# Hayes Valley Public Life Study

SFCTA CAC Update

October 28, 2026

SITELAB urban studio

Fehr & Peers

Last Updated: 10/22/26



# Agenda

- Overview
- Project Roadmap and Progress
- Initial Findings
  I. Public Life
  II. Transportation
  III. Business Survey
- Next Steps
- Supplementary Data

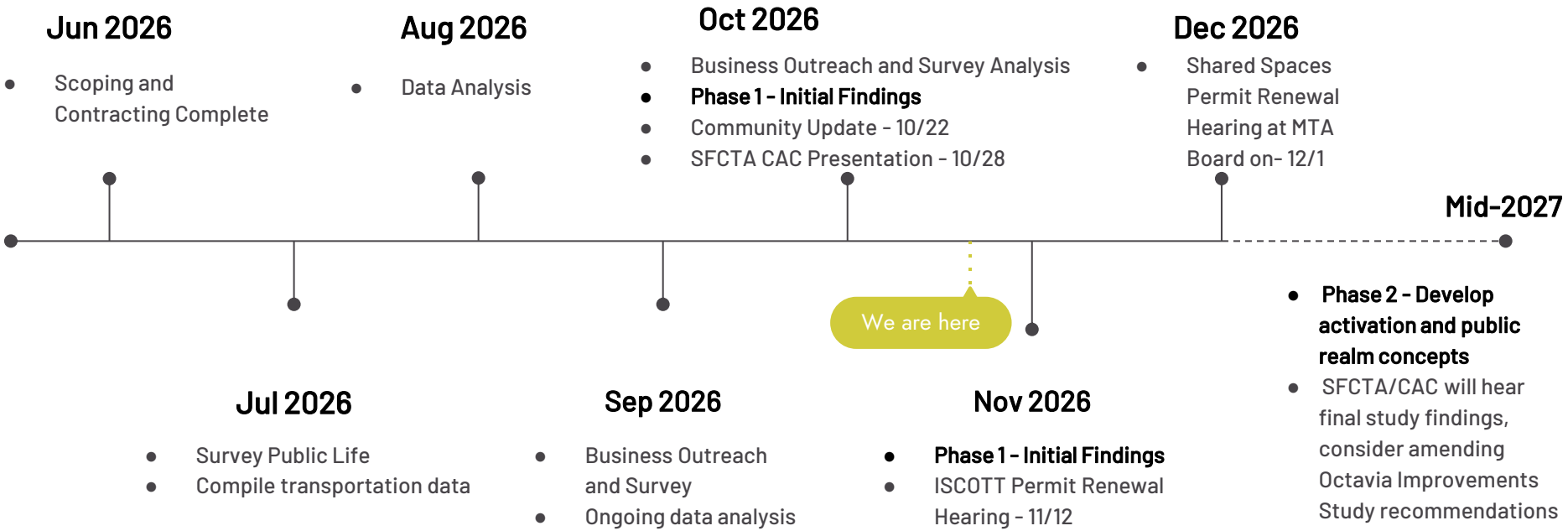
# Overview

- **Purpose:** Understand the impacts of the Hayes Street Shared Space on Public Life, Transportation, and Business Activity
- **Goal:** Inform Hayes St Shared Spaces permit renewal and future neighborhood concepts
- **Phase 1:** Analyze public life, transportation, business input
- **Phase 2:** Develop concepts for activation, open space and pedestrian improvements



