



# DRAFT MINUTES

## San Francisco County Transportation Authority

Tuesday, September 10, 2019

### 1. Roll Call

Chair Peskin called the meeting to order at 10:02 a.m.

**Present at Roll Call:** Commissioners Brown, Mar, Mandelman, Peskin, Stefani and Walton (6)

**Absent at Roll Call:** Commissioners Fewer (entered during Item 2), Yee (entered during Item 2), Ronen (entered during Item 5), Haney (entered during Item 7) and Safai (entered during Item 7) (5)

**Commissioner Mandelman moved to excuse Commissioner Safai, seconded by Commissioner Mar. Commissioner Safai was excused without objection.**

### 2. Citizens Advisory Committee Report - INFORMATION

John Larson, Chair of the Citizens Advisory Committee, reported the CAC adopted a motion of support for the Prop K allocation, Item 5 on the agenda, and had questions regarding the Muni Subway Expansion Project Development. He noted that the project harkened back to an M Line feasibility study in 2014 for less extensive undergrounding that was originally supposed to proceed to pre environmental conceptual design in 2015, but later expanded in scope in 2016. Mr. Larson said SFMTA staff explained that the M Line improvements still needed to be prioritized against other major transit projects as part of the overall ConnectSF effort. The SFMTA added that it would be premature to engage in any environmental review for the Muni Subway Expansion Project until the Transit Corridor and Streets and Freeway Studies recommendations were evaluated. He stated that with the ongoing congestion issues on 19th Avenue and the commencement of redevelopment of Park Merced, the need for grade separation on the M Line was vital.

Mr. Larson said regarding the Speed Radar Installation program Prop K request, the CAC asked if it was possible to pair the radar signs with technology, such as road sensors, that could capture speed data in real time, gauge effectiveness and provide before and after studies. He reported that for Item 7 in the agenda, Vision Zero Communications and Education Update, the CAC observed that the recent uptick in fatalities seemed to coincide with an increase in Transportation Network Company (TNC) vehicles on the road. SFMTA staff noted while there had not been any TNCs involved in a fatal collision this year, regulation of TNCs was included as part of the Vision Zero transformative policy agenda. Mr. Larson stated that the CAC highlighted communities of concern and the need to provide safe environments in which to children could bike to school and receive bike education. He said the SFMTA affirmed bike training classes were part of Vision Zero's strategic actions and that the Safe Routes to School program was a specific initiative to achieve safe transit for children and foster Vision Zero goals.



Mr. Larson reported that as part of the CAC's monthly Van Ness Bus Rapid Transit (BRT) update, the CAC inquired about business outreach efforts and asked for additional metrics of the effectiveness of the outreach in terms of the responses from the business community, e-mails and text messages sent and meetings attended. In response the SFMTA said to date no businesses had taken advantage of the free advertisement opportunity for bus cards on the Van Ness corridor buses. Mr. Larson reported that during public comment concern was again raised with regard to the BRT bus platforms in the center of Van Ness and the time it may take some seniors and disabled individuals to get across the traffic lanes to get to the platform.

There was no public comment.

### **Consent Agenda**

3. **Approve the Minutes of the July 23, 2019 Meeting - ACTION**
4. **[Final Approval] Adopt the Lombard Crooked Street Reservations & Pricing System Study Final Report and Authorize the Executive Director to Advance the Recommendations of the Study, Including Seeking Necessary Legislation and Funding Identification - INFORMATION**

There was no public comment.

Commissioner Yee moved to approve the Consent Agenda, seconded by Commissioner Mandelman.

The Consent Agenda was approved without objection by the following vote:

Ayes: Commissioners Brown, Fewer, Mandelman, Mar, Peskin, Stefani, Walton and Yee (8)

Absent: Commissioners Haney, Ronen and Safai (3)

### **End of Consent Agenda**

5. **State and Federal Legislation Update - INFORMATION**

Mark Watts, State Legislative Advocate, and Amber Crabbe, Public Policy Manager, presented the item per the staff memorandum.

