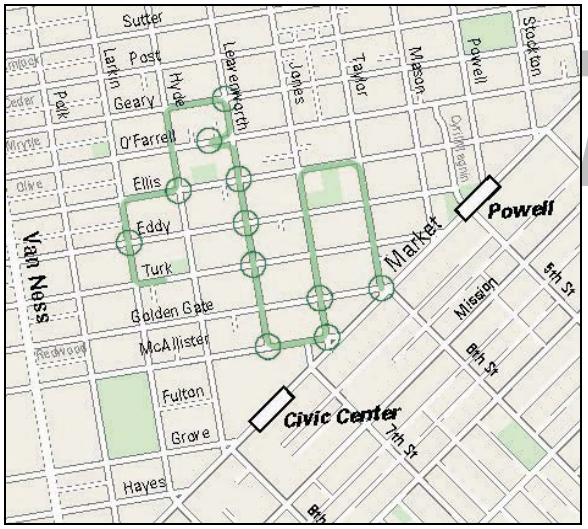
Chapter 4. Projects Development

The issues, needs and goals articulated by the community during the outreach process guided the development of potential improvements. Projects were evaluated both based on technical analysis and community support, as well as their ability to be implemented in a relatively short timeframe. The complete Projects Development and Evaluation Report is provided as Appendix 3.

4.1 Project Development Process

The following table summarizes the process the project team used to develop potential projects:

Figure 4-1 – Project Development Process

Time Period	Step in Process
March 2006	TAC walking tour. Before the project team started in earnest to develop potential projects, the technical team led the TAC on a walking tour of the neighborhood. The walking tour was an opportunity to review general issues and goals raised by the community, to review problematic intersections and areas, and brainstorm possible solutions. The walking tour was well attended and followed the route shown on the map. Walking tours for community members were also part of the process. 
Spring 2006	Develop initial project ideas to respond to those needs/goals. After digesting the results of the community outreach process and the walking tour, the technical project team developed some preliminary project ideas. After reviewing these with the overall project team, including the CBOs, the technical project team developed the most promising ideas for presentation at the June 2006 community meeting.

Time Period	Step in Process
May 2006	Techncial evaluation. Projects were evaluated for multimodal benefits and impacts according to the criteria described in Section 4.2.
June 2006	Community meeting to present and prioritize potential projects. At the June 2006 community meeting, the project team presented potential projects to the community for feedback. This information, in addition to feedback gathered from additional outreach in input from the TAC, was used in the next step, refining the projects.
Summer 2006 — Fall 2006	Refine projects based on community feedback. Community, stakeholder, and TAC feedback was used to refine the proposed projects and to develop implementation phasing. The results of the community prioritization are described in the next chapter.

4.2 Technical Evaluation Methodology

Prior to the June 2006 community workshop, the technical team evaluated potential transportation improvements. The technical evaluation documented likely benefits and impacts of projects and strategies using several criteria and quantitative and qualitative analysis. The results were presented at the community workshop to provide participants with a broad range of information to use in weighing priorities.

The evaluation addressed the following aspects of transportation in the Tenderloin:

- Transit operations and rider experience
- Pedestrian safety and access
- Streetscape environment
- Bicycle safety and access
- Traffic impacts and parking
- Cost
- Construction impacts

Key evaluation results are presented in Section 4-3 below. Detailed results of the technical evaluation are in the appendix of the Projects Development and Evaluation Report.

4.3 Overview of Project Alternatives

The tables below summarize the range of projects, and their evaluation, that were considered to meet each of the study goals. Potential projects are summarized by the study goal they address, although many strategies may address more than one goal area.

Pedestrian Safety		
Strategy	**Benefits** ● Crossing Experience ● Sidewalk Conditions	**Impacts** ● Parking ● Traffic Circulation ● Ease of Implementation
Intersection curb bulbs 	Reduces crossing distance by 7'-14'. No change in traffic volumes or buffer from traffic. Reduces speed of right-turning vehicles. Increases sidewalk width at corners by 7'. Reduces obstruction at corners.	Minor impact on traffic circulation (slows down right-turning cars). Possible removal of 1 or 2 parking spaces where red curbs don't exist. Minor construction impact. Implementation: Near Term
Visible crosswalks/ advance limit lines 	No change to sidewalk width, sidewalk obstructions, crossing distance or buffer from traffic. Reduce number of cars that don't yield to pedestrians.	No traffic circulation, parking, or construction impacts. Implementation: Mid Term (standard City design to be developed over the next year through the Better Streets Master Plan)
Red light running enforcement cameras	No change to sidewalk width, sidewalk obstructions, crossing distance or buffer from traffic No change to traffic	No traffic circulation, parking, or construction impacts. Implementation: Near Term

