



MEMORANDUM

To: San Francisco County Transportation Authority Board

From: Cristina C. Olea, PE *Cristina C. Olea*
Better Market Street Project Manager

Date: February 18, 2021

Subject: Better Market Street Prop. K Funding Request Conditions

London N. Breed
Mayor

Alaric Degrafinried
Acting Director

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On February 9, the SFCTA Board unanimously approved a Prop. K funding request for \$11.6M for Better Market Street Phase 1 construction on its first reading. Commissioner Haney noted that his vote on the second reading would take into consideration the project team's progress on the first two of the three follow up requests below:

1. An enforcement plan to keep private vehicles off Market Street including how many PCO's are needed and when are they going to be on the street, as well as what the next steps are to incorporate camera enforcement.
2. Demonstrated engagement with the taxi industry
3. A commitment to return no later than May 2021 (next Quarterly update) to discuss the long-term vision of Market Street

Attached is a memo from the San Francisco Municipal Transportation Agency (SFMTA) that details Parking Control Officers (PCO) deployment, San Francisco Police Department (SFPD) enforcement, and automated photo enforcement. In addition, the SFMTA will collect data on the rate of compliance of car-free Market Street to determine where enforcement efforts should be focused.

In response to Item 2, the project team is committed to continue working with the taxi industry, as they are an important part of the City's transit and paratransit network. We have met with the San Francisco Taxi Workers Alliance and SFMTA Taxi Color Schemes, as well as provided information through the SFMTA taxi outreach list. Later this year, the SFMTA will conduct a study documenting interactions between taxis and Muni vehicles along Market Street from 8th to Main streets to better understand transit operational impacts. This study will help the SFMTA determine taxi use of the vehicle lanes along Market Street. Please see the attached memo for more details.

At the next quarterly update to the Transportation Authority Board in May, the project team will outline the steps to re-evaluate the long-term vision of Market Street and the process to implement the vision. Moving forward with this first phase of construction allows us to invest in the critical infrastructure needed to support all modes of transportation along Market Street and provides an opportunity to re-evaluate the long-term vision of Market Street given the current environment. The long-term vision will be largely dependent on SFMTA's Transportation Recovery Plan and the proposed transit service along the corridor, as well as the results of the quick-build projects already planned, and the lessons learned from the first phase of construction.

We look forward to working with the San Francisco County Transportation Authority Board to build a better Market Street.

Better Market Street

Enforcement and Taxi Updates



To: SFMTA Board of Directors

Through: Jeff Tumlin

From: Tom Maguire *Viktoriya Wise*

Date: February 19, 2021

Subject: Better Market Street - Enforcement and Taxi Updates

This memo summarizes the Better Market Street Project's enforcement and taxi-related modifications that were discussed at the January 19, 2021 SFMTA Board Meeting.

In March staff will conduct data collection to better understand the rate of compliance at various locations along the car-free segment of Market Street which will inform enforcement priorities. This data collection was previously planned for Spring 2020 to evaluate the "after" conditions of the car-free restrictions that began in January 2020, but was put on hold due to significant changes to travel patterns following the initial COVID-19 shelter-in-place orders. Given the ongoing uncertainty about when or if travel patterns will return to pre-pandemic levels, staff will collect vehicle classification counts to provide as an interim snapshot of the corridor and to inform where to focus enforcement efforts.

PCO DEPLOYMENT: When car-free Market Street began in January 2020, approximately 20 parking control officers (PCOs) were temporarily assigned each day to support the new restrictions and educate drivers about new traffic patterns. The number of PCOs assigned to Market Street was gradually reduced over the following month, leaving only 3-5 PCOs per day on "fixed post" assignments directing traffic at key intersections with major congestion, particularly at locations regularly impacted by Bay Bridge traffic.

Following COVID-19 shelter-in-place orders in March 2020, traffic volumes plummeted and PCOs were reassigned to other locations due to limited traffic observed on Market Street. Total PCO staffing has been limited during the pandemic, and PCOs are currently supporting numerous COVID-19 priorities, including testing and vaccination sites, hospitals, and food banks. PCOs have not been routinely assigned to Market Street recently given numerous competing priorities and staff availability.

