San Francisco
County Transportation
Authority

1455 Market Street, 22ND Floor, San Francisco, California 94103 415-522-4800 info@sfcta.org www.sfcta.org

AGENDA

Vision Zero Committee
Meeting Notice

Date: Tuesday, September 29, 2020; 10:00 a.m.

Location: Watch SF Cable Channel 26

Watch www.sfgovtv.org

Watch https://bit.ly/357Qbtc

PUBLIC COMMENT CALL-IN: 1 (415) 655-0001; Access Code: 146 771 7365 # #
To make public comment on an item, when the item is called, dial '*3' to be added to the queue to speak. When your line is unmuted, the operator will advise that you will be allowed 2 minutes to speak. When your 2 minutes are up, we will move on to the next caller. Calls will be taken in the order in which they are received.

Commissioners: Yee (Chair), Stefani (Vice Chair), and Peskin

Clerk: Britney Milton

Remote Access to Information and Participation:

In accordance with Governor Gavin Newsom's statewide order for all residents to "Stay at Home" – and the numerous local and state proclamations, orders and supplemental directions – aggressive directives have been issued to slow down and reduce the spread of the COVID-19 disease. Pursuant to the lifted restrictions on video conferencing and teleconferencing, the Transportation Authority Board and Committee meetings will be convened remotely and allow for remote public comment. Members of the public are encouraged to watch SF Cable Channel 26 or visit the SFGovTV website (www.sfgovtv.org) to stream the live meetings or watch them on demand. If you want to ensure your comment on any item on the agenda is received by the Vision Zero Committee in advance of the meeting, please send an email to clerk@sfcta.org by 8 a.m. on Tuesday, September 29, or call (415) 522-4800.

1.	**Roll Call**	**Page 5**
2.	**Approve the Minutes of the June 25, 2020 Meeting – ACTION***	**11**
3.	**Vision Zero Progress Update – INFORMATION***	

San Francisco Municipal Transportation Agency (SFMTA) staff will provide an update on fatalities to date and present highlights of recent accomplishments from the Vision Zero Action Strategy, including updates on the Quick-Build Program and the left turns pilot currently underway.

4. Regional Safety/Vision Zero Policy – INFORMATION* 33

Metropolitan Transportation Commission (MTC) staff will present the regional strategy and approach to promoting safety. Adopted in June 2020, MTC's Regional Safety/Vision Zero Policy establishes a region-wide policy of intent to work with partner agencies to encourage and support actions towards eliminating traffic fatalities and serious injuries in the Bay Area by 2030. The regional role includes supporting policies and safety legislation, such as changing how speed limits are set and automated speed enforcement.

5. Safe Streets Evaluation – INFORMATION* 45

SFMTA staff will present on the Safe Streets Evaluation 2019 Year-End Report. The presentation will highlight key findings, lessons learned, and next steps for Safe Streets Evaluation. The report can be found online at: https://www.sfmta.com/sites/default/files/reports-and-documents/2020/08/vzsf_streetseval2020_080320.pdf.

6. Walk SF's Congestion Pricing Outreach – INFORMATION* 127

Walk San Francisco (Walk SF) staff will present findings from outreach conducted in late 2019 and early 2020 to residents in the Tenderloin, South of Market, and Bayview to learn about the community's biggest concerns about a potential congestion pricing program and how the community would like to see congestion pricing revenues used. Transportation Authority staff will give brief remarks about how this study will inform the work we are doing for the underway Congestion Pricing Study.

7. Introduction of New Items – INFORMATION

During this segment of the meeting, Commissioners may make comments on items not specifically listed above or introduce or request items for future consideration.

8. Public Comment

9. Adjournment

*Additional Materials

If a quorum of the Transportation Authority Board is present, it constitutes a Special Meeting of the Transportation Authority Board. The Clerk of the Board shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

The meeting proceedings can be viewed live or on demand after the meeting at www.sfgovtv.org. To know the exact cablecast times for weekend viewing, please call SFGovTV at (415) 554-4188 on Friday when the cablecast times have been determined.

The Legislative Chamber (Room 250) and the Committee Room (Room 263) in City Hall are wheelchair accessible. Meetings are real-time captioned and are cablecast open-captioned on SFGovTV, the Government Channel 26. Assistive listening devices for the Legislative Chamber and the Committee Room are available upon request at the Clerk of the Board's Office, Room 244. To request sign language interpreters, readers, large print agendas or other accommodations, please contact the Clerk of the Board at (415) 522-4800. Requests made at least 48 hours in advance of the meeting will help to ensure availability. Attendees at all public meetings are reminded that other attendees may be sensitive to various chemical-based products.

The nearest accessible BART station is Civic Center (Market/Grove/Hyde Streets). Accessible MUNI Metro lines are the F, J, K, L, M, N, T (exit at Civic Center or Van Ness Stations). MUNI bus lines also serving the area are the 5, 6, 7, 9, 19, 21, 47, and 49. For more information about MUNI accessible services, call (415) 701-4485. There is accessible parking

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in the vicinity of City Hall at Civic Center Plaza and adjacent to Davies Hall and the War Memorial Complex. Accessible curbside parking is available on Dr. Carlton B. Goodlett Place and Grove Street.

If any materials related to an item on this agenda have been distributed to the Board after distribution of the meeting packet, those materials are available for public inspection at the Transportation Authority at 1455 Market Street, Floor 22, San Francisco, CA 94103, during normal office hours.

Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code Sec. 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102; (415) 252-3100; www.sfethics.org.

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DRAFT MINUTES

Vision Zero Committee

Thursday, June 25, 2020

Chair Yee acknowledged that the subject meeting had been rescheduled from March 2020 due to shelter-in-place orders related to the COVID-19 pandemic. He reminded the participants that the Vision Zero Committee was set to expire in December 2020, at which time it would be up to all the commissioners on the Transportation Authority Board to extend the Committee. He said while the City had made significant progress toward its Vision Zero goals, there was still a long way to go. He announced that as of the end of May, 10 people had been killed on San Francisco streets in 2020, and just the previous week there had been two more traffic fatalities. He said the most heavily impacted populations were the most vulnerable – seniors and members of Communities of Concern. He said policy makers must remain vigilant as technology changes the way people use streets, and relentless in implementing traffic calming and accountability measures. He said companies launching new mobility services should commit to Vision Zero goals. Chair Yee expressed his support for daylighting of intersections citywide and automated speed enforcement.

1. Roll Call

Chair Yee called the meeting to order at 1:04 p.m.

Present at Roll Call: Commissioners Peskin and Yee (2)

Absent at Roll Call: Stefani (1)

Consent Agenda

2. Approve the Minutes of the October 4, 2019 Meeting – ACTION

There was no public comment.

Commissioner Peskin moved to approve the Minutes, seconded by Commissioner Yee.

The Minutes were approved without objection by the following vote:

Ayes: Commissioners Peskin, and Yee (2)

Absent: Stefani (1)

3. California State Transportation Agency Report of Findings of the Zero Traffic Fatalities Task Force – INFORMATION

The item was removed from the Consent Agenda and the San Francisco Municipal Transportation Agency (SFMTA) staff was asked to present on the item.

Kate Breen, Director of Government Affairs at SFMTA, presented the item.

Chair Yee thanked Ms. Breen, Leah Shahum, founder and director of the Vision Zero Network and Megan Wier, former Director of Health, Equity & Sustainability at the Department of Public Health for their work on the California State Transportation Agency (CalSTA) Task Force.

Chair Yee asked if the SFMTA's effort to re-time traffic signals on various corridors including Pine and Bush Streets had been successful at slowing traffic speeds.

Ms. Breen said she would follow up and provide a response.

Chair Yee asked how the report had been received by the governor's staff and the state legislature.

Ms. Breen answered that the administration was sympathetic to the report's recommendations but said there was some resistance within the legislature.

Chair Yee asked about next steps for advancing the report's recommendations.

Ms. Breen answered that members of the task force were staying in communication with the governor's administration to develop a better understanding of the issues, especially with departments such as California Highway Patrol. She said SFMTA would continue working with the Vision Zero Network and the California City Transportation Initiative, the latter being a collaboration of the transportation agencies in the state's seven largest cities. She said demonstrating a nexus with issues arising from the COVID pandemic, such as excessive speeds on highways, might be helpful. Chair Yee agreed.

There was no public comment.

End of Consent Agenda

4. 2019 Fatalities Report – INFORMATION

Shamsi Soltani, Epidemiologist at the Department of Public Health, presented the item.

Chair Yee asked how traffic related deaths impacted the homeless population. Ms. Soltani answered that the primary impact was among pedestrians near freeway ramps and included a high number of those with mental health or drug illness.

Chair Yee asked about more recent data on fatalities, particularly during the COVID shelter-in-place duration. He said it seemed strange there were still so many fatalities despite the shelter-in-place order. Ms. Soltani responded that there was a lag between incidents and ability to obtain the data, so it was difficult answer the question. Ryan Reeves, Vision Zero Program Manager at the SFMTA, noted that the SFMTA had done some analysis of the initial period of shelter-in-place and did find a reduction in collisions. She said the SFMTA was looking to do additional analysis of the most recent months. She acknowledged Chair Yee's observation of increased speeding and said SFMTA had collected data along certain corridors to compare speeds before and after the shelter-in-place order. Chair Yee said he would be interested in the result, along with recommendations on appropriate strategies to address problems identified.

There was no public comment.

5. Daylighting Program Update – INFORMATION

Ryan Reeves, Vision Zero Program Manager at SFMTA, presented the item.

Chair Yee asked for clarification on the daylighting program work that had been delayed by the COVID pandemic.

Ms. Reeves answered that funding had previously been identified that would have allowed more of the proactive work but it was no longer available because of the re-prioritization of SFMTA funds in response to pandemic related revenue changes.

Chair Yee asked if any of the funding targeted for COVID response efforts could be used for daylighting.

Ms. Reeves answered that the project team was looking for sources to backfill the funding.

Commissioner Peskin asked about the source and amount of the original funding source.

Ms. Reeves answered the amount was around $300,000. Chava Kronenberg, Pedestrian Safety Program Manager at SFMTA, added that the original fund source was Educational Revenue Augmentation Funds.

Commissioner Peskin asked if the Traffic Congestion Mitigation Tax (TNC Tax) could be an alternative source of funds. Ms. Kronenberg said SFMTA staff would work with Transportation Authority staff to explore if TNC Tax funds could fund the project.

During public comment, Stephen Bingham with Families for Safe Streets commented that there did not seem to be enough urgency on the project, and that the City should take advantage of the reduced traffic during shelter-in-place. He also expressed support for reduced speed limits.

6. Vision Zero Proactive Traffic Calming Update– INFORMATION

Damon Curtis, Traffic Calming Program Manager at SFMTA, presented the item.

Chair Yee asked about the funding available for this traffic calming program. Mr. Curtis answered that the annual amount of programming was about $750,000 in Prop K sales tax funds.

Chair Yee asked for confirmation that this funding did not include traffic calming improvements approved as part of individual capital projects. Mr. Curtis confirmed that funds for the application-based traffic calming program and other stand-alone projects were programmed separately. He clarified that the Proactive Traffic Calming Program was based on planning and analysis done by the Department of Public Health to identify the locations of populations vulnerable to traffic collisions, rather than on applications.

Chair Yee asked how the project team identified the community groups with which to work on identifying locations for traffic calming treatments. Mr. Curtis said the project team had ongoing relationships with many community groups and worked with district supervisors to identify community groups for outreach.

Jamie Parks, Director of Livable Streets at SFMTA, added that SFMTA worked closely with community groups representing vulnerable populations. Mr. Parks said SFMTA planners identified vulnerable communities using the Department of Public Health's "heat map" and then developed an outreach strategy targeting the critical community groups.

Chair Yee asked if the SFMTA evaluated the effectiveness of the treatments implemented. Mr. Curtis answered that SFMTA's Livable Streets division had a robust performance evaluation program, and traffic calming measures were included in that program.

During public comment Stephen Bingham with Families for Safe Streets commented that the SFMTA could implement traffic calming projects quickly and inexpensively through quick-build type measures. He said the shelter-in-place period was an opportunity that should be pursued with a sense of urgency.

Richard Rothman, outer Richmond resident, noted that speeding was a serious problem on Fulton Street. He said that implementation of safety improvements on Fulton Street was taking too long and suggested that agencies should coordinate to speed up the process.

Following public comment, Commissioner Peskin invited Anna LaForte, Deputy Director for Policy and Programming at the Transportation Authority, to speak about funding for the Proactive Traffic Calming Program.

Ms. LaForte explained that the Transportation Authority Board had programmed $750,000 per year for the Advancing Equity through Safer Streets Program, now known as the Vision Zero Proactive Traffic Calming Program, for the five-year period of Fiscal Year 2019/20 to Fiscal Year 2023/24. She said the first year of funding was allocated to the Central Richmond Traffic Safety Project. She said a portion the funding in the second year was being considered for bulb-outs at the Buchannan Mall, a recommendation of the community-based planning process in Western Addition. She said she looked forward to hearing more from SFMTA about other proposals for future years of the program.

7. Introduction of New Items – INFORMATION

There were no new items introduced.

8. Public Comment

During public comment, Jodie Medeiros, Director of Walk San Francisco, spoke on behalf of 20 organizations in the Vision Zero Coalition and said the group had sent letters to the Vision Zero Committee and Mayor Breed requesting that the City invest in alternative means of policing city streets. She said routine traffic stops disproportionately affected black, brown and indigenous communities, and that the Coalition was advocating for fair and proven enforcement solutions based on equity principles and policies to prevent traffic violence. She expressed appreciation for the SFMTA's advocacy for automated speed enforcement as a more effective and equitable approach to traffic enforcement. She also expressed her support for increased use of red light cameras as an enforcement mechanism. Ms. Medeiros noted her support for an alternative to the City's system of fines for traffic infractions, which she said could be punitive and inequitable. Finally, she encouraged the Vision Zero Committee to re-commit to improving the safety of the High Injury Network.

Stephen Bingham seconded the comments by Ms. Medeiros and said that SFMTA could utilize non-uniformed civilian officers for parking and other minor traffic violations to reduce stress and risk for people of color during minor ticket violations.

Richard Rothman said the $225 fee required to appeal a decision of SFMTA Traffic Calming staff to the Board of Supervisors was too high. He suggested that appeals go to the SFMTA Board first.

9. Adjournment

The meeting was adjourned at 2:31 p.m.

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VISION ZERO SF

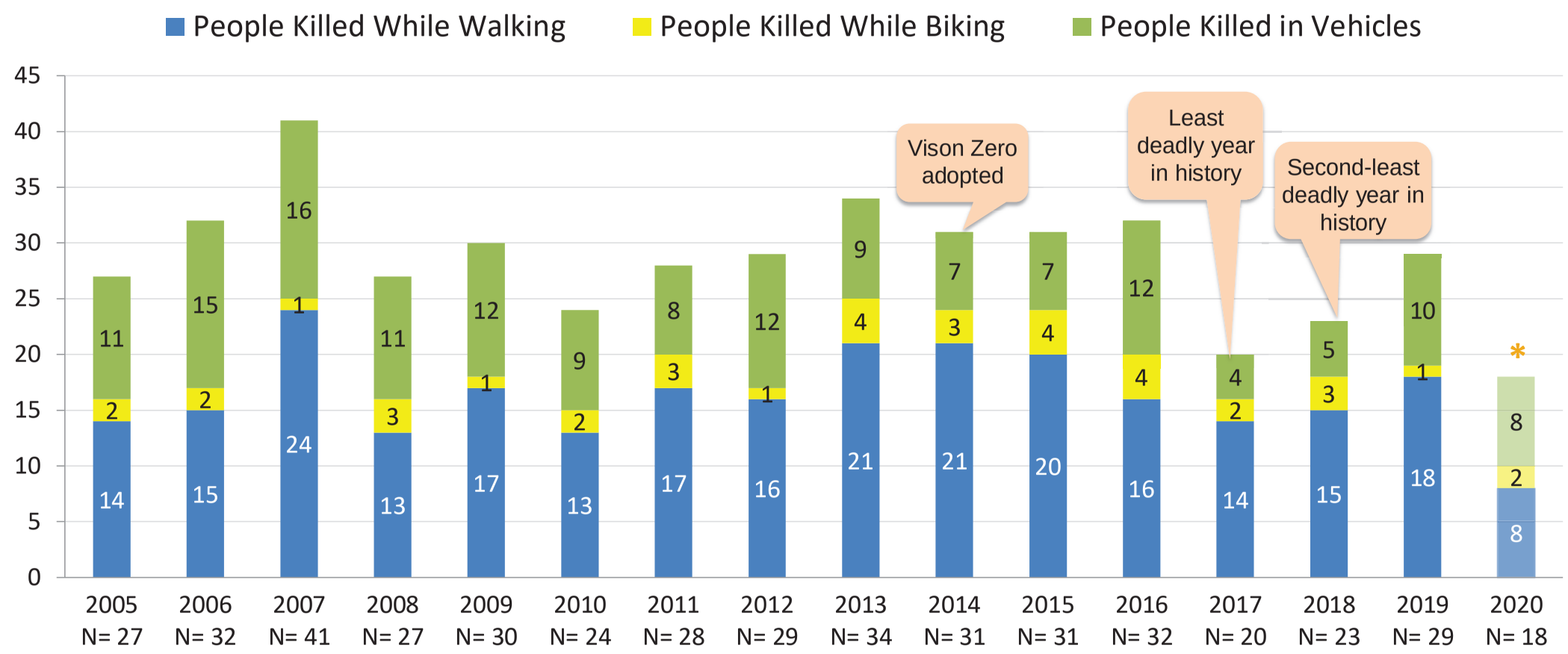
Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.

