San Francisco Pedestrian Strategy

Prepared by the Mayor's Pedestrian Safety Task Force

January 2013
Vision Statement
San Francisco is the most walkable city in North America. People choose to walk because our streets are lively and safe. Our actions to make walking more attractive will lead people to choose to walk for most short trips. This in turn will help create an efficient, effective transportation system and improve the health and well-being of our residents. San Francisco’s status as a great walking city will attract visitors and workers from all over the world to enjoy the vibrant street life and build the economy.

Goals
1. Reduce serious and fatal pedestrian injuries by 25% by 2016 and by 50% by 2021
2. Reduce inequities among neighborhoods in serious pedestrian injuries
3. Increase walking and reduce short trips (< 1 mile) taken by car by 25% by 2021
4. Provide high-quality walking environments

Key Strategies
- Upgrade 44 miles of streets, 5 miles per year through 2021, to improve pedestrian safety and comfort on key walking streets with high rates of pedestrian injury.
- Give extra crossing time at 800 intersections citywide, at least 160 annually
- Re-engineer streets around at least 5 schools and 2 areas with high numbers of senior injuries annually to increase safety
- Update or create at least nine plazas (installing at least one per year) and request proposals for parklets aiming to install 20 annually, pending demand
- Re-open 20 closed crosswalks by 2021
- Plan Green Connections, a citywide network of 140 miles of green streets to help people walk safely to parks and the waterfront, including six conceptual designs by the end of 2013 and build the entire network by 2032
- Upgrade 13,000 curb ramps in the next 10 years
- Install pedestrian countdown signals at 184 intersections by 2021
- Target enforcement of high-risk behaviors (i.e., speeding, red-light running, failing to yield to pedestrians) on high-injury corridors and intersections, and report quarterly on injury collisions and enforcement
- Pursue state legislation for prioritizing sustainable transportation and targeting enforcement (e.g., speed cameras, congestion pricing, vulnerable user laws)
A City for Walking
San Francisco is a city that walks. San Francisco’s compact size and daytime population of nearly one million mean that walking is a crucial part of keeping our city moving. Yet, 25% of all car trips are less than one mile, a distance easily walked by most adults. This suggests that there is still much to be done to encourage even more walking.

Fundamental
Nearly a fifth of the 4 million trips San Franciscans and visitors take each day are entirely by foot. And every single trip each person makes, whether it’s by bus, bike or car, begins and ends with walking.

Commute
• Daily Transportation
• A Popular Commute Option
• Getting to School

School
The number of kids who walk to school, though still low, is increasing. There are Safe Routes to Schools programs at 15 schools, and 55 schools participated in Walk to School Day in 2012.

Pedestrian Safety
Why focus on pedestrians?
People walking are a key measure of a healthy city. This Pedestrian Strategy is part of the City’s broader effort to address the safety of all road users. In San Francisco, over the past decade, on average 20 pedestrians were killed and 800 injured in collisions with motor vehicles every year. Pedestrians make up half of all traffic fatalities in San Francisco. Each one of these deaths and injuries is avoidable.

It is our job to make sure that our streets and sidewalks are safe, pleasant and convenient for the hundreds of thousands of people who live in, work in, and visit our city each day.

Safe Streets for People with Disabilities
The improvements addressed in this strategy will help make streets safer and more accessible and easy to use for people with disabilities. Measures like installing 13,000 curb ramps and increasing crossing time at 800 intersections will make it easier to get around the city for everyone, including those in wheelchairs, with walkers, or anyone who simply needs a little extra time to get across the street. Throughout this document we refer to walking and to pedestrians; this includes everyone, whether walking or using an assistive device to navigate our sidewalks and streets.
Risk Factors
By examining the underlying causes behind these collisions, the City is taking steps to reduce risk factors and prevent more tragedies.

Speed:
Speed is responsible for ten times the number of pedestrian injuries in San Francisco as driving under the influence of drugs or alcohol. Wide, fast arterial streets, such as Geary, Van Ness, and sections of 4th and 6th Streets approaching the freeway have the highest rates of collisions that cause serious injury or death to pedestrians.

The dangers of speed are exponential. A small increase in speed results in a large increase in the likelihood of death to a pedestrian in the case of a collision. A pedestrian struck at 40 mph is four times more likely to die than one struck at 30 mph; a pedestrian struck at 30 mph is six times more likely to die than one struck at 20 mph.