Commissioner Stefani thanked Transportation Authority staff for their work on Assembly Bill 1605 and for getting Assemblymember Phil Ting to sponsor the bill and Senator Scott Weiner to carry it in the senate. She said the bill was now on the Governor's desk and was the result of years of trying to solve problems on Lombard and its surrounding streets. She hoped that the bill would relieve traffic congestion in the area.

There was no public comment.

6. **Allocate \$26,147,587, with Conditions, and Appropriate \$100,000 in Prop K Sales Tax Funds for Twelve Requests - ACTION**

Anna LaForte, Deputy Director for Policy and Programming, and Julie Kirshbaum, Director of Transit at the San Francisco Municipal Transportation Agency (SFMTA), presented the item per the staff memorandum.



Commissioner Brown requested that funding from the Speed Radar Sign Installation program be directed to Fell and Oak streets.

Ms. LaForte stated that the request had been noted and that those locations would be taken into consideration as the SFMTA was evaluating potential implementation sites. She said she would follow up to ensure that the SFMTA provided updates to Commissioner Brown's office as it evaluated potential locations.

Commissioner Mar thanked the Transportation Authority for working with his office on the District 4 Mobility Improvement Study project and said he was excited about coming up with new ideas to expand mobility options for Sunset residents, who were the most car-dependent in the city. He added that District 4 residents were interested in getting out of their cars and offering up transportation improvement ideas.

Commissioner Haney asked if the Speed Radar Sign Installation program was related to automated speed enforcement or would help prepare the city for it. He also asked if there had been an analysis of the effectiveness of speed radar signs and if the City provided warning notices when people were driving at high speeds.

Ms. LaForte said the staff recommendations for the Speed Radar Sign project included a special condition that SFMTA would provide before/after studies analyzing the effectiveness of the signs at reducing speeds. She clarified that automated speed enforcement was not tied to the speed radar signs, adding that the speed radar signs were intended to make drivers aware of their speed and had been shown to be effective. Ms. LaForte said that enforcement was the main difference between speed radar signs and automated speed enforcement.

Philip Louie, Project Manager at the SFMTA, said the speed radar signs were solely informational and did not have enforcement capability. He said they could potentially record speed information but could not be used for enforcement.

Commissioner Haney asked if there had been any changes made to the scope of the Safer Taylor Street project as a result of the Safe Taylor Street project analysis.

Ms. LaForte said she would work with SFMTA staff to get a response.

Commissioner Yee stated that speed radar signs were effective in District 7, with more speed-conscious drivers slowing down. He also spoke in support of the undergrounding of Muni's M-line, and said it was important to conduct outreach early and inform communities of future disruptions. He noted that outreach would be needed in the West Portal area, where many businesses would be affected by construction of the project. Commissioner Yee said he hoped the SFMTA had a business mitigation plan that would identify the impact that construction would have on businesses along the West Portal corridor.

Sarah Jones, Planning Director at the SFMTA, said Commissioner Yee's suggestions regarding outreach were well founded and agreed that undergrounding through West Portal would pose a big outreach challenge. She said it was important that the SFMTA balanced the needs of the riding public with the needs of individual neighborhoods. Regarding Commissioner Yee's concerns about construction mitigation, Ms. Jones said it was early in the study for a focus on construction mitigation. She noted that the SFMTA recognized the importance of construction mitigation but said the conditions and needs for mitigation were difficult to determine.



for a project that was several years away.

Commissioner Yee said it was important to be conscious of construction mitigation along every step of the process and said the final report should state that business mitigation would be studied carefully. He said that would help the community feel confident and demonstrate that the city was paying attention.

Ms. Jones said SFMTA would address business mitigation in their report and stated that SFMTA was asking questions and talking about business mitigation as the project progressed.

