



**San Francisco
County Transportation
Authority**

BD021026

RESOLUTION NO. 26-35

RESOLUTION AMENDING THE OCTAVIA IMPROVEMENTS STUDY
RECOMMENDATIONS TO ADD THE HAYES VALLEY PUBLIC LIFE STUDY AS AN
ELIGIBLE USE OF REVENUES FROM THE MARKET AND OCTAVIA SPECIAL
REVENUE FUND, IN THE AMOUNT OF \$410,000, WITH CONDITIONS

WHEREAS, Prop I, approved by San Francisco voters in 1999, designated the use of proceeds from the sale and/or disposition of parcels formerly occupied by the Central Freeway to build Octavia Boulevard and to use any remaining revenues for transportation projects on or ancillary to Octavia Boulevard ('ancillary projects'); and

WHEREAS, The remaining revenues are retained in the Market and Octavia Special Revenue Fund (Special Fund), which is administered by the City and County of San Francisco; and

WHEREAS, As established by Prop I, the Transportation Authority prioritizes the use of Special Fund revenues for ancillary projects; and

WHEREAS, The Octavia Improvements Study, adopted by the Transportation Authority in June 2023 (Resolution 23-55) recommends street safety and traffic management concepts to be funded by the Special Fund; and

WHEREAS, Attachment 1 provides an update prepared by the San Francisco Municipal Transportation Agency with the current status of advancing the Octavia Improvements Study recommendations with revenues from the Special Fund; and

WHEREAS, Commissioner Bilal Mahmood has requested amendment of the Octavia Improvements Study recommendations to include \$410,000 for the Hayes Valley Public Life Study (Study) as an eligible use of the Special Fund; and

WHEREAS, The Study would be led by the SF Planning Department (SF Planning) and would compile existing and new data to analyze pedestrian, bike, transit, vehicular activity, and related business impacts in and around the block of Hayes Street between Octavia and Gough during shared space events and other days and times of the week; and



**San Francisco
County Transportation
Authority**

BD021026

RESOLUTION NO. 26-35

WHEREAS, Attachment 2 provides the scope, schedule, and budget for the proposed Study; and

WHEREAS, After reviewing the request, Transportation Authority staff recommend funding the Study with \$410,000 in Special Fund revenues, drawing from available contingency funds, and conditioning the recommendation on SF Planning presenting the draft and final Study findings to the Transportation Authority Community Advisory Committee and Board for approval; and

WHEREAS, SF Planning presented the Study to the Market and Octavia Community Advisory Committee (MOCAC) at its final meeting on December 15, 2025, and the MOCAC expressed its support for the Study; and

WHEREAS, The Transportation Authority Community Advisory Committee was briefed on the Study at its January 28, 2026 meeting and unanimously adopted a motion of support for its adoption; now, therefore, be it

RESOLVED, That the Transportation Authority hereby amends the Octavia Improvements Study recommendations to add the Hayes Valley Public Life Study as an eligible use of revenues from the Market and Octavia Special Revenue Fund, in the amount of \$410,000, with conditions.

Attachments:

1. Market and Octavia Special Fund Recommendations & Request Memorandum
2. Hayes Valley Public Life Study Draft Scope, Schedule, Budget



**San Francisco
County Transportation
Authority**


BD021026

RESOLUTION NO. 26-35

The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 24th day of February 2026, by the following votes:

Ayes: Commissioners Dorsey, Fielder, Mahmood, Melgar, Sherrill, Walton, and Wong (7)

Absent: Commissioners Chan, Chen, Mandelman, and Sauter (4)

DocuSigned by:
 3/10/2026
C3882B7D874248C...

Myrna Melgar Date
 Chair

ATTEST: DocuSigned by:
 3/12/2026
FFD2528AB8BE49B...

Tilly Chang Date
 Executive Director

ATTACHMENT 1

DRAFT

HAYES VALLEY PUBLIC LIFE STUDY

Summary

This analysis seeks to understand the transportation impacts of the Hayes Street shared space. The Study would compile existing and new data to analyze pedestrian, bike, transit, vehicular activity and related business impacts in and around the block of Hayes Street between Octavia and Gough during shared space events and other days and times of the week.

