Walk San Francisco (Walk SF) is a pedestrian advocacy group that promotes walking as a safe and sustainable form of transportation that increases our city’s livability, enhances public life, and improves public and environmental health. Walk SF’s goals are: 1) to reduce pedestrian deaths and injuries; 2) to ensure the design of a human-scaled, pedestrian-oriented city; 3) to promote community attitudes and government policies that favor walking; 4) to increase funding for pedestrian-friendly transportation planning and projects; and 5) to make San Francisco the most walkable city in the United States.

2001 Pedestrian Safety Project

Contact: Pi Ra  
(415) 225-2080

Award Amount: $10,000  
srir@pacbell.net

Walk SF focused on improving pedestrian safety in the South of Market area (SoMa). SoMa is home to many people, including low-income families, seniors, and immigrants. It is also a highly congested traffic area with numerous pedestrian-related fatalities and injuries recorded. Walk SF selected a specific focus area within SoMa – from 3rd to 12th Street and from Market to Harrison Street. Their goals were to: 1) identify the five most dangerous intersections in this focus area, and 2) propose community-supported traffic engineering options to the Department of Parking and Traffic (DPT). Walk SF combined data from the Police Department, DPT, and DPH and gathered input from residents, local businesses, other community-based agencies, and community advocates. Once the five intersections were selected, a working group analyzed which traffic engineering methods might work best at these intersections. The selected traffic calming methods were then recommended to DPT engineers.

2002 Traffic Safety Project

Contact: Pi Ra  
(415) 225-2080

Award Amount: $25,000  
srir@pacbell.net

Walk SF reviewed what aspects of the CEQA level of service guidelines can and need to be changed to improve pedestrian safety as well as how to change guidelines on the state, local, and/or organizational level. Walk SF also established recommendations for what should constitute a pedestrian master plan. As a result, Walk SF wrote a detailed report on proposed changes to
CEQA/LOS guidelines and recommendations on the creation of a Pedestrian Master Plan.

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**2003 Traffic Safety Project**

**Contact:** Pi Ra  
(415) 225-2080  
**Award Amount:** $25,000  
**srira@pacbell.net**

At both Fairmount and Bessie Carmichael Elementary Schools, Walk SF formed pedestrian safety committees consisting of parents, neighborhood residents, school staff, DPT representatives, and SFPD officers. Walk SF collected relevant local area pedestrian data, including number of pedestrian deaths, injuries and crashes, SFUSD school safety standards, and history of past pedestrian projects. Walk SF then determined problematic pedestrian safety issues within a 3-block radius of each school by surveying parents, neighborhood residents, school staff, and school bus drivers. Walk SF worked with DPT, SFPD, and other appropriate city agencies to develop and implement a practical and effective pedestrian safety plan encompassing a 3-block radius around both schools, including a student pick up and drop off system. Finally, Walk SF wrote a *San Francisco School Area Safety Manual*, based on the successes and limitations of the project, to be distributed to other schools in San Francisco.

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**2006 Traffic Safety Project**

**Contact:** Anna Zacher  
(415) 206-5952  
**Award Amount:** $9,990  
**azacher@sfghsurg.ucsf.edu**

Walk San Francisco will support its School Pedestrian Organizing Project (SPOP) with this grant, which will provide technical assistance to local schools to ensure that more children can enjoy the health benefits of walking to school safely.

To support the SPOP, Walk SF will: 1) select a school that actively participated in Walk to School Day 2005 to receive intensive technical assistance from SPOP; 2) collect relevant local pedestrian injury-related data, 3) form pedestrian safety committee consisting of parents, neighborhood residents, staff, DPT representatives, and SFPD officers; 4) determine problematic pedestrian safety issues within a 3-block radius of each school by surveying parents, neighborhood residents, staff, and school bus drivers; 5) work with DPT, SFPD, and other appropriate city agencies to develop and implement a practical and effective pedestrian safety plan encompassing a 3-block radius around children centers and school sites; 6) work with MTA-DPT to submit a Safe Routes to School grant application on one public or private school in the area; 7) provide training and technical assistance on pedestrian safety; and 8) publish and distribute pedestrian safety brochures for children and their caregivers.
Funding for this program was provided by a grant from the California Office of Traffic Safety through the Business, Transportation and Housing Agency.