	volumes. Reduces number of red light runners.	
Pedestrian countdowns 	No change to sidewalk width, sidewalk obstructions, crossing distance, traffic volumes, traffic speeds, or buffer from traffic. Improves ease of crossing for pedestrians.	No traffic circulation, parking, or construction impacts. Implementation: Near Term
Bike lane or sharrows	Reduces traffic crossing distance by 6'-12'. Possible decrease to traffic speeds and volumes. Provides generous additional 5'-6' buffer between pedestrians and traffic.	Varies. Some traffic may divert to other streets. On many Tenderloin streets, bike lanes are unlikely to increase delays or congestion. No parking impacts – designs recommended using mixed vehicle lanes for bike lanes rather than parking. No construction impacts. Implementation: Mid Term (requires further study)

Traffic Calming		
Strategy	**Benefits** ● Average Traffic Speeds ● Traffic Volumes	**Impacts** ● Parking ● Traffic Circulation ● Ease of Implementation
Narrow street or traffic lane width	Reduce average travel speeds.	Potential slight increase in traffic on other routes due to lower travel speeds. No expected congestion or parking impacts. Implementation: Near Term, unless linked to other longer term changes
Bike lanes or bus only lanes	Reduce average travel speeds.	Slight increase in traffic on other routes due to lower travel speeds. No expected congestion or parking impacts. Implementation: Mid Term (requires further study)
Convert one way streets to two-way	Reduced average travel speeds and slight reduction in traffic volumes.	Will alter circulation patterns for vehicle traffic, but is not likely to increase congestion or vehicle delays on most Tenderloin streets. The circulation links with SOMA streets to the south and the Van Ness corridor to the west require further study. No impact on parking. Implementation: Mid Term (requires circulation study)
Retime signal progression	Reduce average travel	Slight increases in traffic on

for slower speed	speeds.	other routes due to lower travel speeds. No expected congestion or parking impacts. Implementation: Near Term, unless linked to longer term changes
Reduce number of lanes	Reduce average travel speeds.	Slight increase in traffic on other routes due to lower travel speeds. No expected congestion or parking impacts. Implementation: Near Term, unless linked to other long term chanes
Trees in the parking lane 	Reduce average travel speeds.	Slight increase in traffic on other routes due to lower travel speeds. No expected congestion. Removes about 4 parking spaces per block face. Requires community maintenance. Implementation: Near Term, unless linked to other long term changes

Transit Service		
Strategy	**Benefits** ● Reliability ● Travel Times ● Waiting Experience ● Wayfinding	**Impacts** ● Parking ● Traffic Circulation ● Ease of Implementation
Bus bulb outs 	Improve reliability. Decrease travel time. Improve waiting experience. No significant effect on wayfinding.	Minor traffic circulation impact. No parking impact unless length of bus stop is increased. Moderate construction impact. Implementation: Near Term
Colorize Geary/O'Farrell bus-only lane 	Improve reliability. Decrease travel time. No effect on waiting experience. Improve wayfinding.	Minor traffic circulation impact. No parking impact. Moderate construction impact. Implementation: 5+ Years (paving moratorium)
Reroute both directions on the same street	Improve reliability, depending on the route. Decrease travel time (potentially 2.5 min. for the 5-Fulton) No effect on waiting experience. Significantly improve wayfinding.	Minor traffic circulation impact. No parking impact. Implementation: Mid Term (requires circulation study)

Stop improvements (NextBus, shelters) 	No effect on travel time, reliability, or wayfinding. Significantly improve waiting experience.	No traffic or parking impacts. Minor construction impact. Implementation: Near Term
Expand access to Lifeline Fast Pass	Outreach to raise awareness of the Lifeline Fast Pass improves access to transit for low-income individuals.	Implementation: Near Term

