

MAKING SAN FRANCISCO A 'SAFE SPEEDS CITY'

Solutions to Slow Our Streets and Save Lives





Volunteers made it possible for us to do speed surveys on 47 blocks in every District. This is from our survey in the Bayview, which community partners made a big success.

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WE NEED TO SLOW OUR STREETS

Dangerous speeds kill. Again and again on San Francisco’s streets.

When drivers go dangerous speeds, the risk for you and me and our loved ones skyrockets, and speed is the #1 contributor to severe and fatal crashes in our city.

Walk San Francisco launched the Slow Our Streets campaign in 2020 to take on dangerous speeds because there is simply no faster way to save lives from traffic crashes.

In 2021, together with our members, 35+ groups in the Vision Zero Coalition, and Families for Safe Streets, we successfully pushed the City to commit to creating a comprehensive speed management plan. But this win will only be meaningful if the plan itself has meaningful commitments along with the funds and accountability needed to make it happen. So in 2022 with the help of volunteers and neighborhood groups, Walk SF conducted speed surveys around the city to see what’s really happening. We researched everything San Francisco is — and isn’t — doing related to speed, plus what’s really working here and elsewhere.

This report is the culmination of that work and a blueprint for San Francisco to become what we call ‘a safe speeds city.’

If San Francisco were a ‘safe speeds city’ we would all feel it every day, on every street. We would immediately see significantly fewer tragedies. Our neighborhoods — especially the Tenderloin, the Bayview, and South of Market — would *feel* more like neighborhoods, and communities would be stronger.

And San Francisco would take a huge leap in progress toward Vision Zero. In 2024, it will be a decade since San Francisco’s leaders and agencies committed to Vision Zero: a data-driven, preventative, and intersectional approach to ending severe and fatal traffic crashes. There’s no better time and way for the City to live out this promise than addressing speed in every way possible now. **So read on and join the movement to Slow Our Streets to save lives.**

A speeding driver almost killed Julie Nicholson

Julie Nicholson was jogging in the Panhandle when a speeding driver ran a red light and crashed into another vehicle. The vehicles ricocheted and one struck her, sending her flying 20 feet. She broke her neck and back. Julie is lucky to be alive, and has shared her story with City leaders many times urging action to Slow Our Streets.

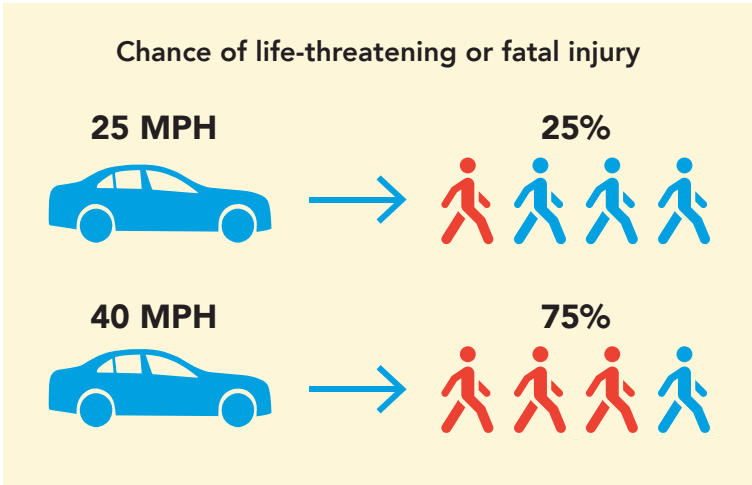


WHY SPEED MATTERS SO MUCH

Safe streets depend on safe speeds.

The faster a driver is going, the more likely a crash is to occur. That’s because the driver has a smaller scope of vision, less time to react, and can’t stop the vehicle as quickly. And the faster a vehicle is traveling at the moment of impact, the more serious the injuries and the higher the chance of death.

Pedestrians are highly vulnerable as speed rises above 25 MPH. The most frequently cited study on speed and risk of fatality¹ shows that at 25 MPH and under, a person has a less than 1 in 4 chance of being severely injured or killed if they are hit. But by 40 MPH, this flips, with 75% of pedestrians suffering life-threatening injuries or dying. Most drivers don’t realize how deadly going even 5 or 10 miles over a 25 MPH speed limit is — and many wouldn’t think twice about doing it.



90% of people will survive if hit by a vehicle traveling 20 MPH.¹⁴

On urban roads, reducing average speed by 1 MPH reduces injury collisions by 2-7%.²

Fatality rates for seniors are significantly worse. For example, a 70-year-old person hit by a driver of a vehicle going 35 MPH will experience fatality rates as though the vehicle were going 45 MPH in a crash with a 30-year-old, and be very unlikely to survive.³

And this likely underestimates risk for pedestrians. With the recent popularity of SUVs — now surpassing sedans as the best-selling vehicles in the US⁴ — the average midsize vehicle now weighs around 5,000 pounds.⁵ Many reports have cited SUVs as a major factor in the national rise of pedestrian traffic deaths, which is logical given the sheer impact of vehicles this large and where these vehicles hit a person.

So in a city like San Francisco, where millions of people walk each year, keeping speeds down is critical to keeping us all safe.

What are dangerous speeds?

When we say ‘dangerous speeds’, we mean 30 MPH or higher. This is 5 MPH higher than the majority of San Francisco’s speed limits, and the speed at which the likelihood of life-threatening injuries or death for a pedestrian starts to quickly rise. **A person is about 70% more likely to be killed if they’re struck by a vehicle traveling at 30 MPH versus 25 MPH.** By 40 MPH, about 75% of pedestrians will suffer a life-threatening injury or die.⁶

What is median speed vs. 85th percentile speed?

In our speed surveys, we looked at both the median speeds and 85th percentile speeds for each street we surveyed. **Median speed** is taking a range of driver speeds and determining how fast the middle driver was going (different from the average). The **85th percentile speed** is the speed that 85% of drivers are going at or below—and represents the most likely speed of any one driver—but also shows how fast the remaining 15% of drivers are going. This helps us see the extremes that pedestrians face.

The 85th percentile is how transportation engineering has approached setting speed limits for over fifty years,⁷ much to the detriment of our safety.⁸ Assembly Bill 43 (discussed more in “Future Speed Solutions”) was passed to help address its shortcomings and is why San Francisco can now lower the speed limit on some types of streets.

What are arterial roads?

An arterial road is a high-capacity urban road— think of big multi-lane thoroughfares in San Francisco like Geary Boulevard. Many arterial roads are on the ‘high-injury network’: the 13% of streets where 75% of crashes occur in San Francisco.

SURVEYING SPEED IN SAN FRANCISCO

WHAT’S REALLY HAPPENING WITH DANGEROUS SPEEDS?

For many years, speed has been the #1 cause of severe and fatal crashes on San Francisco streets. This statistic comes from police reports and investigations, and mirrors statewide trends. It also lines up with how our streets often feel as a pedestrian.

Walk SF wanted to understand dangerous speed in greater detail. Where is it the worst? How extreme is it? Where are people most at risk? And as the City embarks on creating a comprehensive speed management plan, we felt that additional data could help to strengthen their approach.

So over eight months in 2022, Walk SF surveyed speeds on 47 blocks across the city in every Supervisorial District. We assessed multiple streets at each survey, and included many street types: quiet, two-lane residential streets; three-lane streets with protected bike lanes; four-lane streets with frequent Muni service; and five-lane arterials designed to move tens of thousands of vehicles daily. We also included streets with varying levels of safe streets improvements, including some that haven’t had any yet.