VISION ZERO: PROGRESS REPORT SEPTEMBER 2020

September 29, 2020

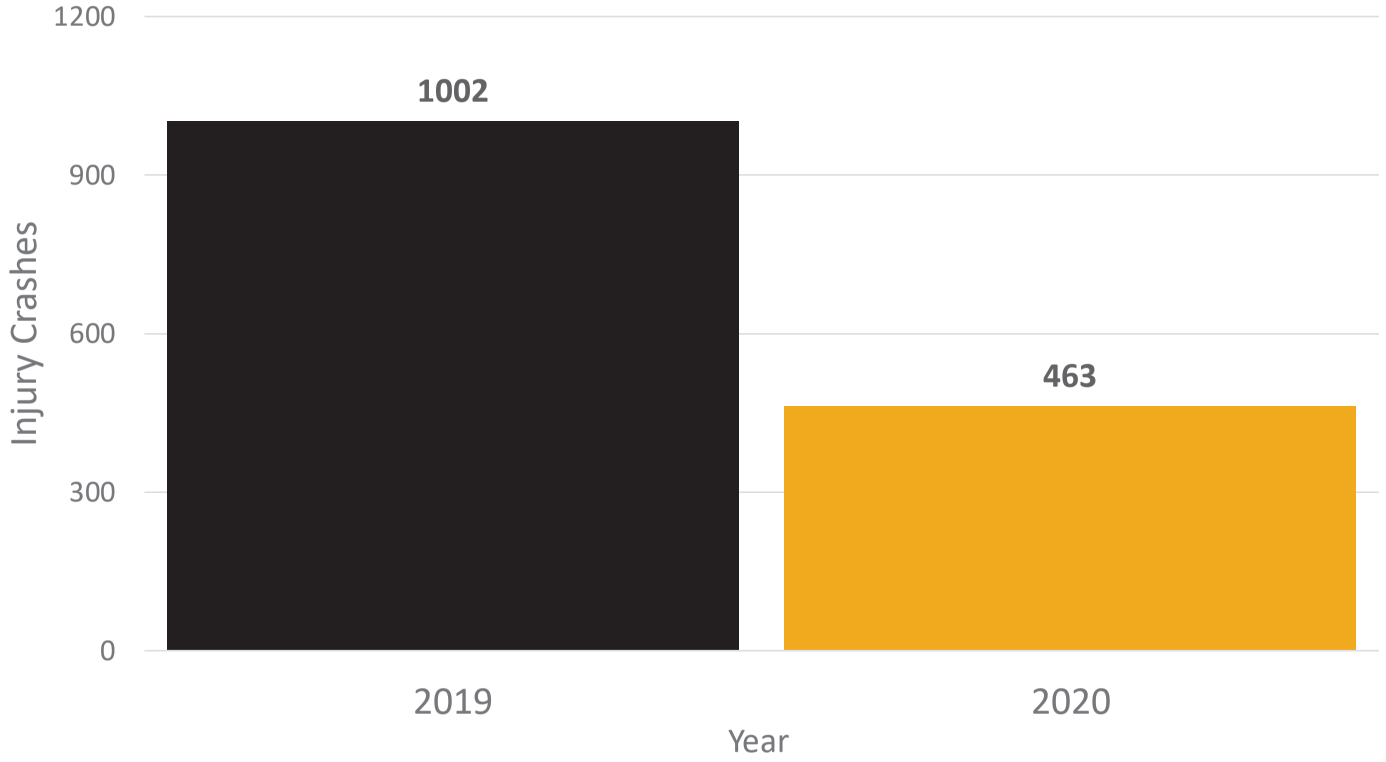
Ryan Reeves; Vision Zero Task Force Co-Char

TRENDS: WE HAVE MUCH MORE WORK TO DO TO SAVE LIVES



*2020 FATALITY COUNTS REFLECT VISION ZERO FATALITIES THROUGH AUG 31, 2020 – NOT FULL YEAR

REDUCTION IN SFPD REPORTED INJURY COLLISIONS
MARCH 17 – JUNE 30
2019 VS 2020



Transportation Authority Vision Zero Committee

Community & City Vision Zero Task Force

San Francisco Vision Zero

Data & Inputs

Legislative Agenda

Safe Streets

Engineering complete streets projects

Traffic calming in neighborhoods

Safe People

Educating and raising awareness about street safety

Enforcing traffic laws

Safe Vehicles

Using technology to ensure a safe system

SFMTA

POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

SAN FRANCISCO POLICE

SAN FRANCISCO PUBLIC WORKS

SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

SF Environment

SAN FRANCISCO PLANNING DEPARTMENT

SFUSD

State Legislative Update

Zero Traffic Fatalities Task Force

- Continued collaboration amongst Task Force members
- Letter sent to CalSTA Secretary David Kim to encourage action on Task Force report recommendations

Safe Systems Approach to Speed Limit Setting

- New supporting research available from NACTO
- Research from Seattle demonstrates successful model

Automated Speed Enforcement

- Exploratory conversations about legislation next year
- New ASE guidelines expected from USDOT

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Data Systems

Legislative Agenda

Safe Streets

- Engineering complete streets projects
- Traffic calming in neighborhoods

Safe People

- Educating and raising awareness about street safety
- Enforcing traffic laws

Safe Vehicles

- Using technology to ensure a safe system

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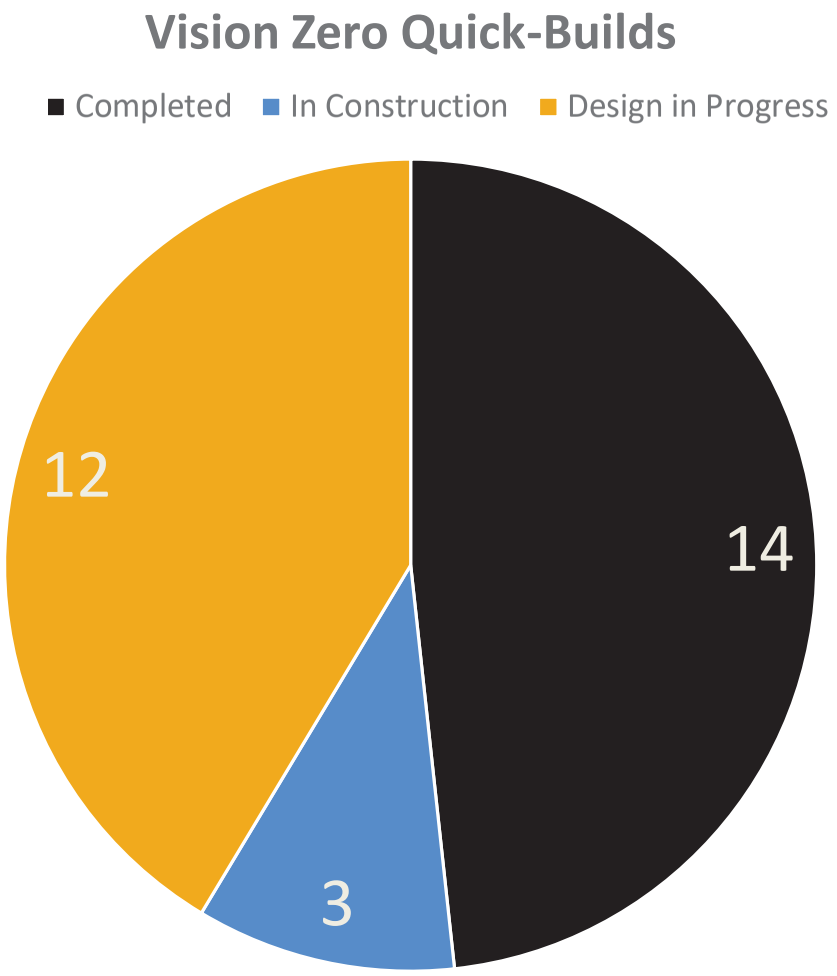
SAN FRANCISCO PLANNING DEPARTMENT

SFUSD

Quick-Builds: 2020 and Beyond

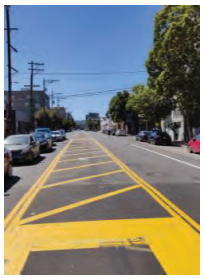
- **15 quick-build projects** in progress for implementation in 2020-2021.
- Implemented throughout the City in neighborhoods that have previously been underrepresented in traffic safety, such as the Bayview or the Excelsior.
- Will account for **over 50 miles of quick-build improvements** installed throughout San Francisco.

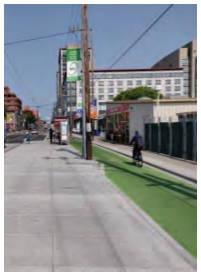


Projects to Date

Completed



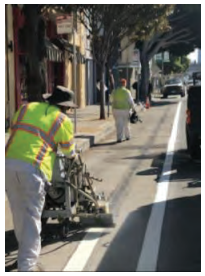





Construction



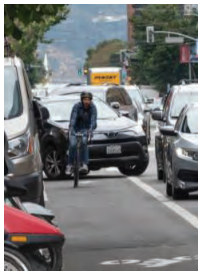


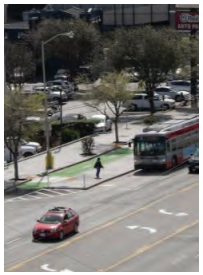
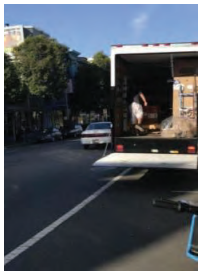

Projects to Date

Design

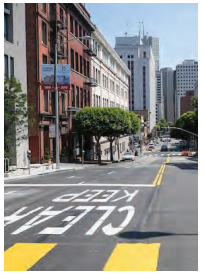








Evaluation

2019 Year-End Report Highlights

- Vehicle speeds decreased by 24% (6 mph) along 6th Street
- Bicycle use increased by 52% along 7th Street
- Double parking on Taylor Street was reduced by 100%

sfmta.com/safe-streets-evaluation-program

7th Street (before)

7th Street (after)

Funding

In 2019, we requested...

$5.2 million	Prop K	Design & Construction

In 2020, we are requesting...

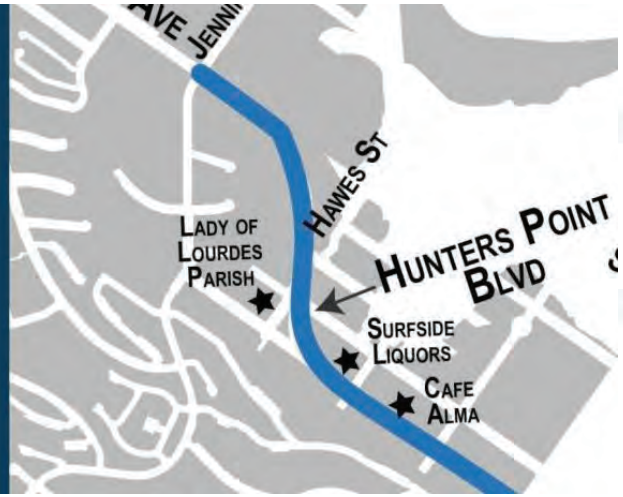
$3.4 million	Prop K & TNC Tax	Design & Construction

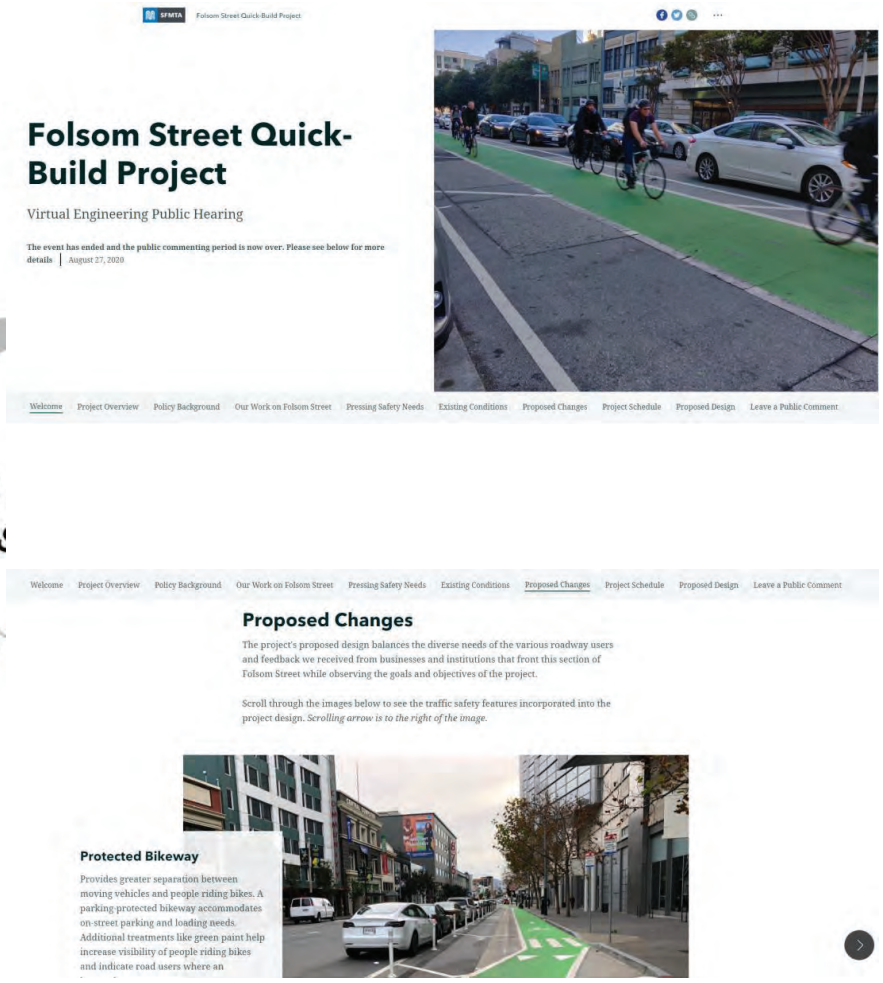
Overall, $20 to 30 million investment over 5 years

Public Outreach

Bayview Quick-Build Projects

Evans Avenue/Hunters Point Boulevard/Innes Avenue Open House





COVID-19 Response

SAFE STREETS: LOOK-AHEAD

- Daylighting (~500 intersections on High Injury Network)
- Slow Senior Zones
- Red Light Cameras

RED LIGHT CAMERA EXPANSION

- Gough at Market (eastbound)
- Golden Gate at Franklin (eastbound)
- Presidio at Masonic (northbound)
- Masonic at Fell (northbound)
- Franklin at Lombard (northbound)
- Divisadero at Oak (southbound)
- Gough at Oak (southbound)
- Harrison at 6th (westbound)

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OUTREACH ON HOLD DUE TO COVID

- Street team outreach, including:
  - Sunday Streets
  - Walk to Work Day
  - Bike to School Week
  - Bike to Work Day
- Post fatality outreach

SAFE PEOPLE: LOOK-AHEAD

Safer Intersections Campaign

Youth Art Exchange Collaboration

Motorcycle Safety Program

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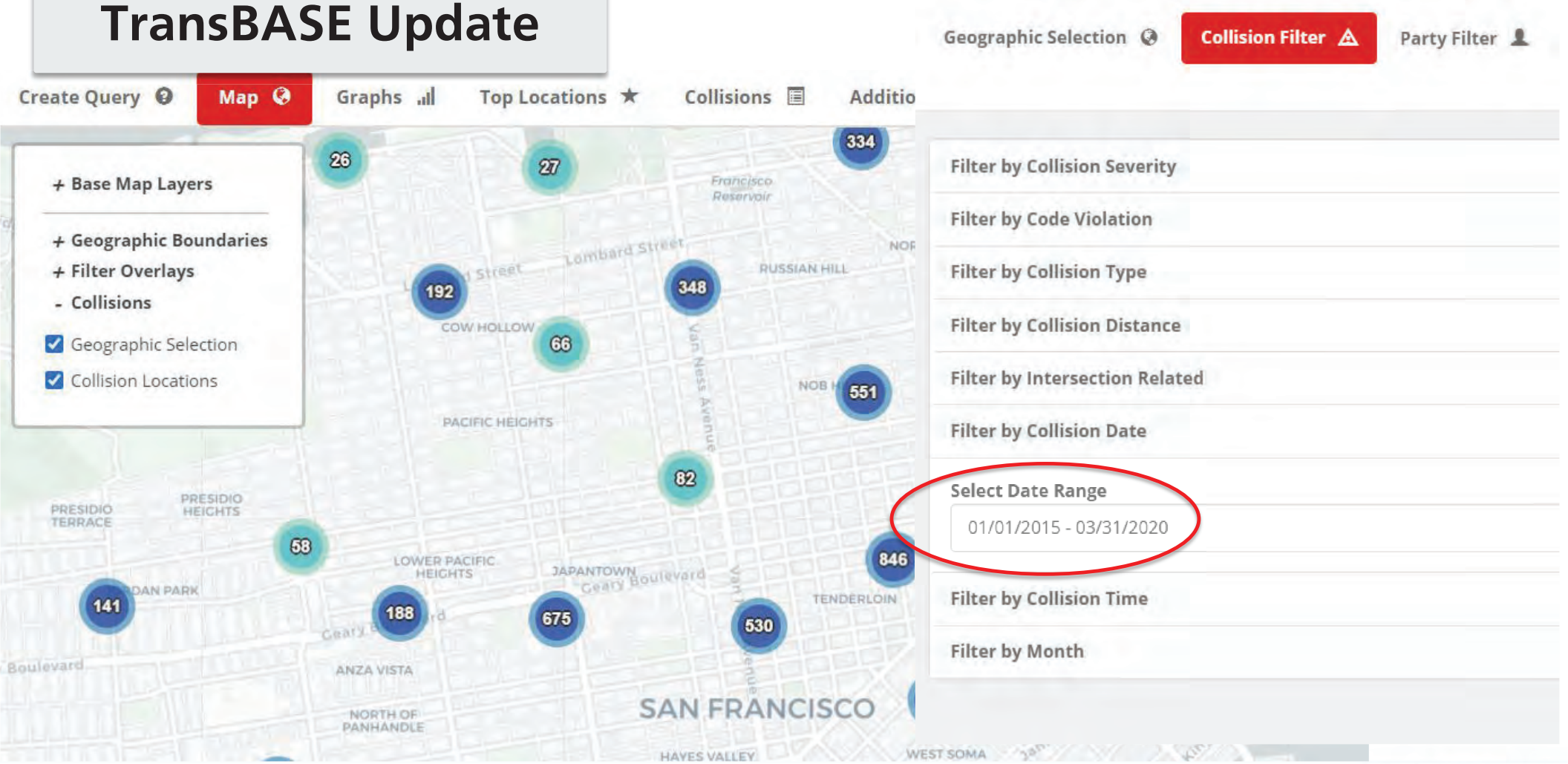
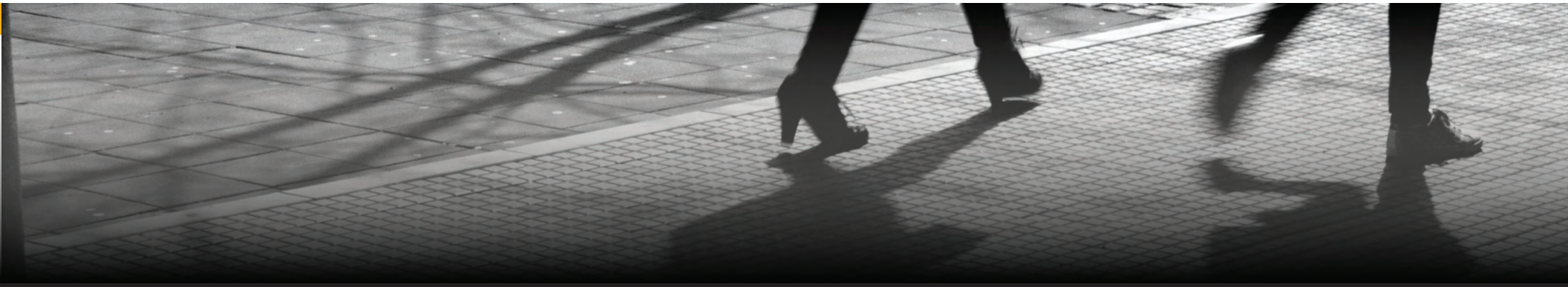
TransBASE Update





Thank you!