Failure to Yield:
Sixty-eight percent of pedestrian collisions occur at intersections. In 2011, 41% of pedestrian collisions were due to drivers failing to yield to pedestrians in the crosswalk.

Left Turns:
Of 2,692 intersection collisions involving pedestrians from 1999-2003, 15% involved a right-turning vehicle and twice as many, 31%, involved left-turning vehicles. Targeted enforcement and engineering to reduce these risks will calm speeds, improve intersections, and save lives.

Despite San Francisco’s notoriously foggy weather, and shorter daylight hours in the winter, 67% of collisions occur on clear days and 62% during the daytime, suggesting that it is within our power to mitigate many of the factors that cause collisions.

Solutions
Addressing Unsafe Speed
This strategy includes many actions to address the problem of unsafe speed, including targeted traffic enforcement, new speed reporting devices, and traffic calming and complete streets interventions that include road diets, narrowing lanes, and installing speed humps and wider sidewalks, especially with corner bulb-outs.

Improving Streets and Intersections
This strategy also includes actions to make intersections safer and ensure that drivers yield to pedestrians when they have the right of way. These include stepped-up police enforcement and several engineering techniques: narrowing intersections with bulb-outs; narrowing or reducing lanes; adding continental or ‘ladder’ crosswalks and pedestrian refuges; providing additional crossing time with signal adjustments; and installing pedestrian countdown signals.

These all improve intersection safety by slowing cars, helping drivers and pedestrians see each other, and giving pedestrians enough time to cross safely.

What a Walkable City Means for San Francisco
A Healthy City
Walking is a simple, easy way for San Franciscans to get the 30 minutes of daily exercise everyone needs to achieve good health. Walking regularly has been shown to reduce bad cholesterol and increase good cholesterol, lower blood pressure and risk of type II diabetes, increase bone density, improve mood, and even increase life expectancy by several years. Exercise is also important to maintaining a healthy weight. While SF is ahead of the nation with lower obesity rates, nearly 17% of SF adults are obese, and one in five say they do not get exercise on a regular basis. Nearly half of San Francisco’s 5th graders are outside the “healthy body composition” zone and over 20% of school kids report getting no physical activity in the past seven days.

A more walkable city provides a free and easy way to add physical activity into daily life and improve the physical and mental health of residents, workers, and visitors alike.
A Prosperous City
The investments the City is making in walkable streets are paying off for local business. For instance, after the City slimmed traffic lanes and widened the sidewalks on Valencia Street, merchants reported increased sales, and more area residents shopping locally. Two-thirds of respondents said that increased levels of walking and bicycling helped improve business and sales. Special events such as Sunday Streets bring additional foot traffic to neighborhoods and boost local economies.

Larger companies are choosing to stay in San Francisco, or relocating here from the Peninsula because they know their employees value living somewhere that they can choose to walk, bike or take transit to work.

Walkable streets are also essential to attract tourists. The tourism industry generates over $526 million in tax revenue for the City of San Francisco each year. Nearly half of tourists report that they come to San Francisco to experience the city's overall ambiance, atmosphere (48%) and scenic beauty (42%). Upon leaving, many note that their least favorite thing about the City was traffic or other transit issues (10%). This is despite the fact that many tourists remain in a small, entirely walkable portion of the city, suggesting that more can be done to improve the walking environment for these valuable visitors.

A Sustainable City
33% of trips one mile or less are still taken by cars in San Francisco. For many able-bodied people this is a distance easily traveled by foot. By shifting more of these trips to walking we can help reduce congestion for those who may still need to drive, and help meet the City’s goals of cutting greenhouse gases (below 1990 levels) by 25% by 2017 and 40% by 2025.

An Equitable City
Pedestrian collisions have a disproportionate impact on certain neighborhoods, as the map on page 6 of this report shows. Children and seniors face disproportionate risks from collisions. Seniors are four times as likely as other adults to be killed by a car in Francisco; about half of fatal crash victims are seniors, though seniors only account for 15% of the population.

One out of every five trauma cases in San Francisco is a pedestrian hit by a car, and San Franciscans pay about $15 million per year in public costs for hospital expenses related to pedestrian crashes. That’s on top of lost days of work for the victim and caretakers, not to mention the pain and emotional trauma for all involved.