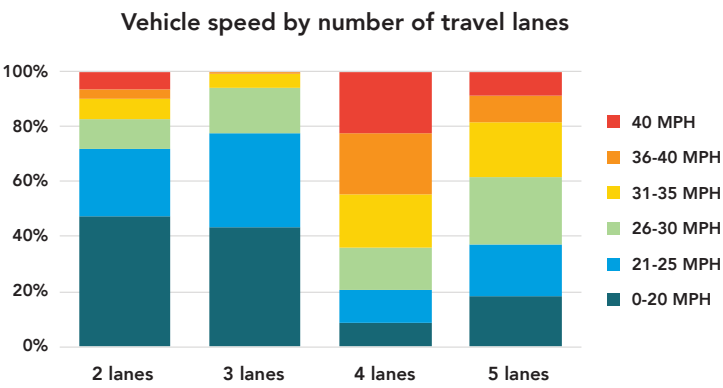
Walk SF members, neighbors, and community groups made it possible for us to gather data. And thanks to these trained volunteers and a handful of radar guns, we know a lot more about what’s going on with dangerous speeds.

OUR SPEED SURVEY FINDINGS

Our surveys showed that all neighborhoods face frequent dangerous speeds for people walking. The threat is real citywide, but varies widely depending on the type of street and level of safety improvements.

It is important to note that our speed survey data likely underestimates speeds — possibly significantly. For safety reasons, volunteers wore reflective vests, and depending on the location, stood in spots where they were visible to drivers. Also, to get a clear line of sight with the radar guns, volunteers collected data from the outer lane, which is generally slower traffic. Surveys were timed to be during a time of day with free-flowing traffic.

What we saw in our surveys is that dangerous speeds are happening everywhere, but arterial roads with four and five travel lanes are by far the worst in terms of frequency and how extreme dangerous speeds are. We found that four-lane streets had 85th percentile speeds of 31.0 MPH, on average. That means 15% of drivers, or almost 1 of 6 drivers, are going faster than 31.0 MPH. The top speeds we recorded on four-lane streets averaged 41.9 MPH. Five-lane roads were even faster with 85th percentile speeds of 31.5 MPH, on average. The top speeds we recorded on five-lane roads averaged 46 MPH.



Not only do arterial roads see higher speeds, but because of the greater number of lanes, pedestrians must contend with vehicles going by at dangerous speeds as often as 4-5 times/minute on streets like Harrison Street, Lincoln Way, and Oak Street, or as many as 30 times/minute on Lake Merced Boulevard. It’s no surprise that many of the city’s widest streets are on the high-injury network: the 13% of streets where 75% of crashes occur.

Dangerous speeds are less frequent and extreme on two- and three-lane streets, but are nevertheless a problem. Two- and three-lane streets averaged 85th percentile speeds of 24.7 MPH. The top speeds on two- and three-lane streets averaged 34.2 MPH. That means if a person walks just a few blocks on one of these streets, they are almost guaranteed to encounter a driver going at a dangerous speed.

People are especially at risk of dangerous speeds near parks. In our speed surveys, we observed some of the most dangerous speeds occurring directly adjacent to Lake Merced Park, McLaren Park, Golden Gate Park, and the Panhandle. Lake Merced Boulevard is the worst offender, with its close proximity to schools and speed limits of 35 MPH and 40 MPH on different sections. During our survey, we witnessed numerous drivers going over 50 MPH.

On Geneva Avenue, near the Purple Playground and soccer fields at McLaren Park, drivers regularly went over 40 MPH on this 25 MPH road. This means pedestrians face dangerous speeds three times every minute, on average. And to get to Golden Gate Park, we saw top speeds regularly above 40 MPH on Fulton and Lincoln.



Walk SF members, neighbors, and community groups made it possible to survey speeds on 47 blocks across the city.

STREET SAFETY IMPROVEMENTS AND LOWERED SPEED LIMITS
ARE WORKING TO BRING DOWN SPEED

Our surveys led to a remarkable comparison in the South of Market neighborhood that shows the difference a lane reduction can make. Folsom and Harrison sit one block away from each other, have similar curb-to-curb widths (between 60 and 65 feet), and serve one-way travel in the east- or west-bound directions.

But Folsom had a suite of ‘Quick Build’ safety improvements installed in late 2017 and early 2018 using paint, posts, signs, and signals to calm the street, plus added a protected bike lane and concrete bus islands. Folsom now has three vehicle travel lanes compared with Harrison’s five.

The difference we found in speeds was remarkable. On Folsom, median speeds were 18 MPH and the 85th percentile speed was 24 MPH. Speeds were fully 10 MPH faster on Harrison; its median speed was 29 MPH and 85th percentile speed was 34 MPH. Folsom’s top observed speed was 34 MPH vs. Harrison’s 47 MPH. A person walking will contend with dangerous speeds over 20 times as often on Harrison as on Folsom — over eight times per minute versus once every two and a half minutes.

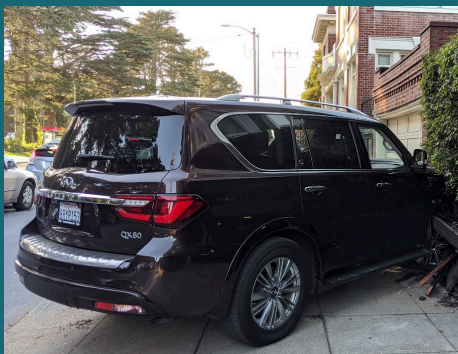


The difference in speeds between Harrison (left) and Folsom (right) is remarkable, but not when you see how they’re designed. Our surveys saw lower average speeds on streets with completed safety projects.

Dangerous speed hits home for Paul and Susan

On the day Paul and Susan moved into their home on Fulton Street, they witnessed a crash right outside. This would turn out to be the first of many—and they have the pictures to prove it. The photo below shows the aftermath of when a speeding SUV changed lanes and struck a car that was pulling out of a parking space, which then jumped the curb and hit Paul and Susan’s neighbor’s house. There are frequently families walking on the sidewalk there. Thankfully there weren’t any when this happened.

This is just the tip of the iceberg. On Father’s Day, Paul and his baby were almost hit by a speeding driver while crossing Fulton.



Focus on the Tenderloin:
Where 20 is Plenty

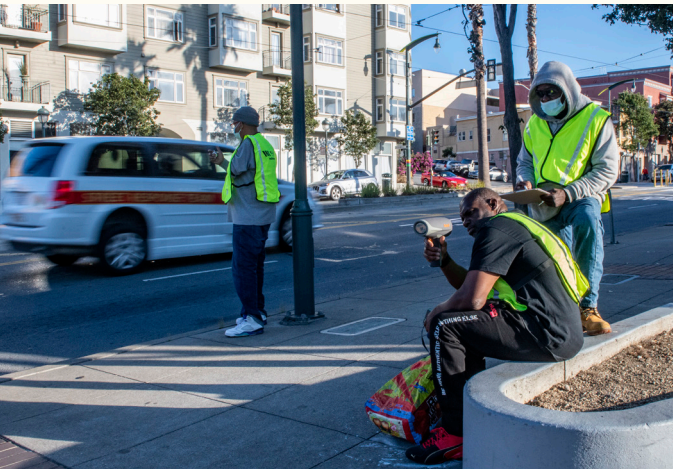
In April 2021, speed limits on every street in the Tenderloin neighborhood were reduced from 25 MPH to 20MPH — a first in San Francisco for neighborhood-wide speed limit reductions.

This was a welcome change for the neighborhood, where every single street is designated as “high-injury” in terms of the number of severe and fatal traffic crashes.