Task 1: Project Startup and Public Outreach

The consultant will work with the City team to understand the existing street and transportation conditions, history of the shared space, street closures, and local activation, and relevant public input. During this task, consultant will define the study objectives, transportation and placemaking objectives, work plan, schedule and general logistics. The consultant will support the City team in designing and hosting up to three meetings with community stakeholders.

Deliverables:

- Project team kick off meeting attendance and minutes
- Up to three (3) community meetings, including meeting design, attendance and minutes
- Draft & Final project work plan

Task 2: Scope the Pedestrian/Bike Survey & Comparative Analysis

Consultants will work with City team to understand the specific questions to test through data collection and determine the protocols that best serve the study objectives. Pedestrian/bike surveys and observations shall be planned under various street conditions (including special events in the street, public realm, and nearby; weekdays and weekends; different times of day) and at locations within and near the project area, to be determined with the City team. Consultant will develop the survey instrument—based on the data collection guidance outlined in the San Francisco Planning Department’s Public Life Study: Standards Manual (PSPL). Sample questions in the PSPL will adapt to the context of the objectives defined in the previous task, and additional questions may be added to support place-specific responses.

Consultant will work with the City team to identify other transportation analytics and metrics to measure the costs and benefits of the shared street (to be compiled in Task 4).

Deliverables:

- Draft memo summarizing survey procedure and comparative analysis scope
- Final memo summarizing survey procedure and comparative analysis scope

Task 3: Administer the Pedestrian/Bike Survey

Consultant will administer Activity Counts at three (3) locations within and/or adjacent to the study area at three (3) times of day. Within a span of approximately two weeks, consultant will collect activity counts on two (2) days when the shared space is *active* (including one day with a nearby performing arts event and one without), two (2) days when the shared space is *inactive* (including one day with a nearby performing arts event and one without). This would result in a total of approximately 36 total different conditions.

Deliverables:

- Administration of activity counts and observations

DRAFT

12/11/2025

ATTACHMENT 1

DRAFT

Task 4: Compile Transportation and Other Data

Based on metrics identified in Task 2, consultant will work with the City team to compile existing data and gather new data to help understand the impacts of the shared space street closure. Data may include: vehicle counts at no fewer than four key intersections along Hayes Street and/or in the neighborhood; transit delay; passenger and commercial loading activity; public safety and collision data.

In coordination with City agencies, the consultant will also compile qualitative and quantitative data measuring changes to any of the following based on the street closure: city staff time and budget, business activity, business owner support, emergency response times, and/or other measures. Data collection may require coordination with SFMTA, Fire Department, Police Department, and other City agencies.

Deliverables:

- Collection of raw data and relevant analyses

Task 5: Analyze Public Life Survey and Comparative Data

Summarize and interpret data generated in Task 3 and 4 to inform decisions regarding study objectives. Compare Activity Counts across different conditions and locations. Consultant will synthesize data and qualitative observations of the public realm during the observation periods. Final technical memo/slide deck should include a combination of narrative, high-level conclusions and statements, quantitative information and graphics, and qualitative perspectives. The analysis will frame existing conditions and provide clues of what might inform future placemaking and public realm designs.

Deliverables:

- Draft technical memo or slide deck
- Final technical memo or slide deck
- Compiled data and analyses files

Optional Task 6: Concepts Development

Based on the previous tasks, consultant will work with the City team to identify potential future pedestrian safety interventions and/or street design concepts illustrating a range of design and activation possibilities on or near Hayes Street. Exact deliverables to be determined by consultant in coordination with client.

Any concepts should advance objectives identified in Task 1 and build on successful activations in the neighborhood. Deliverables may include, but are not limited to, preliminary sketches, plans or sections; precedent image or, conceptual renderings; qualitative summaries or analysis related to measures in previous tasks; and/or slide decks.

