

# Winning Solutions to Keep Us Safe

2025 IMPACT REPORT





It was a big win and moment when Mayor Lurie signed his executive directive, the Street Safety Initiative, in December. Read why on page 5.

# Thank you to all staff and Board members who dedicated their time and talent to Walk SF in 2025.

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A special thanks goes out to **Karen Rhodes**, a long-serving Board member who was Board president for three years. Karen reaches her term limits in 2026, but leaves Walk SF stronger in so many ways thanks to her leadership.

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# From the Executive Director

Dear Friend,

**It's so simple: we should all be safe as pedestrians, every day and everywhere in our city.**

Yet we're all still far too at risk. Every day, people continue to be hurt or killed simply crossing the street. Whether it's dangerous driving, street design, or vehicles themselves, so many more solutions are needed to adequately protect us.

The good news is that in just one year we saw powerful, lifesaving solutions added to our streets. Solutions that get us that much closer to making San Francisco the pedestrian-first city we can and should be.

**And it's your support that made 2025 a banner year for safe streets wins.**

When **speed cameras** launched at 33 locations in 2025 – the first ever in California – that was your win as a Walk SF supporter. You're how Walk SF was able to work with victims for eight years to pass state legislation allowing speed cameras to be piloted in San Francisco.

A Walk SF member who lives near the speed camera at Arguello and Fulton describes what he sees out his window as a "night and day" difference in terms of driver behavior because of the speed camera. And the data shows this, too.

Without our wonderful supporters, Walk SF couldn't be a relentless advocate for Vision Zero, winning new levels of commitment, accountability, and effectiveness for its second decade in San Francisco.

When Walk SF shaped and won both the **Street Safety Act** (authored by District 7 Supervisor Myrna Melgar and passed unanimously by the Board of Supervisors) and the **Street Safety Initiative** (Mayor Lurie's executive directive) in 2025, it's thanks to you.

Because of our amazing members, Walk SF was able to launch our new **I ♥ Safe Intersections campaign**; shine a light on the need for the SFMTA to reform its program for **adding more speed humps to neighborhood streets**; and work on **key state legislation to advance our mission**, including a red light camera bill we helped pass in 2025.

I hope this report shows you how your support is resulting in real, meaningful changes for our streets and city. Let's keep the momentum going and keep building the movement to win even more solutions!



With gratitude,

Jodie Medeiros,  
Executive Director

PS I'm so proud of how Walk SF's small but mighty team stepped up even more than usual while I had the privilege of taking a four month sabbatical in 2025. Thanks to the Walk SF Board, staff, and Margaret McCarthy as interim executive director, I got to rest and recharge after more than seven years as executive director.

# A Powerful Solution is Now On Our Streets

## After Years of Advocacy, Speed Cameras Are Here



When speed camera citations launched, we held a media event with Families for Safe Streets to focus coverage on the “why.” Speeding is the #1 cause of severe and fatal crashes in San Francisco.

In March 2025, we celebrated a long-fought win when San Francisco launched its speed camera program – the first in California.

It was a long road to this major milestone for safe streets. Walk SF’s first attempt to pass a state bill allowing speed cameras was nearly a decade ago, led by former Assemblymember David Chiu.

By the fifth attempt to pass a speed camera bill in the California legislature in 2023, it was getting hard to keep the faith. The trips to Sacramento were the most difficult part, especially for Families for Safe Streets members who had to share their heartbreaking stories again and again.

But how could we stop fighting for a solution that’s proven to reduce the number of severe and fatal crashes by as much as 58%?

With the support of Walk SF members, we kept going. And now we can see this long fought solution in action: changing driver behavior, reducing crashes, and preventing tragedies at 33 locations in San Francisco.

By the end of 2025, data from the speed camera program was showing a dramatic reduction in speeding near cameras. Drivers are learning quickly, too: two-thirds of vehicles didn’t receive a second citation.