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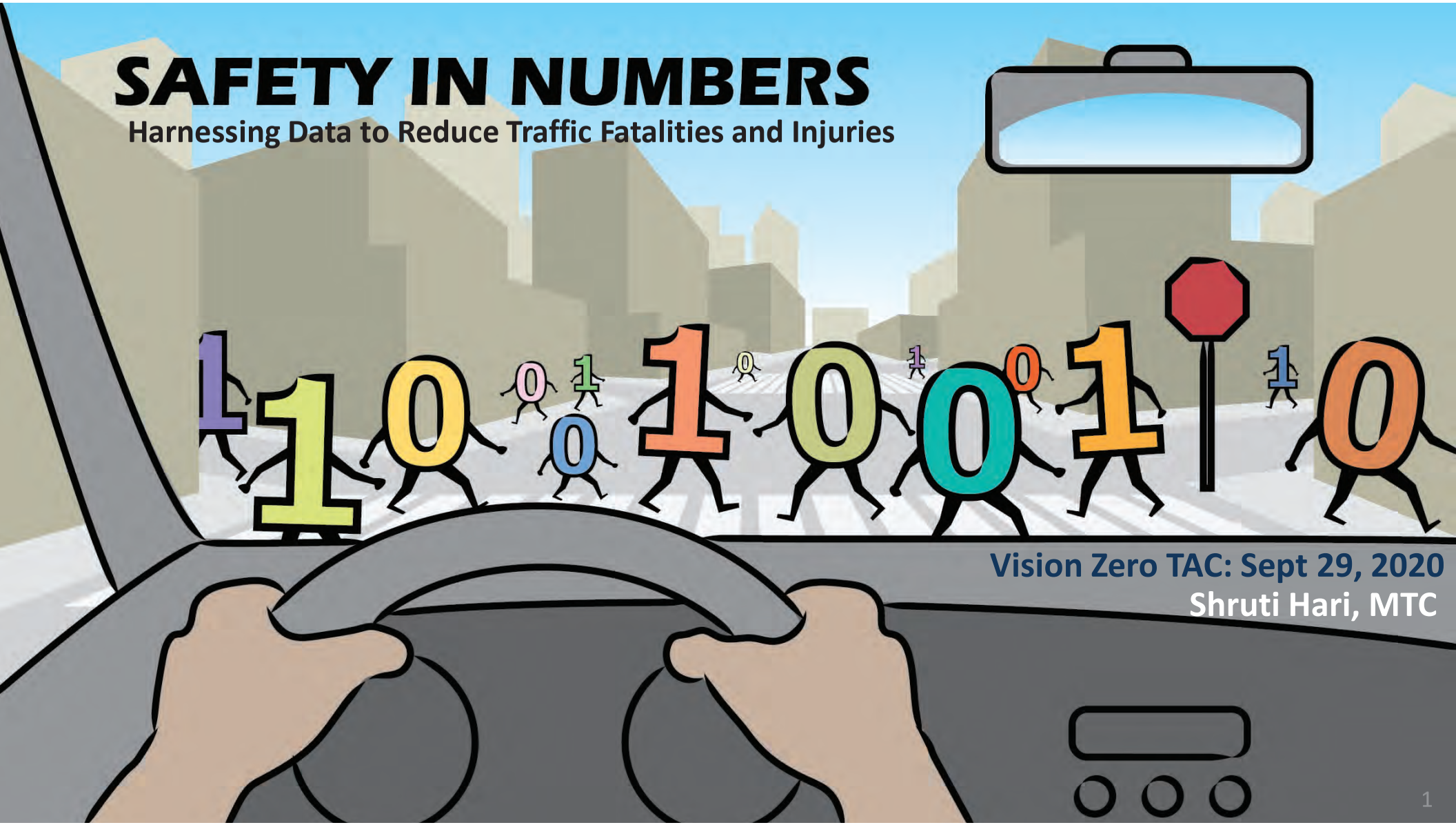
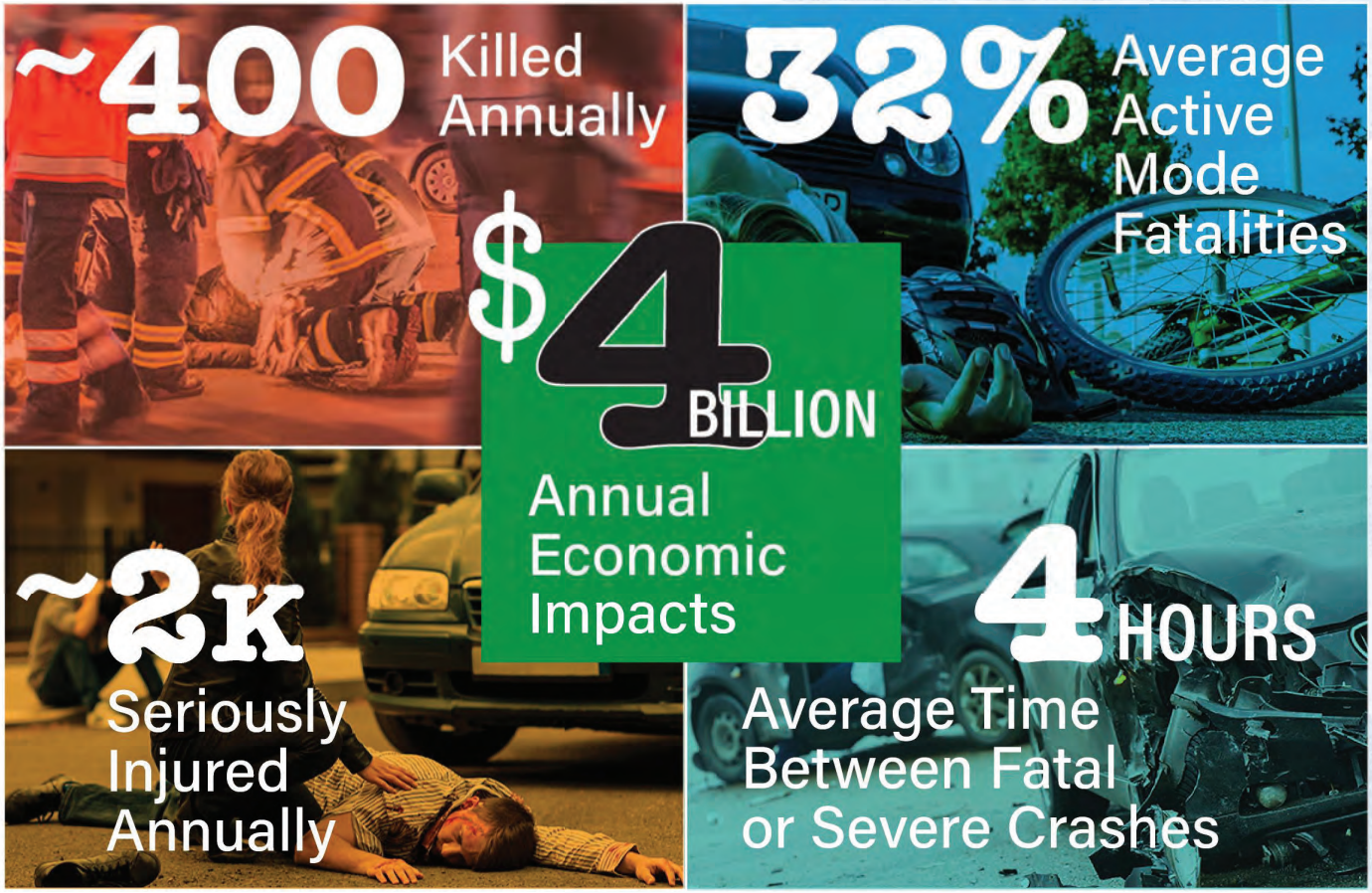

SAFETY IN NUMBERS
Harnessing Data to Reduce Traffic Fatalities and Injuries
Vision Zero TAC: Sept 29, 2020
Shruti Hari, MTC
1

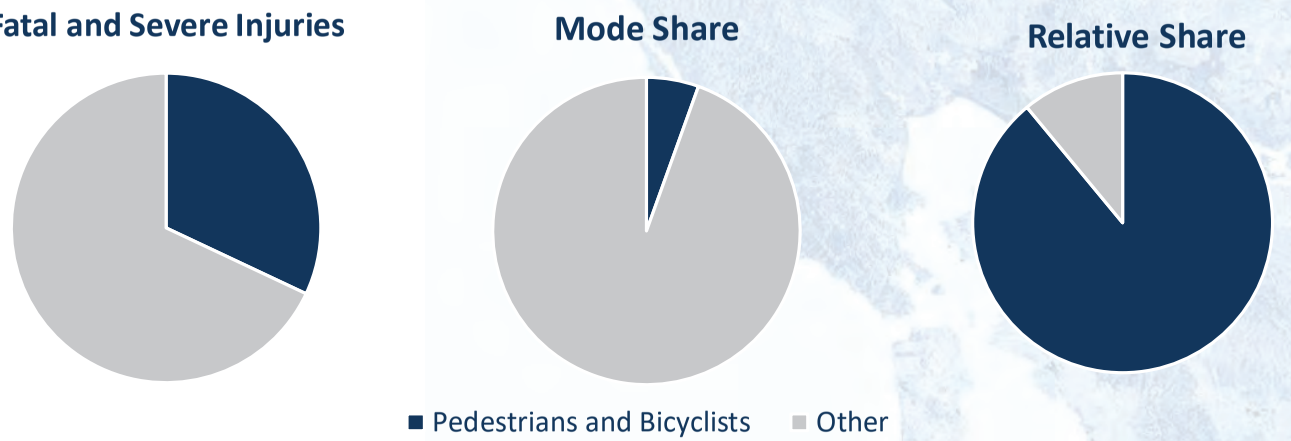
Why We Need to Act Now



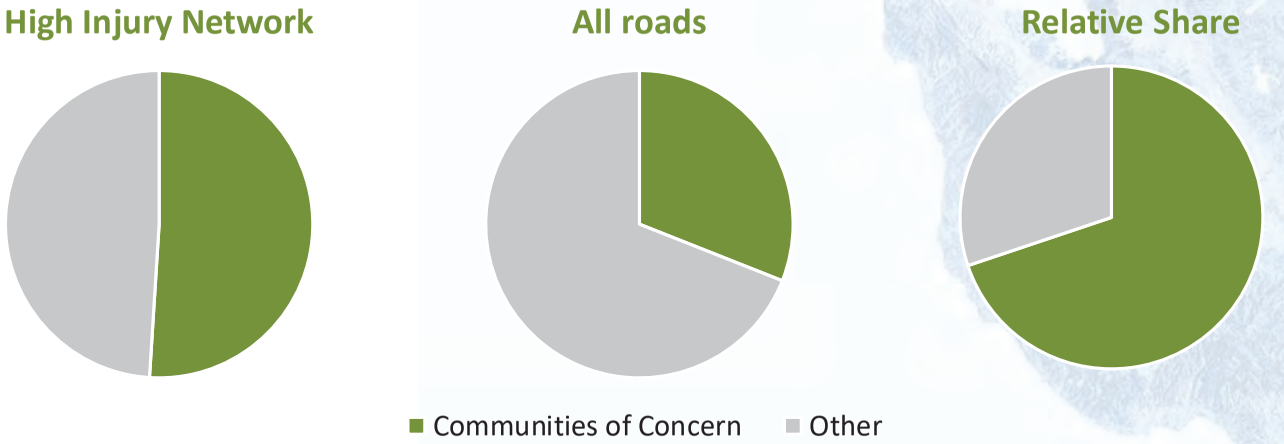
Data Source: TIMS, SWITRS, FARS, SFDPH, NHTSA; 2008-2019

Why We Need to Act Now

Active modes are disproportionately represented.



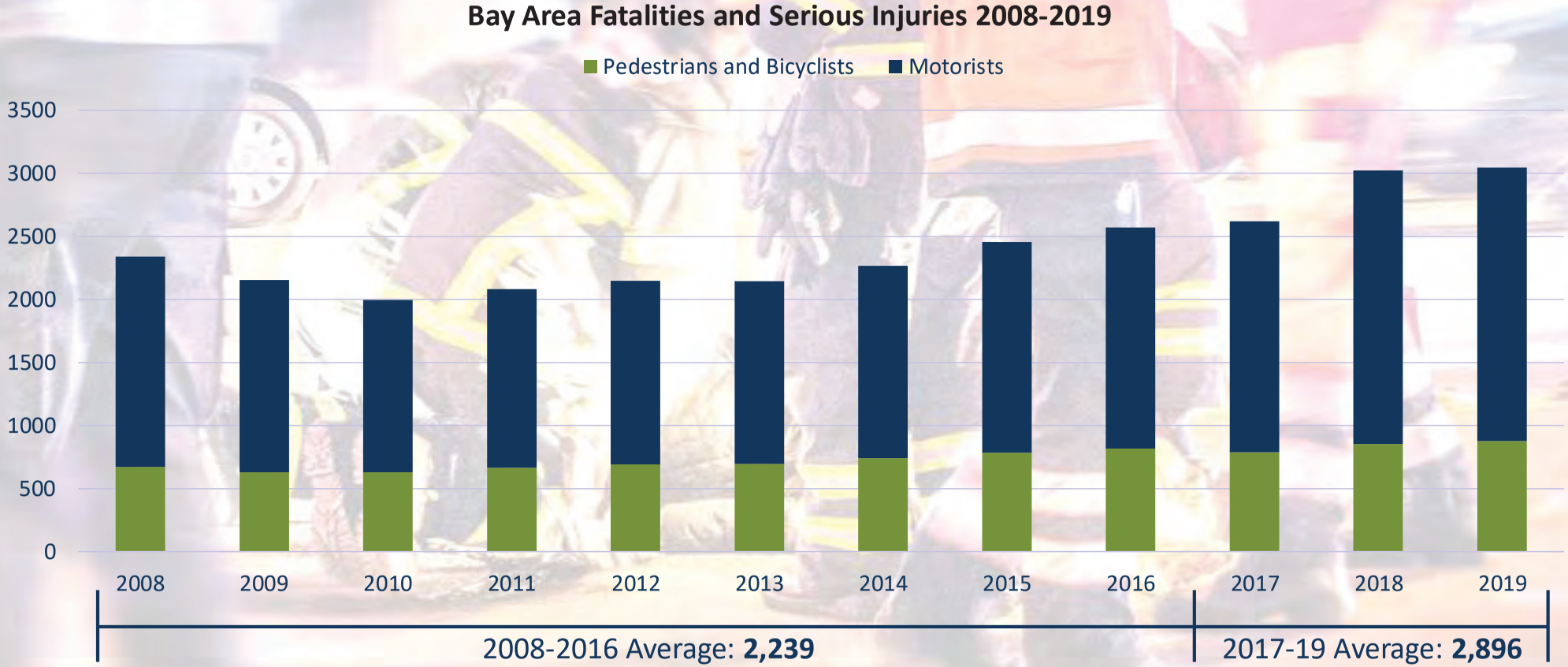
Communities of concern are disproportionately represented.



Data Source: TIMS, SWITRS, FARS, SFDPH; 2008-2019

ASSOCIATION OF BAY AREA GOVERNMENTS
METROPOLITAN TRANSPORTATION COMMISSION

Fatalities and Serious Injuries have increased over 50% since 2010



Data Source: TIMS, SWITRS, FARS

VISION ZERO

Why It's Important for MTC to Act Now

Federal/State Policies

- FAST Act requires MPOs to adopt Safety performance measures/targets
- MPO CERT Review
- HSIP funds to require Safety Plans for eligibility

Regional Leadership

- Plan Bay Area goals
- Caltrans/Cities look to MTC for safety leadership in region

Benefits

- MTC uniquely positioned to stimulate a regional collaborative process on safety
- Region-wide safety planning would supplement individual safety efforts and reduce duplication of costs
- More data and technical assistance will help jurisdictions get safety funding
- Traffic safety is an equity issue
- Incentivizes Active Transportation and consistent with other PBA goals

MTC Proposed Safety/Vision Zero Policy

Working together with our partner agencies, encourage and support equitable and data-driven actions towards eliminating traffic fatalities and serious injuries for the Bay Area region by 2030

MTC PROPOSED SAFETY/VISION ZERO POLICY

Principles & Actions

Regional Safety Leadership

- Encourage local jurisdictions to prioritize safety.
- Work towards aligning funding investments with safety goals.

Data Driven

- Regional safety data to inform safety policies, performance monitoring and target-setting.
- Serve as a regional safety data bank so cities can benefit from an integrated, reliable source of safety data.

Equity Focused

- Focus on equity and consider effects of any safety policies on communities of concern.
- Emphasize the concerns of all roadway users, including vulnerable users.

Evidence-based Policy and Legislation

- Support legislation and policy grounded in research and evidence.

Education and Engagement

- Engage with key stakeholders for safety policy development and implementation.
- Conduct public outreach and provide education and technical assistance for local jurisdictions.

MTC'S ROLE – REGIONAL SAFETY STRATEGIES

Policy Initiatives

- Encourage policies to foster culture of safety
- Align funding policies with safety goals
- Support safety legislation

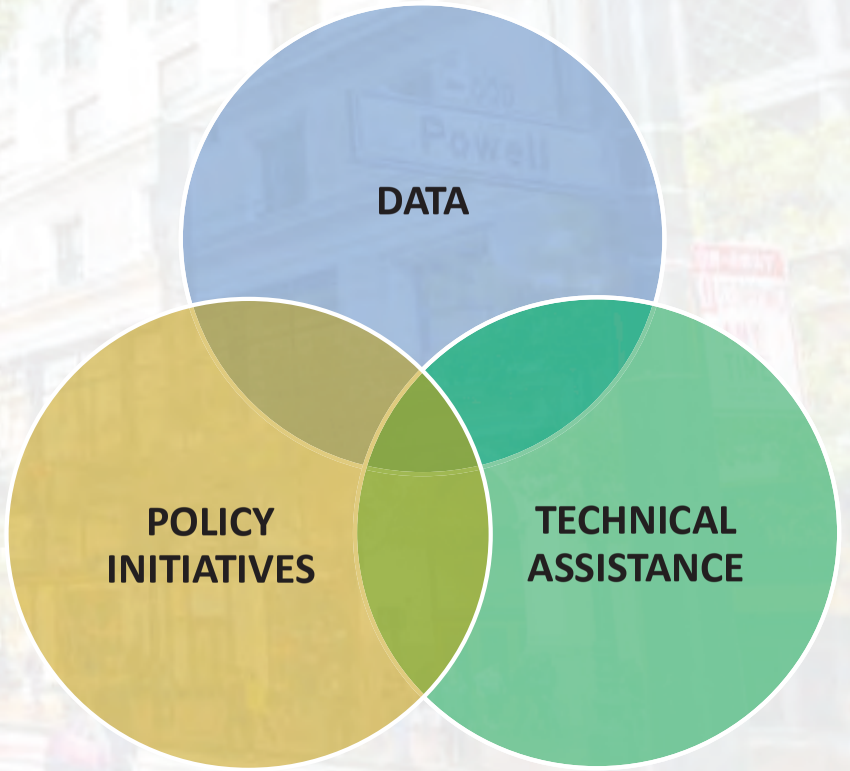
Data

- Consistent and reliable source of safety data
- Incorporate equity considerations
- Analyze traffic safety region-wide

Technical Assistance

- Analytical toolkit and safety best practices
- Funding advocacy for region
- Public outreach and education

Regional Focus and Input



Regional Safety Data System – Starting soon!