ATTACHMENT 1

DRAFT

Preliminary Budget

CONSULTANT BUDGET

TASK #	TASK	BUDGET
Task 1	Kick-off, Community Meetings, Work Plan	\$10,000
Task 2	Survey and Analysis Scopes	\$4,500
Task 3	Administer the Survey	\$72,000
Task 4	Collect Data	\$14,000
Task 5	Analyze Public Life Survey and Data	\$50,000
Task 6 (Optional)	Concept Development	\$75,000
<i>SUBTOTAL</i>		\$225,500
<i>Contingency</i>		\$22,500
<i>Materials</i>		\$2,000
CONSULTANT TOTAL		\$250,000

CITY STAFF BUDGET

	BUDGET
PLANNING	\$70,000
MTA	\$75,000
<i>SUBTOTAL</i>	\$145,000
<i>Contingency</i>	\$15,000
CITY STAFF TOTAL	\$160,000
TOTAL PROJECT BUDGET	\$410,000

DRAFT

12/11/2025

ATTACHMENT 1

DRAFT

Preliminary Schedule

TASK	JAN	FEB	MAR	APR	MAY	JUNE	JUL	AUG	SEP	OCT	NOV	DEC
0. Approvals & Contracting★	█	█										
1. Project Startup			● Project Team Kickoff Meeting									
2. Scope Survey & Analysis				█	█							
3. Administer Survey★					█	█	█					
4. Compile Data							█	█				
5. Analyze Survey & Data								█	█	█		
6. Concept Development (optional)										█	█	█

★ Timing subject to contracting process or public events



Daniel Lurie, Mayor

Janet Tarlov, Chair
Stephanie Cajina, Vice Chair
Mike Chen, Director

Steve Heminger, Director
Dominica Henderson, Director
Fiona Hinze, Director

Julie Kirschbaum, Director of Transportation

November 10, 2025

TO: Rachel Hiatt, SFCTA
 Anna LaForte, SFCTA

FROM: Casey Hildreth, SFMTA

THROUGH: Kimberly Leung, SFMTA
 Matt Lasky, SFMTA

SUBJECT: Market and Octavia Special Fund Recommendations & Request Memorandum

SUMMARY

The SFMTA has completed a follow-up assessment of the SFCTA's 2023 Octavia Improvements Study to more thoroughly review project feasibility and incorporate new priorities identified by the community. This memorandum recommends a revised list of project priorities and requests an initial disbursement of Market and Octavia Special Fund revenues (aka 'special funds') to advance them forward.

Specific recommendations:

1. Hayes Promenade / Public Life Study (~\$410,000) – Interdepartmental planning study, led by the SF Planning Department, with transportation and alternatives analysis of Hayes Promenade street closures as well as circulation and development scenarios near the intersection of Octavia Boulevard and Hayes Street that aim to expand and enhance Patricia's Green
2. Fell/Octavia Turn Lanes and Signal Modifications (\$250,000) – implementation of dual left-turn lane onto Octavia from westbound Fell Street with separated pedestrian crossing phase (SFMTA)
3. Octavia Boulevard Crosswalk Enhancements (\$1,000,000) – Detailed design and construction of traffic calming, signal timing, and ADA improvements at the Oak, Page, and Haight Street intersections with Octavia Boulevard (SFMTA, Public Works)



This initial recommended dispersal of \$1.66 million would advance key near- and medium-term priorities while leaving an approximate remaining balance of \$3.3 million¹ in special funds for Hayes Promenade /Patricia’s Green Study recommendations and other future emerging needs.

BACKGROUND

SFMTA Octavia Boulevard Enhancement Program

Between 2014 and 2019, the SFMTA’s [Octavia Boulevard Enhancement Program](#) developed and advanced several efforts to address safety issues and enhance the public realm on and around Octavia Boulevard. Completed projects included areawide daylighting and crosswalk upgrades, Page/Octavia bike spot improvements, Hayes Street Follow the Paving sidewalk widening, the Oak/Octavia/Laguna Safety Project, improvements at the Market/Octavia intersection, and the Octavia ‘Open Street’ Project at Patricia’s Green. The program also advanced, but never finalized, conceptual upgrades to the local lanes as part of the Octavia Enhancements Project, which received CEQA environmental approval in 2018 along with the Page Neighborway Project.