We know that speeding is all too common and the greatest threat to our safety as pedestrians. That’s why San Francisco needs to design and enforce *all* streets to keep drivers at safe speeds. **Walk SF is already exploring what it will take to pass state legislation to allow a larger, permanent speed camera program here in San Francisco, plus let more California cities harness this lifesaving technology.**

We will also keep pushing for significantly more of the infrastructure that keeps driver speeds in check, from speed humps to turn calming. The **Slow Our Streets campaign** launched in 2020 with the support of Walk SF members continues to be at the heart of our advocacy work. **Because we must win every possible solution to make San Francisco what we call a ‘safe speeds city.’**

# Standing Up for Vision Zero

## Demanding Leaders Double-Down on Safe Streets



Supervisor Melgar's Street Safety Act is a blueprint for making Vision Zero a success story in San Francisco.

2025 started with San Francisco having no plan or commitment on traffic safety – plus a brand new mayor, Daniel Lurie. Despite Walk SF and the Vision Zero Coalition's efforts to get former Mayor London Breed to renew the City's Vision Zero policy before it expired in 2024, this didn't happen. What would be possible in 2025 was a big question, but there was no question that we would continue championing Vision Zero.

Thankfully, there was a Vision Zero hero ready to lead: District 7 Supervisor Myrna Melgar. Walk SF is proud to have worked with Supervisor Melgar in writing and passing the **Street Safety Act**, which recommits San Francisco to ending severe and fatal traffic crashes using a data-driven, systematic, and preventative approach.

But while the Street Safety Act is a strong blueprint, it is not legislation. That's why it was a major win when Mayor Lurie signed his executive directive, **the Street Safety Initiative**, on December 15, 2025 after less than a year in office. The Street Safety Initiative took much of what's in the Street Safety Act, made additional commitments, and codified this including time-bound actions assigned to the agencies. An unprecedented 15 agencies are included in the Mayor's directive.

The Street Safety Initiative also **establishes a first-ever Safe Streets Task Force within the Mayor's Office**. This is a key element of the most successful Vision Zero cities around the world. It brings agency accountability into the highest level of city government. Walk SF pushed for our city to do this for many years, and it's finally happened!

As always, we know that commitments by the City are only the first step. It's the day-to-day watchdogging, policy analysis, and organizing that ensure results. **With your support, Walk SF will keep pushing our leaders to deliver the safe streets we deserve.**

# The 'I ♥ Safe Intersections' Campaign

One of Walk SF's very first campaigns demanded that the City start painting zebra-striped crosswalks (also known as 'high-visibility' or 'continental' crosswalks) at dangerous intersections. Zebra-striped crosswalks increase the likelihood of a driver yielding to a pedestrian by 30 - 40%. At the time, the City's policy was to paint zebra-striped crosswalks *only in school zones*.

That had to change... and Walk SF changed it.

Over the years, Walk SF has continued advocating for all that's needed to keep us safe in the crosswalk, like more time to cross and a head-start for pedestrians, daylighting, pedestrian safety zones, no turn on red, accessible pedestrian signals, turn calming, and more.

In 2025, we launched the **'I ♥ Safe Intersections'** campaign to bring more visibility, awareness, and grassroots power to this ongoing advocacy work. This included adopting our very first Walk SF mascot: Zoey the Zebra.

**The campaign's focus in 2025 was daylighting.** Daylighting prevents parking at certain parts of the intersection to ensure clear sightlines for drivers and pedestrians, and can prevent up to one in three crashes – an impressive stat for such a simple, affordable solution.

Our strategy was to show the need and demand for citywide daylighting, which is backed up by a new state law. Besides community events and media work, we pushed for the SFMTA to commit to paint daylighting at every intersection, install posts in daylighting zones (called 'hardened daylighting') at the most dangerous intersections to ensure daylighting works, and create a program to so people can adopt daylit spots and add things like murals and planters.

**By year-end:** the SFMTA had completed painted daylighting at 4,000 intersections; the Street Safety Act tasked the SFMTA with a timeline and implementation plan by December 2026 for adding 'hardened daylighting' to the high-injury network; and Mayor Lurie's Street Safety Initiative committed to establish a program for community groups or residents to adopt daylit areas by June 15, 2026.