We did a speed survey in the Tenderloin with residents and members of the Tenderloin Traffic Safety Task Force, organizations like Central City SRO Collaborative, and the Tenderloin Community Benefit District.

And great news: the new speed limits are making a meaningful difference — and lighting the path toward becoming a ‘safe speeds city.’ We surveyed Hyde, Leavenworth, Jones, and Turk, and found median speeds were 17.8 MPH and 85th percentile speeds were 22.5 MPH on average. These rates were lower than every other neighborhood we surveyed. Still, dangerous speeds did occur about every 10 minutes on average, which means more street design changes and signal upgrades are needed.



Focus on the Bayview:
A Neighborhood Asking for Change

“49 miles an hour,” Hicks said as a driver raced by on Third Street.

“Wait, what’s the speed limit?” asked Dario as he jotted down the number on the tracking sheet. Like most San Francisco streets, it was 25 MPH, but there wasn’t a speed limit sign anywhere to be seen.

We partnered with the San Francisco African American Arts and Cultural District (SFAAACD) to do a speed survey in the Bayview, but also to start a bigger conversation about unmet needs of the neighborhood when it comes to traffic safety. SFAAACD, plus United in Love, Rafiki Coalition, and other groups helped connect with people deeply rooted in the Bayview to participate.

Many participants shared how dangerous speeds can be, and they were right. In less than an hour of the speed survey on Third, Oakdale, Mendell, Newcomb, McKinnon, and Phelps, drivers were captured going as fast as 53 MPH. It’s clear that more work needs to be done to bring down dangerous speeding on Bayview streets and respond to residents on what safety changes they want to see.

SPEED SOLUTIONS: TOOLS TO SLOW OUR STREETS

Our speed surveys confirmed the real threat of dangerous speeds, as well as how solutions like lower speed limits and redesigning streets can make a real difference in reducing speeds.

There are many speed solutions out there, varying in cost and effectiveness. All can play important roles, and are most effective in a layered approach.

Which solutions is San Francisco already using and how? What could the City be doing more of, or doing more strategically? We researched all solutions currently being used, and identified opportunities to strengthen how these are being applied.



Speed humps are a cost-effective, proven way to bring down speeds to around 15-20 MPH.



Mission Street recently got 20 MPH speed limits.

SOLUTION 1

SETTING SPEED LIMITS FOR SAFETY

Speed limits are one of the most visible cues on how fast a driver should go. While we know drivers don't always heed these, appropriate speed limits are a crucial starting point. Research shows they are particularly effective in bringing down the most dangerous, outlier speeds.

After Portland brought 20 MPH to all residential streets, a study⁹ found the number of drivers traveling more than 35 MPH was nearly halved (49.6%), and incidents of speeding more than 30 MPH went down by 33.6%.

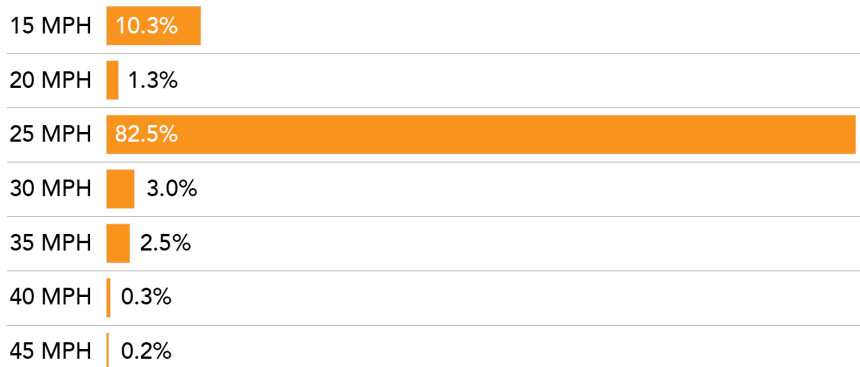
After Boston lowered speed limits from 30 MPH to 25 MPH in 2017, a study¹⁰ found the number of drivers exceeding 35 MPH dropped by 29.3%.

Those are life-saving speed reductions. A person hit by a car traveling at 35 MPH is about five times more likely to die than a person hit by a car traveling at 20 MPH.¹¹

► What's San Francisco Doing Now?

The majority of San Francisco's streets have 25 MPH speed limits, though some are higher, like Lake Merced Boulevard discussed above.

Percentage of S.F. street segments



Source: City of San Francisco¹²

Note: A street segment is defined as any portion of a street located between two intersections.

In 2012, as part of a Walk San Francisco campaign, 15 MPH zones were established around almost all public and private schools. As mentioned above, a 20 MPH speed limit was implemented across the entire Tenderloin neighborhood in 2021 — and speed surveys show this is working.

With the passage of Assembly Bill 43¹³ in 2021, San Francisco now has a greater ability to set speed limits based on safety with certain types of streets. Commercial corridors have been eligible for lower speed limits since the bill's passage, but streets with high crash rates and/or numbers of vulnerable road users are now also eligible for a 5 MPH reduction as of November 2022. The need to bring speed limits below 25 MPH everywhere possible comes down to this: **90% of people will survive if hit by a vehicle traveling 20 MPH.**¹⁴

The City used its new authority to lower speed limits on sections of seven commercial streets in spring 2022: 24th Street, Haight, Fillmore, Ocean, Polk, San Bruno, and Valencia. The City is in the process of lowering speed limits on an additional 35 street sections, with completion estimated by fall 2023. The sign crews that produce and install speed limits signs are currently experiencing a backlog. This slow roll-out is frustrating when implementing lower speed limits is one of the fastest, most cost-effective solutions out there. After the initial 35 street sections are complete, the San Francisco Municipal Transportation Agency (SFMTA, the City’s transportation department and lead agency on Vision Zero), plans to look at a more neighborhood-wide approach for the South of Market, Financial District, Chinatown, and North Beach and high-injury corridors citywide.

► Opportunities

San Francisco’s ability to now lower speed limits to 20 MPH on many more streets is one of the cheapest, fastest solutions available — and the City needs to max out this tool to support a serious shift in speeds across San Francisco.

- The signage backlog problem needs to be solved, or it will take more than 5 years for 20 MPH to be established on all high-injury and business district streets. Additional capacity in the SFMTA sign shop is absolutely necessary.
- Speed limit signs must be installed at more frequent intervals, too. Over two-thirds of blocks where we surveyed speeds had no speed limit sign present. A study in Seattle¹⁵ showed how installing signs every ¼ mile — with no other street design changes — notably reduced speeds. The new 20 MPH corridors have speed limit signs spaced at every ⅛ mile, which should be standard for all speed MPH signs on high-injury corridors.
- SFMTA needs a plan for — and a firm commitment to — complete all allowable speed limit reductions by December 2024, the ten-year anniversary of the City’s adoption of Vision Zero.
- Major and ongoing education campaigns focused on becoming a “safe speeds city” will be essential to successfully shifting norms. This is especially important given the number of drivers who don’t live in San Francisco.



Every possible speed solution is needed on high-injury streets with schools, parks, and senior facilities on them

Last year, educator Andrew Zieman was hit and killed crossing at Franklin and Union Streets. He was on his way to Sherman Elementary School on the corner of Franklin and Union. Franklin is a wide, three-lane, one-way street with rampant speed problems. Until November 2022, Franklin did not qualify for lower speed limits due to the number of travel lanes. Every possible speed solution is needed here—and on all streets like this.

SOLUTION 2
REDUCING, RECONFIGURING, AND NARROWING LANES

What a street looks and feels like to a driver makes a huge difference in how they drive, particularly with speed. The wider and straighter a street is, the faster drivers feel comfortable going — especially when there are multiple travel lanes. If you flip the script, drivers naturally go slower.