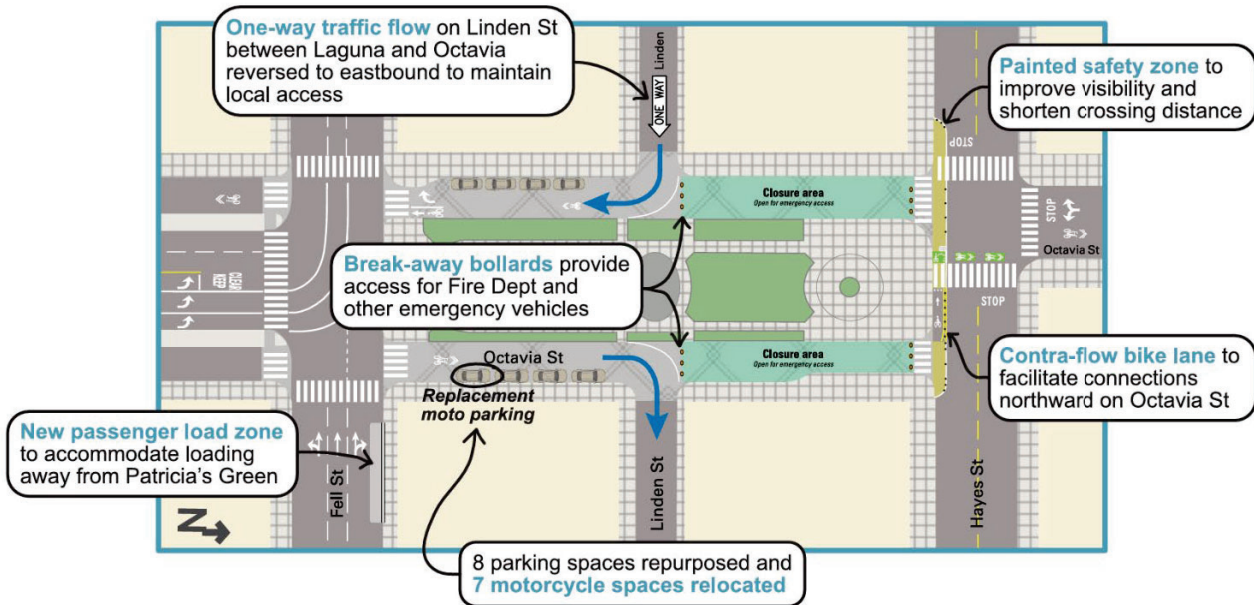


Figure 1. Summary graphic of Octavia ‘Open Street’ changes implemented in late 2019 using low-cost, temporary materials.

¹ Estimate to be confirmed by SF Public Work/Controller’s Office.



SFCTA Octavia Traffic Study (2023)

This study was prepared by the SFCTA, in consultation with the SFMTA, to help identify projects that improve safety, accessibility, and livability along and near Octavia Boulevard while managing traffic circulation and enhancing transportation options. The Local Safety & Connectivity concept recommendations are shown Figure 2 below and include bulbouts on Oak and Fell Streets at Buchanan and Webster; red light camera enforcement (or a similar strategy to reduce red light running and associated conflicts) on Market Street at Gough Street; and traffic calming on Octavia Street.

RECOMMENDATION	DESCRIPTION	IMPLEMENTATION STRATEGY	TOTAL COST
Bulbouts (page 30)	Six bulbouts spread across four intersections of Oak and Fell at Buchanan and Webster	Design in coordination with SFMTA's signal retiming for Oak Street	\$1,850,000
Red Light Cameras (or similar strategies) (page 31)	Install at Gough St. / Market St.	Better Market Street 2023 Hub Quick Build	\$600,000
Octavia St. Traffic Calming (page 31)	Sidewalk/median changes, raised crosswalks, signal improvements, speed humps	New Project	\$3,575,000
Contingency	30% of construction items		\$1,807,000
Total Cost			\$7,832,500

Figure 2. SFCTA Local Safety & Connectivity concept recommendations and planning level cost estimates from the 2023 Octavia Improvements Study.

