



# Better Market Street

## Transportation Authority Board

### December 17, 2019



There is currently an unprecedented amount of both public and private construction happening in San Francisco, especially in the city's system of working infrastructure.

- The backbone is our infrastructure: streets, water, power, sewer and transportation
- Policy priorities such as **Vision Zero** and **Transit First** require infrastructure upgrades and modernization
- It is imperative, to maintain this infrastructure in a state of good repair so that the City's critical public service operations are not compromised
- Investments today increase operational efficiencies, reduce maintenance costs, and eliminate or significantly reduce the risk of failure

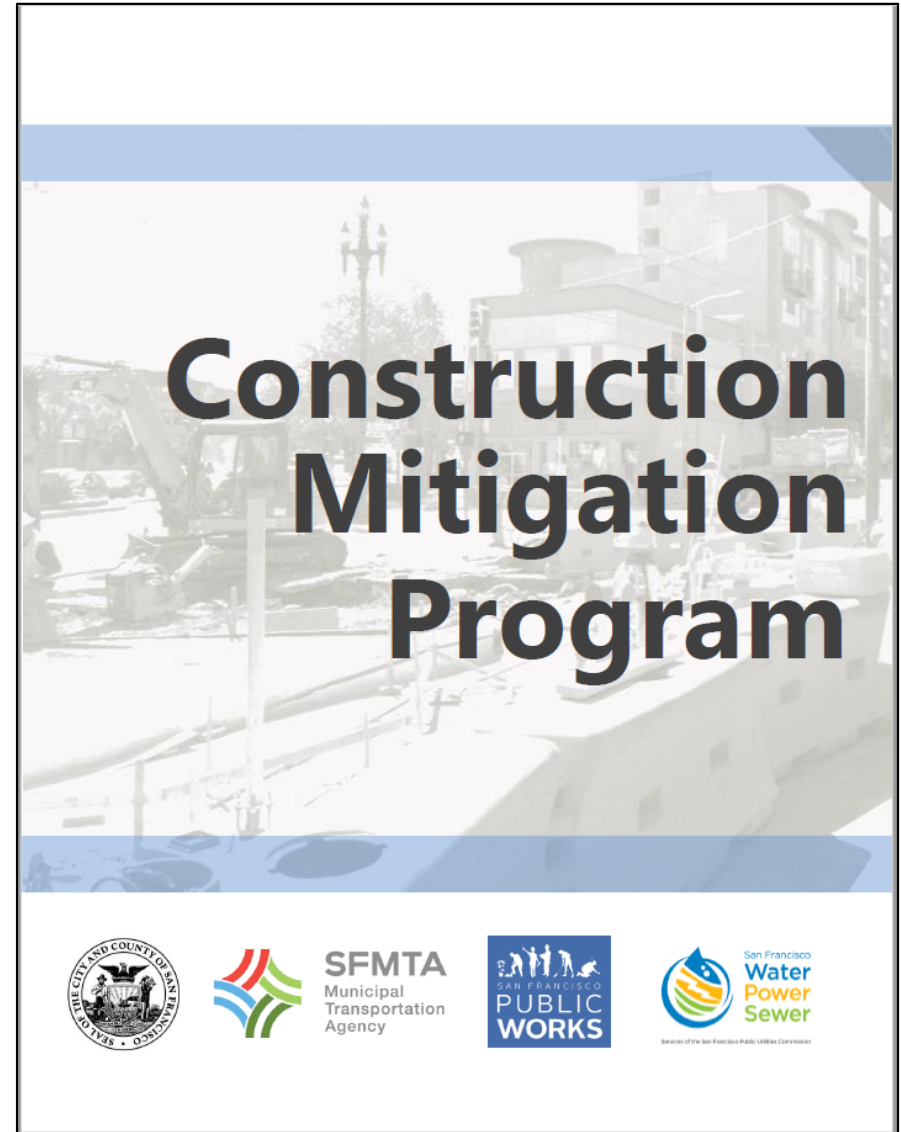
## *Lesson Learned:*

### *Start early and be more proactive*

City construction projects have the potential to *stimulate long-term* economic benefits for the surrounding area.

But in the *short-term*, these projects will impact area businesses.

- Reduced sidewalk access
- Street closures longer than a month
- Loss of on-street and off-street parking
- Excess noise, dust and disruption
- Difficulty navigating to business
- Fewer customers (knowing access difficulty)
- Less traffic in-front of business
- Fewer pedestrians in-front of business



Project Website  
Project Point of Contact (PM or PIO)  
Notification of Business Impacts/Timing

Commercial Corridor/Invest In  
Neighborhoods  
Low Impact Project  
Less than 12-months duration

Corridor Signage  
Corridor Marketing Campaign  
Ambassadors Deployed  
Business Liaison (PIO with OEWD)  
Business Education

Commercial Corridor/Invest In  
Neighborhoods  
Moderate Impact  
12-months duration +

## Construction Impact Mitigation Plan

Community Advisory Committee  
Contractor Incentives  
Parking Mitigation Plan  
Transit Passes  
Directed Business Support

Commercial Corridor/Invest In  
Neighborhoods  
Major Impact  
24-months duration +