The most common type of street reconfiguration or ‘road diet’ converts four travel lanes — with two lanes in each direction — to three travel lanes, with a through-lane in each direction and a middle turn lane. This change can bring down speeds 3-5 MPH.¹⁶ And because a middle turn lane reduces delays at intersections for turning vehicles, travel time is often unaffected.



After the ‘Quick Build’ project on 6th Street reduced travel lanes from four to three, 85th percentile speeds went down by 21%.

Changing the layout of lanes also creates an opportunity for narrowing dangerously wide lanes. Lane width is correlated directly with vehicle speed; a study¹⁷ showed that if lane width is increased by 3.3 feet, vehicle speeds are 9.4 MPH faster. Additionally, narrowing lanes creates space for wider sidewalks, bus lanes, bike and micro-mobility lanes, or parklets — all of which provide additional traffic calming benefits.

► What San Francisco is Doing

San Francisco has used road diets over the past few decades with big safety and transportation projects on Cesar Chavez Street, Masonic Avenue, Second Street, San Jose Avenue, and other streets.

Since 2019, SFMTA has been doing road diets through the ‘Quick Build’ program — using only paint and posts to reconfigure the street — and it’s working. In the South of Market neighborhood, a ‘Quick Build’ project on Sixth Street took the street from four travel lanes to three and brought 85th percentile speeds down by 21%. Nearby in the Tenderloin, a road diet on Taylor took the street from three travel lanes to two, resulting in a 94% reduction in speeds over 40 MPH. And as mentioned previously, our speed surveys on Folsom Street, which went from four travel lanes to three, echo the power of this solution.

► Opportunities

As our speed surveys demonstrated, speeds are much deadlier on four- and five- lane arterial roads — and road diets work. The City must use lane reconfigurations and reductions at every opportunity.

- Every safety project on a high-injury corridor should first evaluate the possibility of reallocating travel lanes to better uses, like transit lanes, protected bike lanes, or safer walking spaces.
- Road diets have often occurred on streets that need extra space to add a bike or transit lane. But road diets should be used even when extra road space is not needed for another purpose. SFMTA should add features to discourage drivers from entering these spaces by installing mid-block pinch points, small lateral rumble strips, or traffic dots.

SOLUTION 3

TIMING TRAFFIC SIGNALS TO SUPPORT SAFE SPEEDS

There’s a surprising speed solution that’s almost invisible: setting the timing on traffic signals to encourage safe speeds. Timing traffic signals makes it so that traffic moving at a certain speed will get continuous green lights — a “green wave.” As drivers figure this out, they stick to the speed limit, knowing that they’ll move smoothly along as their reward. Timing the flow of traffic is an especially effective tool on wide, one-way streets.

► What San Francisco is Doing

The SFMTA is using this tool on some streets, and even has a ‘green wave’ for people biking on Folsom and Valencia in the Mission set at 13 MPH. Fell, Oak, Franklin, and Gough have long had timed traffic lights set at the speed limit of 25 MPH.

But SFMTA has increasingly updated the speed for these green waves to lower, safer speeds. In the fall of 2019, for example, the SFMTA retimed signals for Bush and Pine in the area north of Market and east of Van Ness. By retiming the speed for the green wave to 25 MPH rather than 30 MPH, the 85th percentile speed went from 33 MPH to 30 MPH on Bush and Pine.



‘Green wave’ signage exists for bicyclists, but could also be used on streets with ‘green waves’ for drivers.

This then made it legal for the City to lower speed limits on Bush and Pine Streets from 30 MPH to 25 MPH the following year (based on state law prior to the passable of Assembly Bill 43 around limit-setting and 85th percentile speeds). A later evaluation showed that drive times were not impacted.

The SFMTA implemented timed signals on Franklin this year (set for traffic to go 25 MPH during the day and 15 MPH at night), and our speed survey showed this change was positively shifting behavior on this well-known hotspot for dangerous speeds.

► Opportunities

San Francisco is already leading the way in harnessing traffic signals for safer speeds; like speed limits, this is a lower-cost solution. Now the City must go even further, making this the norm especially on all arterial one-way streets.

- Setting the ‘green wave’ at lower speeds should be de facto with all ‘Quick Build’ safety improvement projects, as well as larger capital safety projects.
- Every high-injury corridor that has not had signals retimed for safe speeds should receive slower progression timing by December 2024. Start with one-way streets that have not had full safety projects, like 9th Street, 10th Street, and Franklin Street, as well as Gough Street south of Broadway.
- Messaging, signage, and education for drivers (like what exists for bicyclists) about signal timing could help people understand how they work more quickly, and then stick to the speed limit.

SOLUTION 4

BRINGING DOWN SPEED AT INTERSECTIONS

While vehicle speeds matter along every part of a block, they matter most where there is the greatest opportunity for a crash: at the intersection. Turning vehicles are the biggest threat to pedestrians. A driver may not have a signal controlling their behavior, putting them in direct conflict with someone crossing. Turning drivers often make what’s known as ‘visual scanning failures.’

Left turns are especially dangerous. When a driver makes a left turn, they’re more likely to make it at a higher speed and cut corners because they have a wider radius than with a right turn. Visibility is reduced for drivers, too, because the car’s frame blocks a driver’s view when they’re making a left turn. In 2019, 40% of pedestrians killed in San Francisco were hit in the crosswalk by a driver making a left turn.¹⁸

But there are solutions: bulb-outs, painted safety zones, protected intersections, and left turn calming all reduce the speed a driver makes a turn, thereby reducing the chances and severity of a crash.

Installed at corners, **concrete bulb-outs (also called curb extensions)** and **painted safety zones** force drivers to make a more precise turn to avoid hitting the curb or posts without veering into oncoming traffic. Concrete bulb-outs slow down turn speeds by 2.6 MPH on average¹⁹ and also somewhat slow through-traffic (a 1.1 MPH decrease was observed in one study).²⁰ Concrete bulb-outs are more expensive, but more durable. Painted safety zones use paint and posts, and are less inexpensive and faster to install; SFMTA has shown these to reduce turning speeds by up to 55 percent on average.²¹ **Protected intersections**, which put concrete islands or painted safety zones on the outside of a bike lane, are like bulb-outs, but reach even farther into the intersection.

Strategically placing **left turn calming**, vertical posts, rubber speed bumps, and/or slow turn wedges in an intersection forces a driver to take a slower, 90-degree turn — this is known as centerline hardening (when vertical posts and rubber bumps are added to the median). In New York, where left turn calming was pioneered, this tool has slowed average turning speeds by 52%. New York City has left turn calming at 589 intersections.²² A study in Washington D.C. showed that left turn calming decreased the odds of a driver turning faster than 15 MPH by 67%;²³ D.C. has calming installed at 85 locations.²⁴



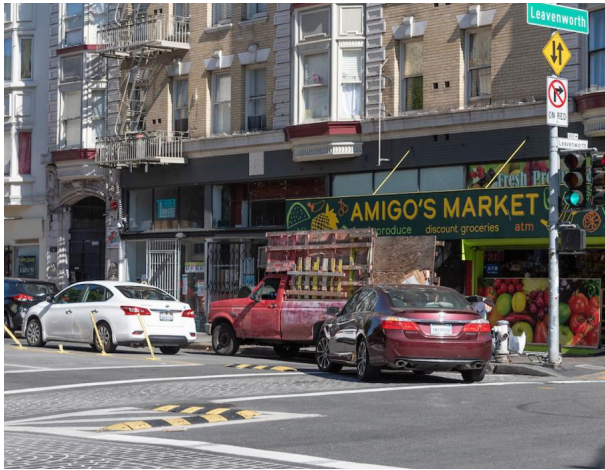
A concrete bulb-out (also known as a curb extension) on Geary Boulevard.