Updated Feasibility and Cost Analysis

Since the completion of the SFCTA study, the SFMTA has conducted additional feasibility and cost assessments for identified Local Safety & Connectivity concept recommendations. This follow-up analysis has resulted in the de-prioritization of two project concepts and would elevate the priority of another:

- Red Light Camera at Market/Gough: This project is no longer recommended due to a mix of specific site constraints, lack of a proper contracting mechanism to install, and a pivot by SFMTA’s transit engineering team to address eastbound Market Street and southbound Gough Street red-light compliance issues with revised traffic signal designs to improve visibility.
- Sidewalk bulbouts on Oak and Fell at Webster and Buchanan streets: Based on several detailed site visits to these intersections in 2024, the SFMTA has determined that any proposed sidewalk widening at any of the proposed intersection corners would trigger the need for a full traffic signal and curb ramp upgrade project. Given the presence of steep grades and extensive utility conflicts, design and construction costs would likely exceed \$1.5 million per intersection. Combined with the extensive construction impacts that would be anticipated, such a project is not recommended



at this time but may be revisited in the future pending coordination with other utility/paving efforts in the area.

- Dual left turn w/ ped & bike phase on Fell at Octavia Blvd: This concept was identified in the SFCTA study as a priority but did not necessarily score high based on community survey responses. The SFMTA has since observed chronic congestion on Fell Street that could be contributing to vehicle back-ups on Gough Street as far back as Geary Boulevard – contributing to delays to the 38 Geary bus route. Additional engineering has confirmed the feasibility and cost of this improvement, which the SFMTA recommends advancing as a near-term priority using special funds.

Since 2023, the SFMTA has also put more thought into how to calm traffic and improve crossings along the boulevard as prioritized by the community. Rather than a larger-scale streetscape project as originally envisioned in the SFMTA Octavia Boulevard Enhancement Project and SFCTA study, the revised approach would focus on upgrading existing medians and crossings to meet current ADA standards while considering focused traffic calming and/or vehicle diverter islands along the local lanes. More details are provided in the *Recommended Projects* section, but this approach would reduce project costs and leave substantial special fund revenues available for other emerging and future needs.

HAYES PROMENADE / PUBLIC LIFE STUDY

Initially started as an emergency response to the COVID-19 pandemic, the closure of the 400 block of Hayes Street to vehicles on weekends has been permitted since 2023 under the post-pandemic Shared Spaces Program. This recurring street closure requires the temporary re-routing of the 6 Hayes-Parnassus (formerly 21 Hayes) route around Hayes Street which the SFMTA must implement during the closure periods, which poses logistical and operator challenges and constitutes an impact to transit. While the recurring closures have also raised concerns by some in the community surrounding business access and impacts (among other issues), the 'Hayes Promenade' and related events programming are widely popular with other neighbors and business community stakeholders.

To more comprehensively assess the transportation impacts of the Hayes Promenade street closures, and to identify additional/alternative circulation and capital improvement scenarios that promote similar public realm and community programming goals (i.e., promote the enhancement and/or expansion of Patricia's Green), District 5 Supervisor Bilal Mahmood has recommended a new study to be funded by the Market and Octavia Special Funds. While the study's scope is still in development at the time of this memorandum, a preliminary budget of \$410,000 is assumed as part of the recommended initial special fund dispersal request. The SFMTA proposes to work with SFCTA, SF Planning, District 5 supervisor's office, and Market Octavia Community Advisory Committee (MOCAC) to finalize the scope and budget details and initiate the study in early- to mid-2026.



SPECIAL FUND DISPERSAL REQUEST AND RECOMMENDED PROJECTS

The following budget estimates are provided as part of a recommended revision to the 2023 SFCTA Octavia Improvements Study Local Streets & Connectivity priorities list and initial dispersal request from the Market and Octavia Special Fund of approximately \$1.66 million. While the dispersal process details remain unknown, the SFMTA recommends being the fiscal lead agency for the Octavia Boulevard Crossing Enhancements and Fell/Octavia Turn Lane projects, with the funding strategy for the Hayes Promenade/‘Town Square’ Study to be determined in large part by final strategy and mechanism for consultant contracting assistance.

Hayes Promenade / Public Life Study (Planning and Conceptual Design Phase)

Interdepartmental planning study, led by the SF Planning Department, with transportation and circulation analysis of the Hayes Promenade and other potential changes near the intersection of Octavia Boulevard and Hayes Street. The SFMTA recommends the high estimate to allow for potential scoping of broader public realm alternatives and transportation impacts analysis, pending final input by the MOCAC and other stakeholders.

