow people to reach their destinations unharmed.

2. **Safer Streets** – The City and County of San Francisco shall design streets that mitigate human mistakes and prioritize the safety of vulnerable groups.
3. **Safer Vehicles** – The City and County of San Francisco shall expand safety features in the City’s fleet and track state and federal vehicle regulations.
4. **Safer Speeds** – The City and County of San Francisco shall promote context-appropriate speeds through design, speed setting, education, and enforcement.
5. **Post-Crash Care** – The City and County of San Francisco shall enhance the survivability of crashes through expedient access to emergency and trauma care.

The Street Safety Initiative sets a renewed course: rooted in accountability and grounded in nationally accepted principles and practices. Together, we will advance toward a future where everyone can travel safely and with dignity.

Through this Executive Directive, I hereby order the following:

### 100-Day Actions

1. Establish the **Street Safety Initiative Working Group**, led by the Mayor’s Office and co-chaired by the San Francisco Municipal Transportation Agency, Department of Public Health, and the Police Department.
2. Identify **senior-level leads** to join the Street Safety Initiative Working Group across all relevant city agencies, including, but not limited to: the San Francisco Municipal Transportation Agency (SFMTA), Department of Public Health (DPH), Police Department (SFPD), Fire Department (SFFD), Public Works (PW), Public Utilities Commission (SFPUC), Planning Department (Planning), Recreation and Parks Department (RPD), Port, Office on Disability and Accessibility (ODA), San Francisco Airport (SFO), Office of Economic and Workforce Development (OEWD), Office of Small Business (OSB), Department of Emergency Management (DEM), and the Controller’s Office (CON). (MYR, SFMTA, DPH, SFPD)
3. The Street Safety Working Group will meet regularly to **identify and coordinate department initiatives and metrics** that meet the goals of this directive. (All)
4. Confirm the **2025 High Injury Network** and publish current crash data, emphasizing vulnerable groups. (DPH, SFMTA, SFFD)
5. Review and update the **city’s framework for identifying, categorizing, and reporting traffic-related serious injuries and fatalities** to support accurate trend analysis, operational response, and performance accountability. (DPH, SFMTA, SFPD, SFFD)
6. Identify a focused list of priority **Quick-Build projects** that incorporate proven safety tools such as physical barriers, turn safety treatments, and other roadway safety features in areas where data shows they are necessary. (SFMTA)
7. Identify and implement priority **daylighting locations**, continuing with the 2025 High Injury Network and other locations with vulnerable populations. (SFMTA, RPD)
8. Continue to prioritize the deployment of **electronic enforcement tools**, including speed and red-light cameras, in accordance with current state law, and explore opportunities for state legislative support to expand this authority. (SFMTA)
9. Begin and maintain **monthly High Visibility Enforcement** (HVE) in priority

- locations, including High Injury Network (HIN) corridors. (SFPD)
10. Continue to integrate traffic safety citations and crash injury data into **station-level reports**. (SFPD)
  11. Continue to ensure that any street changes result in **clear lane markings and signage** to reduce confusion and make behavior more predictable. (SFMTA)
  12. Continue to work **with state and federal officials and elected representatives** on street safety efforts outside of local authority. (MYR, SFMTA)
  13. **Establish a process for sharing clear and concise updates** on initiatives to residents, merchants and stakeholders. (All)

#### 6-Month Actions

14. Develop a plan for **promoting and enforcing safe e-device (electric scooters, bikes, etc.)** operations and parking. (SFPD, SFMTA, RPD, Port)
15. In collaboration with the Controller's Office, draft a **Street Safety Initiative Dashboard** framework outlining metrics, data sources, and reporting cadence. (MYR, SFMTA, DPH, SFPD)
16. Define a process to evaluate **safety infrastructure improvements when repaving** or conducting other street-level work and implement as funding permits (PW, SFPUC, SFMTA).
17. Publish the joint **SFMTA and SFPD Street Design Review Manual** clarifying traffic-calming tools and design parameters across street types along with project review standards; revisit them annually. (SFMTA, SFPD, SFPDW)
18. Develop a process and prototypes to allow residents or community groups to **install protected murals or other infrastructure enhancements** to reinforce established daylight zones. (SFMTA, SFPUC, SFPDW, SFPD)
19. Continue to coordinate safe pedestrian and bicycle **detours during construction**. (SFMTA, SFPDW, SFPUC)
20. Develop and release a **Traffic Enforcement Strategy Report** identifying top crash-causing behaviors and corresponding enforcement focus. (SFPD, DPH)
21. Work with the San Francisco City Administrator to ensure consistent **vehicle driver training for city employees** and the installation of telematics that further the goals of this Executive Directive. (MYR)

#### 1-Year and Beyond Actions

22. Release a **2025 High Injury Network draft plan** to enhance safety with tools such as providing separation, signal timing optimization, physical barriers, and additional deployment of turn and traffic calming tools. (SFMTA)
23. Release an updated **Residential Traffic Calming Program** that is data driven and agreed to by SFMTA, Public Works, and Fire Department (SFMTA)
24. Continue to collect, analyze, and **publish data on crash fatalities and injuries**. (SFPD, DPH, SFMTA)
25. Proactively **address high-stress corridors and intersections** with safety interventions, as identified by data, residents, and existing plans, such as the Biking

and Rolling Plan. (SFMTA, SFPD)

26. **Amend the Better Streets Plan** and related code to standardize street improvements across street types, align safety standards between agencies, and streamline project review. (Planning)
27. Update the annual **traffic enforcement plan** to effectively track and address the behaviors most likely to result in severe injury and death, including, but not limited to, speeding, recklessness, inattention, failure to yield, and intentional disregard of traffic control devices. (SFPD)
28. Review and update **Street Safety Initiative** initiatives for the following 12+ months. (All)

This Executive Directive takes effect immediately and will remain in place until rescinded by future written communication.



Daniel Lurie  
Mayor  
City and County of San Francisco



Date