A painted safety zone on Second Street.

► What San Francisco is Doing

For many years, the City has generally added concrete bulb-outs when doing a major capital street improvement project as funding has allowed. Now with ‘Quick Build’ projects, painted safety zones are always included, though not necessarily at every corner. There is only one protected intersection so far, at 9th and Division. In a post-project evaluation of the protected intersection,²⁵ this resulted in drivers yielding to pedestrians 100% of the time and 98% of drivers turning at or below the speed limit. More protected intersections are being planned as part of the Folsom/Howard project.



Left turn calming on Leavenworth Street forces drivers to navigate rubber bumpers and posts.

Left turn calming is a much newer tool for SFMTA, with limited use despite its incredible potential. The SFMTA launched a small left turn calming pilot at seven intersections in 2020, with evaluations showing a 17% reduction in average speed (1.7 MPH slower) and a 71% reduction in the likelihood of a car turning left at higher speeds over 15 MPH.²⁶ As part of the City’s newest Vision Zero Action Strategy,²⁷ the SFMTA committed to adding left turn calming at a modest 35 additional intersections by the end of 2024. We believe this inexpensive speed reduction treatment should be brought to many more intersections.

► Opportunities

- Painted safety zones should be the default design for *every* corner of *every* intersection in a ‘Quick Build’ project — and made strong enough to withstand wear-and-tear from traffic. Some ‘Quick Build’ projects have not maxed out where painted safety zones are added because SFMTA anticipates posts will be frequently run over and require frequent maintenance. But we see this as a demonstrated need for stronger ‘Quick Build’ materials, plus the use of thicker bollards like K71s, rubber bumpers, tire stops, dots, and other tools to ensure drivers respect safety zones.
- Protected intersections should be the default design for any intersecting routes on the bike network when these are improved as part of larger safety projects.
- Left turn calming should be required for all eligible intersections in future capital street safety and ‘Quick Build’ projects, with centerline hardening used at at two-way to two-way intersections. The SFMTA should also add slow turn wedges to all one-way to one-way intersections on the high-injury network.



Oakland uses substantially larger posts in its pedestrian safety zones.

SOLUTION 5

VERTICAL SPEED REDUCERS: SPEED HUMPS, CUSHIONS, AND MORE

The original speed solution — the speed bump — is still one of the most powerful tools available to reinforce safe speeds. Today, there are four main variations on this same idea.²⁸ Vertical speed reducers are cost-effective and durable.

Speed bump: The most pronounced raised, rounded area. Designed for keeping speeds to ~5-10 MPH.

Speed humps: A raised, gently rounded area that goes across the entire driving lane. Used to bring speeds down to ~15-20 MPH.

Speed cushions: A raised area (rounded or flat) that has wheel cutouts designed to allow large vehicles, such as fire trucks and buses, to pass with minimal slowing or rocking. Sometimes there are two wheel cutouts for each lane, or just two wheel cutouts spaced toward the middle of the street.

Raised crosswalks and speed tables: A wide, raised area with a flat top, often used for a mid-block crossing. Entire intersections can be raised, too.

How tall and wide the element is, what material it’s made of (rubber slows drivers more than asphalt), and how frequently these are spaced determine how much speeds are slowed.

► What’s San Francisco Doing Now?

Over the past 20 years, the SFMTA has worked with the Department of Public Works to install about 900 speed humps and about 300 speed cushions²⁹ at a cost of around \$15,000 each.

Many of these have been installed as part of the Residential Traffic Calming Program (see below). Others have been installed as part of proactive neighborhood traffic calming projects in areas with high numbers of seniors or in school zones.

More recently, there has been criticism that humps are installed with too gentle of slopes to make much difference, and that the cut-outs in speed cushions fit most vehicles’ wheel width³⁰ so as to have little real effect.

► Opportunities

- If SFMTA doesn’t yet have a database of streets with vertical speed reducers — including type, date of installation, and reason installed (Residential Traffic Calming program, school zone, etc.) — they should create one. This is an important first step for smarter speed planning.
- SFMTA also needs updated evaluations of the efficacy of speed humps vs. speed cushions, including an analysis of the widths of wheel cut-outs. Agency design standards should be set to ensure speed reduction goals are met, with past projects revisited and enhanced as necessary.
- A more systematic approach is needed. Vertical speed reducers should be targeted at two-lane roads near large high-injury network arterial streets that drivers use to avoid traffic. Portland, for example, is focusing speed humps on cut-through streets.
- Raised crosswalks should be used in many more “transition zones” where speed limits change drastically. Their presence sends a visual message to drivers where traffic transitions from a freeway into a neighborhood. This includes streets like Monterey Boulevard, Vermont Street, San Jose Avenue, and other locations where Highway 101 and 280 touch down in South of Market, Excelsior, Dogpatch, Visitacion Valley, and the Bayview neighborhoods.

SOLUTION 6

SPEED RADAR SIGNS

Speed radar signs, which show a driver’s speed in real time next to the posted speed limit, can help tamp down speeds. Numerous studies on speed radar signs have shown decreases of between 3-9 MPH in driver speeds.³¹ Signs can be permanently installed, or a mobile sign can be placed for a period of time.



Speed radar signs reduce speeds by 3-9 MPH, and could be used to help educate drivers about new, lower speed limits.

Speed radar signs are especially effective at locations where streets move from a higher speed limit to a lower speed limit, like the transition between a highway and a city street or when entering a school zone.

Speed radar signs are also useful at locations where drivers tend to speed up (e.g. going down a hill) or may underestimate the need to slow their speed (e.g. on a curved road or when approaching an area with an unsignaled crossing or a school zone).

Permanent installation costs around \$50,000 per sign, a relatively low-cost solution.

► What’s San Francisco Doing Now?

San Francisco has only about 30 permanent speed radar signs, with plans to add about four more per year. Most speed radar signs are not on high-injury streets, and many have been placed based on neighbor requests or in response to a crash. What’s worse, these signs currently aren’t enabled to collect speed data.

► Opportunities

Speed radar signs hold a lot of promise for keeping drivers aware of speed limits and their own behavior. San Francisco must invest significantly more funding and commit to a more focused approach toward this solution. An internal program is needed — one that maps out strategic sign placement and implements what’s really needed to support speed management goals. This should include:

- Prioritizing permanent speed radar signs for high-injury streets with the biggest speed issues, especially near highway off-ramps in the South of Market neighborhood and southeast San Francisco.
- Expanding speed radar signs in 15 MPH school zones in close proximity to high-injury streets and in Equity Priority Communities.
- Enabling speed data collection so it can be used in evaluating the new radar sign program (and assessing the City’s comprehensive speed plan).
- Determining how signs can be added more quickly (and potentially be solar-powered) in partnership between SFMTA, Department of Public Works, and the Public Utilities Commission.
- Using mobile speed radar signs as a way to educate drivers about new 20 MPH streets as these are rolled out.