CONSULTANT BUDGET			
TASK #	TASK	LOW ESTIMATE	HIGH ESTIMATE*
Task 1	Kick-off, Community Meetings, Work Plan	\$10,000	\$12,000
Task 2	Survey and Analysis Scopes	\$5,000	\$5,000
Task 3	Administer the Survey	\$60,000	\$72,000
Task 4	Collect Data	\$65,000	\$80,000
Task 5	Analyze Public Life Survey and Data	\$45,000	\$55,000
SUBTOTAL		\$185,000	\$224,000
<i>Contingency</i>		<i>\$18,500</i>	<i>\$23,000</i>
<i>Materials</i>		<i>\$2,000</i>	<i>\$3,000</i>
CONSULTANT TOTAL		\$210,000	\$250,000
CITY STAFF BUDGET			
		LOW ESTIMATE	HIGH ESTIMATE*
PLANNING		\$63,000	\$75,000
MTA		\$60,000	\$70,000
SUBTOTAL		\$123,000	\$145,000
<i>Contingency</i>		<i>\$12,000</i>	<i>\$14,000</i>
CITY STAFF TOTAL		\$135,000	\$160,000
TOTAL PROJECT BUDGET		\$345,000	\$410,000

* High estimate allows for additional outreach, survey counts and/or concept designs

Figure 3. Hayes Promenade Study Draft Preliminary Budget Estimate (provided by SF Planning)



Fell/ Octavia Turn Lanes & Signal Modification (Construction Phase)

This project would provide a dual left-turn lane for westbound vehicles on Fell Street at Octavia Boulevard by modifying the traffic signal and roadway striping. The project would be implemented by SFMTA and Public Works crews with procurement of new traffic signal equipment from an approved city vendor.

Line Item	Budget	Notes
SSD Engineering	\$ 25,000.00	
Sign Shop	\$ 10,000.00	
Paint Shop	\$ 10,000.00	
Traffic Signal Shop	\$ 25,000.00	
Contracts / Procurement	\$ 50,000.00	Gridsmart
SF Public Works	\$ 130,000.00	
Total	\$ 250,000.00	

Figure 4. Fell/Octavia Turn Lanes and Signal Modification Project Budget Estimate

Octavia Boulevard Crossing Enhancements (Design and Construction Phases)

This recommended project would focus on improvements for Octavia Boulevard pedestrian crossings at the Haight, Page, and Oak Street intersections. More specifically, the project would seek to:

- Rebuild and/or retrofit existing median islands based on current turn restrictions (if applicable) and to meet current ADA standards
- Build raised crosswalks across the northbound local lane at Page and Oak streets (prioritized based on prior engineering concepts and community input)
- Consider signal timing spot improvements including extended pedestrian countdown phases at Page and/or Haight Street

The SFMTA will coordinate with and fund Public Works to finalize design engineering and consider implementation strategies including city forces and/or Job Order Contract (JOC) opportunities.

Additionally, this SFMTA will refine and present designs to the Hayes Valley community for two potential vehicle diversion options on Octavia that have been previously identified: one for both



the southbound and northbound local lanes at Page Street, which would complement related improvements planned by the Page Slow Street Project; and the other for the northbound Octavia local lane between Hickory and Fell Street, which would aim to eliminate cut-through traffic on the northbound local lane that is bypassing center lane congestion to reach westbound Fell Street. One or both concepts could be advanced as pilots using low-cost materials before or alongside implementation of the other pedestrian crossing improvements.

The design and construction phases for this project are estimated to be \$335,000 and \$665,000 respectively, or \$1 million in total. The SFMTA recommends concurrent dispersal of funding, similar to our quick-build projects, to maximize flexibility and provide the potential for overlapping phases/early implementation.



Figure 5. Octavia northbound local lane at Oak Street. This crossing is proposed to be raised (to the side median) in order to calm traffic and improve the pedestrian crossing experience (regardless of what is happening, or not, with the adjacent freeway parcel properties).