*Funded by Octavia Special Fund*

# Project Roadmap and Progress



# Initial Findings

I. Public Life
II. Transportation
III. Business Survey

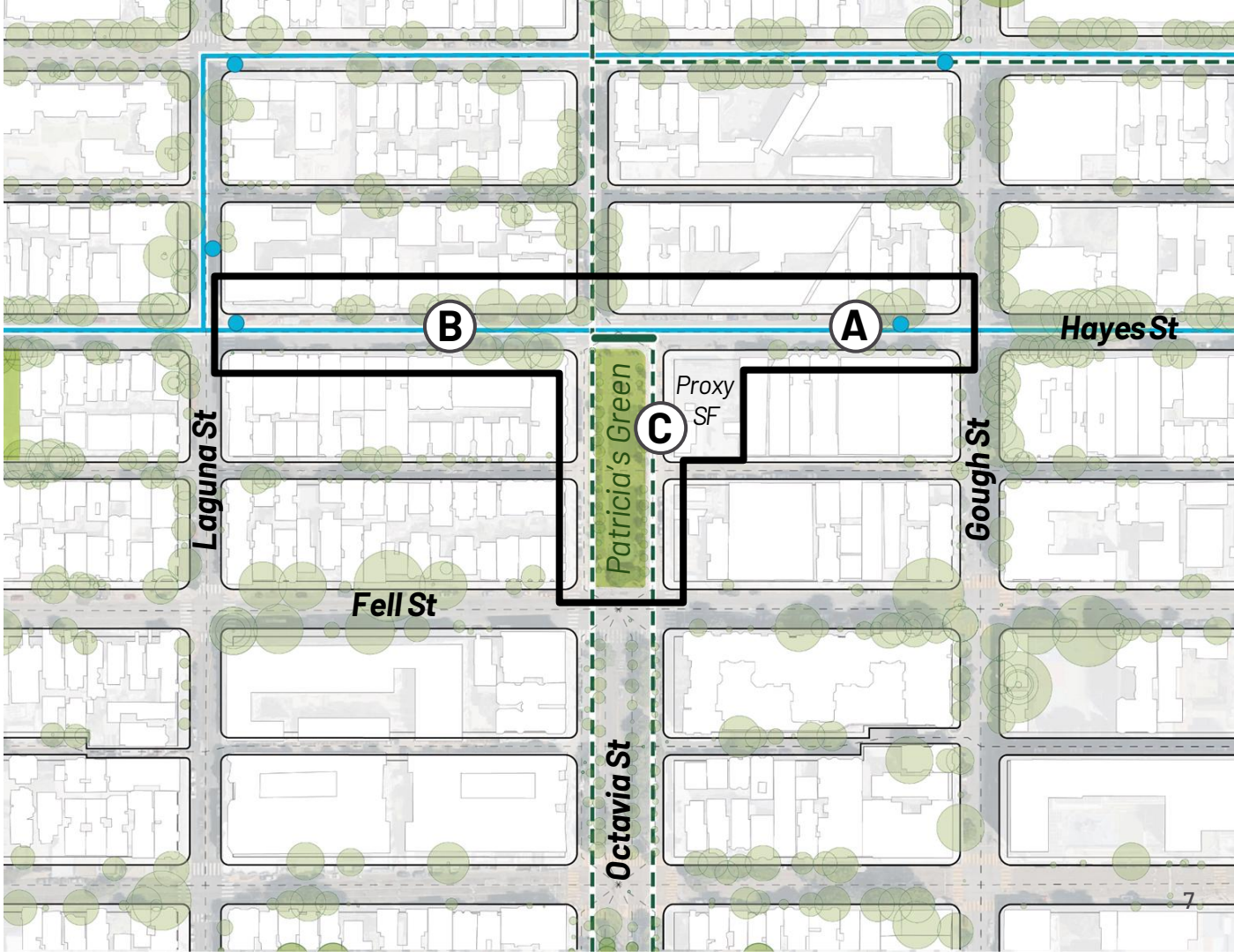
# Public Life

# Public Life Study Area

**A** Hayes St between Gough St and Octavia St (Shared Space block)

**B** Hayes St between Octavia St and Laguna St

**C** Patricia's Green / Proxy SF




*Block outline*
*Street centerlines*
*Building footprint*
*Open Space*
*MUNI route*
*MUNI bus stop*
*Dedicated bike lane*
*Shared bike lane*

0 50 100 200ft

# Public Life Key Findings

**KEY FINDING 1**

Across all blocks Ⓐ Ⓑ &Ⓒ **Saturdays drew about 70-80% more people than** Wednesdays.

*Hard to separate the draw of shared space vs. weekends generally.*

**KEY FINDING 2**

Of the three areas, Patricia's Green and Proxy SF Ⓒ have the **most stationary activity**.