**Together with Walk SF members, community groups, and of course Zoey, we'll keep the pressure on to win all that's needed to keep us safe in the crosswalk.**



# More Wins & Moments Our Members Made Happen

## Red Light Camera Bill Becomes Law



Red light running is all too common these days and all too dangerous. The crashes that result from red light running are likely to be severe or fatal because they are “right-angle” crashes (i.e. the victim is broadsided). Drivers running red lights are often also speeding, raising the stakes even more should a crash occur.

**California Senate Bill 720** allows cities to opt into a new approach for implementing a red light camera program that is markedly different from current California vehicle code. Walk SF strongly supported SB 720 because we believe it will reduce barriers for

cities to use more red light cameras and to design programs that are much more equitable and efficient, similar to how the speed camera program works.

Now that SB 720 is law, Walk SF is urging San Francisco to embrace it to redesign and expand its use of red light cameras. San Francisco currently has red light cameras at just 13 intersections.

## Ten Years of Families for Safe Streets



For a decade now, Walk SF has been home to the San Francisco Bay Area chapter of Families for Safe Streets. This group is for those who have been directly affected by traffic crashes, including crash survivors and people whose loved ones have been killed or injured in traffic crashes.

**Families for Safe Streets provides support and understanding, plus ways to take action.** Members have told their stories to City leaders, state legislators, and the

media countless times over the years to show the human toll of traffic crashes and show the urgency for solutions. Walk SF is honored to work with Families for Safe Streets members, and grateful for all they do.

## Sunset Dunes Park

Walk SF is proud to have been part of the visionary campaign led by Friends of Ocean Beach Park, which made permanent the two-mile coastal promenade created during the pandemic.

**It was a thrill when Sunset Dunes Park officially opened on April 12 – officially the largest pedestrianization project in California history!**



## Defending Car-Free Market Street



In the face of Mayor Lurie's decision to allow commercial rideshare and autonomous vehicles on the car-free stretch of Market Street, Walk SF joined partners in speaking out.

We don't want to go back to what Market Street was: highly dangerous for pedestrians, with five of the city's ten most dangerous intersections on this one street.

Walk SF continues to be part of the **'Keep Market Street Moving Alliance'** and share our message that a thriving Market Street will happen with foot traffic, not car traffic.

## 5 Years of JFK Promenade

**JFK Promenade is proof of what we can do together – and represents the direction we need our city to go in terms of prioritizing people and safety on *all* streets.**

In April, Walk SF hosted a five-year anniversary celebration of the car-free space we helped make permanent.

Many people who enjoy JFK Promenade today don't know about what it was like with traffic, or what it took to win JFK Promenade. But we'll keep sharing the story to show what's possible!