Environmental Data

- Roadway Infrastructure
- Traffic Volumes
- Community
- Demographics
- Land Use
- Health
- Education

Crash/Injury Data

- Time
- Severity
- Collision Factors
- Sobriety
- Age & Gender
- Type of Vehicle
- Movement

Policy Toolbox
(Targeted Implementation)

Regional Safety Data System

REGIONAL SAFETY – STEPS TAKEN SO FAR

1. **Safety Data Integration Peer Exchange**
   - Partnership with FHWA
2. **Coordination with Cities/CMAs**
   - Need for regional safety data, safety advocacy, regional safety campaigns and safety funding
3. **Awarded State Funding for Safety Effort**
   - $500,000 in SSARP funds for a Regional Safety Data System and a Safety Report
4. **Adopted 2019 & 2020 regional safety targets**
   - In line with Towards Zero Deaths by 2030 for fatalities
5. **PDA Connected Communities Requirement**
   - Incentivized jurisdictions to adopt a Safety/VZ action plan to support growth in PDAs with limited transit

THANK YOU.

For more information contact:
Shruti Hari, *shari@bayareametro.gov*

REPORTING THE RESULTS

SAFE STREETS EVALUATION
2019 YEAR-END REPORT

AGENDA

Top Takeaways

Prioritizing People

Better Biking

Pushing the Envelope

But How Do You Feel?

Next Steps

Key Findings

Protected bike facilities increase bicycle ridership, decrease blockages of the bike lanes, and nearly eliminate mid-block vehicle- bike conflicts such as near-dooring incidents.

Corridor-wide pedestrian safety projects are reducing vehicle speeds and improving loading experiences.

Proactive, neighborhood-wide traffic calming is leading to reduced vehicle speeds.

Separated bike signals greatly reducing vehicle - bike interactions and close calls.

Quick-build projects cost a fraction of large capital projects, can be swiftly implemented, and are extremely effective.

We heard from a wide range of voices that while we have some things to improve on, new and improved bicycle and pedestrian facilities **make people feel safer and more comfortable.**

Lessons Learned

Partially raised bikeways, especially on commercial corridors, may still require additional barriers to stop vehicles from entering.

Without the right signal timing and enforcement, some sequential bike signals have issues with compliance.

Left turn restrictions need enforcement.

Large capital streetscape projects have long timelines and high price tags. **Large capital projects should be accompanied by quick- build efforts to implement changes as soon as possible.**

We need more reporting on equity. While we improved our survey methods and techniques to better represent a wider demographic and socio-economic range of users, our program must go further.

PRIORITIZING PEOPLE

VEHICLE SPEEDS

2ND STREET IMPROVEMENT

13% decrease in 85th percentile speeds (from 28 to 24mph)

POLK STREETSCAPE PROJECT

16% decrease in 85th percentile vehicle speeds (from 20 to 18 mph) on northbound Polk Street

6TH STREET PEDESTRIAN SAFETY QUICK-BUILD PROJECT

21% decrease in 85th percentile speeds

VEHICLE SPEEDS

EXCELSIOR NEIGHBORHOOD TRAFFIC CALMING

18% reduction in the average number of vehicles traveling over 20mph

13% reduction in 85th percentile speeds at ten different streets where humps were installed

GOLDEN GATE PARK TRAFFIC SAFETY

The number of vehicles traveling over 30 mph fell by **42% park-wide**

8TH AVENUE NEIGHBORWAY

18% decrease in the 85th percentile speeds (5 mph)

JOHN MUIR BLVD. RAISED CROSSWALKS

85th percentile speeds fell by **14 mph** or from 43 to 29mph.

LOADING BEHAVIOR

SAFER TAYLOR

Before:

40% of loading occurred through double parking

After:

100% reduction in double parking due to large buffers and ample floating loading zones

5% reduction in loading time

6TH STREET

9% reduction in double parking

76% reduction in loading time

VALENCIA STREET

No close calls observed at a new school passenger loading island

MASONIC AVENUE

No close calls observed at the transit boarding island

YIELDING BEHAVIOR

SAFER TAYLOR

In the west crosswalk at Taylor and Ellis, the number of vehicles yielding to pedestrians during the morning peak increased by **58%** and close calls dropped from **14 to 0**

Overall, the number of vehicles yielding to pedestrians increased by an **average of 25%** on both Taylor and Ellis and Taylor and Geary Streets

VEHICLE TRAVEL TIME

POLK STREETSCAPE

Vehicle travel time on Polk Street (McAllister to Union Streets) increased by an average of **3.4 minutes** during the morning peak

SAFER TAYLOR QUICK-BUILD

Increase of approximately **35 seconds** in the morning peak

6TH STREET PEDESTRIAN SAFETY QUICK-BUILD

Vehicle travel time increased by **1.6 minutes** in the morning peak

BETTER BIKING

BIKE COUNTS

VALENCIA STREET PILOT

49% increase in bike volumes during the evening peak commute hours (from 423 to 631 cyclists on average)

7TH STREET QUICK-BUILD

Up to a **52% increase** in the evening peak commute hours (from 129 to 197 cyclists)

Townsend to 16th Streets

BLOCKING THE BIKE LANE

VALENCIA STREET PILOT

90% of loading is taking place in the floating loading zones.

Floating loading zone usage has steadily increased and double parking/blocking the bike lane has decreased.

.

2ND STREET IMPROVEMENT

91% reduction in bikeway blocking

Market to Harrison, after posts installed

VEHICLE-BIKE CONFLICTS

VALENCIA STREET PILOT

99% decrease
in mid-block vehicle/bike interactions, and a complete reduction in observed near-dooring incidents

29% reduction
in close calls (7 to 5) after a bike signal was installed at Duboce and Valencia

POLK STREETSCAPE

91% decrease in number of interactions between right turning vehicles and through bicycles (35 to 3) at Polk and Geary Streets after a mixing zone was converted to a bike signal

Close calls **dropped from 11% at the mixing zone to .7%** at the new bike signal.

SEPARATED BIKE SIGNALS

81% of people biking complied with separated signals

.

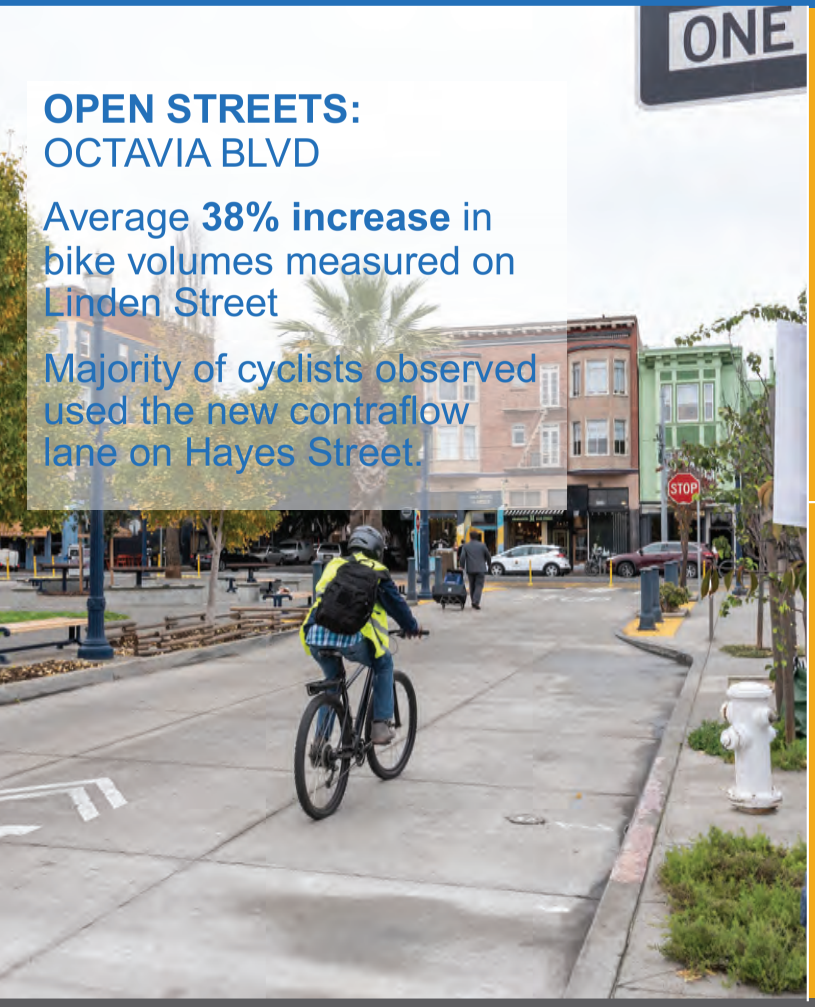
92% of people driving complied with separated signals

89% decrease in interactions between right-turning vehicles and through bicyclists after the conversion of a mixing zone to a bicycle signal

90% reduction in close calls at observed mixing zones that were upgraded to separated bicycle signals (from 53 to 5 close calls)

PUSHING THE ENVELOPE

INNOVATIVE DESIGN



OPEN STREETS:
OCTAVIA BLVD

Average **38% increase** in bike volumes measured on Linden Street

Majority of cyclists observed used the new contraflow lane on Hayes Street.

TWO-WAY BIKE FACILITIES:
INDIANA STREET
Overall ridership increased and 22 cyclists were observed traveling southbound legally in the new dedicated two-way bike lane

BIKE POSITIONING AND SPEED HUMPS:
8TH AVENUE
Most cyclists (more than 80%) are choosing to use the slits as intended

BUT HOW DO YOU FEEL?

SURVEY RESULTS

VALENCIA PILOT

82% of people riding bikes reported great improvement in their sense of safety, followed by 30% of people who walk.

MASONIC STREETSCAPE

82% people who walk
90% of transit users
80% of people who bike
reported a more positive experience after the public realm improvements

WHAT'S NEXT?

Program goals for 2020 include:

Continue to evaluate street safety projects while also reflecting changes to the transportation field in the wake of the COVID-19 pandemic

Further diversify survey techniques and methodologies

Incorporate new evaluation metrics to report on equity and how projects are serving the community

Create a publicly accessible dashboard of metrics, data, and findings

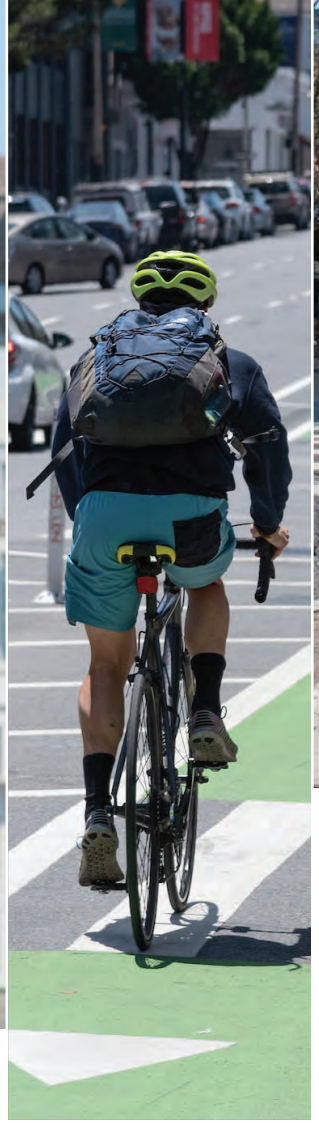
Communicate findings regularly to public and stakeholders

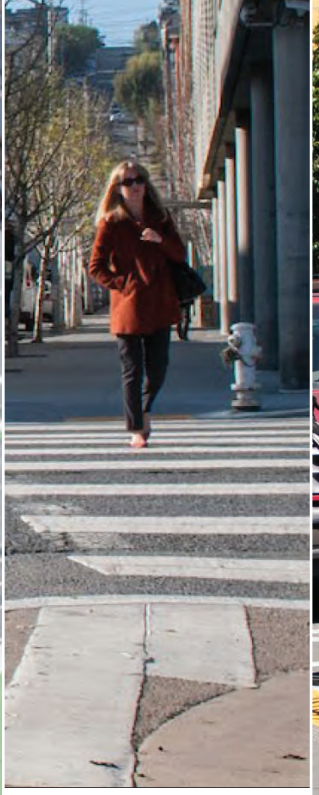
Advance data collection techniques

THANK YOU!

www.sfmta.com/safestreetsevaluation

2019





REPORTING THE RESULTS

SAFE STREETS EVALUATION

2019 YEAR-END REPORT

SFMTA

VISION ZERO SF

2019

REPORTING THE RESULTS

SAFE STREETS EVALUATION
2019 YEAR-END REPORT

A NOTE FROM THE DIRECTOR OF TRANSPORTATION

Last May, the SFMTA published our first Safe Street Evaluation Report detailing our effectiveness in advancing the city's goals and Vision Zero efforts over the course of 2018. The program has grown to offer more insights into progress made and lessons learned; I am pleased to share our advancing work in the 2019 Safe Streets Evaluation Report.

Under the direction of Mayor London Breed and with support from the Board of Supervisors, in 2019 the SFMTA initiated the Vision Zero Quick-Build Program. The Quick-Build Program is a robust policy change, representing our agency's effort to quickly build pedestrian and bicycle safety improvements on the city's High Injury Network and make iterative design changes once implemented. These projects can be put in the ground in as little as 10% of the time and cost of many traditional design-build projects – and we can't afford that time or money. San Franciscans need safer streets, right now. The Program has also proved invaluable in helping the agency respond to the COVID crisis and making our street design work more equitable and responsive to communities most impacted by the intertwined crises of COVID, traffic deaths, and structural racism.

A key part of the Quick-Build Program is a commitment to evaluating these fast-tracked projects so we can make the right changes as we learn more; quick-build projects such as the 6th Street, 7th Street, Taylor Street, and Indiana Street are assessed in this report. Similar to last year, the report also continues to discuss key findings from completed large capital projects and dozens of city-wide safety measures.

As we continue to innovate in street design in San Francisco, our city strives to be at the forefront of change and to lead the region and nation in transformative transportation policies and design. Please join me in reading this report and our commitment to making streets safer for all San Franciscans.

Jeffrey Tumlin

Initiated in 2017, the SFMTA's Safe Streets Evaluation Program tracks progress and measures performance for key traffic calming, bicycle, and pedestrian safety projects throughout San Francisco.

The goals of the Safe Streets Evaluation Program are to:

Inform refinements to project designs:

By collecting location-specific data related to transportation behaviors, project design elements are analyzed for their effectiveness and areas are targeted for refinement.

Communicate the effects of a project to the public, decision makers and other transportation professionals:

Evaluation results are shared with members of the public so they may understand the impact of the SFMTA's work on their experience of the city, or with decision makers who want to understand the effects of safety-related infrastructure investments.

Support the use of innovative design treatments:

Also referred to as "proof-of-concept," project evaluations are often used to analyze innovative design treatments that are new to San Francisco. The data associated with proof-of-concept project evaluations are used to demonstrate the applicability of national or international best practices to the local context.

Streamline the design of future projects that incorporate similar elements:

Project evaluations use consistent metrics and analysis techniques to allow for tracking trends over time.

1

MAKING PROGRESS

A citywide policy passed in 2014, Vision Zero is a commitment to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives.

Even with this important initiative, several cities across the nation have been seeing a rise in traffic fatalities. Every year in San Francisco, approximately 30 people lose their lives and more than 500 more are severely injured while traveling on city streets. While both the causes and the solutions may not be solely infrastructure changes—we must do all that we can to prevent traffic violence and implement safety changes as quickly as possible.

CALL TO ACTION

Under the direction of Mayor London Breed and with support from the Board of Supervisors, the SFMTA has developed a new quick-build initiative. **Quick-build projects are reversible, adjustable, traffic safety improvements that can be installed relatively quickly and are located on San Francisco's High Injury Network,** the 13% of city streets that account for 75% of severe and fatal injuries. Unlike major capital projects that may take years to plan, design, bid and construct, quick-build projects are buildable within weeks and months and are and are reviewed, evaluated, and adjusted for a 24-month period following initial construction.

Quick-build projects are fast installations that improve safety. They are bypassing much of the typical approval processes, with the caveat that **each fast-tracked project will be evaluated under the Safe Streets Evaluation Program, and changes will be made where needed.**

To meet this challenge, the Safe Streets Evaluation Program has adapted to evaluate more projects at a faster pace. This Year-End Report details the successes and lessons of completed quick-build projects together with our longer-term projects.

PROJECT LEVEL PROGRESS

In the last year, through both quick-build and longer-term projects, the SFMTA installed or upgraded **18 miles of bike lanes, including 9 miles of new protected bike lanes.** We also made **significant pedestrian improvements along many major corridors.** In 2018, we found that our investments create positive impacts across many metrics. We saw this trend continue in 2019 as we increased the amount of protected bike lanes, made more impactful, corridor-wide improvements for pedestrians, upgraded intersections to include separate bicycle signals, and installed neighborhood wide traffic calming measures. The SFMTA's **pedestrian, traffic calming and bicycle projects completed in 2019 are providing clear safety benefits.**

We are also learning what doesn't work. These lessons are summarized in the next section and are important tools in determining the scope of new projects.

Lastly, this report does not include collisions analysis. The purpose of the Safe Streets Evaluation Program is to understand project performance soon after projects are implemented. Collision level analysis will take place after projects have been in place for longer periods of time and can be correlated with mobility data to understand high-level trends.

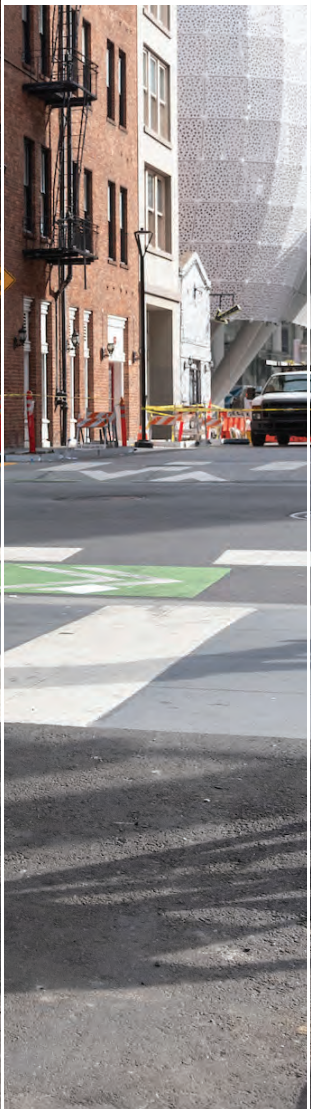
To find out more about the methodologies used and to see full project evaluation reports, please visit: sfmta.com/safestreetsevaluation

Alhambra
IN CASE OF
THIRST

2 TOP TAKEAWAYS

Key Findings and Lessons Learned

Much of the work the SFMTA undertook in 2019 is strongly supported by positive data trends. Our evaluations also revealed important lessons to carry forward in our work in 2020. Key successes, as well as lessons learned, are summarized in the following section.



Key Findings

The findings are clear; **protected bike facilities** increase bicycle ridership, decrease blockages of the bike lanes, and nearly eliminate mid-block vehicle-bike conflicts such as near-dooring incidents.

Through introducing **corridor-wide pedestrian safety projects,** we are reducing vehicle speeds and improving loading experiences.

Proactive, neighborhood-wide traffic calming is leading to reduced vehicle speeds and may help prevent future severe injuries and fatalities, especially on residential streets.

Separated bike signals are doing their job by greatly reducing the probability of people driving and people riding bikes interacting and significantly reducing close calls.

Quick-build projects cost a fraction of large capital projects, can be swiftly implemented, and are extremely effective.