Nearly one-third of San Franciscans do not own a car. For these families, walking is an essential part of daily travel. 40% of trips in San Francisco are under a mile, about 20 minutes by foot; walking these short trips helps to alleviate traffic congestion, improve air quality and support public health.

City Programs
San Francisco has a comprehensive set of programs and initiatives dedicated to improving pedestrian safety and the quality of the pedestrian environment, including:

- SFMTA’s Pedestrian, Traffic Calming and School Area Safety programs
- SF Planning Department’s Pavement to Parks and Green Connections
- SFDPH’s Program on Health, Equity and Sustainability
- Safe Routes to Schools
- Sunday Streets and Better Streets initiatives

Context

Existing Efforts

City Programs

San Francisco has a comprehensive set of programs and initiatives dedicated to improving pedestrian safety and the quality of the pedestrian environment, including:

- SFMTA’s Pedestrian, Traffic Calming and School Area Safety programs
- SF Planning Department’s Pavement to Parks and Green Connections
- SFDPH’s Program on Health, Equity and Sustainability
- Safe Routes to Schools
- Sunday Streets and Better Streets initiatives
Existing Efforts

In recent years the City has:

- Installed and enforced 15-mile-per-hour speed limits at 181 schools to protect children and make neighborhood streets safer and more comfortable for everyone.
- Increased pedestrian crossing time at 390 intersections.
- Installed over 200 traffic calming devices, such as speed humps, citywide.
- Created the first pilot “home zone,” with holistic traffic calming measures to slow speeds and put the safety and comfort of people first.
- Stepped up enforcement of crosswalk violations and other activities that endanger pedestrians.
- Created a Pedestrian Environmental Quality Index and pedestrian injury prediction models to focus resources strategically in the areas of greatest need.
- Launched Sunday Streets, which attracts thousands of San Franciscans and visitors to walk and enjoy vibrant events in car-free streets.
- Supported the creation of over 100 parklets, creative ways to use street space to provide seating and other amenities for pedestrians and shoppers.
- Built four new plazas and one promenade to enliven streets and provide more space for people on foot.

The City has been recognized for these efforts:

- WalkScore: 2nd Most Walkable City in U.S., 2012
- University of North Carolina: Gold Level Walk Friendly Community
- 2012 Sustainable Transport Award: for SFpark, cycling and public space improvements
- San Francisco Bicycle Coalition's Golden Wheel Award: for installation of parklets

Goals and Actions

The City is committed to taking the following actions to reduce pedestrian collisions and increase walking by creating more pedestrian-friendly streets. The actions are linked to a set of measurable objectives with deadlines.

Of the many important actions listed below, it is worth highlighting a few that form the core of this strategy — the improvements to be made on high-priority streets (see box at right) and in targeted areas.

Improve at least 5 miles of "High Priority" streets each year
- Redesign one mile per year with treatments including sidewalk widening and greening, new traffic lights, etc.
- Redesign four miles per year with less capital-intensive treatments such as re-opening crosswalks, narrowing lanes or road diets, countdown crossing signals, etc.

Continue to improve school safety around at least 5 schools annually
- Prioritize schools that did not qualify for 15-mph zones because they are on streets with high traffic speed and volume.
- Improvements will include increased traffic enforcement as well as bulb-outs, mid-block crossings with traffic lights, and countdown signals.

Improve safety around at least 2 areas annually that have high rates of injuries to seniors
- Focus enforcement around senior centers, targeting failure to yield to pedestrians, as well as speeding and red-light running as needed.
- Improvements will include fixes such as bulb-outs, midblock crossings with traffic lights and countdown signals, and longer crossing times.

High-Priority Streets

High-priority streets were identified by the WalkFirst project and the Data Subcommittee of the Mayor’s Pedestrian Safety Task Force. WalkFirst analyzed the street network to find corridors with high actual or potential volumes of pedestrians — Key Walking Streets — and overlaid these with corridors with high frequency and severity of crashes. The WalkFirst project identified 44 miles of streets as priority candidates to receive Complete Streets improvements between now and 2021.

At least eight miles of these high-priority streets will receive more capital intensive treatments including sidewalk widening.

The remaining 36 miles will receive interventions that may include road diets, bulb-outs, additional crossing time, and the addition of flashing beacons, or reopening of crosswalks; again, interventions will undergo necessary environmental clearance.