Streetscape Environment		
Strategy	**Benefits** ● Street Identity ● Land Use Integration ● Connectivity	**Impacts** ● Parking ● Traffic Circulation ● Ease of Implementation
Pedestrian-scale and sidewalk lighting 	Establishes recognizable theme for individual streets. Use a distinctive fixture design to "brand" the Tenderloin or Little Saigon neighborhood. New "full spectrum" light bulbs add more pleasing, less harsh light. Implement on a corridor basis that includes key destinations (Civic Center BART Station/UN Plaza, Powell BART, Little Saigon) to improve connectivity within the Tenderloin and to adjacent neighborhoods.	No traffic or parking impacts. Minor construction impact. Implementation: Mid Term (requires standard City design, to be developed through Better Streets Master Plan)
Widened sidewalks	Widens buffer between traffic and pedestrians by about 3'. Provides flexible sidewalk space that can be used by commercial and retail activities.	Minor traffic circulation impact (slows traffic). No parking impact. Significant construction impact. Implementation: Near Term (unless linked to other long term changes)

Trees in parking lane 	Creates a double-row of trees that establishes a distinct streetscape identity. Reduces noise pollution on sidewalks by visually narrowing travel lanes and increasing buffer between pedestrians and traffic.	Minor traffic circulation impact (slows traffic). Removes about 4 parking spaces per block face. Moderate construction impact. Implementation: 1-2 Years; requires community maintenance
Pedestrian-scale directional signs 	Implement on a corridor basis that includes key destinations (Civic Center BART Station/UN Plaza, Powell BART, Little Saigon) to improve connectivity within the Tenderloin and to adjacent neighborhoods.	No traffic or parking impacts. Negligible construction impact. Implementation: Near Term

4.4 Community Evaluation

The community weighed in on preferred and top priority types of improvements through the survey (in Spanish, Vietnamese, and English) as well as through conversations at regularly scheduled community meetings, merchant interviews, and walking tours.

Pedestrian Safety

A number of pedestrian safety improvements enjoyed broad support in the community:

- Countdown signals
- Visible crosswalks
- Corner bulbs
- Conversion of double-turn lanes to single-turn lanes
- Greater enforcement of traffic laws
- Additional signage

Traffic Calming

Two of the potential traffic calming projects were also especially favored by the community:

- Wider sidewalks
- Retiming traffic signals for slower speeds

Two traffic calming proposals were more controversial:

- Bicycle lanes. While survey respondents generally supported the concept, noting that Eddy and Ellis are flat streets connecting to bicycle routes beyond the neighborhood, many voiced reservations, including the possibility that skateboarders might use the lanes on hilly streets such as Jones.

- Conversion of one-way streets to two-way traffic. While the overwhelming majority of survey respondents supported the idea, a number of concerns were raised by community members. Arguments expressed for conversion included:
    - Pedestrian safety
    - Economic development
    - Land-use benefits
    - Improved sense of place

  Arguments against conversion included:
    - Traffic congestion, including impacts on circulation beyond the neighborhood, in the larger street network
    - Problems for left-turning vehicles

- Increased noise pollution from emergency vehicles consolidated onto two-way streets (although the street most impacted by sirens is Hyde, which this study does not recommend as a candidate for conversion)
- Increased emergency response times

As an alternative, some community members suggested reducing mixed-traffic capacity while retaining one-way operations. Overall, the sense that emerged was the need for a careful study of traffic calming alternatives, recommended by this plan.

Transit Service

Several ideas for improving transit service were popular among respondents:

- Increased affordability, including increased access to the Lifeline Fast Pass program for low-income riders
- Real-time bus arrival information
- Strategies to improve the cleanliness and comfort of bus stops, including bus bulbs and more widely available trash receptacles

Another concept was more controversial:

- Consolidation of transit routes onto two-way streets. Arguments for re-routing included:
  - Reduction of delays caused by circuitous routing
  - Improved wayfinding

  Arguments against included:
  - Greater pollution along streets with increased service

Streetscape

Finally, the proposed streetscape improvement most widely supported was:

- Pedestrian-scale lighting

Two proposals, meanwhile, received a mixed response:

- Trees in the parking lane. Concerns included:
  - Trash collection
  - Impacts on street cleaning
  - Removal of parking spaces

- Conventional sidewalk tree-plantings. Concerns included:
  - Reduction of light reaching the sidewalk
  - Increased maintenance responsibilities