Commissioner Yee asked how many locations were participating in the Speed Radar Sign Installation program and how the locations were determined.

Ms. LaForte said she believed that there would be five or six locations where speed radar signs would be installed and said that potential locations were identified by community and staff requests. She said the Prop K packet enclosure included a description of the qualitative and quantitative guidelines that SFMTA used to prioritize locations for the speed radar signs.

Commissioner Yee asked what before/after data was being collected for the Safe Streets Evaluation program.

Ms. LaForte stated she would get back to Commissioner Yee with a more robust response from the SFMTA but said the program would apply consistent metrics across the all the projects to be evaluated, including speed and collision rates.

Commissioner Ronen requested that a speed radar sign be placed on Cortland Avenue. She said she was not sure which Cortland Avenue intersection would be best but noted that there had been a pedestrian fatality at one intersection and a pedestrian/ vehicle collision at another. She said it was an incredibly busy street, with children going to and from the library and a bus line that made it difficult to install effective speed bumps or humps.

Ms. LaForte stated that she would ensure that the SFMTA follow up with Commissioner Ronen's office.

Commissioner Safai said he was glad to see the Alemany Corridor Safety project on the Prop K list but was hoping the report could be finalized before the scheduled September 2020 completion date. He requested a robust community outreach process and stated that he was receiving many emails from Alemany residents reporting car collisions on the street. Commissioner Safai said he was willing to apply \$100,000 of District 11's Neighborhood Transportation Improvement Project (NTIP) funds toward the project. He said he wanted a quick resolution to the planning phase so that SFMTA could begin determining the cost of the recommended scope and ultimately cut the project timeline in half.

Commissioner Fewer requested that the Fulton corridor be placed on the prioritization list of potential speed radar sign locations.

Ms. LaForte replied that staff would communicate the request to SFMTA.

During public comment Francisco Da Costa said the recommended allocations were good but would take a long time to be implemented. He said some traffic signals had taken 16 years from request to implementation. He asked that union bus drivers be



invited to share their thoughts on Prop K requests and noted that there were issues with the same bus lines running concurrently.

Dwayne Gains asked that the Muni 9-line provide more frequent bus service on weekends and said that on weekends passengers who relied on the 9-line had to wait 15 to 20 minutes for a bus to arrive.

Commissioner Yee moved to approve the item, seconded by Commissioner Fewer.

The item was approved without objection by the following vote:

Ayes: Commissioners Brown, Fewer, Haney, Mar, Peskin, Ronen, Safai, Stefani, Walton and Yee (10)

Absent: Commissioner Mandelman (1)

**Chair Peskin called Item 7 before Item 6**

**7. Vision Zero Communications and Education Update: Multilingual and Senior Campaigns - INFORMATION**

Uyen Ngo, Vision Zero Education and Outreach Coordinator at the San Francisco Municipal Transportation Agency (SFMTA) and Dongmei Tan, Assistant Health Educator at the San Francisco Department of Public Health (DPH), presented the item.

Commissioner Yee asked if there was an update on the Board's request for crossing guards close to senior centers.

Ms. Tan said that the SFMTA would need to follow up with an update.

Commissioner Yee asked if there would be an analysis to identify which educational materials or mechanisms were most effective at reaching target audiences.

Ms. Tan said that DPH had not done a comprehensive evaluation but was collecting feedback after each community presentation. She noted that seniors were appreciative of 311 as a way to report community concerns to city agencies.

Commissioner Yee said there were two levels of outreach and education. One was direct outreach and education done in a setting such as a workshop, and the other being educational materials posted on the streets and on social media. He asked what type of analysis would be conducted to identify what messaging or mechanisms were most effective and would reach the most people.

Ms. Ngo said the SFMTA's educational campaigns would track metrics like the number of people reached. She said the goal of the educational campaigns was to generate awareness of Vision Zero. SFMTA would track these metrics and, every couple years, conduct an awareness survey to see if the public was retaining the messaging. Ms. Ngo said that the SFMTA included an extensive evaluation component when they received funding for each specific campaign and that they also had the Safe Streets Evaluation program to measure the effectiveness of engineering treatments.