We heard from a wide range of voices that while we have some things to improve on, new and improved bicycle and pedestrian facilities **make people feel safer and more comfortable.**

Lessons Learned

Partially raised bikeways, especially on commercial corridors, are not successful. After the first phase of the 2nd Street Improvement Project was installed, vertical posts had to be added to the raised bikeway to prevent motorists from blocking the bike lane. On Masonic Avenue (a largely residential corridor), loading violations occur with less frequency but people driving do at times mount and block the raised bikeway.

Without the right signal timing and enforcement, some sequential bike signals have issues with compliance. Both bicycle and vehicle compliance are low at the four new separated bike signals on lower Polk Street and will require both changes to signal timing and increased enforcement.

Left turn restrictions need enforcement. While compliance is relatively high in locations where left turns were restricted, many people driving still make the turn. To amplify this safety improvement, turn restrictions need enforcement during peak congestion times.

While providing clear public realm benefits and a variety of safety improvements, large capital streetscape projects have long timelines and high price tags. **Large capital projects should be accompanied by quick-build efforts to implement changes as soon as possible.**

We need more reporting on equity. While we improved our survey methods and techniques to better represent a wider demographic and socio-economic range of users, our program must go further. We lack metrics that specifically measure equity and inclusivity of both the process and product.


STATE
LAW
YIELD
TO
WITHIN
CROSSWALK

3 PRIORITIZING PEOPLE

Pedestrian Safety

Much of SFMTA's engineering efforts in the past year have been directed towards protecting the most vulnerable users of our streets—pedestrians. **The SFMTA completed several corridor safety projects that reduced vehicle lanes and introduced pedestrian improvements. Results from these projects include reduced vehicle speeds, improved loading experiences, and minimal impacts to vehicle travel times.**

In addition to corridor improvement projects, the SFMTA has also completed a series of neighborhood-wide traffic calming projects that included new speed humps, raised crosswalks, and correlating pavement markings. **This holistic approach to traffic calming is helping to proactively reduce speeds on residential streets.**

Vehicle Speeds

A primary goal of most of our safety projects is to reduce vehicle speeds, which is important as even small decreases in speed can dramatically increase the probability of surviving a collision. **In 2019, vehicle speeds were reduced on many arterial streets where we made significant safety changes, including vehicle travel lane reductions and striping improvements.** Most of these streets are on the High Injury Network.

The SFMTA also implements traffic calming measures such as speed humps and raised crosswalks to reduce speeds on residential corridors. After observing traffic calming projects completed in 2019, we have found **people driving are traveling at safer speeds on streets where humps and raised crosswalks are installed.**

6TH STREET PEDESTRIAN SAFETY QUICK-BUILD PROJECT

21% decrease
in 85th percentile speeds on average.

24%
reduction in 85th percentile vehicle speeds specifically at 6th Street between Market and Mission (from 25mph to 19mph).

POLK STREETSCAPE PROJECT

16% decrease
in 85th percentile vehicle speeds (from 20 to 18 mph on average) on northbound Polk Street after implementation.

2ND STREET IMPROVEMENT*

13% decrease
in 85th percentile speeds (from 28 to 24mph on average), on 2nd Street.

*Harrison to Market Streets

EXCELSIOR NEIGHBORHOOD TRAFFIC CALMING

18%

reduction in the average number of vehicles traveling over 20mph. Vehicles traveling over 30 mph fell **3.5%.**

13%

reduction, on average, in 85th percentile speeds at ten different streets where humps were installed

GOLDEN GATE PARK TRAFFIC SAFETY

The number of vehicles traveling over 30 mph fell by

42%

park-wide. The 85th percentile speeds decreased by **13%** on Martin Luther King Jr. Drive, and by **8%** on John F. Kennedy Drive.

8TH AVENUE NEIGHBORWAY

18%

decrease in the 85th percentile speeds (5 mph).

Vehicles are traveling at safer speeds on 8th Avenue, especially in the northbound direction.

89%

decrease in vehicles traveling between 30 and 40 mph; more people driving are traveling under 20 mph.
Comparing corridors, the 85th percentile speed on 8th Avenue is 6mph slower than both 7th and 9th Avenues.

GOLDEN GATE PARK TRAFFIC SAFETY

Thirteen raised crosswalks were installed in Golden Gate Park in 2019. At two observed crosswalks, vehicles yielding to pedestrians increased by an average of

21%

and close-call incidents have been reduced to almost zero.

JOHN MUIR BOULEVARD RAISED CROSSWALKS

Three sequential raised crosswalks were installed on a block of John Muir Boulevard near Lake Merced. The 85th percentile speeds fell by

14 mph

or from 43 to 29mph.

Loading Behavior

Overall, the SFMTA's safety projects are **improving the passenger loading experience by decreasing both double parking and loading duration.** Our safety projects have also installed several new passenger and transit boarding islands, introducing potential conflicts between pedestrians and bicyclists. **Across different projects we have found little to no conflicts between pedestrians and bicyclists at boarding islands.**

SAFER TAYLOR QUICK-BUILD

BEFORE:

40%
of loading occurred through double parking.

AFTER:

100%
reduction in double parking due to large buffers and ample floating loading zones.

5%
reduction in loading time.

6TH STREET PEDESTRIAN SAFETY QUICK-BUILD

9%
reduction in double parking.

76%
reduction in loading time.

VALENCIA STREET PILOT

No close calls

observed at a new school passenger loading island. While a high number of interactions take place between pedestrians and bicyclists at the island, the two parties yield to each other to prevent conflicts.

MASONIC AVENUE STREETSCAPE IMPROVEMENT

No close calls

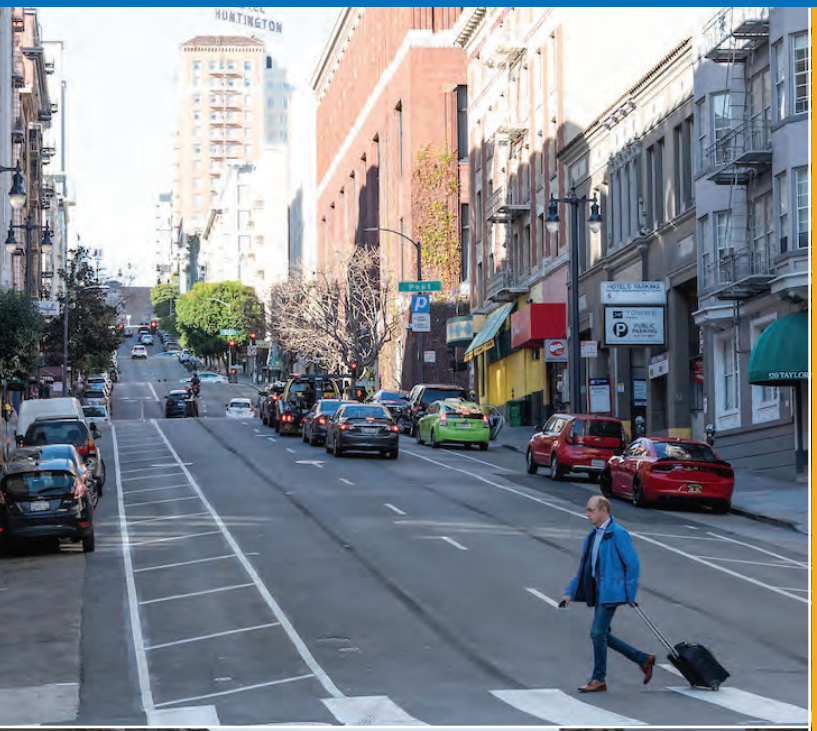
observed at the transit boarding island.The number of observed bicycle and pedestrian interactions were insignificant in comparison to the overall volume of foot and bike traffic.

LOOK AHEAD

The SFMTA is undertaking a quick-build project on California Street from Arguello Boulevard to Park Presidio Boulevard. There have been 57 injury collisions on this segment of California Street in the past five years, including four pedestrian-involved collisions. Changes will include a vehicle travel lane reduction, daylighting, high-visibility crosswalks, and pavement marking to improve safety for people of all ages.

Vehicle Travel Time

To achieve changes to pedestrian safety, many of our improvement projects reduce vehicle travel lanes and restrict turns. However, each project works to mitigate these impacts through additional loading zones, turn pockets, and changes to signal timing. To understand the impacts of both the tradeoffs and mitigation measures, vehicle travel time studies were conducted both before and after the implementation of three major corridor projects. **While travel times increased on Polk Street, changes to vehicle travel times were less impactful on both Taylor and 6th Streets within the project limits.**



POLK STREETSCAPE

Vehicle travel times on Polk Street from McAllister to Union Streets (1.3 miles) increased by an average of

3.4 minutes

during the morning peak.

Polk Street travel times may have been affected by ongoing construction on Van Ness Avenue, which runs parallel to Polk Street.

SAFER TAYLOR QUICK-BUILD

The project had little effect on vehicle travel time with an increase of approximately

35 seconds

in the morning peak hours.

6TH STREET PEDESTRIAN SAFETY QUICK-BUILD

The vehicle travel time increased by

1.6 minutes

in morning peak hours.

4 BETTER BIKING

Upgrading Our Bike Network

The SFMTA is upgrading and building more bicycle lanes every year, with a record amount of protected bicycle lanes and separated bike signals installed in 2019. In 2019, SFMTA installed protected lanes on Valencia Street, Polk Street, 2nd Street, Masonic Avenue, 7th Street, and other corridors. The quick-build initiative has led to further progress, with many of the new facilities completed in record time. We are building better and more protected bike lanes for one simple reason- we know they work.

Bike Counts

Mobility trends for of the protected bike lanes reveal **steady increases in bicycle ridership during commute hours.**

VALENCIA STREET PILOT

49%

increase in bike volumes during the evening peak commute hours after the pilot was installed (from 423 to 631 cyclists on average).

POLK STREETSCAPE

127%

increase in number of cyclists (from 63 to 141 cyclists on average) during peak commute hours.

7TH STREET SAFETY QUICK-BUILD*

Up to a

52%

increase in the evening peak commute hours (from 129 to 197 cyclists) at 7th and 16th Streets after installation.

*Townsend to 16th Streets

MASONIC AVENUE STREETSCAPE

387%

increase in bike volumes in the peak hours (from 23 to 112 on average). The highest increase occurred at Masonic and Geary, where peak volumes increased by 154 cyclists after the project was implemented.

Blocking the Bike Lane

Protected bike lanes increase safety by providing a physical barrier and preventing loading vehicles from stopping in the bike lane. However, there are often trade-offs with the protected facilities including reduced parking and loading. To minimize impacts, the SFMTA prioritizes commercial and passenger loading over general parking and increases loading on side streets. **Parking-protected bike lanes prevent blockage of the bikeway, and most loading is taking place in the designated loading zones.** We sometimes see exceptions to this when physical barriers cannot be installed due to driveways, or when fewer cyclists/bikes are present.

VALENCIA STREET PILOT

90%

of loading is taking place in the floating loading zones. Floating loading zone usage has steadily increased, while loading at other locations (i.e. double parking + bike lane) has decreased.

2ND STREET IMPROVEMENT*

91% reduction

in bikeway blocking.

*Harrison to Market Streets

POLK STREETSCAPE

64%

of loading events observed where vehicles are parking legally in loading zones at the curb during both the weekday and weekend. Illegal blocking of the bike lane does occur on Polk Street, but has been found to take place more frequently on the weekends when fewer people riding bikes are present.

LOOK AHEAD

The 5th Street Improvement Quick-Build project was completed in October 2019, installing protected bike lanes on the entire length of 5th Street from Townsend to Market Streets. The SFMTA will report on changes to bicycle ridership and yielding behaviors in the next annual report.

Vehicle-Bike Conflicts

Through our evaluations, the SFMTA has found that protected bike lanes not only lead to greater ridership and safer loading, but **also reduce or eliminate mid-block dooring conflicts**. Furthermore, when the protection continues through the intersections with the use of separated bike signals, we see **dramatic decreases in intersection conflicts, specifically right-hook conflicts.**

VALENCIA STREET PILOT

99%
decrease
in mid-block vehicle/bike interactions, and a complete reduction in observed near-dooring incidents.

67%
decrease
in number of interactions between right-turning vehicles and through bikes (from 60 to 20) at Duboce and Valencia Streets after upgrading a mixing zone to a separated bike signal.

29%
reduction
in close calls (7 to 5) after a bike signal was installed at Duboce and Valencia.

POLK STREETSCAPE

91%
decrease
in number of interactions between right turning vehicles and through bicycles (from 35 to 3 interactions) at Polk and Geary Streets after a mixing zone was converted to a bike signal.

Close calls dropped from 6 out of 55 vehicle right turns (11%) at the mixing zone to 1 out of 139 right turns (.7%) at the new bike signal.

Left Turn Compliance

Left turn restrictions can reduce the probability of left-turning vehicles conflicting with a pedestrian or bicyclist in the adjacent crosswalk or bike lane. The SFMTA systematically implemented restrictions in some of our larger streetscape projects, and results at two corridors reveal **relatively high compliance with the turn restrictions, with room for improvement.** Specifically, left turns on northbound 2nd Street from Harrison to Market Streets will be monitored to understand changes needed to improve compliance.

2ND STREET IMPROVEMENT*

99%

of vehicles complied with no left turn restriction in the southbound direction.

93%

of vehicles complied in the northbound direction.

*Harrison to Market Streets

MASONIC AVENUE STREETSCAPE

98%

of vehicles complied with the no left turn restriction during the AM-Peak on Southbound Masonic to Eastbound Oak.

Separated Bicycle Signals

Building on information from 2018, we have continued to evaluate the performance of a growing portfolio of separated bicycle signals. **We continue to see separated bike signals doing their job** by greatly reducing the probability of vehicles and bikes interacting and significantly reducing close calls.

Many existing mixing zones across the city were upgraded in 2019 to separated bike signals, including locations on 8th Street, Valencia and 2nd Street. **Observations show dramatic drops in interactions and close calls between vehicles and bikes.**

81%
of people biking complied with separated signals at observed locations.

92%
of people driving complied with separated signals at observed locations.

89%
decrease in interactions between right-turning vehicles and through bicyclists at the intersection after the conversion of a mixing zone to a bicycle signal.

90%
reduction in close calls at observed mixing zones that were upgraded to separated bicycle signals (from 53 to 5 close calls).

*Note: Polk Street signals are not included in this average as compliance was unusually low at Polk street locations. The SFMTA is making changes to signal timing and will re-evaluate compliance at a later date.


HOTEL MARKER
SPERO
TILDEN
GOLDEN GATE

5 PUSHING THE ENVELOPE

Innovative Design

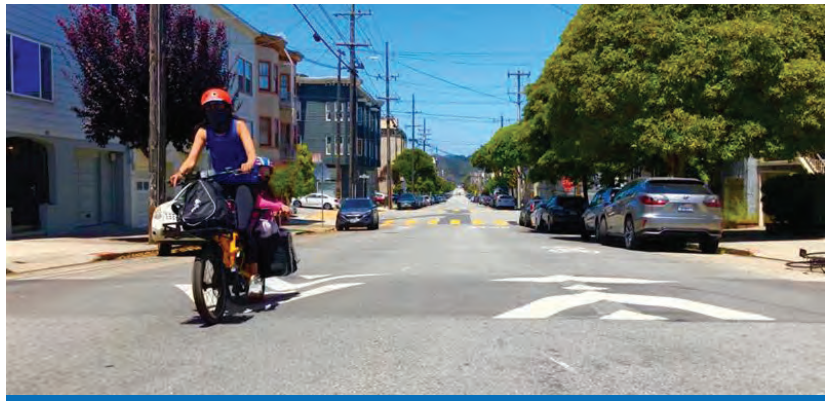
The SFMTA continues to test new ideas to increase safety on our streets. Over the past year we have installed a short two-way bike facility and are planning others; we have closed streets to vehicular traffic while keeping them open to transit, people walking, and bikes; and we have made small changes to our speed hump designs to make them more bike-friendly.

Two-Way Bike Facilities

On Indiana Street from 23rd to 25th Streets, the SFMTA installed a short two-way bike facility where southbound illegal bike riding and riding on the sidewalk frequently occurred. Prior to the project, 15 cyclists were observed traveling illegally southbound on Indiana north of 25th Street. After the project was installed, overall ridership increased and 22 cyclists were observed traveling southbound legally in the new dedicated two-way bike lane. **The new two-way bike lane on Indiana Street provides protection for movement that was illegally taking place and allowed for an increase in overall bicycle ridership.**

Open Streets

As part of the Octavia Boulevard Enhancement Program, the SFMTA has closed one block of Octavia Street - between Linden and Hayes streets - to vehicular traffic to create safer travel conditions around Patricia's Green. Additional changes include a new contraflow bike lane on Hayes Street adjacent to Patricia's Green. **As a result, there was an average 38% increase in bike volumes measured on Linden Street,** and more than half of the cyclists observed used the new contraflow lane on Hayes Street.



Bike Positioning and Speed Humps

As part of the 8th Avenue Neighborway , a series of speed humps were installed on the 8th Avenue corridor from Lake Street to Fulton Street. To allow for minimal impact on bikes on this major bicycle route to and from Golden Gate Park, this unique hump design includes slits to accommodate cyclists. **We found most cyclists (more than 80%) are choosing to use the slits as intended.**

LOOK AHEAD

The SFMTA is currently piloting different innovative treatments across the city including a series of protected intersections on Valencia Street, temporary bus boarding islands on Townsend Street, and closing Market Street to all vehicles except transit and taxis. These new measures will be evaluated to determine their success and potential for replication.


EMPOWERING
MANUFACTURERS.
CREATING
JOBS.
TRANSFORMING
OUR CITY.
SFMADE.ORG
WE
ARE
SFMADE
GNG
LIQUORS
ALSCO
NO PARKING
ANY
TIME

6 BUT HOW DO YOU FEEL?

Public Perception

In 2019, the Safe Street Evaluation Program improved our survey methods and techniques to better represent a wider demographic and socio-economic range of users. Responses were gathered through wide-ranging intercept surveys and online surveys by a third-party consultant. Each project survey received more than 200 responses. We heard from bicyclists, transit riders, motorists, pedestrians, and other community members. Overall, large public realm projects are resulting in **pedestrians feeling safer** and frequenting the corridors more often. Bicyclists are also feeling **safer after protected bike lanes are installed.**

SURVEY RESULTS

Valencia

82%

of people riding bikes reported great improvement in their sense of safety, followed by **30%** of people who walk.

30% of people who drive felt that their safety decreased somewhat or greatly.

Overall, people riding bikes, walking, and riding transit reported that they traveled Valencia more often following the installation of the improvements, while **10%** of people who drive reported traveling Valencia less frequently as a result of the changes.