## Walk & Roll to School Week

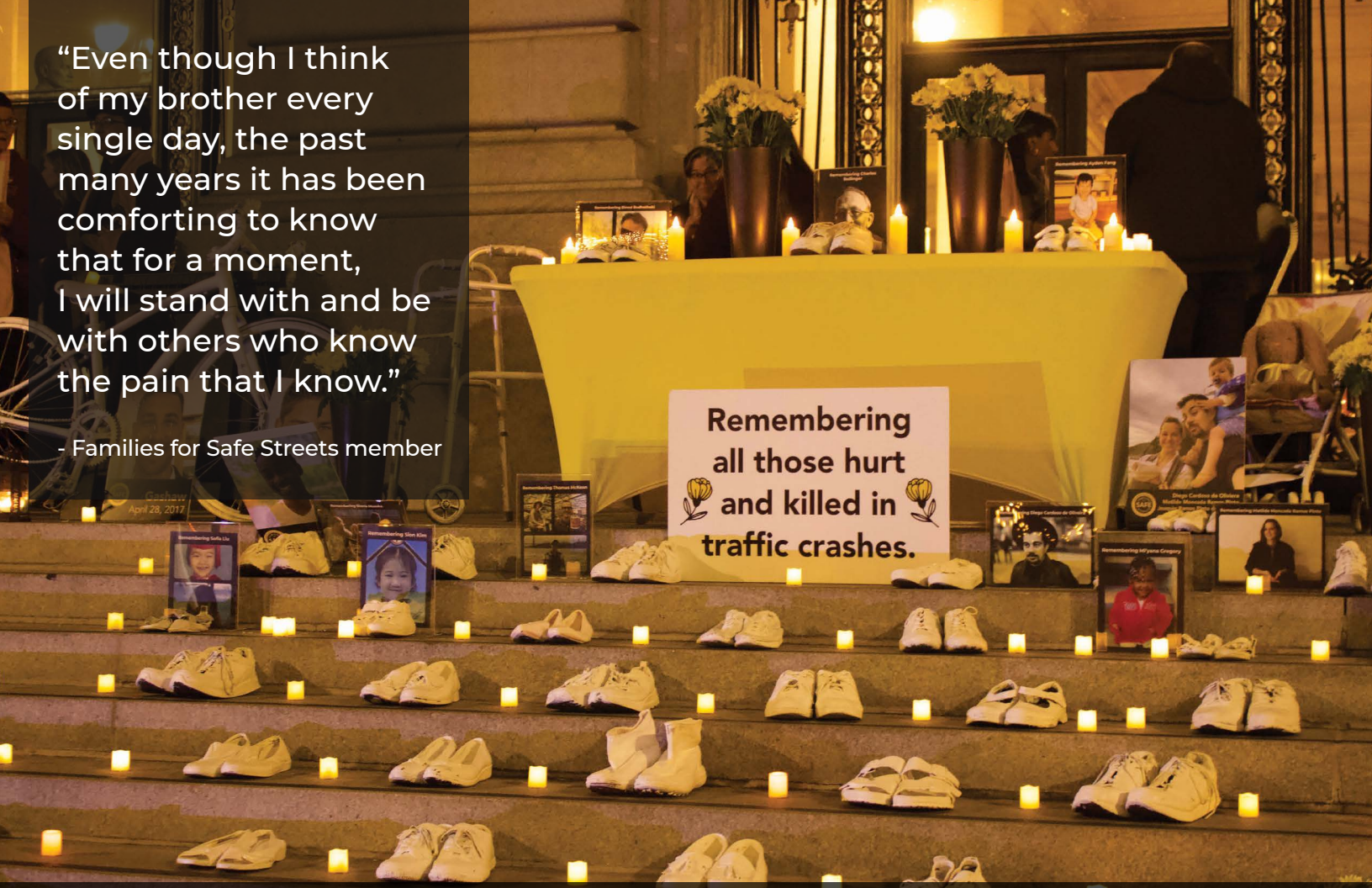


Walk SF is proud to be part of the San Francisco Safe Routes to School Partnership and lead Walk & Roll to School Week, an annual citywide celebration to **inspire the next generation to get to school in people-powered ways!**

In 2025, we hosted the official media event at E.R. Taylor Elementary School in the Portola neighborhood, which has a long-running 'walking school bus' that picks up kids to walk together.

“Even though I think of my brother every single day, the past many years it has been comforting to know that for a moment, I will stand with and be with others who know the pain that I know.”

- Families for Safe Streets member



Together with Families for Safe Streets, Walk SF held the 11th annual World Day of Remembrance for Road Traffic Victims on November 16.

# Remembering Those Pedestrians Lost in 2025

**16 pedestrians were killed on San Francisco's streets in 2025. We remember and honor these lives.**  
While we do not know the names of all victims, we list those we do here:



January 4 - Charles Bollinger

March 14 - Yan Yan

April 25 - Mary Naito

May 1 - Annabella "Bella" Gabriel Baquera

July 18 - Peter Rudolph

October 4 - Binod Budhathoki

October 26 - Lau Sim Lui

December 2 - Thomas Wong

December 17 - Roberto Alvarez, Sr.

# Walk On!

Thank you to everyone who volunteered or bought a ticket for our annual walking events in 2025. Our events raise critical funds for Walk SF's advocacy work and bring San Francisco's walking community together to celebrate the joys of urban hiking.

The 3rd annual **SF Stair Challenge** in May was our best one yet. Over 500 challengers conquered 2,000 stair steps over 36 staircases in the Bernal Heights neighborhood, including the gorgeous tiled Tompkins Stairway.

In September, 300+ participants laced up their hiking boots to take on the 21st annual **Peak2Peak**. The 2025 route was a knockout, stretching from Cayuga Park in the Outer Mission to car-free JFK Promenade in Golden Gate Park. Mark your calendar for the 22nd annual Peak2Peak on Saturday, September 19, 2026.