Commissioner Yee asked when the SFMTA would have the results of the analysis.

Ms. Ngo said the SFMTA would share that analysis soon.

Commissioner Yee said that would be great and asked Ms. Ngo to explain the social media strategy.



Ms. Ngo said the SFMTA used paid social media on Facebook and YouTube Pre-Roll and would setup target audiences to collect data for specific age ranges and parts of the city. The metrics would track audiences' interests like people who ride motorcycles. She added that the "Driving in Today's SF" YouTube videos tracked how many people watched the videos and how many people completed the whole video.

Commissioner Yee asked if outreach was also being done through WeChat.

Ms. Ngo replied that SFMTA was not yet using WeChat but was thinking about using the social media platform for Chinese specific campaigns.

Commissioner Yee stated that the Chinese speaking audience was more likely to be reached through WeChat as opposed to Facebook.

Ms. Ngo agreed.

Commissioner Fewer stated that she had previously suggested that the city offer free driver refresher courses to educate drivers about changes in transportation infrastructure. Drivers would benefit from courses that covered how to park near bike lanes and how to navigate through traffic circles. She seconded Commissioner Yee's suggestion that the SFMTA also conduct social media outreach on WeChat and suggested having focus groups to provide feedback on the effectiveness of marketing materials. Commissioner Fewer said that there had been two recent pedestrian fatalities in District 1, both Chinese seniors, and noted that District 1 had a lot of seniors who had never driven before. She said these seniors, mostly Chinese and Russian, did not have the mindset of what a driver's view was when driving. She asked if the SFMTA was giving basic strategies that could save pedestrian lives. She added that practical strategies, like waiting a few seconds after the light changes to enter the crosswalk, could help the Chinese and Russian communities in District 1 when crossing high injury corridors.

Commissioner Fewer said District 1 had many seniors who gathered on a regular basis which provided the SFMTA an opportunity to engage with seniors, many of whom are monolingual. She asked that the SFMTA and San Francisco Public Works (SFPW) work together to fill potholes at intersections where seniors walked. She said intersections with potholes were difficult for seniors who relied on walking apparatuses and noted that the public could report potholes to 311. Commissioner Fewer requested that the SFMTA ensure that its programs also offer in-language materials to Russian seniors in District 1 and noted that many of them depend on public transportation and do not drive.

Commissioner Haney said he agreed with Commissioners Fewer's and Yee's comments. He said there were a lot of changes being made rapidly to intersections and bike lanes in the Tenderloin and SoMa, but that the signage was not adequate to educate the public on how to use the new engineering treatments. Commissioner Haney stated that there was new pedestrian scramble systems in the Tenderloin and wanted to make sure that signage on how to use the new crossing system would be visible and well-maintained for a significant amount of time. He noted there was a scramble system on Golden Gate and Hyde streets, but he was not sure if pedestrians knew how the system worked.

Commissioner Haney asked if the SFMTA was working with airports, rental car companies and parking garages to inform drivers on the city's Vision Zero traffic



enforcement. He suggested putting up signage in places where there were red light cameras and near high injury corridors to act as a deterrent. He said it was important to educate drivers who were coming to San Francisco and not connected to the current outreach. Commissioner Haney shared feedback from his constituents asking that outreach materials targeted towards drivers be placed where they are clearly visible to people who drive, so drivers are informed about enforcement.

Ms. Ngo said the SFMTA was aware of the rapidly changing infrastructure in the Tenderloin and noted that seven new scramble systems would be installed by the end of the year. She said the SFMTA was working with the Tenderloin Task Force to pass out information cards to residents that better explained what the new feature was and how to interact with it. In terms of using innovative ways to do outreach to drivers, she said in addition to the safe speeds' campaigns the SFMTA was reaching out to rental car companies and had provided materials to be made available to people renting cars. Ms. Ngo said that outreach was also done at the Department of Motor Vehicles, which aired a safe speed public service announcement video at all 170 field offices in California. She said the Police Department recently piloted a traffic citation task force group and was adding more officers around the city.