## Central Subway

Project Cost: \$1.578 billion

- Business Liaison Hired/PIO
- Regular Merchant Meetings
- Additional Ambassadors
- Public Office/Office Hours
- Enhanced Street/Site Cleaning
- Corridor Marketing Campaign
- Buy Local Campaign
- Directed Business Support



## Twin Peaks Tunnel

Project Cost: \$51.8 million

- Business Liaison Assigned/PIO
- Upfront planning with Merchants
- Public Office/Office Hours
- Ambassadors Deployed
- Staff On-Site During Construction
- Enhanced Street/Site Cleaning
- Corridor Marketing Campaign
- Buy Local Campaign



## Van Ness Improvement

Project Cost: \$309.4 million

- Business Liaison Hired/PIO
- Business Advisory Committee
- Upfront planning with Merchants
- Ambassadors Deployed
- Public Office/Office Hours
- Staff On-Site During Construction
- Enhanced Street/Site Cleaning
- Corridor Marketing Campaign
- Buy Local Campaign

# Better Market Street Timeline



**COORDINATION  
BETWEEN CITY DEPARTMENTS**

JANUARY 2019

**CONSTRUCTION MITIGATION  
PLAN OUTLINE**

MARCH 2020

**OUTREACH TO BUSINESSES  
IN PHASE 1A**

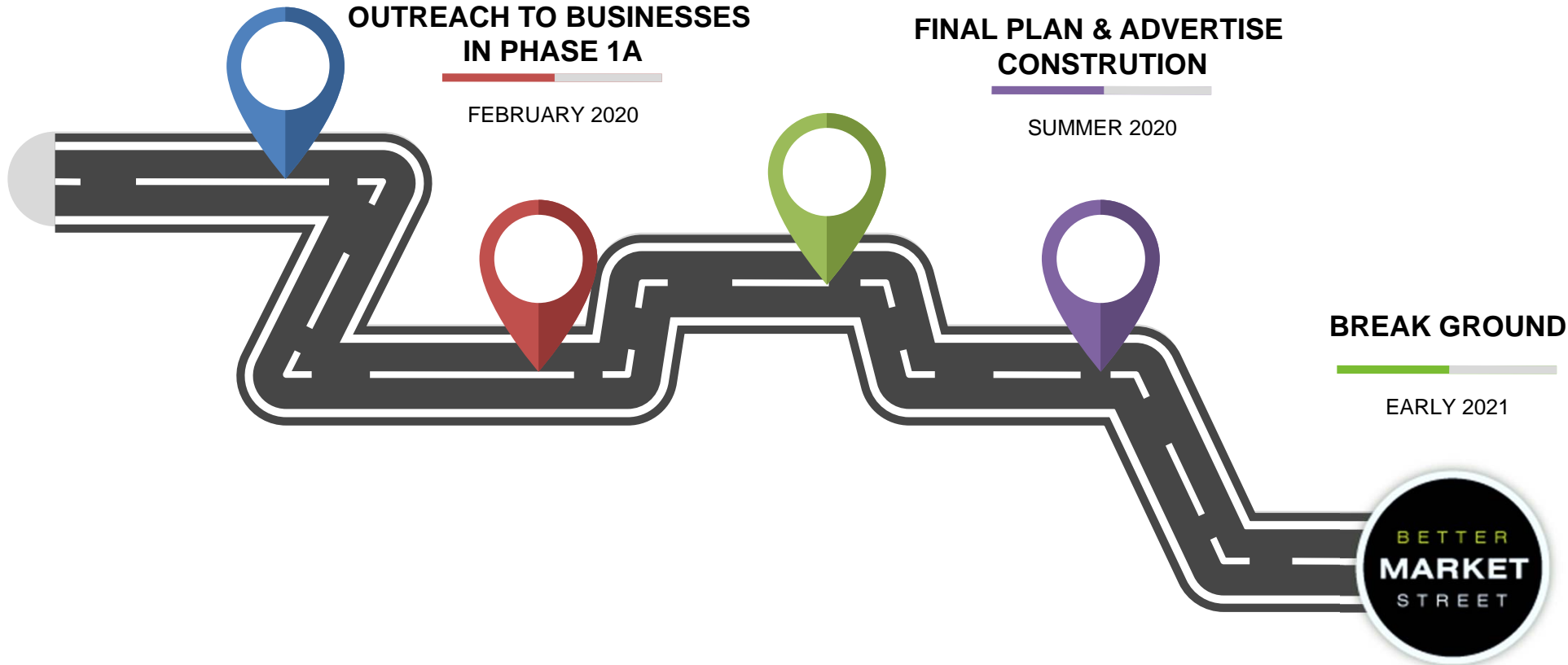
FEBRUARY 2020

**FINAL PLAN & ADVERTISE  
CONSTRUCTION**

SUMMER 2020

**BREAK GROUND**

EARLY 2021



The project team will develop a **Construction Mitigation Plan** that may include:

- Project website
- Business Impact Brochure
- Public Information Officer and ongoing communication support
- Dedicated Project Office
- Directed Business Support
- Business-Supporting Signage on Corridor
- Corridor Specific Marketing Campaign
- Ambassadors
- Muni transit service plan, including F line bus replacement and transit improvements on Mission Street
- Contractor Incentives



# Thank you!