The City will make these improvements in concert with other planned construction wherever possible to save costs and minimize disruption to residents and businesses.
Goals and Actions

The City has identified the following goals to reduce the unacceptable number of collisions that harm and kill pedestrians. These goals are backed by a set of strategies and measurable objectives with deadlines. Objectives include both “outcome” indicators that describe the ultimate desired changes in the pedestrian environment and “process” indicators, which describe key intermediate steps to achieve that ultimate outcome.

Goal 1: Reduce Pedestrian Injuries

Objective 1.1 Target enforcement efforts to reduce pedestrian injuries
Objective 1.2 Reduce vehicle speeds on arterial streets
Objective 1.3 Implement a citywide pedestrian safety marketing campaign
Objective 1.4 Advance complete collision and injury surveillance to inform prevention and monitor progress

<table>
<thead>
<tr>
<th>Objective Indicator</th>
<th>Reporting Agency</th>
<th>FY2014</th>
<th>Proposed Targets</th>
<th>FY2016</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce Severe/Fatal Injuries</td>
<td>SFDPH</td>
<td>15% reduction</td>
<td>25% reduction</td>
<td>50% reduction</td>
<td></td>
</tr>
</tbody>
</table>

**Actions**

- Increase enforcement hours focused on speeding and failure to yield, on high-priority streets
- SFPD: Increase 20%
- SFMTA: Increase 20%
- Residential perceptions of traveler behavior, importance of traffic laws
- SFMTA/SFPD: Establish Baseline

Goal 2: Reduce Neighborhood Injury Inequalities in Pedestrian Injury

Objective 2.1 Reduce injuries in neighborhoods with highest rates of injuries.

<table>
<thead>
<tr>
<th>Objective Indicator</th>
<th>Reporting Agency</th>
<th>FY2014</th>
<th>Proposed Targets</th>
<th>FY2016</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduce Fatal and Severe Injuries Per Mile on High-Injury Corridors</td>
<td>SFDPH</td>
<td>25% reduction</td>
<td>50% reduction</td>
<td>75% reduction</td>
<td></td>
</tr>
</tbody>
</table>

**Actions**

- Focus enforcement and street improvements in neighborhoods with highest rates of injuries.
- SFMTA/SFPD: 15% reduction in the highest injury areas
- 25% reduction in the highest injury areas
- 75% reduction in highest injury areas
- 10% reduction in the 2nd highest injury areas
- 12.5% reduction in the 2nd highest injury areas
- 50% reduction in 2nd highest injury areas

Goal 3: Increase Walking Trips and Reduce Driving for Short Trips

Objective 3.1 Expand public outreach promoting walking

<table>
<thead>
<tr>
<th>Objective Indicator</th>
<th>Reporting Agency</th>
<th>FY2014</th>
<th>Proposed Targets</th>
<th>FY2016</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Walk Trips as % of Work Trips</td>
<td>SFMTA</td>
<td>11%</td>
<td>12%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Current Conditions</td>
<td>9–10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase Walk Trips as % of All Trips</td>
<td>SFMTA</td>
<td>21%</td>
<td>22%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Current Conditions</td>
<td>18–20%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase Walk Trips as % of School Trips</td>
<td>SFMTA/SFUSD</td>
<td>Kindergarten: 28%</td>
<td>Kindergarten: 28%</td>
<td>Kindergarten: 32%</td>
<td></td>
</tr>
<tr>
<td>Current Conditions</td>
<td>Kindergarten: 25%, 5th Grade: 23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduce Car Trips of Less Than One Mile</td>
<td>SFMTA</td>
<td>2.5%</td>
<td>5%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>

**Actions**

- Manage parking through SFpark, SF Planning, and congestion management
- Expand SFpark Pilot congestion management
- Update parking management
- Create wayfinding signs with SFMTA Destinations established and walking times
- Signs up in priority areas
- Improve safety and visibility with SFMTA

Goal 4: Provide High-Quality Walking Environments

Objective 4.1 Provide comprehensive safety, streetscape and walkability improvements and focused, proven safety and accessibility improvements
Objective 4.2 Target safety and walkability improvements near schools and areas with higher rates of senior pedestrian injuries
Objective 4.3 Improve safety and comfort of walking to transit
Objective 4.4 Implement pilot tests for promising, innovative treatments for safety and walkability
Objective 4.5 Expand data analysis to inform targeted safety and walkability improvements
Objective 4.6 Improve resident perceptions of safety and walkability