SOLUTION 7

SLOWING SPEEDS MIDBLOCK: CHICANES, PINCH POINTS, CROSSWALKS, AND CONCRETE ISLANDS

Longer blocks or hills will often lead drivers to build up more speed than they should, even on two-lane streets. By adding **chicanes** — concrete bulb-outs that alternate from one side of the street to the other — drivers have to navigate S-curves and slow down. This can yield 16-29% reductions in the 85th percentile speed (or 4-7 MPH if the 85th percentile is 25 MPH).³²

Pinch points are a concrete bulb-out on both sides of the street at a mid-block location. This tool works best on narrower streets and when the curb is extended significantly into the street. These can support unsignalized **midblock crosswalks**, though a raised crosswalk may be a safer option (see above in “Vertical

Speed Reducers”). Small **concrete islands** can also force drivers to slow down in order to navigate the islands. Like with pedestrian safety zones, versions of chicanes, pinch points, and islands can be made using low-cost paint and posts along with other materials like tire stops and rubber bumpers instead of concrete.

Streets with parking can replace a parking space on each side to narrow a mid-block crossing, or they can allow parking on alternating parts of the street for a chicane treatment.



This midblock crosswalk on Fulton Street uses concrete islands that force drivers to slow down to navigate.

► What San Francisco is Doing

San Francisco has applied these tools to a limited number of low-traffic streets. For example, on Beacon Street above Noe Valley, curved curb extensions and a median island create a narrow curve that drivers must navigate more slowly at a crosswalk between two parks.

► Opportunities

- As the City develops a comprehensive approach to speed, it must bring these tools to more places — and more systematically. Streets where it is critical to keep speed down, like in 15 MPH school zones and on Slow Streets, are perfect for chicanes and pinch points. These tools could be brought to more two-lane streets, especially those with current lane widths over 11 feet and/or where speeding is a known issue.
- Neighborhood park entrances and senior centers are great candidates for midblock crossings and median islands.

SOLUTION 8
TRAFFIC CIRCLES/ROUNDBABOUTS

Another option for managing speeds at the intersection is **traffic circles**, also known as **roundabouts**. These consistently reduce speeds by 11% or 2.75 MPH on a 25 MPH street.³³ Crashes are also dramatically reduced because of greatly limiting the possible conflict points between different vehicle maneuvers.³⁴

► **What San Francisco is Doing**



This traffic circle next to Lauren Hill Playground does not have four-way stops.

In San Francisco, traffic circles have a controversial history. While they have brought down speeds, neighbors have sometimes objected to them. Part of this issue is related to the local practice of adding four-way stop signs at some traffic circles, which reduces the traffic flow benefits of traffic circles and also likely makes them less popular with neighbors.

Given how effective traffic circles (without a four-way stop) are in other cities, we felt this solution should be part of the discussion. There are currently 31 built traffic circles in San Francisco³⁵ and 24 of these have four-way stops.

► **Opportunities**

- Revive the use of traffic circles without four-way stop control as a solution for long, straight residential streets with dangerous speeds. Include additional traffic calming tools, like pedestrian safety zones to narrow crossings or raised crosswalks, to ensure pedestrians who move slower can still cross safely at these uncontrolled crossings.
- Use inexpensive temporary materials and plantings to test out mini-traffic circles in neighborhoods that feature wide streets and ample space in the intersection, like the Sunset.

“It’s those high-end speeds that are disproportionately the cause of so many crashes on our streets... There are schools on these streets.”

*—SFMTA Streets Director Tom Maguire
at a January 2020 public hearing about the need
to lower the speed limit on Bush and Pine Streets*

**SPEED SOLUTIONS:
ADDITIONAL APPROACHES
IN SAN FRANCISCO**

SAFE SPEEDS AROUND SCHOOLS & SENIOR FACILITIES

There’s no more important place for drivers to go slow than around schools and senior facilities. In 2012, Walk SF successfully pushed the City to create 15 MPH zones around almost all public and private schools.



Five streets now have ‘Senior Zones’ with lower limits, but these are only a few blocks long.

In 2020, we supported the City in establishing ‘Senior Zones’ near some senior living facilities and centers. ‘Senior Zones’ have been added to sections of Bush Street, Sunnydale Avenue, Geary Boulevard, 19th Avenue, and Brotherhood Way in close proximity to senior housing and services. Unfortunately, the Senior Zones are only a few blocks long — practically a blip with the high-traffic, fast-moving streets they’re on.

SFMTA has a program to bring street safety solutions to San Francisco Unified elementary and middle schools, including some of the tools in the previous section. But only five schools are audited each year, improvements often take years to implement, and priority isn’t given to

schools in Equity Priority Zones. With over 100 public schools, it will take more than 20 years to bring better infrastructure to all of them. SFMTA needs more transparency around the schools they’ve assessed, should empower Safe Routes to School partners to help speed up audits, and increase staffing for street engineering around schools.

When it comes to Senior Zones, this needs to be evaluated so this approach can be strategically enhanced and expanded as part of the City’s comprehensive speed plan. Streets near senior housing and facilities need extra speed solutions applied consistently.

SLOW STREETS

Cities around the world are rethinking their street space to support safety, health, air quality, climate, equity, and economic goals. London now has ‘Low Traffic Neighborhoods.’ Seattle has ‘Stay Healthy Streets.’ Barcelona has ‘Superblocks.’ All of these are essentially ‘slow speed zones.’ If there are enough of these — and they’re connected — they can help shift norms around speed and shift more people to sustainable modes.

In response to the pandemic, San Francisco created 47 miles of ‘Slow Streets.’ This allowed many people to experience low-traffic, low-speed streets — and the City to experiment with the concept. An evaluation by SFMTA shows a 14% decrease in traffic speed and a 35% decrease in traffic volumes on Slow Streets. The data shows an increase in pedestrian and bicycle usage (up 65% and 27% respectively) on Slow Streets, and a 36% decrease in collisions.³⁶



Evaluation of the City's Slow Streets show notable decreases in traffic speeds.

infrastructure to support those speeds and metrics for success. A network must connect schools, parks, and services in ways that are intuitive and meet people's needs. It must also invest in making community-led pilot projects happen in Equity Priority Communities without Slow Streets.

RESIDENTIAL TRAFFIC CALMING

Imagine you live on a two-lane street where drivers regularly drive at unsafe speeds. And you're not alone in feeling unsafe: neighbors have shared their worries with you, too.

"Someone's going to get hurt or worse," your neighbor says. There are no plans for street safety improvements on your street, so what do you do? The SFMTA's 'Residential Traffic Calming Program' is designed to help. But we believe this program isn't contributing as much as it could to bringing down speeds.

Currently, San Francisco residents can apply for mid-block traffic calming on two-lane streets. There are limitations: the street can't be frequently used by fire trucks or have a fire station on it, and can't be classified as an "arterial" or "collector" street in the San Francisco General Plan. Finally, at least 20 residents from separate households on the block need to have signed onto the application. If approved, only one block will get improved. A speed hump or humps are typically installed if the SFMTA evaluation process confirms a speed problem.

Each year, SFMTA gets around 100 applications and about half are approved, though in FY 2021/2022 they received over 300 and approved 150. The sheer number of applications reflects how pervasive dangerous speeds are, as well as the public support for addressing speed.

SFMTA ranks applications based on traffic speed, volumes, collision history and proximity to schools, parks, transit stops, and healthcare. The timeline for installing speed humps can be long — up to 18 months or even more depending on the availability of the Department of Public Works.

The Residential Traffic Calming Program is a valuable tool for resident-initiated change, but could make bigger contributions within a larger speed strategy. It should be connected to an overall plan for vertical speed reducers (see above in "Vertical Speed Reducers"), ensure that a minimum number of Residential Traffic Calming projects happen in Equity Priority Communities annually, and increase funding to meet the growing demand.

While a handful of Slow Streets have been made permanent and some phased out, the City will determine its overall post-pandemic approach by year end. Mayor London Breed recently shared her vision³⁷ for "a connected network that will support people walking and biking within and between neighborhoods across the city" including expanding into Equity Priority Communities.