*Emphasizing its role as a neighborhood anchor, around the clock.*

**KEY FINDING 3**

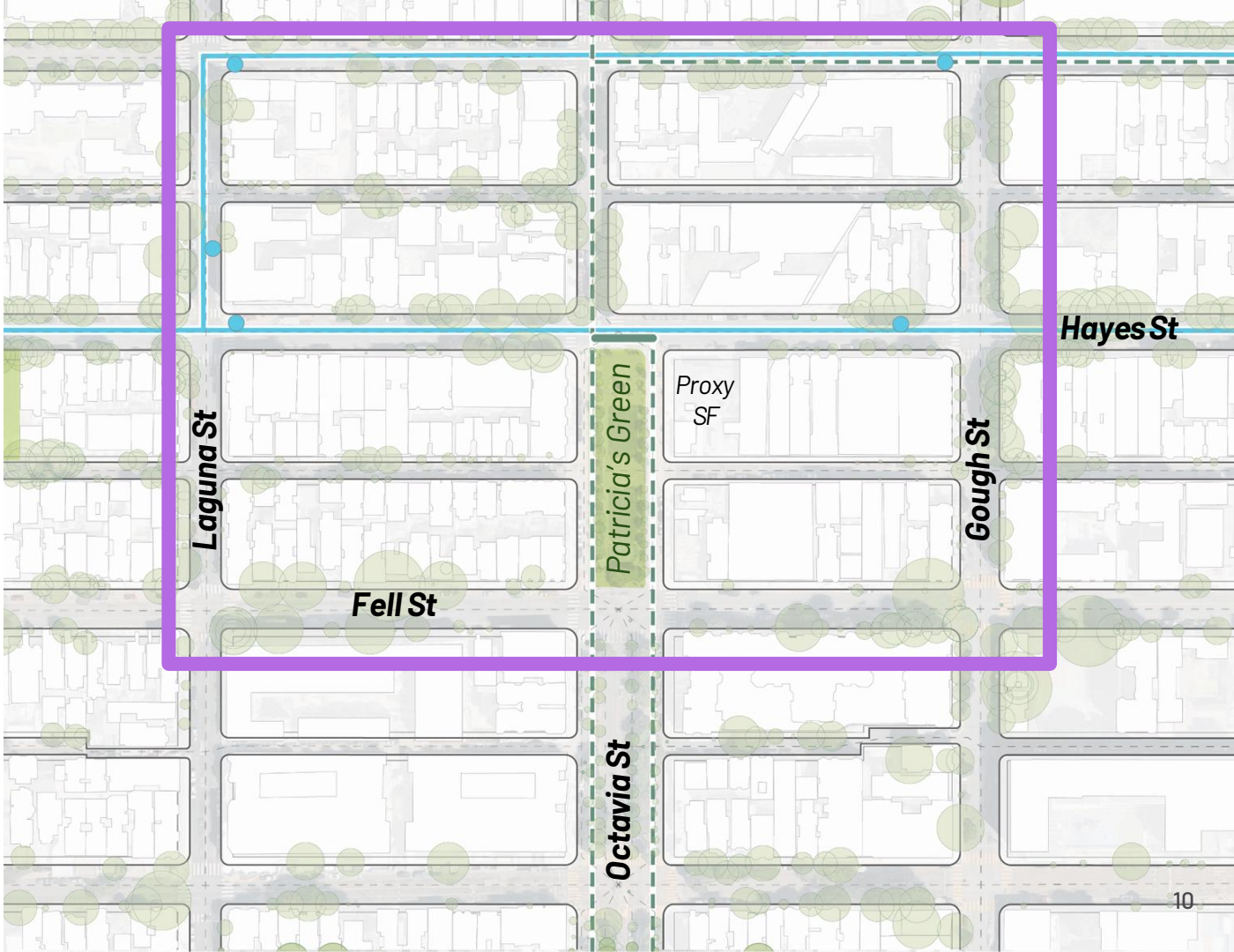
Of the three areas, Hayes Street from Gough to Octavia Ⓐ attracts **39–54% more passersby**.

*Suggesting its role as a gateway / entry point into the corridor*



# Transportation

# Transportation Study Area




- Block outline
- Street centerlines
- Building footprint
- Open Space
- MUNI route
- MUNI bus stop
- Dedicated bike lane
- Shared bike lane

0 50 100 200ft

# How Mobility Changes During the Shared Space Program

## Transit is slower:

Outbound 6 Hayes/Parnassus, **median bus speeds are lower on Saturdays than Wednesdays** to a greater degree than comparable routes.