<table>
<thead>
<tr>
<th>Objective Indicator</th>
<th>Reporting Agency</th>
<th>FY2014</th>
<th>Proposed Targets</th>
<th>FY2016</th>
<th>FY2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Complete Streets Improvements on High-Priority Segments</td>
<td>SFMTA</td>
<td>5 Miles annually</td>
<td>5 Miles annually</td>
<td>5 Miles annually</td>
<td></td>
</tr>
<tr>
<td>Provide Complete Streets Improvements on High-Injury-Density Corridors</td>
<td>SFMTA</td>
<td>20 intersections/ crossings annually</td>
<td>20 intersections/ crossings annually</td>
<td>20 intersections/ crossings annually</td>
<td></td>
</tr>
</tbody>
</table>

**Actions**

- Put the Complete Streets policy into practice
- SP Planning: 6 departments developed and using CS checklists
- 12 departments developed and using CS checklists
- 48 school/senior areas total
- Improve streets around schools and areas with high levels of senior injuries
- SFMTA: Design initiated and funding obtained
- 14 school/senior areas total
- Improve safety and visibility with sidewalk widening at bus stops
- SFMTA: Install 35 bus bulbs annually on Muni Rapid routes
- 70 bus bulbs installed on Muni Rapid routes
- 172 bus bulbs installed on Muni Rapid routes
## Goals and Actions

<table>
<thead>
<tr>
<th>Tool</th>
<th>Improvement</th>
<th>Annual Target</th>
<th>Average Time to Implement</th>
<th>Average Unit Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Striping and Signage</strong></td>
<td>15 mph speed limit signs</td>
<td>S V C</td>
<td>5</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Reopen crosswalks</td>
<td>S V C</td>
<td>2</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Narrow lanes</td>
<td>S C</td>
<td>as needed</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td><strong>Signals</strong></td>
<td>Pedestrian countdown signals</td>
<td>S V C</td>
<td>15–20</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Flashing beacon</td>
<td>S V C</td>
<td>3 (within 5 years)</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Extended pedestrian crossing time</td>
<td>S C</td>
<td>600</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Smart lighting</td>
<td>S V C</td>
<td>3 (within 2 years)</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td>Bulbouts</td>
<td>S V C</td>
<td>10</td>
<td>2 years</td>
</tr>
<tr>
<td></td>
<td>Rumble Strips</td>
<td>S</td>
<td>3 (within 5 years)</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Curb Ramps</td>
<td>S V C</td>
<td>1300</td>
<td>16 months</td>
</tr>
<tr>
<td></td>
<td>Pedestrian Refuges</td>
<td>S V C</td>
<td>10</td>
<td>2 years</td>
</tr>
<tr>
<td></td>
<td>Widening Sidewalks</td>
<td>S V C</td>
<td>1 mile</td>
<td>2–3 years</td>
</tr>
<tr>
<td></td>
<td>Raise Crosswalks</td>
<td>S V C</td>
<td>3 (within 4 years)</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Eco-drainage projects</td>
<td>S C</td>
<td>5 (within 4 years)</td>
<td>1–2 years</td>
</tr>
<tr>
<td><strong>Programs and Plans</strong></td>
<td>Pave to Parks</td>
<td>C</td>
<td>1 plaza, 1 parklet RFP, 20 parklets</td>
<td>&lt; 12 months</td>
</tr>
<tr>
<td></td>
<td>Close gaps in the pedestrian network</td>
<td>C</td>
<td>14-in-10 years</td>
<td>1–2 years</td>
</tr>
<tr>
<td></td>
<td>Green Connections</td>
<td>C</td>
<td>Planning by 2013, installed by 2032</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td>Pedestrian-Oriented/Priority Corridors</td>
<td>S C</td>
<td>Complete by 2021</td>
<td>1–2 years</td>
</tr>
</tbody>
</table>

### Enforcement
- Targeted Pedestrian Safety Efforts
  - S V
  - Continual
  - < 2 months
  - $
- Pilot automated speed enforcement
  - S V
  - Continual
  - < 12 months
  - $5
- LIDAR Speed Guns
  - S
  - Continual
  - < 12 months
  - $