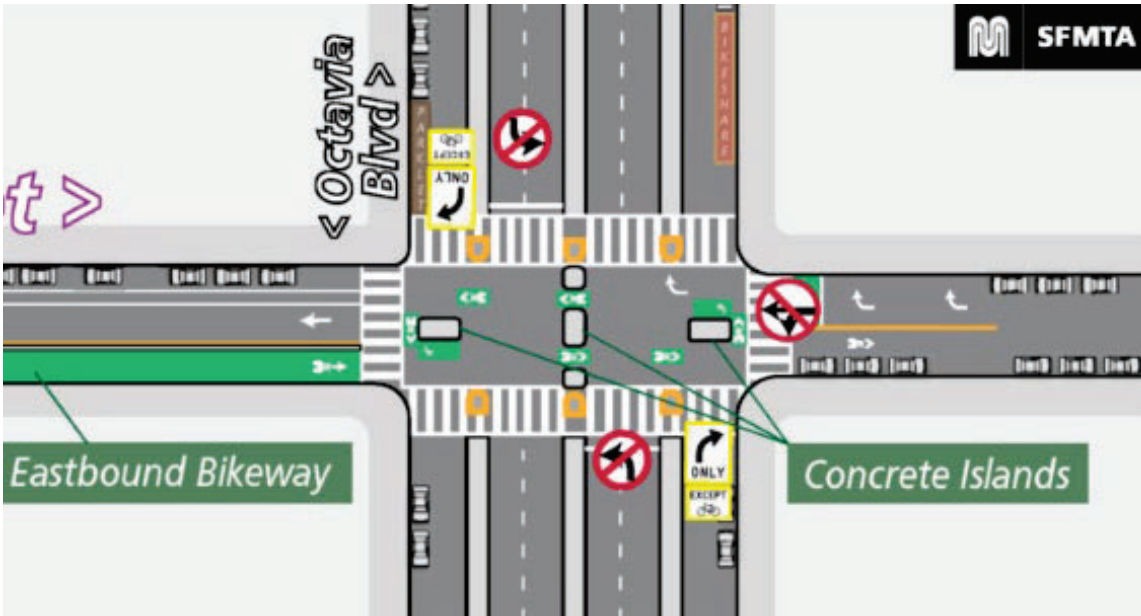


Figure 6. Vehicle diverter concept for Octavia Boulevard local lanes at Page Street. While this concept is not advancing as part of the related Page Slow Street effort (since it is more Octavia-focused), it can be revisited as part of the Octavia Boulevard Crossing Enhancements Project design and implementation phases, possibly as a pilot effort in conjunction with median island upgrades (highlighted in yellow).

Octavia Boulevard Enhancement Project - Cost Estimate (Draft)					
Item	Location	Description	Unit Cost	Quantity	Total
ADA curb ramp and median upgrades	Page, Haight	Median retrofits with APS	\$30,000	9	\$270,000
Traffic island	Oak, Page, Haight	Revise Oak SE corner; Page concrete diverters	\$15,000	5	\$75,000
Raised crosswalk	Oak, Page	Raised crosswalk NE crossing (sidewalk to NB side median)	\$50,000	2	\$100,000
Paving	Oak, Page, Haight	Allowance	\$50,000	1	\$50,000
Striping, Signs	Haight, Page, Oak	Allowance	\$20,000	1	\$20,000
Fell/Octavia "Open Street extension"	NB Octavia	Open Street using temp materials	\$15,000	1	\$15,000
		<i>Hard Cost Subtotal</i>			\$530,000
		<i>Construction Management & Inspections (10%)</i>			\$53,000
		<i>Traffic Routing (4%)</i>			\$21,200
		<i>Contingency (10%)</i>			\$60,420
		Construction Phase - Estimated Total		\$664,620	Say \$665,000
		<i>Design Engineering (35%)</i>		\$232,617.00	
		<i>Project Management and Outreach (20%)</i>		\$46,523	
		<i>Contingency (20%)</i>		\$55,828.08	
		Design Phase - Estimated Total		\$334,968.48	Say \$335,000
		Total Project Estimated Cost			\$1,000,000

Figure 7. Octavia Boulevard Crossing Enhancements Project Budget Estimate