Neighborhood groups and citywide organizations (including Walk San Francisco) are working together to shape the details of the City's long-term approach for Slow Streets to realize the Mayor's vision. It's critical that Slow Streets are made 15 MPH zones with safety

SPEED SOLUTIONS: THE ROLE OF ENFORCEMENT & EDUCATION

The speed solutions and approaches we just explored are all part of creating "self-enforcing" streets that get drivers to slow down in a variety of ways. These solutions work 24 hours a day, and especially when layered, reduce dangerous speeds in a meaningful way.

But these solutions won't eliminate dangerous speeds entirely. There is a role for more direct enforcement, especially given the high stakes of speed. Some drivers will go as fast as they can get away with, despite the risks and despite well-designed streets. There's also a need for ongoing education for drivers so that the idea of a "safe speeds city" permeates and influences driving norms in San Francisco. Most people agree that the tone on the streets right now is too fast and aggressive. Education and enforcement are needed to change this — and save lives.

THE STATE OF ENFORCEMENT & CHANGING THE TONE ON OUR STREETS

Much has been discussed in recent months about the dramatic drop in traffic enforcement by the San Francisco Police Department,³⁸ especially how few "Focus on the Five" citations are being given. (This term refers to the five most dangerous driving behaviors, including speeding.)

We know that SFPD's Traffic Enforcement officers conduct periodic speed enforcement operations. In 2016-2017, a larger 'high visibility speed campaign'³⁹ was conducted as part of the City's Vision Zero strategy, but it showed no lasting effects on driver behavior once enforcement ended.



SFPD needs to enforce dangerous speeds with enough frequency and visibility — and in the most impactful locations — so drivers know there can be consequences. And that's not happening right now.

In September 2022, for example — the most recent month that stats are available from SFPD — there were a total of 130 speeding tickets given citywide. That's less than five per day.

In a related effort, [Walk SF is involved in the Coalition to End Pretext Stops](#)⁴⁰ in part to keep limited resources where they belong: on the most dangerous driving behaviors like speeding, not low-level offenses like broken tail lights and tinted windows.

Speed enforcement operations happen, but are infrequent. The number of speed citations has plummeted over the past few years.

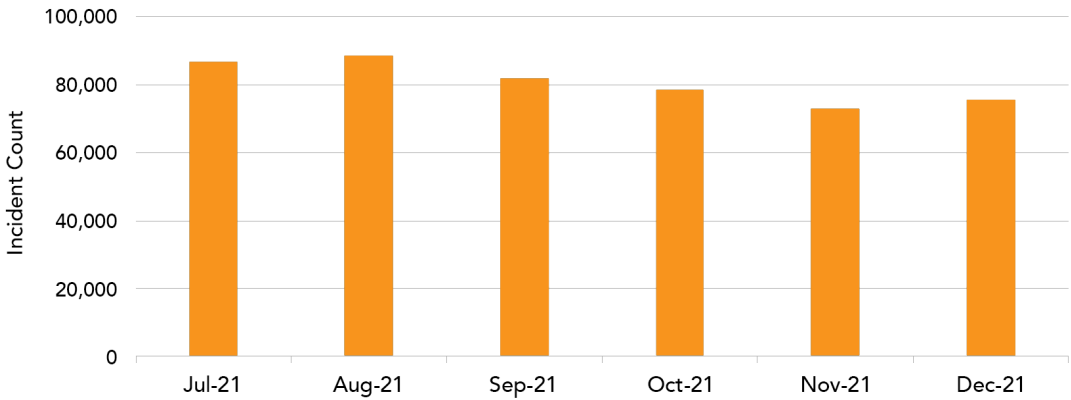
There’s also a gaping hole in accountability for dangerous speeding by City employees. In 2016, former Supervisor and crash survivor Norman Yee passed legislation requiring that telematics be installed in all motor vehicles owned or leased by the City of San Francisco, with the exception of law enforcement vehicles. An August 2020 report on telematics data by the Budget and Legislative Analyst⁴¹ showed alarming trends with dangerous speeds by City employees.⁴²

Then in November 2020, Supervisor Yee issued an ordinance to require annual reporting on the data collected by the telematics in City vehicles. The annual report on telematics for calendar year 2021 shows that trends have continued,⁴³ and there are thousands of egregious speeding violations by City employees happening *every day* (see graphic below).

Safe speeds on our streets should start first and foremost with City employees. Because of additional legislation Supervisor Yee passed, departments are required to develop correction plans to reduce speeding and collisions, and report after six months on the efficacy of these plans. But to date, no plans or reporting have been submitted.

There is also certainly a role for **speed safety cameras**, which have proven highly effective around the country, but they are not yet legal in California (more in “Future Tools” below).

Speeding Incidents 10 mph+ Over Posted Limit in SF, Excluding Highways (Geotab Only)



There are thousands of egregious speeding violations happening every day by City employees.⁴⁴

HOW EDUCATION CAN SUPPORT BECOMING A ‘SAFE SPEEDS CITY’

There’s an inherent challenge in addressing dangerous speeds: while most drivers know that speeding is dangerous, they still underestimate the specific risks involved with speeding.

Drivers often have a false sense of control. If a driver has personally never experienced the consequences that come with speeding, their perceived risk may be lower. Without the visceral feedback of a crash or near miss, a driver may habitually speed and routinely underestimate the risks involved.

A 2015 survey by the AAA Foundation for Traffic Safety evinced the prevailing notion that speeding is acceptable “but only when I do it.” 89% of survey respondents considered it unacceptable to drive 10 MPH over

the speed limit on a residential street, yet 45% reported having done so in the past 30 days.⁴⁵ Speeding is also a decision made moment to moment throughout a drive, and isn’t always conscious when people drive by habit on “autopilot.”⁴⁶ Distraction or intoxication reduce a driver’s awareness of their speed, too. Drivers also feel empowered to speed if they do not fear enforcement. Research shows that “motorists who believe they won’t get a ticket until they go 10 MPH above the speed limit are 27 percent more likely to drive up to 20 MPH above the speed limit.”⁴⁷

An additional challenge is that traffic safety education campaigns are rarely shown to be effective.⁴⁸ Many convey familiar messages, fail to target specific audiences, or lack the backing resources and social marketing savvy necessary for success.

San Francisco has extra challenges. As a major city, we have a constant influx of drivers who don’t live here, or are new to driving here, so any education effort has to figure out how to reach them as well — or be so visible that it’s unmissable for most drivers.

We can’t underestimate the power of norms. Drivers are more likely to speed if they believe that others are speeding. In the most recent National Survey of Speeding Attitudes and Behaviors, 82% of survey respondents indicated that “people should keep up with the flow of traffic.”⁴⁹

This is the City’s big opportunity as it moves toward becoming a ‘safe speeds city’: fundamentally shifting norms around speed. Once 20 MPH limits are on many streets, plus many other speed solutions including more speed enforcement, driver behavior *will* start to shift — and this can be affirmed and cultivated through savvy education campaigns. These campaigns can explicitly talk about being a ‘safe speeds city’ and speak to the benefits that a broad behavior shift will bring to San Francisco in keeping our kids, seniors, and communities safe. Campaigns can connect to values beyond a generic idea of speed, and also bring drivers into the movement for change.

In Australia, drivers pledge to drive safely and place an orange magnet on their vehicle for other drivers to see. In Minnesota, a blend of community engagement, high-visibility enforcement, and feedback signs shifted driver norms.⁵⁰ In Portland, residents show their support for 20 MPH with lawn signs. As San Francisco truly tackles speed, it must revamp and innovate the approach to street safety education to support — and continually reinforce — behavioral shifts.