A special thank you to WalkLab, the superstar team of volunteer who that mastermind all of Walk SF's routes: Marilyn Adamson, Nancy Botkin, Eric Chase, Andrew Greenberg, Alex 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, Gu Energy Labs, JAMBAR, On the Run, Other Avenues Grocery Cooperative, and Safeway.

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



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



# Meet Some Wonderful Walk SF Members!



## Diana and Ethan Han

### Why Diana's a Walk SF member:

**Walking is an essential part of city life.** Everyone should be afforded the opportunity to safely enjoy San Francisco on foot.

### Ethan's favorite walk in San Francisco:

Golden Gate Park to play soccer and pick flowers! And I like to walk or run to Muni!



## Joell Hallowell and Paisley the Dog



### Why Joell's a Walk SF member:

In 2020, some wonderful person walked up to me in Golden Gate Park with a petition to create a car-free JFK (shout-out to that nameless Walk SF volunteer!). Once I became aware of Walk SF, I was in. **It just seemed like I needed to put my money where my mouth was.**

### Joell's favorite walk in San Francisco:

I walk from park to park. There are so many teeny little parks and you can end up zigzagging through all those. It's amazing.



## Sophie Maxwell



### Why Sophie's a Walk SF member:

All of us, at some point, will be a pedestrian. Pedestrians have to have an advocate and that's one reason why I think it's important to be a part of Walk SF.

### Sophie's favorite walk in San Francisco:

**All of San Francisco is my favorite walk!** You have valleys and alleys and the whole city is just an amazing place to walk. When people are out, families and kids and old people and young people, it's a beautiful day.

# 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

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Because of the generosity of our supporters, Walk SF maintained a strong financial position in 2025. Donations contributed to our advocacy and policy work both locally and at the state level, our ongoing support for crash survivors and their loved ones, and community organizing throughout San Francisco to build a citywide movement for safe streets.

FY 2024-2025 financial statements are currently available at [walksf.org/impact](https://walksf.org/impact).



# Our Volunteers Are Walk-Stars!

**Volunteers make big things possible for a small nonprofit.** In 2025, volunteers did everything from stuffing envelopes, to helping at the SF Stair Challenge, to showing up at City Hall. Thank you for powering our mission and movement for safe streets!

Marilyn Adamson  
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Nancy Arbuckle  
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## Ways to Give to Walk SF

Looking for ways to deepen your support of Walk SF? There are many ways to contribute to our mission so Walk SF can do more today and into the future.

**Become a Monthly Donor.** Convert your annual donation to a monthly gift and provide reliable, regular support that will help us respond to urgent needs as they arise. Monthly giving is also a convenient way to spread your contribution over time.

**Employer Matching Gifts.** Multiply your giving by participating in your employer's matching gift program. Many companies will double (or triple!) their employees' giving. Contact your HR department to learn more about what your company offers.

**Legacy Giving.** By including Walk SF in your estate planning, you ensure that Walk SF can continue making a difference for years to come, whether through a bequest, life insurance or charitable remainder trust.

**Donate Your Car.** Looking to go car free? Vehicles in any condition can be donated to support Walk SF through our partner, Car Donation Services. Fill out the vehicle donation form on our website to start the process.

**Gifts of Stock and DAF Giving.** Walk SF accepts stock transfers and gifts made through donor-advised funds. These giving methods can provide important tax benefits to you as a donor.

**Visit [walksf.org/waystogive](https://walksf.org/waystogive) or contact [membership@walksf.org](mailto:membership@walksf.org) for more information.**

# Three Ways to Share the Walk SF ❤️



Buy a gift membership for a neighbor at [walksf.org/membership](https://walksf.org/membership).



Follow us on Instagram, Facebook, or Bluesky.

    @walksf



Recruit friends for this year's Peak2Peak on Saturday, September 19, 2026.

## Support WalkSF with a donation today!



Mike Smith and Nancy Botkin are long-time, superstar supporters of Walk SF: Mike helped found Walk SF and Nancy created Peak2Peak 20+ years ago! Their incredible offer to match all donations on Giving Tuesday in 2025 made it our best ever.

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