SURVEY RESULTS

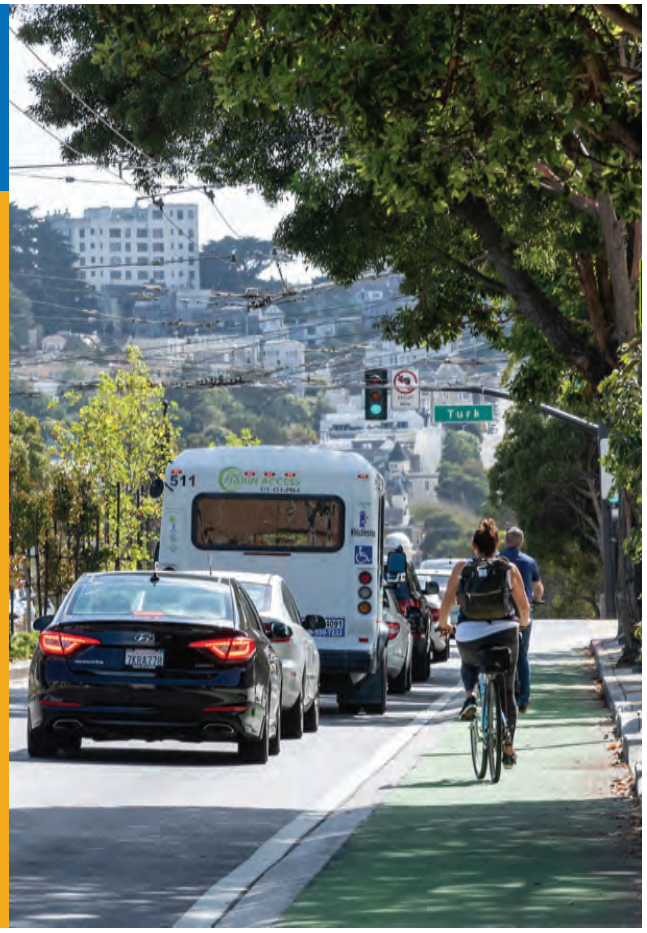
Masonic Avenue

82% **90%** **80%**

people who bike **transit users** **people who walk**

reported a more positive experience after the public realm improvements.

The raised bikeways received mixed reviews. When asked about raised bikeways, **48%** of people riding bikes feel somewhat safe, while **34%** report feeling somewhat unsafe.



SURVEY RESULTS

Polk Street

90% of people walking reported continuing to visit Polk Street at either the same rate or more frequently.

93% of transit riders reported having a more positive experience, or no change at all, with the new bus bulbs on the project corridor.

65% of people walking reported a more positive experience as a result of the improvements. A majority of both people riding bikes and transit also reported a more positive experience as a result of the streetscape project.

People riding bicycles report wanting to see additional protection of the bike lanes and more enforcement.

“The protected sections are fantastic but please add protected bikeways between 15th and 22nd. Biking along there requires constant weaving in and out of the traffic lane because of Uber/Lyft, parking, loading, etc ”

Valencia

7 WHAT'S NEXT?

Upcoming Work

The Safe Streets Project Evaluation Program continues to grow and adapt to the changing goals and policies of the SFMTA. The program is instrumental to the success of the Quick-build initiative, utilizing data to demonstrate the value of a streamlined process. The program also continues to inform future project scopes and the city's repertoire of successful safety tools.

Program goals for 2020 include:

Continue to evaluate street safety projects while also reflecting changes to the transportation field in the wake of the COVID-19 pandemic

Further diversify survey techniques and methodologies

Incorporate new evaluation metrics to report on equity and how projects are serving the community

Create a publicly accessible dashboard of metrics, data, and findings

Communicate findings regularly to public and stakeholders

Advance data collection techniques

APPENDICES

Please see the following standard definitions for terms used throughout this document as well as descriptions of all projects evaluated for the year-end report.

Mixing Zone: A mixing zone is a combined bike lane/turn lane with distinctive markings to delineate that people riding bikes are merging with people driving in the vehicle turn lane. The zone is intended to minimize conflicts with turning vehicles at intersections and is an alternative to an exclusive bike signal phase.

Protected Intersection: A protected intersection reduces conflict between people riding bikes and people driving by increasing visibility and delineating by slowing turning vehicles and clarifying right-of-way through median islands and/or paint, soft-hit posts, and signs for people riding bikes as they move through the intersection.

Protected Bikeway: Bikeways that are at street level and use a variety of methods for physical protection from passing traffic, including a parking lane, concrete/landscaped buffers, or flexible soft-hit posts.

Close call (or Near-Miss): Refers to instances when people walking, riding bikes or driving make sudden, reactive moves to avoid a collision with one another. Close calls can indicate the degree of safety that people riding bikes experience at mixing zones and people walking experience when crossing the street.

Conflict: Instances where people walking, riding bikes or driving encounter another mode of transportation.

Bicycle Signal Compliance: When a person riding a bicycle obeys a signal (or, for non-compliance, continues through the intersection against a signal).

PROJECT INDEX

2nd Street Improvements

The 2nd Street Improvements project includes improved safety and access for people walking, riding bikes and riding transit as well as driving. The project features a raised protected bikeway, pedestrian refuge islands, plazas, roadway resurfacing, concrete curb construction, upgrading the traffic signal system, and special crosswalks.

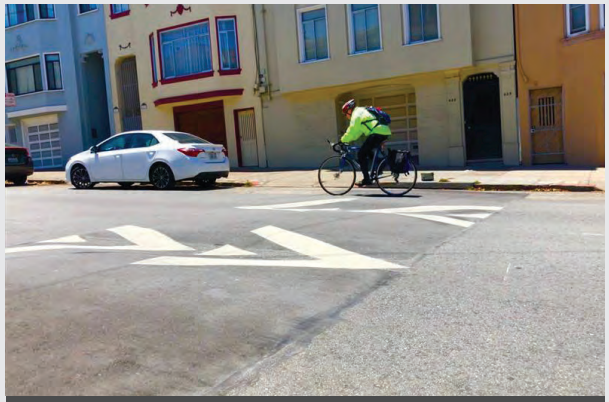
6th Street Pedestrian Safety Quick-Build (Market to Howard Streets)

The 6th Street corridor is an important north-south artery for people walking and driving. The street has also been identified as an area where vulnerable populations are in particular need of pedestrian safety improvements. In fall 2019, the SFMTA implemented quick-build safety improvements in correlation with the longer-term 6th Street Pedestrian Safety Project. Quick-build improvements includes re-striping the street (updating advanced limit lines), removing a southbound traffic lane, installing pedestrian safety zones at all intersections, daylighting into all alleyways, restricting left turns off 6th Street onto Mission Street, and allowing northbound left turns from 6th Street onto Howard Street.

7th Street Safety Quick-Build (Townsend to 16th Streets)

In summer 2019, the SFMTA installed a northbound and southbound protected bike lane along 7th Street between Townsend and 16th streets. The scope of changes include more consistent northbound travel lanes, high visibility crosswalks, and on-street parking removal.

PROJECT INDEX



8th Avenue Neighborway (Lake to Fulton Streets)

Implemented in fall 2019, the 8th Avenue Neighborway project aims to create a safe and pleasant north-south route for people walking and biking in the Inner Richmond. This project includes speed humps, painted markings, stop signs, and other measures to improve safety and comfort for bicyclists, pedestrians, and drivers.

Excelsior Neighborhood Traffic Calming (Supervisorial District 11)

The SFMTA worked with the community to identify neighborhood traffic challenges, including locations with excess speeding and "cut-through" traffic. Over 40 speed humps were installed in spring 2019.

Golden Gate Park Traffic Safety

This project implemented several improvements throughout the park, including 13 raised crosswalks, 10 speed humps, upgraded crosswalk striping, bicycle safety improvements, and other traffic calming features. The project aimed to slow vehicle speeds and increase the safety and visibility of people walking and bicycling.

PROJECT INDEX

Indiana Street Two-Way Bikeway (23rd to 25th Street)

A portion of Indiana Street experiences a high number of bicyclists riding the wrong direction due to a gap in the bicycle network. To address this issue, a two-way bikeway was installed on Indiana Street from 23rd to 25th Streets in late 2019. Project elements include a new two-way protected bike lane and upgraded striping and signs. Additional project elements to be added in 2020 include speed tables and a separated bike signal.

John Muir Boulevard Raised Crosswalks (Skyline to Lake Merced Boulevard)

In early 2019, three raised crosswalks were installed on a block of John Muir Boulevard in response to a pedestrian fatality. Daylighting at each crossing was also implemented.

Masonic Avenue Streetscape

The Masonic Avenue Streetscape project is an effort to improve safety for people walking, biking, taking transit and driving. Improvements to the corridor include wider sidewalks, a new median, new paving, landscaping, raised bikeways, better lighting, and upgraded sewer infrastructure. The project was completed in late 2018 and post-data collection was completed in spring 2019.

PROJECT INDEX

Octavia Boulevard Enhancement Program (Linden to Hayes Streets)

The Octavia Boulevard Enhancement Program is a series of capital projects, guided by the Market-Octavia Area Plan, to make the boulevard and surrounding streets safer, more pedestrian-friendly, and better at serving multiple users. As part of the Octavia Boulevard Enhancement Program, in late 2019 the SFMTA closed one block of Octavia Street - between Linden and Hayes streets - to vehicular traffic to create safer travel conditions around Patricia's Green. The project simplifies the Hayes & Octavia intersection by providing shorter crosswalks and a more defined bicycle crossing. Altogether, the changes additionally benefit transit and vehicle flow on Hayes Street and provide additional loading on Fell Street.

Polk Streetscape

The Polk Streetscape project was completed in spring 2019 to enable safe access for all road users of all ages and abilities. Corridor-wide safety improvements include protected bike lanes and separated bike signals, pedestrian safety improvements such as painted safety zones, leading pedestrian intervals, loading improvements, boarding islands, and additional streetscape amenities at key locations.

Safer Taylor Quick-Build

In strong collaboration with the Tenderloin community, the SFMTA is developing a new vision for Taylor Street between Market and Sutter Streets that improves transportation safety and livability for all users of this corridor. The SFMTA completed a quick-build effort to deliver critical traffic safety improvements in summer 2019. Quick-build improvements include a road diet, a turn restriction, daylighting, color curb changes, and signal timing changes. A long-term streetscape project, scheduled to begin construction in 2020, will add wider sidewalks, bulb-outs, and landscape features to bring long-term transportation safety and livability improvements.

PROJECT INDEX

Valencia Street Pilot (Market to 15th Streets)

Valencia Street serves as a major north-south bike route for those who live, work, visit or travel through the neighborhood. As the street has grown in popularity, so have traffic conflicts for its users. Ride-hailing services and commercial vehicles frequently double park in the bike lane, posing safety concerns. The SFMTA implemented a pilot protected bikeway from Market to 15th Streets in early 2019. The pilot serves two purposes: to implement safety treatments to immediately address safety concerns, and to help inform the next phases of the project. The pilot was observed shortly after implementation in summer 2019, and then fully evaluated a year after installation in late 2019/early 2020.

Bike Signals (City-wide)

On streets across the City, the SFMTA is upgrading mixing zones into separated bike signals. In this report, we observed signals on Valencia Street, 2nd Street, 8th Street, and Polk Street.

PROJECT ELEMENTS MATRIX

	Protected Bike Lanes	Separated Bike Signal(s)	Public Realm Amenities	Turn Restrictions	Striping Upgrades	Curb Management/ Prioritized Loading	Passenger or Loading Boarding Islands	Vehicle Lane Reduction	Speed Humps	Raised Crosswalks
2nd Street Improvements	✓	✓	✓	✓	✓	✓	✓	✓		✓
6th Street Pedestrian Safety Quick-Build				✓	✓	✓		✓		
7th Street Safety Quick-Build	✓				✓	✓		✓		
8th Avenue Neighborway					✓				✓	
Excelsior Neighborhood Traffic Calming					✓				✓	✓
Golden Gate Park Traffic Safety					✓				✓	✓
Indiana Street Two-Way Bikeway	✓	✓			✓					
John Muir Boulevard Raised Crosswalks					✓					✓
Masonic Avenue Streetscape	✓	✓	✓	✓	✓	✓	✓			
Octavia Boulevard Enhancement Program	✓				✓	✓				
Polk Streetscape	✓	✓	✓	✓	✓	✓	✓	✓		
Safer Taylor Quick-Build				✓	✓	✓		✓		
Valencia Street Pilot	✓	✓		✓	✓	✓	✓			
City Wide Bike Signals	✓	✓								

This project is made possible by the San Francisco County Transportation Authority through a grant of Proposition K Local Transportation Sales Tax Funds. For more information about the Safe Streets Evaluation Program, please visit:
sfmta.com/safestreetsevaluation

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WALK SAN FRANCISCO
walksf.org

Community Voices on Congestion Pricing:

Conversations in the Tenderloin, SoMa, and Bayview

Executive Summary

What if San Francisco could simultaneously improve air quality and traffic safety in the most impacted neighborhoods, plus boost Muni service and affordability while also fighting climate change?

This is the potential of congestion pricing in our city. At Walk San Francisco, we see congestion pricing as a promising solution, especially when it comes to ending severe and fatal traffic crashes on our streets. If you look at cities around the world within reach of Vision Zero, congestion pricing is one of the most effective tools at play.

Yet congestion pricing is a non-starter unless it's designed with equity on all fronts. In light of plans by the San Francisco County Transportation Authority (SFCTA) to start a study and outreach for exploring congestion pricing in 2020, Walk SF wanted to start talking with the people who are bearing the burden of too many transportation inequities about what congestion pricing could mean, both good and bad. And we wanted their voices to help shape SFCTA's outreach approach.

So with support from Natural Resources Defense Council, we held 13 outreach sessions in the Tenderloin, South of Market, and Bayview Hunters point in late 2019 and early 2020 to dig into two questions with residents in these neighborhoods: what are your biggest concerns about a potential congestion pricing program, and what would you most want to invest funds from congestion pricing in?

What we heard is only a small sampling of the voices that need to be at the heart of a SFCTA's planning process. But what rose to the top in our outreach is that: 1) who will pay the full toll is the biggest area of concern; and 2) more affordable and more frequent transit service are the top priorities for investment. The specific feedback and ideas behind this matter, which is why we've shared our full results with SFCTA to inform their outreach, and I invite you to read the full report below.

There's one comment from a participant that particularly stuck out in what we heard. It was that **congestion pricing should only be implemented if it will meaningfully improve the lives of the many communities it is meant to serve – not to make marginal improvements or backfill programs that should be happening regardless**.

This report was developed with support from the William and Flora Hewlett Foundation and the Natural Resources Defense Council. The information and opinions expressed in this report and toolkit are solely those of the authors and do not necessarily reflect the views of the funding partners.

Congestion pricing, if San Francisco pursues it, should be transformative for equity and for our streets. Walk SF looks forward to continuing the conversation, and invites you to join in!

Outreach Plan

Congestion pricing is a new concept in the United States that a number of cities, including San Francisco, are exploring. The San Francisco County Transportation Authority (SFCTA) planned a Congestion pricing study and outreach process that would last through 2020. Knowing that deep community engagement would be essential for any consideration of congestion pricing in San Francisco, Walk SF, with the help of NRDC, spent time crafting a congestion pricing outreach plan and conducting outreach to better understand the concerns and priorities of residents in three specific neighborhoods that will be impacted by congestion pricing. As a result, this feedback could provide information that the SFCTA could use to ensure that its study is answering the questions that residents have.

Walk SF directed its outreach from September to February in three neighborhoods: the Tenderloin, South of Market (SoMa), and Bayview Hunters Point. These three neighborhoods were chosen for several reasons. First, all three neighborhoods face daily poor air quality resulting from transportation emissions. Second, each neighborhood also experiences high rates of traffic injuries and fatalities. And finally, the residents who live with these current dangers are disproportionately lower-income and less white than San Francisco as a whole – groups often not fully reached through traditional transportation outreach.

Air Pollution and Climate Emissions

In San Francisco, like the Bay Area and California as a whole, transportation emissions are the largest contributor to both poor air quality and climate emissions. In terms of air quality, 93.9% of San Francisco census tracts are at the 89th percentile or higher in diesel particulate matter, according to CalEnviroScreen 3.0.

According to the Metropolitan Transportation Commission's Vital Signs report, emissions from transportation are the top source of greenhouse gas emissions locally: creating 47% of total emissions in the Bay Area, and 33% here in San Francisco.

San Francisco's eastern neighborhoods are especially burdened by poor air quality. The Tenderloin, SoMa, and Bayview areas are all designated as highly impacted by air pollution under California Assembly Bill 617. In fact, nearly all Tenderloin, SoMa,

and Bayview areas score at the 65th percentile or higher for health risks from CalEnvironScreen 3.0. As a heavily urbanized area, the pollution burden is led less by industrial or agricultural factors but rather varying aspects of the same problem: too many vehicles releasing too many pollutants next to incredibly dense neighborhoods of children, seniors, and low-income residents.

Map 1. Neighborhoods of focus for outreach

In SoMa, the CalEnviroscreen traffic score is between the 60th and 81th percentile for the entire neighborhood. This traffic brings pollution that contains toxic chemicals that can cause cancer, cause low weight and premature births, damage DNA, and raise asthma and lung disease rates for children who live or go to school nearby. This neighborhood is known for this heavy traffic.

Like in the Tenderloin and SoMa, every single census tract's CalEnviroScreen diesel particulate matter score is at or above the 98th percentile - some of the most polluted in the entire state. Heavy traffic brings hundreds of various chemicals to those living, working, or attending school in these neighborhoods. Children and the elderly face disproportionate risk from these very small particles that can cause lung cancer, heart disease, and contribute to a range of other health problems.

Traffic Violence

High levels of traffic emissions in these neighborhoods are also home to some of the city's most dangerous streets. The Tenderloin has uniquely dangerous streets: every single street in the neighborhood is a High-Injury Corridor (HIC) – something no other neighborhood can claim. In San Francisco, these Vision Zero High Injury Corridors represent the 13% of city streets where 75% of serious and fatal traffic crashes occur.

A dense residential neighborhood with very low car ownership – 0.1 vehicles per capita vs. .46 citywide – the fast one-way streets that residents confront everyday move traffic quickly to and from destinations in the Financial District, Union Square, and northern neighborhoods of the city. About two hundred people, on average, are injured from traffic crashes in the Tenderloin each year. Some die from these injuries each year.

While not every single street in SoMa is a High-Injury Corridor, it comes close. Nearly every north-south street that connects to streets in the Tenderloin, Union Square, and the Financial District are High-Injury Corridors, as are most east-west streets that connect the neighborhood to the Mission District. Housing and employment are growing in this neighborhood with numerous freeway touchdowns and wide streets designed for industrial traffic. Approximately four hundred people suffer injuries from traffic crashes every year in SoMa, as well as fatalities.

Bayview Hunters Point, located away from the downtown core, has fewer High-Injury Corridors, but is home to twelve very dangerous streets including its main street (Third) as well as numerous neighborhood streets and connectors to nearby neighborhoods. With multiple industrial centers surrounding homes, Bayview streets handle both the traffic of residents as well as significant truck traffic. And with lacking public transportation options and longer commutes than other neighborhoods, significantly more Bayview residents drive to work (63%) than the city average (42%), and the neighborhood has many less car-free households (19%) than the city average (30%).

Demographics

The Tenderloin, SoMa, and Bayview communities' demographics match that of those who are much more likely to suffer from air pollution. According to the San Francisco Planning Department's Neighborhood Socio-Economic Profiles report, based on data from American Community Survey, these neighborhoods include over three times more Black residents and about 20% more Latino residents than the city

average. They are more international: there are 21% more foreign-born residents and 61% more linguistically-isolated households than the city average. And they are poorer: 25% of these neighborhoods residents, on average, live in poverty - twice the overall city rate - and the per-capita income for the Tenderloin ($27,946) and Bayview ($24,817) are both about half of the citywide average of $55,567 in 2016.