### Education and Outreach Programs
- Walking and Safety Outreach Campaign
  - S
  - Continual
  - < 12 months
  - $ $ $ $ |
- Special Events (e.g. Sunday Streets, PARK(ing) day)
  - V C
  - 11 per year
  - < 12 months
  - $
- Website with Strategy Information and Click It, Fix It
  - V C
  - Continual
  - < 6 months
  - $
- Enhance Pedestrian Safety Information in DMV Manual
  - S
  - NA
  - 1–2 years
  - $
- Expand Safe Routes to School
  - S V C
  - Continual
  - 1–2 years
  - $ $ |

### Legislation and Policy
- Pursue Top Legislative Priorities
  - (e.g. automated speed enforcement)
  - S
  - NA
  - < 12 months
  - $
- Mobility Access and Pricing Program
  - S C
  - NA
  - < 12 months
  - $
- Institutionalize Complete Streets
  - S V C
  - NA
  - < 12 months
  - $

**Costs:**
- $ = <$100K
- $ $ = $100-500K
- $ $ $ = $500K-1M
- $ $ $ $ = $1M–5M
- $ $ $ $ $ = > $5M

Improvements: S = safety for all users
V = visibility of pedestrians
C = comfort for people

San Francisco Pedestrian Strategy
San Francisco Municipal Transportation Agency
Creating the Pedestrian Strategy

San Francisco's Pedestrian Policies & Programs

In 2010, the Mayor issued Executive Directive 10-03, which calls on the City to reduce fatal and serious injuries to pedestrians by 25% by 2016 and 50% by 2021 (compared to a 2008 baseline). The directive also called for the development of a Pedestrian Strategy, which would examine current conditions and make recommendations for near- and long-term actions and funding sources to improve safety and walkability.

The existing conditions report was created by WalkFirst, an interagency collaboration between the San Francisco Department of Public Health (SFDPH), Planning Department, Municipal Transportation Agency (SFMTA), and the County Transportation Authority. WalkFirst identified key walking streets throughout San Francisco and established criteria to prioritize and improve pedestrian safety and walking conditions, encourage walking, and enhance pedestrian connections to key destinations. More information can be found on the SF Planning Department's website: http://walkfirst.sfplanning.org

The Pedestrian Safety Task Force was convened by the Mayor and led by SFMTA and SFDPH; it was comprised of key city agencies including Planning, the County Transportation Authority, and business groups. The Task Force identified key walking streets throughout San Francisco and established criteria to prioritize and improve pedestrian safety and walking conditions. Collection of information is more complete, there is a significant shortfall. Physical improvements — redesigning streets with wider sidewalks, narrower lanes, better crosswalks and more — are the most effective means to improve pedestrian safety and walkability. To cover the capital projects identified in this strategy, the City is working to secure more funding for both physical improvements as well as programs and policies.

The Pedestrian Safety Task Force will continue to meet at least quarterly to monitor the progress towards the strategy's targets, and coordinate city agencies responsible for implementation. The Task Force will report back to the Mayor's Office and the Board of Supervisors twice a year. The Task Force will also connect with community and business groups and the SFMTA Board to create the needed partnerships to realize our goals. Finally, the Task Force will adjust or expand upon actions when necessary to ensure we are meeting our safety and walkability goals.

Existing City Projects on High-Priority Streets — Opportunities for Improvement

Highlights of Mayor's Executive Directive 10-03 (December 2010)

- Reduce fatal and severe injuries by 25% by 2016 (2008 baseline) and by 50% by 2021 (2008 baseline)
- Reduce pedestrian injury inequities among neighborhoods
- Increase walking trips
- Develop an interagency pedestrian strategy with measurable goals and identify funding sources for implementation for the mid and long-term.

walkability improvements, all of which will require the necessary environmental clearances."

The entire Task Force worked together to set the goals and deliverables outlined in this strategy document.

The Pedestrian Safety Task Force will continue to meet at least quarterly to monitor the progress towards the strategy's targets, and coordinate city agencies responsible for implementation. The Task Force will report back to the Mayor's Office and the Board of Supervisors twice a year. The Task Force will also connect with community and business groups and the SFMTA Board to create the needed partnerships to realize our goals. Finally, the Task Force will adjust or expand upon actions when necessary to ensure we are meeting our safety and walkability goals.