Cities like Portland, Seattle, and Minneapolis/St. Paul have used yard signs to show community support for safe speeds. Hayward, California took an edgier approach in its speed campaign.

FUTURE SPEED SOLUTIONS

This report focuses on the solutions that San Francisco can use right now to address dangerous speeds. We believe existing solutions — especially when layered and applied strategically — can go a long way. However, we want to touch briefly on solutions that aren't yet available, but would be welcome additions.

SPEED SAFETY CAMERAS

Other cities in the United States have already embraced speed safety cameras, including Portland, Washington D.C., New York City, and Seattle. Speed detection systems dramatically shift behavior and can reduce the number of severe and fatal crashes by as much as 51%.⁵¹ California cities do not yet have the legal authority to use speed safety cameras. Legislation to change this has been introduced four times since 2017, but has not yet made it to the Governor's desk.

A new analysis on racial profiling in traffic stops from the Public Policy Institute of California points to speed safety cameras as an effective tool in reducing speed-related crashes and also reducing discretion in enforcement decisions.⁵²

ADDRESSING THE ROLE OF RIDESHARE

Rideshare companies like Uber and Lyft have led to an explosion of vehicles on our streets, and account for around 15% of intra-city trips.⁵³ Some rideshare drivers regularly speed. Some rideshare drivers speed to pick up passengers in order to earn bonuses so they can make enough on their shift. Some rideshare drivers speed because they are exhausted from driving long shifts, or think their customers want them to drive fast.

Whatever the reason, having such a large portion of vehicles on our roads regularly speeding is counterproductive to being a 'safe speeds city.' While the City currently is limited in what safety data it can access, it must continue advocating for more transparency from the Transportation Network Companies, which now are required to at least share some safety data with the California Public Utilities Commission.⁵⁴ As autonomous vehicles and other rideshare options emerge, pathways for accountability are sorely needed.

INTELLIGENT SPEED ASSISTANCE

Intelligent Speed Assistance (ISA) is now required for all vehicles sold in the E.U. after July 2024. More commonly known as speed governors or limiters, ISA uses a speed sign-recognition video camera as well as GPS-linked speed limit data to discourage speeding. The ISA system alerts drivers of the current speed limit and deploys mechanical controls (that can be overridden by the driver) to limit the vehicle speed as needed.⁵⁵ By switching off engine power that would allow acceleration past the current speed limit, ISA actively nudges drivers towards slower and safer driving behavior.

While it will be a longer road for this technology to be required and standard in American vehicles, there is potential for City vehicles to have this installed in the less-distant future. For instance, as part of its Vision Zero strategy, New York City in August began to implement ISA technology on 50 of its city fleet vehicles.⁵⁶

CONCLUSION

Walk SF's surveys confirmed that dangerous speeds are a problem in every part of San Francisco. On some four- and five-lane streets, the average top speeds were pushing 15 MPH above the speed limit — or higher.

But our surveys, evaluations of SFMTA projects, and additional research show that speed solutions — particularly when layered — really work. Reduced speed limits across the Tenderloin neighborhood are *working*. Lane reductions, like on Folsom Street, are *working*. SFMTA's evaluations have shown how effective timing traffic signals, left turn calming, bulb-outs, speed humps, and Slow Streets are. And there are additional untapped or underutilized solutions, from speed radar signs to shifting norms through savvy education.

What this means is that there is hope for slowing our streets — and making San Francisco a 'safe speeds city.' It will require new levels of focus, funding, commitment, and coordination. But it is how San Francisco can realize its Vision Zero commitment, and lead the nation on speed.

So as the City creates a comprehensive speed management plan, we urge it to:

- **Lower speed limits to 20 MPH on every possible street and with an aggressive timeline.** This must start with completing the 35 street segments in motion, and then a plan and commitment to complete all allowable speed limit reductions by December 2024.
- **Develop a systematic approach to bring solutions to different types of streets with the biggest speed issues.** Lane reductions are needed on four- and five-lane arterial streets, especially one-way streets. Streets near arterials, freeways, schools, parks, and senior centers need extra speed solutions, as do Slow Streets. The City must map out how, when, and where these streets will get the appropriate suite of solutions to bring down speeds.
- **Bring every possible speed solution to high-injury streets.** All capital and 'Quick Build' street safety projects should max out available solutions, plus solutions like timing signals for safe speeds and left turn calming should be implemented across the high-injury network by December 2024.
- **Focus on Equity Priority Communities.** While notable progress has been made in the Tenderloin, other neighborhoods — especially the South of Market and Bayview — need many more speed solutions. As discussed above, safety improvements around schools should happen in Equity Priority Communities first, with a clear path for Slow Streets in these areas as well.
- **Bring more transparency, evaluation, and metrics to speed-related work.** There are many gaps in public data around speed in San Francisco. In addition, projects must be evaluated consistently and within six months of implementation to see if speed reduction goals are being met (and if not, the project should be strengthened). We also need citywide metrics to track broader progress toward becoming a 'safe speeds city.'
- **Get City agencies better coordinated and refocused on Vision Zero.** While SFMTA is the lead agency on traffic safety, all City agencies have a part to play. The Department of Public Works and the San Francisco Police Department have especially key roles with speed-related efforts.
- **Enhance the role of enforcement and education in setting a safer tone on our streets.** SFPD traffic enforcement should focus limited resources on dangerous speeds. City employees must be held accountable for speeding. And ongoing and more innovative education campaigns are needed to nurture broader shifts.

LET'S SLOW OUR STREETS AND SAVE LIVES.

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ABOUT SLOW OUR STREETS

Walk San Francisco launched the Slow Our Streets campaign with the support of our members in 2020. Some of what we've done since includes:

- Working on state legislation to allow lower speed limits and speed safety cameras
- Successfully pushing the City to commit to creating a comprehensive speed safety plan
- Advocating for City projects to include the strongest possible speed-reducing solutions
- Lifting up stories about the true toll of dangerous speeds in the media and with elected officials

Learn more and get involved at walksf.org/slowourstreets.



Lawrence Holman was hit and killed crossing at Geary Boulevard and 38th Avenue on December 1, 2020. While the speed limit is 30 MPH at this part of Geary, because the road is very wide, people often drive much faster.

OUR THANKS

This report took a village! We're so grateful to:

- ♥ The 50+ volunteers who did the speed surveys.
- ♥ All the neighborhood groups that promoted speed surveys or partnered with us in doing them, including:
 - Black Men Enhanced
 - Lower Haight Merchants and Neighbors Association
 - North Beach Neighbors
 - North of the Panhandle Neighborhood Association
 - Rafiki Coalition
 - San Francisco Bay Area Families for Safe Streets
 - San Francisco African American Arts & Cultural District
 - Sherman Elementary School community
 - Tenderloin Community Benefit District
 - United in Love
- ♥ The generous Walk SF members for supporting the Slow Our Streets campaign.
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- ♥ Report Contributors: Katie Duerr, Nick Giorgio, Brian Haagsman, Emily Huston, Marta Lindsey, Jodie Medeiros



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Graphic design by Juliana Gallin

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Volunteers with a speed survey in the Mission. Nancy Harrison, in the yellow Families for Safe Streets shirt, was hit on nearby Guerrero Street where dangerous speeds are frequent.

3 Ways to Connect with Walk San Francisco

1. Find us on Facebook, Twitter, and Instagram with @walksf.org



2. Sign up for our newsletter at walksf.org
3. Read the latest on our blog at walksf.org/news/blog



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