Outreach Format and Materials

Walk SF began designing our outreach by determining how best to introduce the concept of congestion pricing to the communities we would be working with to the most accurate feedback from participants. The term ‘congestion pricing’ itself is jargon, and as many have noted, frames the concept in the negative: it is named after the typically negatively-viewed phenomenon (congestion), rather than the goals or outcomes of the idea. And while some have suggested ‘decongestion pricing’ as an alternative, this becomes an even longer name and still isn’t neutral. To solve this, we decided to use ‘road pricing’ throughout our outreach materials and communications as a simpler and more neutral option.

We designed the outreach sessions as a short presentation plus two key questions that will illuminate participants’ concerns and priorities: 1) what concerns they had about a road pricing program, and 2) what their investment priorities would be for revenue generated by a road pricing program.

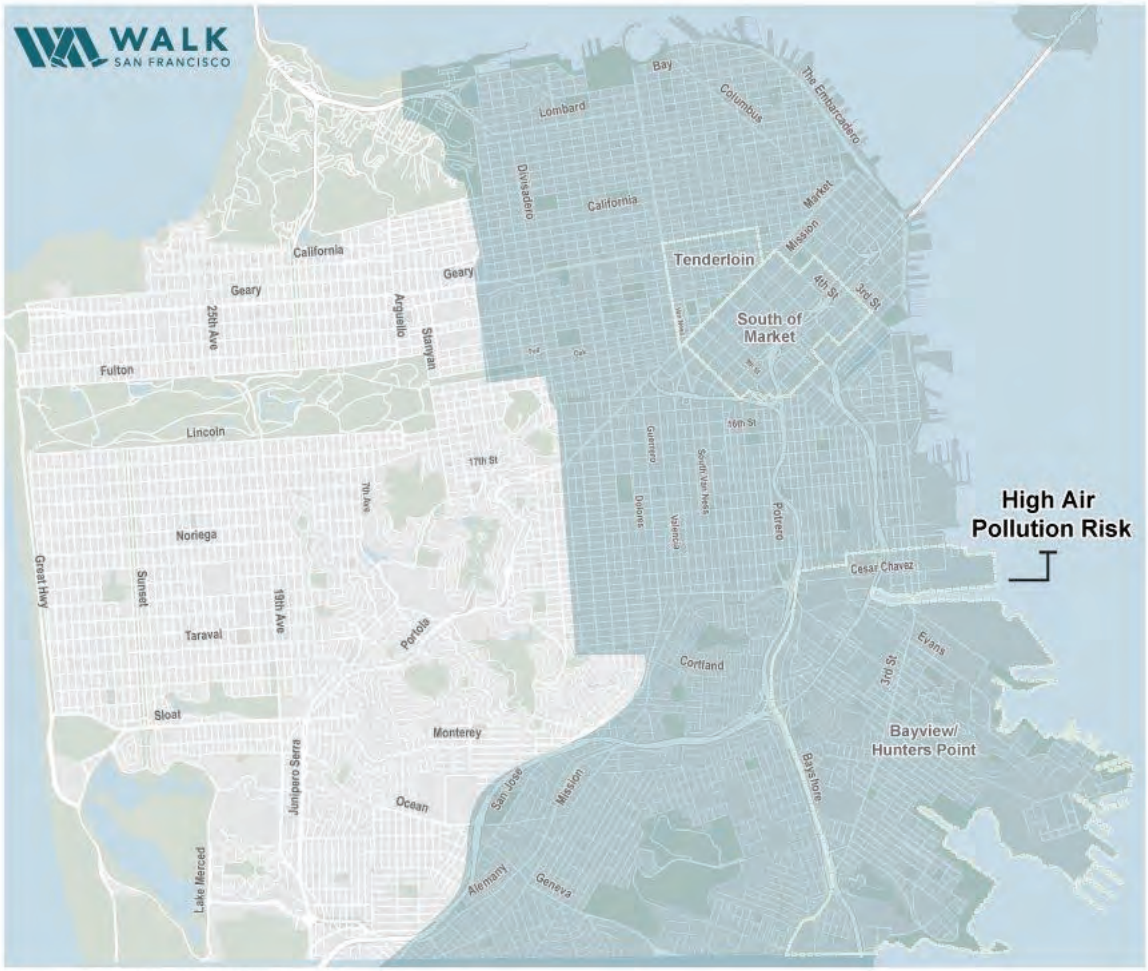
By soliciting feedback on concerns, we were able to both surface informational questions that allowed us to refine the information in outreach sessions (e.g. how does someone pay: cash or a toll booth?) as well as concerns that any successful road pricing program would have to address (e.g. do residents of the zone area receive a discount or exemption?).

We began each conversation by asking individuals to share how they personally get around. While the outreach benefitted from many participants considering how the program would affect people they knew, we first grounded the conversation in how it would affect participants personally, rather than further hypothetical situations that they did not experience first-hand.

After understanding how participants currently get around San Francisco, we shared the problems that road pricing programs often hope to address: congestion, air pollution, and traffic deaths and injuries. In asking participants if they felt that congestion was increasing in San Francisco, their responses resoundingly echoed what we know: congestion has increased dramatically since 2010 due to more personal vehicle miles as well as transportation network company (TNC, such as Uber or Lyft) miles. In thinking about how best to discuss air pollution and traffic

violence, we opted to do so geographically since both are tied intricately with geography.

To address air pollution in San Francisco in a succinct but comprehensive way, we used California's AB 617 communities map, which shows which communities in California are most at risk from air pollution based on the criteria set out in 2017's Assembly Bill 617.



Source data: SFMTA, SFCTA, SFDPH, BAAQMD

Map 2. AB 617 boundary shows residents of eastern San Francisco are at high air pollution risk based on pollution and community health information.

Participants understood that their neighborhood – whether it was the Tenderloin, SoMa, or Bayview – was fully covered by this dangerous designation, and some participants were quick to note that the western boundary of the AB 617 map at the southern end of the city almost precisely follows Interstate 280 as it divides the

Excelsior, Outer Mission, and Crocker-Amazon neighborhoods from western San Francisco.

To share the geography of traffic deaths and injuries, we shared a map of San Francisco's High Injury Network, the 13% of city streets that are responsible for 75% of traffic deaths and injuries according to San Francisco's Department of Public Health.

Source data: SFMTA, SFCTA, SFDPH, BAAQMD

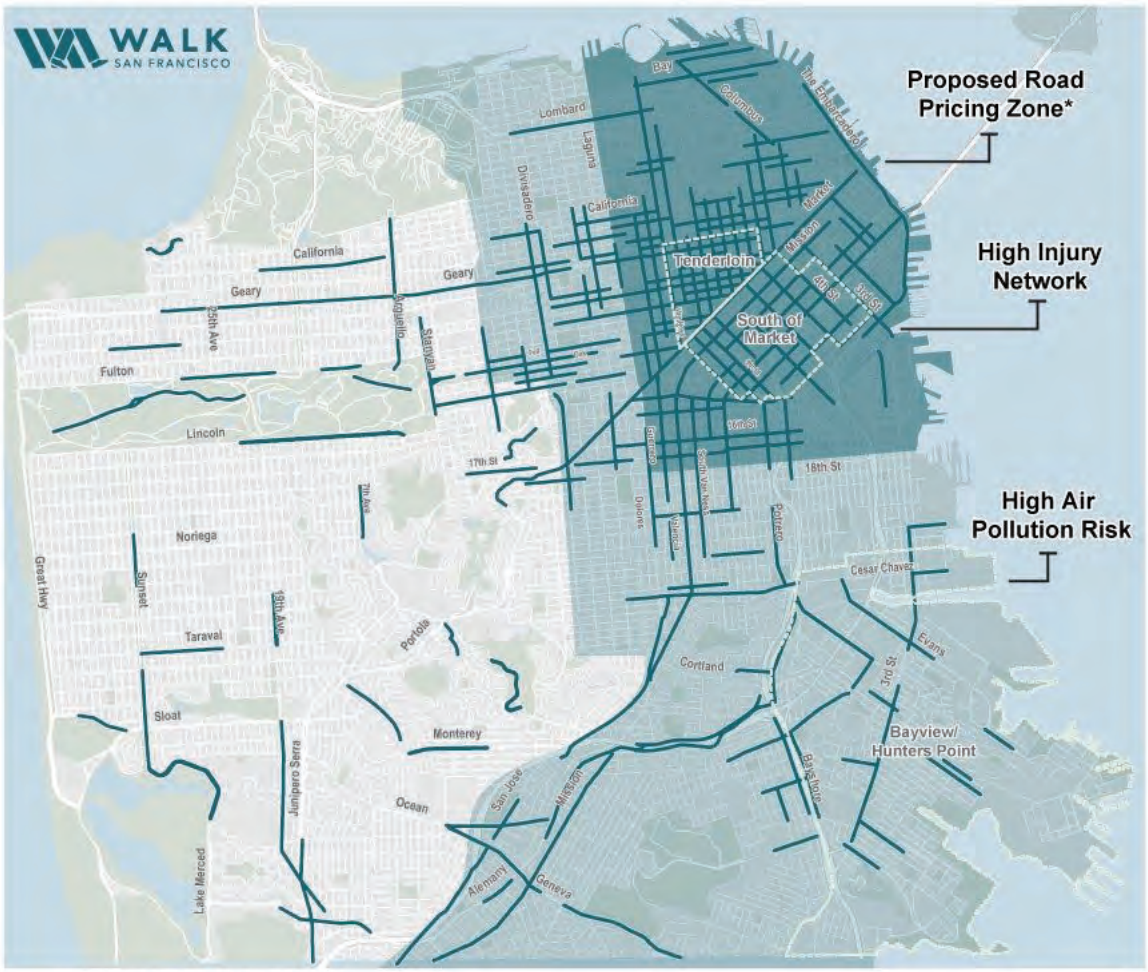
Map 3. San Francisco's High-Injury Network represents hospital and police traffic data to highlight the 13% of streets where 75% of serious and fatal traffic crashes happen.

Pointing out high-injury corridors in each neighborhood connected with participants' personal knowledge of the dangerous streets in their neighborhood. Additionally, the map showed the overlapping occurrence of higher air pollution risk and traffic violence risk on the eastern portion of the city.

The presentation gave quick highlights and benefits of cities where congestion pricing has been successfully implemented (e.g. London, Singapore, Stockholm). We then asked participants to imagine what this could look like in San Francisco. To provide participants with a possible frame, we shared the proposed road pricing zone from the SFCTA's 2010 congestion pricing study. While we tried to provide minimal definition around what a congestion pricing program would look like for San Francisco, we determined that providing some possible program information like a "zone" was helpful for participants to get past initial clarifying questions.

Map 4. Proposed congestion pricing zone from SFCTA's 2010 congestion pricing study.

To show where this 2010 congestion pricing zone would overlap with known air pollution risk and traffic crashes, we share one final map that displayed all three maps.



Map 5. Overlapping map of AB 617 high air pollution risk zone (light green shading), San Francisco High-Injury Network (dark green lines), and proposed 2010 congestion pricing zone (dark green shading).

This map provided a starting point for conversation. While acknowledging it was just one option previously considered, it was a concrete possibility that provided an opportunity to ask how a congestion pricing system could - or could not - work in San Francisco by providing feedback on both questions: 1) “what concerns would you have about a program like this?”, and 2) “what would you spend this money on to improve how you get around?”

Public Engagement

With materials created, we began our outreach in the fall to a variety of groups within the Tenderloin, SoMa, and Bayview: neighborhood groups, housing

nonprofits, local coalitions, etc. We built a list from Walk SF's previous collaborations in these neighborhoods, asked our partners, reviewed city data on groups active in each neighborhood, and asked each organization who hosted a training who else we should be talking to. In the end, this led to 13 outreach sessions (two additional sessions were canceled due to the beginning of the city's Shelter in Place order during coronavirus).

As we reached out to groups to partner with in hosting a session, we were intentional about considering which parts of the various communities they represented. While we selected the Tenderloin, SoMa, and Bayview in part because they are home to high percentages of people of color and low-income residents, we knew that simply by reaching out to groups within these neighborhoods would not automatically mean that we would be connecting with representative groups.

Who We Reached

In the Tenderloin, we held an outreach session with tenant organizers at Central City SRO Collaborative. These organizers work with their low-income, racially diverse tenant neighbors in Single-Room Occupancy hotels primarily in the Tenderloin as well as some locations in SoMa. We then conducted Spanish-language outreach at La Voz Latina, the neighborhood's primary resource center for low-income, monolingual Spanish-speaking immigrants. And we included several sessions at St. Anthony's lunch service, where many unhoused and low-income residents receive meals. Across the sessions, 140 community members attended sessions.

In the Bayview, we held sessions with the Rafiki Coalition, a group focused on public health and advocacy for San Francisco's Black community; Hunters Point Family, a workforce development nonprofit known for its work with Black youth and families; the Bayview YMCA's African American Holistic Wellness Program, which includes dedicated Black senior programs; and BMAGIC (Bayview Hunters Point Mobilization for Adolescent Growth in Our Communities), a network of community-serving organizations that coordinate their work in the community that includes many youth service providers. Through this work, we heard from 120 community members across generations.

In SoMa, we hosted sessions with organizations including Independent Living Resource Center, an organization working with people with disabilities, and the Yerba Buena Alliance, a coalition of business and community partners in the Yerba Buena District of SoMa. A total of 28 people attended these two sessions. We were less successful in reaching organizations to host additional sessions in SoMa. This may be partly due to fatigue from the large amount of transportation planning work and outreach that has been happening for a dozen transportation projects, as well as

the years-long Central SoMa Plan process; or, it may be a result of weaker connections with area groups. In Tenderloin, Walk SF is a part of the Tenderloin Traffic Safety Task Force and very involved in neighborhood advocacy; in the Bayview, where Walk SF leads Safe Routes to Schools programs at several schools and is connected with community groups we worked with to shape the Bayview Community Based Transportation Plan.

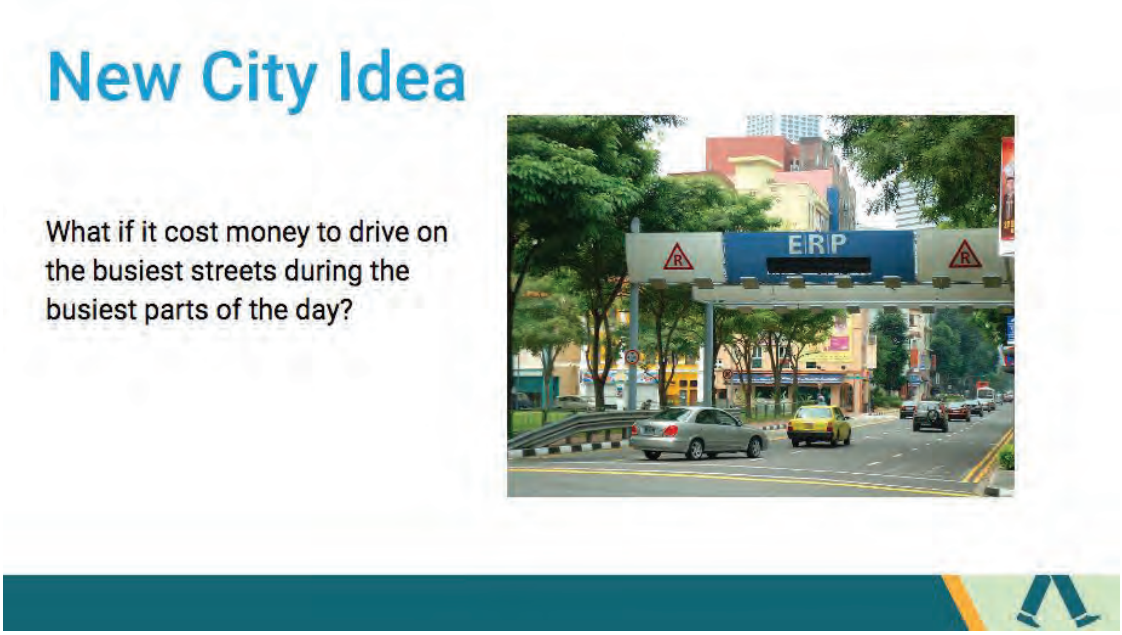
While demographic data was limited to those who voluntarily shared this information, all outreach sessions where this data collected included majorities of people of color – over 80% at four of these sessions – with the exception of the sessions at Independent Living Resource Center and the Yerba Buena Alliance. Despite these efforts, we know that we did not reach every community with these three neighborhoods.

Since the Tenderloin is nearly 23% Latinx and 18% speak primarily Spanish at home, we knew a session at La Voz Latina or a similar organization was a priority and held our session with live interpretation. But the Tenderloin, SoMa, and Bayview all have significant Chinese populations, yet while we were prepared to conduct sessions with interpretation and translated materials, we did find a local community-based group to host the presentation.

How We Collected Feedback

In planning sessions, we tried to balance two competing desires: to meet people where they already were but also planning sessions where participants could have enough time to ask questions and share their feedback.

In practice, this often meant joining existing meetings that groups scheduled and designing a presentation and collecting feedback based on the allotted time. With groups where we had a full hour, we were able to go deep on each topic starting with a fifteen-minute presentation on the concept of road pricing, answer all the programmatic questions that participants had, and then do a deep dive in collecting participant feedback on concerns on a road pricing program and investment priorities for program revenue.



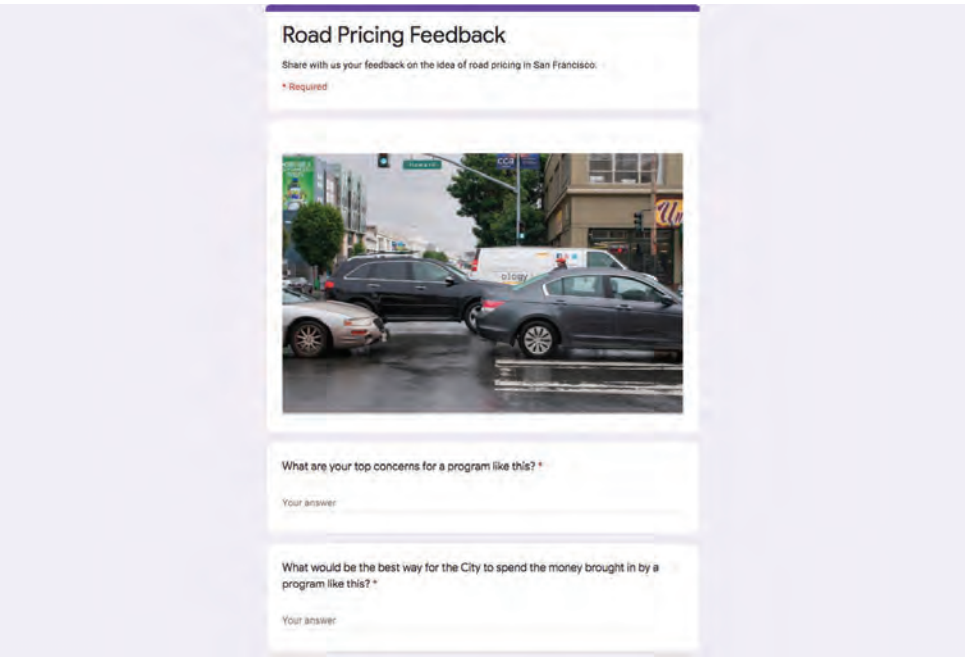
Sample slide for presentation introducing the concept of congestion pricing

In sessions of 30 minutes or longer, feedback activities included post-it notes and markers so that participants could write down each of their pieces of feedback. After several minutes for each topic, we collected these post-its, read each of them out for the group, and displayed them on the wall.