In January 2020, peak-hour loading restrictions were also implemented along Market Street to reduce conflicts between commercial vehicles and people biking and transit. SFMTA staff observed loading bays along Market Street on three days in early February 2021 and found no violations. Given the relatively low levels of activity along Market Street and the limited availability

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Enforcement and Taxi Updates



of PCOs at this time, we plan to continue to defer assigning PCOs to Market Street until traffic conditions warrant and the demand for PCO support of COVID-19-related operations has subsided.

POLICE PRESENCE: Unlike PCOs, SFPD officers can issue citations for moving violations which can be a strong deterrent to the private vehicle restrictions. Staff will discuss the potential for enforcement on Market Street with the SFPD Traffic Company Commander and determine whether they have resources for more enforcement in the coming months. In addition, staff will evaluate the possibility of including added enforcement within the construction contract by SFPD officers.

AUTOMATED PHOTO ENFORCEMENT: Staff have investigated using automated photo enforcement to issue citations to private vehicles who violate turn restrictions to access Market Street. San Francisco currently uses automated photo enforcement for illegal right turns from eastbound Market Street onto the I-80 on-ramp at Octavia Street. However, there are numerous technical and financial challenges to applying this technology throughout the car-free segment of Market Street as described in detail below. Staff do not recommend an automated photo enforcement strategy currently.

There are dozens of locations where private vehicles are restricted from turning onto Market Street or are required to turn off, with more planned in the future. Adding automated photo enforcement costs approximately \$300,000 per location in one-time hardware investment and annual operating and maintenance costs of about \$45,000 per location, in addition to SFMTA staff costs to support the program and SFPD staff costs to review citations. Adding the necessary hardware to all approaches would require a significant capital investment, while selecting only a few locations could reduce the effectiveness of the overall strategy. Unlike the example at the Market/Octavia intersection, numerous vehicle types are exempted from turn restrictions along the car-free segment of Market Street, including commercial vehicles, taxis, paratransit and buses. Existing technology is unable to distinguish vehicle types and the staff time required to process each violation event would be significantly greater. The SFMTA does not receive any revenue from moving violation fines and the costs to operate an expanded automated photo enforcement program would significantly impact the Agency's operating budget. Finally, based on experience at the Market/Octavia intersection, automated photo enforcement results in a high number of false positives with unnecessary activation of camera flash units occurring when vehicles proceed straight rather than turn, along with the activation of the camera enforcement for what could be legal turns by commercial vehicles, buses and taxis.

For the reasons stated above staff do not recommend an automated photo enforcement strategy at this time. Because the combined capital and annual operating costs are high, it may be more efficient to use limited public funds for selective SFPD enforcement.

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TAXI USE OF CENTER LANES: As the design of the Better Market Street Project has evolved, staff have heard concerns from stakeholders about the plan to restrict taxis from the center lanes, as approved in 2019. The latest design between 5th and 8th streets proposes that taxis, bicycles, and commercial vehicles share the curbside lanes. The center lanes are currently marked as “BUS TAXI ONLY” only between 8th and 3rd streets, and this will not change prior to the start of Phase 1 construction (5th-8th streets). During Phase 1 construction, which is anticipated to start in late summer 2021 and take approximately two years, there will be lane closures to facilitate construction activity so the preferential lane restrictions will not be in place. Thus, any taxi restrictions between 5th and 8th streets will not be implemented until 2023.

The center “BUS TAXI ONLY” lanes currently end at 3rd Street and will be extended eastward to Main Street with a “MUNI ONLY” designation in summer 2021. Staff will conduct a study documenting interactions between taxis and Muni vehicles between 8th and Main streets to better understand transit operational impacts, particularly comparing the segment between 8th and 3rd streets (taxis permitted in center lanes) to the segment between 3rd and Main streets (taxis restricted to curbside lanes).

TAXI CIRCULATION: Staff have also heard concerns about the new required right turns impacting taxis. The SFMTA Board of Directors approved four new required right turns for taxis, eastbound at 6th and 8th streets and westbound at Kearny/Geary and Turk/Mason streets. Due to the upcoming construction between 5th and 8th streets, only the required right turn westbound at Kearny/Geary streets is planned for implementation prior to 2023. Staff will defer the decision about if/when the turn restriction at Kearny/Geary is implemented until late summer 2021, pending the results of data collection described in this memo.

The Agency remains committed to making sure that Market Street work well for a variety of users, while keeping in mind as we have discussed with the Board in the past that some difficult tradeoffs are required given limited space and conflicting needs. If you have any questions about these matters please let me or Better Market Street project engineer Britt Tanner know at britt.tanner@sfmta.com.