

South Beach / Rincon / Mission Bay Neighborhood Association Meeting Monday May 11, 2026

MINUTES

6:00PM-7:00PM

HYBRID MEETING

ATTENDEES	5 Officers, 1 Presenter, 26 residents (Zoom + In-Person)
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[NEXT MEETING: MONDAY 6/8, 6 PM – SFPD CAPTAIN CARLA HURLEY](#)

TOPIC	Street Safety Initiative
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- **Welcome and Introductions** (Alice Rogers)
- **A presentation on Mayor Lurie’s Street Safety Initiative**
Alex Sweet, Mayor Lurie’s Assistant Chief of Infrastructure, Climate & Mobility, presented on the Street Safety Initiative, a rebranded and refocused version of the SFMTA’s 2014 Vision Zero initiative. In December 2025, Mayor Lurie signed an Executive Directive as the next phase of San Francisco’s roadway safety strategy. While zero fatalities are still the goal, there are other goals including reducing the number of crashes, injuries, and fatalities, increasing walking, biking, and transit use, reducing the speed on our streets, increasing traffic law compliance, and increasing safety interventions. Alex then proceeded to break down and explain the safe system approach and principles. (Note: The Swiss Cheese Model of Safety is particularly interesting.) The Executive Directive has 28 actions broken into 3 time periods of action items – the first 100 Days, 6-months, and 1-Year and Beyond. Alex walked us through each one.

Followed by Q&A.

Zoom recording of tonight’s meeting: [Here](#)
Passcode: **0c?0q59J**

Our next meeting is scheduled for Monday June 8th. Topic: A conversation with SFPD Southern Station Captain Carla Hurley