This process often unearthed additional pieces of feedback or allowed for clarifications for unclear messages. In sessions shorter than 30 minutes, we adjusted our data collection methods by using paper surveys that we collected at the end of the session. We distributed these at the beginning of each session so that participants could write down their feedback during the presentation and share their responses at the end of each session.

To supplement written surveys we also provided a link to share feedback within a short time frame after the session. Most completed surveys by hand, but the 16 who completed surveys online often provided more detailed feedback.

To thank participants, in each session, we provided participants Clipper $5 Cash Cards and small items like reflective lanyards.



Example online participant feedback survey

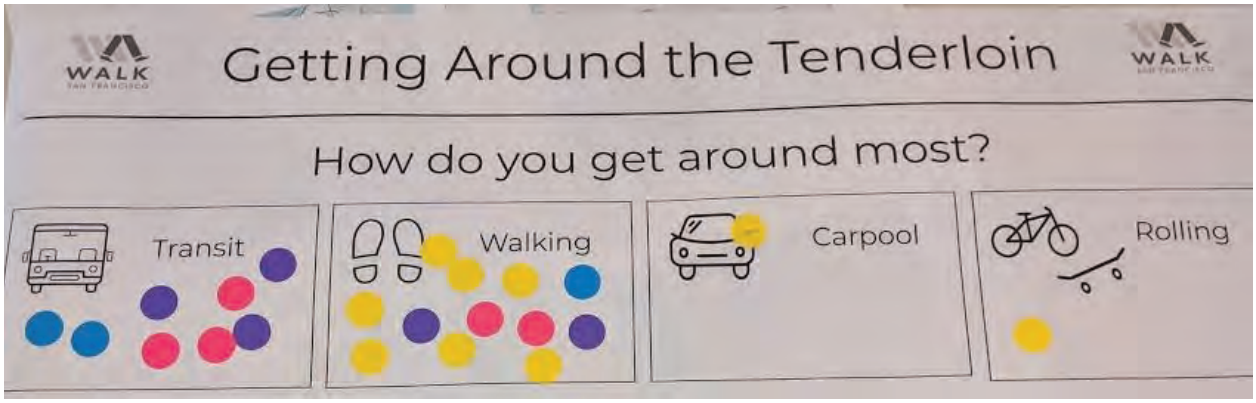
We altered this method further for sessions at St. Anthony's. Because many residents visit St. Anthony's for their lunch program and may not attend other group meetings where we could host a full outreach session, we created a version of our outreach amenable to tabling.

The first-lunchtime session at St. Anthony's ended up being a learning session on how to frame the content and gather the most feedback. We noticed many participants would spend two to five minutes discussing transportation one-on-one.

We created a poster that included key visuals from the presentation to show what the idea of road pricing could look like. We also created a large poster for feedback (see image), where participants could share how they get around, what their greatest priorities are for transportation investments, and post-its where they could share feedback or concerns they would have for a congestion pricing program.

These feedback categories matched the series of questions that we asked participants: how they got around, what their biggest needs were for transportation to be improved for them, and after sharing the idea of congestion pricing, what their feedback and concerns were. While this involved many one-on-one conversations – as opposed to one shared group conversation at other outreach sessions – we found that by asking the same questions and providing slightly different methods of sharing feedback, we could still gain this important feedback. Through four tabling

sessions, we engaged over a hundred Tenderloin residents and community members in this manner.



Example of tabling outreach materials at St. Anthony's

Participant Feedback

Through this targeted outreach and engagement, we met with nearly 300 community members in Tenderloin, SoMa, and Bayview. In these sessions, most participants had feedback on at least one of the two focus areas: program concerns and investment priorities. We received 166 pieces of feedback on the program concerns category: 33.1% at Tenderloin sessions, 18.1% at SoMa sessions, and 48.2% at Bayview sessions. And we collected 241 pieces of feedback on investment priorities: 46.1% at Tenderloin sessions, 16.6% at SoMa sessions, and 37.3% at Bayview sessions.

Feedback Analysis: Top Concerns and Investment Priorities

After all sessions were completed, we categorized each piece of feedback – collected through individual post it notes, handwritten feedback sheets, or completed online surveys – across categories for both feedback on program concerns and investment priorities. For comments that included more than one thought (e.g. "make BART free and make the T train faster"), these were separated into two pieces of feedback "make BART free" and "make the T train faster," which then were counted into two categories (Transit Cost and Transit Frequency, respectively).

While top concerns were varied, over half of concerns (53.6%) revolved around the heart of the issue: who pays a full toll and who doesn't?

- In this category, roughly one-third (18.7% of all feedback) were concerned whether low-income drivers would need to pay.

    - About one-sixth of this category (8.43% overall) were concerned about regional drivers paying the full toll - whether it was someone who had previously lived in San Francisco but were priced out, or who worked in a business in the zone.
    - About one-seventh of this category (7.83% overall) were concerned whether residents of a road pricing zone would be required to pay the full toll.
    - Additional groups that participants considered for exemptions were TNC drivers, people of color, and people with disabilities – or those driving them.
- The second most common concern category was that a congestion pricing program is unnecessary and the city should do something else instead to improve transportation issues. Proposals included improved transit, traffic enforcement, education, removal of ride-hail vehicles or bikeshare stations, and reparations.

The top investment priority for all neighborhoods was improving transit. While this was shared as an investment area for other cities that have implemented a congestion pricing program, this also reflects the basic acknowledgement that if one type of transportation is disincentivized with a toll, better alternative transportation options must be provided.

Transit-related investment priorities were over 40% of responses in these three neighborhoods, and the most commonly voiced need was reducing transit cost. Feedback noted the rising price of local Muni fares, the lack of a discount program for regional transit like BART, as well as the strict qualifications for MUNI's discount program (individuals earning $25,000 in San Francisco paying the full fare). Following transit cost, the next most common priorities were transit frequency and transit accessibility, including funding for programs like paratransit.

Other high-ranking priorities for investments were street safety improvements (ranked second after transit-related) and traffic enforcement (ranked third). Street safety improvements were focused on street design changes and enforcement was focused primarily on dangerous driving behaviors.

Drilling Down Based on Geography

Across these themes, participant feedback varied by neighborhood. Responses in the Tenderloin and SoMa - dense neighborhoods with similar high transit connectivity and d were often similar but diverged in some places from response in the Bayview.

Who Pays

While this was the top concern across neighborhoods, the specific concerns around which groups receive an exemption or discount varied by neighborhood. Given both neighborhood's central and their inclusion in the proposed zone in the 2010 SFCTA study, community members in the Tenderloin and SoMa were more interested in whether zone residents would pay the full toll.

In the Bayview, however, following low-income drivers as the top concern, the second highest is whether regional drivers pay the full cost. Participants thought the program should give some consideration to those who have now moved out of the neighborhood and even those displaced from the city. One participant noted "some of us used to live here but now have to drive back (for family, jobs, etc)."

Investing In Transit

The Tenderloin and SoMa participants expressed a great need for the priority investment to be on transit frequency. This is not surprising since many Tenderloin and SoMa residents depend on transit for daily trips as few have access to automobiles. On where to invest program revenues, the Bayview's top priority was to reduce the cost of transit. Many asked for Muni to be completely free – if not for everyone, then at least for all seniors, which would expand on the currently means-tested Free Muni for Seniors program.

Safe Streets and Enforcement

The second most common category for program investments in the Tenderloin and SoMa was street safety, primarily through safe street design. Again, this is not surprising that these community members would ask for an investment in safe street design given high traffic crash rates in both neighborhoods.

In the Bayview, however, traffic enforcement ranked high in priority and was the second most common category for investments. Enforcement around stop signs was shared by a number of participants as well as adding enforcement cameras for driving violations. Home to about a dozen High Injury Corridors and with two people dying in crashes each year, on average, and hundreds injured, traffic safety is on community members' minds.

Given the lack of major street safety projects undertaken in the Bayview in recent years – as compared to the Tenderloin and SoMa – it is possible that enforcement is more top-of-mind as a possible solution for traffic dangers since it has been the only one many regularly see in the neighborhood. In light of the more recent national conversations taking place on alternatives to policing, this may be an area where

additional outreach could be used to better understand what types of enforcement community members want to see as well as how enforcement fits into their larger desires for safe streets.

Overall Learnings

Thorough outreach will make or break the city's success in establishing a congestion pricing program that is embraced and works for all. In a small sample of organizations in three neighborhoods, we talked to and engaged with close to 300 people who have opinions on how the program can be crafted, who it could hurt the most, and how an influx of revenue can help improve their lives.

We're thankful that we had the opportunity to listen to and share the voices of people living and working in these three neighborhoods regarding a potential congestion pricing program. To help foster the discussions and make deeper connections, Walk SF shared information about our outreach with the SFCTA and their contractors responsible for officially conducting outreach for the city and county of San Francisco.

In reviewing our completed sessions and plans for additional outreach, our outreach lists only had one group that overlapped. By doing our initial outreach, Walk SF was able to improve the city's planned outreach efforts and connect our partner organization to the city's effort. Additionally, when the SFCTA started their formal outreach process, Walk SF was able to use the list of individuals who shared their contact information with us at these sessions to further connect them to upcoming outreach opportunities.

From these outreach sessions, the greatest takeaway for any San Francisco congestion pricing program is the investment priority that we heard most often: to reduce transit cost. In other cities considering congestion pricing, improving transit service and transit infrastructure tends to be the focus of the investment. But in San Francisco, transit frequency or transit speed only matter if you can afford to get on that bus or train in the first place.

In addition to specific learnings from participant feedback, we observed some additional themes during our outreach sessions.

- Even if a participant did not own a car or said they never drive, they imagined themselves paying a toll at some point. Without specifying how they could see themselves paying for it, many seemed to account immediately for a worst-case scenario where if there was a new fee, it would end up being passed on to them.

- Many participants had an immediate negative reaction to a new cost for a daily need like getting around. In our sessions, only after answering basic questions (e.g. do pedestrians typically have to pay? how do you pay – at a toll booth?) and beginning to discuss possible investments were many participants open to the idea of a fee placed on people driving into a part of townPublic health resonated with many participants as one of the problems that needed to be solved. However, “public health” referred to varying problems. In the Tenderloin groups, “public health” referred to dangers of traffic crashes, whereas in the Bayview, “public health” was often discussed as the dangers of air pollution.

Additionally, Walk SF began engaging community members about the idea of congestion pricing because of its transformative potential to reduce the public health dangers of traffic violence and air pollution. Even though we were doing outreach independent of the city’s process – and not on behalf of the city-– we were reminded that anyone discussing a possible city initiative is stepping into a yearslong conversation about the city’s involvement in a neighborhood.

Especially in neighborhoods where the city’s initiatives have failed to bring anticipated improvements (e.g the often slow and delayed T train in the Bayview) or have not appeared at all to make basic improvements, new proposals are often viewed with this history in mind. At one session, a participant shared “the city asks us for our feedback, but it's going to happen no matter what,” and others in Bayview sessions commented on the “outreach fatigue” of always being asked to provide feedback on ideas without knowing if their time has made a difference. Another participant questioned why a new, complicated scheme should be necessary for basic repairs to be made on streets near them.

Together, these comments are a reminder not only that the time and participants of community members and partner organizations must be valued, but that new programs like congestion pricing do have a cost. And given these costs, a new initiative should only be implemented if it will meaningfully improve the lives of the many communities it is meant to serve - not to make marginal improvements or backfill programs that should be happening regardless.

Conclusion

As San Francisco continues to study congestion pricing as a tool for addressing several issues facing the city, our limited outreach in three neighborhoods have already identified key concerns and investment priorities worth addressing through additional outreach and study.

This should include the top two concerns we heard across all neighborhoods:

- **Exemptions and discounts**: the core questions of any pricing program – who pays and how much? Specifically, how does a program equitably address costs for low-income San Francisco residents, but also how does it address regional travelers equitably in a city that has undergone well-documented gentrification and displacement.
- **Alternatives to congestion pricing**: the second most common set of concerns voiced by participants was whether the City has exhausted other options other than congestion pricing.

This should also include the top three investment priorities that congestion pricing could fund:

- **Cheaper or free transit:** by far, the top priority for investments was that of improving public transit, and the most common way that participants asked for transit to be improved was by reducing fares or completely eliminating them. Despite the current discount programs, current fares still present a challenge to many riders.

- **More frequent transit:** second to transit cost, improving transit frequency was priority shared by many participants.

- **Safer streets through design:** outside of improving public transit, the top group of suggestions for congestion pricing funding were around making streets safer through design. Making streets safer and providing robust transit will benefit the greatest number of residents.

Based on this, we recommend that additional outreach and study be conducted on the following topics:

- **Better understand priorities for exemptions/discounts and program effectiveness and funding.** What is the fee approach that can reduce congestion and pollution, raise funds to improve transit, while also including needed exemptions and discounts? We need to understand how community members would weigh each priority to inform program design.

- **Explore transit cost and frequency concerns** - Public transit in San Francisco includes Muni, BART, Caltrain, and a number of other regional transit services. Understanding where relief is needed most – by agency, geography, and riders – is essential to targeting funding and service improvements.

- **Identify priorities for street safety investments** - While San Francisco has a wealth of information on street safety (e.g. where traffic crashes happens most frequently, who crashes hurt, which tools work in reducing crashes), understanding how community members would want to use investments from a congestion pricing program is key.

Appendix A: Participant concerns on congestion pricing program, by category and neighborhood

Concern Category	Overall Count	Percentage	TL Count	TL %	SoMa Count	SoMa %	Bayview Count	Bayview %
Additional Work Needed - Studies	2	1.20%	0	0.00%	2	6.67%	0	0.00%
General Comment - Negative	13	7.83%	3	5.45%	0	0.00%	10	12.35%
General Comment - Positive	5	3.01%	2	3.64%	2	6.67%	1	1.23%
Other	2	1.20%	1	1.82%	0	0.00%	1	1.23%
Payments - Frequency	3	1.81%	3	5.45%	0	0.00%	0	0.00%
Payments - General	5	3.01%	1	1.82%	2	6.67%	2	2.47%
Payments - Price	4	2.41%	2	3.64%	1	3.33%	1	1.23%
Program Administration - Cost	2	1.20%	2	3.64%	0	0.00%	0	0.00%
Program Administration - General	2	1.20%	2	3.64%	0	0.00%	0	0.00%
Program Administration - hiring	1	0.60%	0	0.00%	0	0.00%	1	1.23%
Program Investments	11	6.63%	7	12.73%	2	6.67%	2	2.47%
Program Is Unnecessary - Do Something Else Instead	13	7.83%	2	3.64%	3	10.00%	8	9.88%
Secondary Impact - Congestion Elsewhere	2	1.20%	1	1.82%	1	3.33%	0	0.00%
Secondary Impact - Gentrification	2	1.20%	1	1.82%	0	0.00%	1	1.23%
Secondary Impact - Merchants	3	1.81%	0	0.00%	0	0.00%	3	3.70%
Secondary Impact - Transit	1	0.60%	1	1.82%	0	0.00%	0	0.00%

Who Pays - Bike, Ped, Transit Users	4	2.41%	3	5.45%	0	0.00%	1	1.23%
Who Pays - Businesses	1	0.60%	0	0.00%	0	0.00%	1	1.23%
Who Pays - Disabled	4	2.41%	1	1.82%	2	6.67%	1	1.23%
Who Pays - Electric Cars	1	0.60%	1	1.82%	0	0.00%	0	0.00%
Who Pays - Low Income	31	18.67%	6	10.91%	6	20.00%	19	23.46%
Who Pays - Occasional Drivers	1	0.60%	1	1.82%	0	0.00%	0	0.00%
Who Pays - Other	1	0.60%	0	0.00%	0	0.00%	1	1.23%
Who Pays - People of Color	6	3.61%	0	0.00%	0	0.00%	6	7.41%
Who Pays - Regional	14	8.43%	5	9.09%	2	6.67%	7	8.64%
Who Pays - Residents	13	7.83%	7	12.73%	3	10.00%	3	3.70%
Who Pays - Seniors	3	1.81%	0	0.00%	0	0.00%	3	3.70%
Who Pays - TNCs	8	4.82%	1	1.82%	2	6.67%	5	6.17%
Who Pays - Workers who drive	2	1.20%	1	1.82%	1	3.33%	0	0.00%
Zone Geography	6	3.61%	1	1.82%	1	3.33%	4	4.94%
	166	100.00 %	55	100.00 %	30	100.00 %	81	100.00 %

Appendix B: Participant investment priorities, by category and neighborhood

Investment Category	Overall Count	Percentage	TL Count	TL %	SoMa Count	SoMa %	Bayview Count	Bayview %
Community - General	12	4.98%	6	5.41%	3	7.50 %	3	3.33%
Community - Housing and Homelessness	5	2.07%	1	0.90%	2	5.00 %	2	2.22%
Community - Environment	3	1.24%	2	1.80%	0	0.00 %	1	1.11%
Community - Other	8	3.32%	4	3.60%	0	0.00 %	4	4.44%
Bicycles	4	1.66%	2	1.80%	2	5.00 %	0	0.00%

Enforcement - General Policing	9	3.73%	6	5.41%	0	0.00%	3	3.33%
Enforcement - Safe Streets	16	6.64%	5	4.50%	0	0.00%	11	12.22%
Enforcement - Safety on Transit	4	1.66%	0	0.00%	0	0.00%	4	4.44%
Maintenance - General Street and Sidewalk	11	4.56%	6	5.41%	0	0.00%	5	5.56%
Maintenance - Street and Sidewalk Cleaning	9	3.73%	3	2.70%	3	7.50%	3	3.33%
Other	7	2.90%	6	5.41%	1	2.50%	0	0.00%
Parking	2	0.83%	1	0.90%	0	0.00%	1	1.11%
Shared Mobility	2	0.83%	2	1.80%	0	0.00%	0	0.00%
Street Amenities - Better Sidewalks	5	2.07%	2	1.80%	0	0.00%	3	3.33%
Street Amenities - Lighting	1	0.41%	1	0.90%	0	0.00%	0	0.00%
Street Amenities - Seating	2	0.83%	2	1.80%	0	0.00%	0	0.00%
Street Amenities - Trash	1	0.41%	1	0.90%	0	0.00%	0	0.00%
Street Amenities - Trees	4	1.66%	2	1.80%	0	0.00%	2	2.22%
Street Safety - Design	33	13.69%	19	17.12%	4	10.00%	10	11.11%
Street Safety - Education	5	2.07%	3	2.70%	2	5.00%	0	0.00%
Transit - General	7	2.90%	2	1.80%	3	7.50%	2	2.22%
Transit - Accessible Transit	8	3.32%	3	2.70%	3	7.50%	2	2.22%
Transit - Cost	37	15.35%	11	9.91%	7	17.50%	19	21.11%
Transit - Frequency	27	11.20%	13	11.71%	8	20.00%	6	6.67%

Transit - Reliability	5	2.07%	1	0.90%	0	0.00 %	4	4.44%
Transit - Speed	7	2.90%	3	2.70%	1	2.50 %	3	3.33%
Transit - Other	7	2.90%	4	3.60%	1	2.50 %	2	2.22%
Total	241	100.00%	111	100.00%	40	100.0 0%	90	100.00%