The public is also encouraged to participate in monitoring the City's progress and to engage with safety and walking projects in their neighborhood. All information pertaining to the Strategy including progress updates and Click It Fix It will be posted online at: PedestrianStrategy.org.
Next Steps

This Pedestrian Strategy provides a path towards making San Francisco the most walkable city in North America. The City is committed to advancing this strategy quickly. As San Francisco continues to grow, our policies will also encourage dense mixed-use development with excellent public transit to reduce the need to drive and encourage walking, bicycling and public transit use.

Below are some early action steps, either under way or beginning in 2013 to advance the Pedestrian Strategy.

Physical Street Improvements

- Identify key priority segments to be improved each year (approximately 5 miles):
  - Develop walk audit of the key walking streets by district
  - Convene key stakeholder groups to identify priority areas in each district
  - Walk corridors and complete safety and comfort assessment

- With the City Controller’s Office, prioritize treatments for high-priority streets as well as identify treatments citywide for inclusion in the city Capital Plan

Education & Outreach

Promote the benefits of walking:

- Make San Francisco the first city in the nation to launch Walk to Work Day on April 12, 2013
- Develop multi-media campaign to encourage walking, bicycling and public transit
- Positively reinforce good behavior for people driving, bicycling and walking
- Complete Sunday Streets evaluation and target key walking streets as part of 2013 routes

Enforcement

- Target enforcement on key walking safety streets
- Start Monthly Safety Data Reports by SFPD on collisions and enforcement

Policy and Institutions

- Identify key polices for agency adoption and approval
- Identify key walking safety legislation for city and state approval including automated speed enforcement
- Improve the City’s project delivery process
- Tailor the Better Streets Plan’s “Complete Streets Checklist” and adopt among implementing agencies

Performance Monitoring

City website dedicated to Pedestrian Strategy updates:

- Directors’ updates to Mayor and Task Force quarterly
- Multi-agency collision data collection, analysis, and reporting

Acknowledgements

Executive Leadership

Mayor Edwin M. Lee
Gillian Gillett
Mayor’s Office, Director of Transportation Policy
Edward D. Reiskin
Director of Transportation, San Francisco Municipal Transportation Agency
Barbara A. Garcia
Director, Department of Public Health
John Rahaim
Director, Planning Department
Jesse Luis Moscovich
Executive Director, San Francisco County Transportation Agency

Pedestrian Safety Task Force

Timothy Papandreou
San Francisco Municipal Transportation Agency, Deputy Director of Sustainable Streets Division, Co-Chair
Rajiv Bhatia, MD, MPH
SF Department of Public Health, Director of Environmental Health, Co-Chair

San Francisco Municipal Transportation Agency
Frank Markehze
Matt Hunter
Luis Montoya
Bridget Smith
San Francisco Department of Public Health
Megan Wik
Ana Valdivia
San Francisco Planning Department
Adam Varrat
Lily Langoria
San Francisco County Transportation Authority
Toby Chang
Seon-Joo Kim
Jessa Koechler
San Francisco Police Department
Capt. Al Cascardo
Capt. Dennis O’Leary
Walk San Francisco
Elizabeth Stame

Other Task Force Organizations

San Francisco Department of Public Works
Peg Disine
Ken Spielman
Cristina Diaz
San Francisco Unified School District
Nick Kaestner
Pedestrian Safety Advisory Committee
Robin Brasser
Jay Lee
John Alex Lowell
Senior Action Network/California Walks
Bob Planchard
Mayor’s Office on Disability
Joanna Fraguell
San Francisco Department of the Environment
Krute Singha
San Francisco District Attorney’s Office
Rebecca Prozen
San Francisco City Administrator’s Office/Capital Planning
Brian Stout
San Francisco Fire Department
Andy Zayoff
San Francisco Public Utilities Commission
Rachel Krass
San Francisco Recreation and Parks Department
Sarah Ballard

The Task Force gratefully acknowledges report editing & website assistance from: Anna Fritts, SFMTA

Notes

8. ibid

Photo Credits

Cover: Jeremy Brookis; Rentum reneged antequae volutis volutis velit, qui, quiquis ut soli quos vulnera, edit fugit labo. Rentum reneged antequae volutis volutis velit, qui, quiquis ut soli quos vulnera, edit fugit labo. Rentum reneged antequae volutis volutis velit, qui, quiquis ut soli quos vulnera, edit fugit labo.

Acknowledgements