Commissioner Haney asked that the public messages and videos let drivers know about the increased enforcement and red light cameras in certain areas. He asked that signage be visible to ensure that it serves as a real deterrent.

Commissioner Mar said multilingual and senior outreach was important to ensure everyone in the city understood Vision Zero priorities and was engaged in the Vision Zero campaign. He said raising awareness was important to build more understanding of and support for the different policy and program initiatives, especially those that were contentious in certain neighborhoods. He said an example was daylighting which might result in removal of parking spaces in commercial areas but would increase pedestrian visibility and safety. Commissioner Mar stated that his office had been working with the SFMTA on expanding daylighting in District 4 and specifically the Sunset neighborhood. He said that his office and the SFMTA were identifying the 100 priority intersections for daylighting in District 4 and that they needed to ensure residents understood the importance of daylighting in the Sunset.

Commissioner Mar said he liked the comprehensive approach in the multilingual and senior outreach, both broad-based education through radio ads, bus advertisement, social media and the deeper education and engagement that would happen through outreach events and presentations to community groups. He said it looked like there were some partnership with community-based organizations as well as funding provided to do deeper and more extensive outreach to constituents and social service providers, and asked if that was only happening in the Safe Streets for Seniors program or if the funding and partnerships with community organizations also happened through the broader multilingual Vision Zero outreach.

Ms. Tan said the Safe Streets for Seniors program provided funding every year to community based organizations that had the language and cultural capacity to reach out to seniors and service providers from different neighborhoods and different cultural backgrounds.

Commissioner Mar said that was very important but wanted to know if there was a similar partnership to outreach to families and children with organizations that served



those populations.

Ms. Ngo said the SFMTA would have partnerships when they developed the Chinese focus campaign. She also said that they would work with community-based organizations to test messaging when developing specific language materials. She added that the Chinese comic cards were an example of material created as a result of working with a community-based organization.

Commissioner Mar said some neighborhoods like the Sunset had large Chinese and non-English speaking populations but not as many service providers when compared to other neighborhoods. He suggested that the SFMTA look at other ways to reach these communities and noted that churches were a good way to reach the Chinese community in the Sunset.

During public comment Francisco Da Costa said there was an intersection on San Bruno Avenue that did not have crosswalk lines repainted two months after being paved. He highlighted the need for outreach and signage in the vicinity of the project.

## **Other Items**

### **8. Introduction of New Items - INFORMATION**

Commissioner Haney stated that the city was on track to have one its most deadly years for pedestrians and cyclists and said a huge part of the city's effort to reverse that trend was enforcement. He said the mayor has issued a directive to focus on the five most deadly behaviors on the roads and to have those be 50% of the city's traffic citations. He requested an update to the Board on that directive and that the update report how the city was doing along the high injury network, what additional resources had been invested, how the city accessed additional funding to support it, and what the city is doing to prevent violations and keep people safe. He added that he would also like an update on the red light camera strategy and the broader enforcement component of Vision Zero.

Chair Peskin said he would work with Commissioner Haney's office to find an appropriate venue for the hearing, either at Board or the Vision Zero Committee.

### **9. Public Comment**

During public comment Francisco Da Costa reported that all the tram-cars on Market Street stalled one week and asked why that was happening. He asked that the Board look into the tram-cars congestion and asked if someone could follow up with him offline.

Chair Peskin said relative to Commissioner Haney's hearing request, that staff also have a representative of the mayor's office in attendance in addition to SFMTA and SFPD staff.

### **10. Adjournment**

The meeting was adjourned at 11:42 a.m.