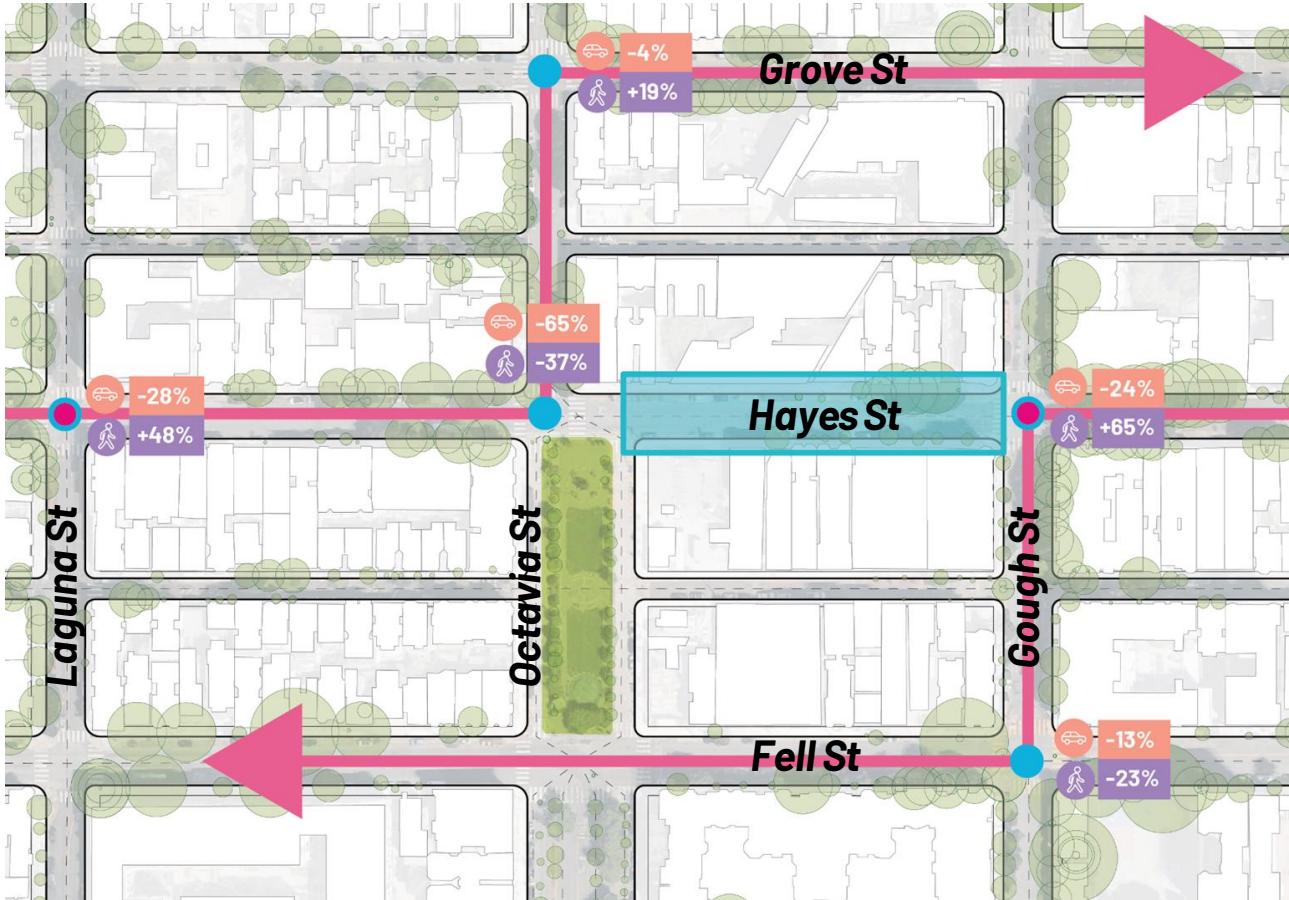



*Source: SFMTA, January - July 2026, 10am - 10pm*

# How Mobility Changes During the Shared Space Program

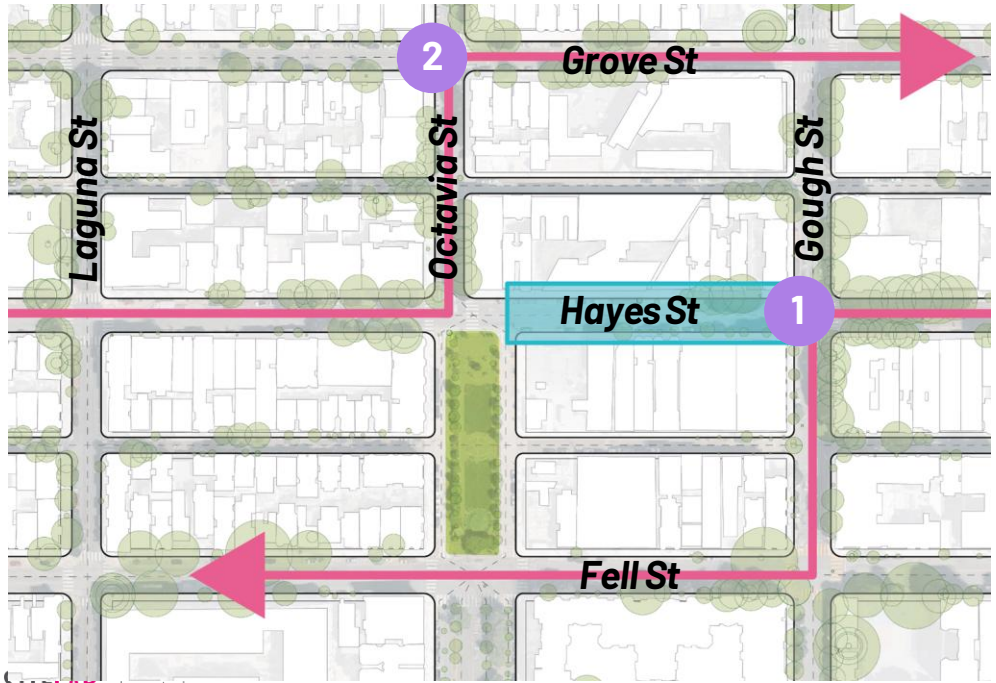
## Travel Modes Shift:

There is **lower vehicle activity** and **higher pedestrian activity** across the study intersections on Saturday.

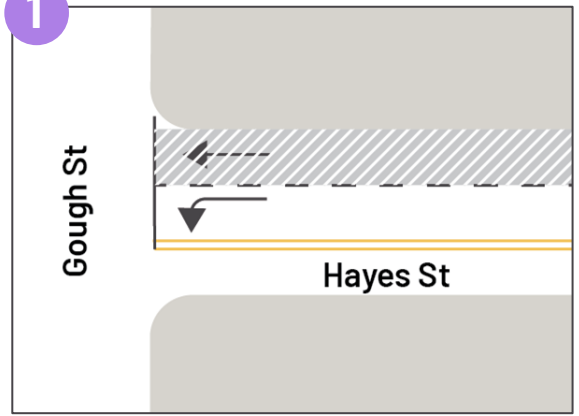


# How Mobility Changes During the Shared Space Program

Vehicle Volumes Increase: Increase on re-route segments 1 and 2.

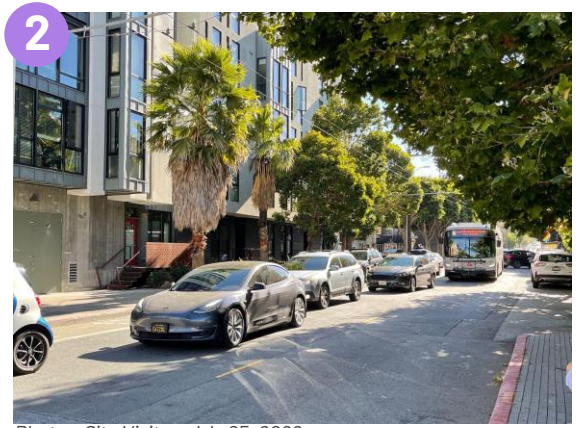



1




**Despite overall reduction of vehicles at Hayes St/Gough St, the westbound left turn sees a** 30% increase on average **on Saturday.**

2



**Overall, Grove St/Octavia St does not see an** increase in vehicle volumes on Saturday, but the northbound **right turn** increases on average by 80%.

*Photos: Site Visit on July 25, 2026*

# How Mobility is Stable During the Shared Space Program

## Parking is Typical

On-street **parking occupancy is consistently high** across the study area, regardless of street closure.



Source: SFMTA, January-July 2026

## Safety is Unchanged

**Collisions generally remain the same** between street closure and non-street closure days




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Source: SFMTA, 2024-2026

# Business Survey

# Business Surveys and Interviews

**80+ Businesses Contacted**

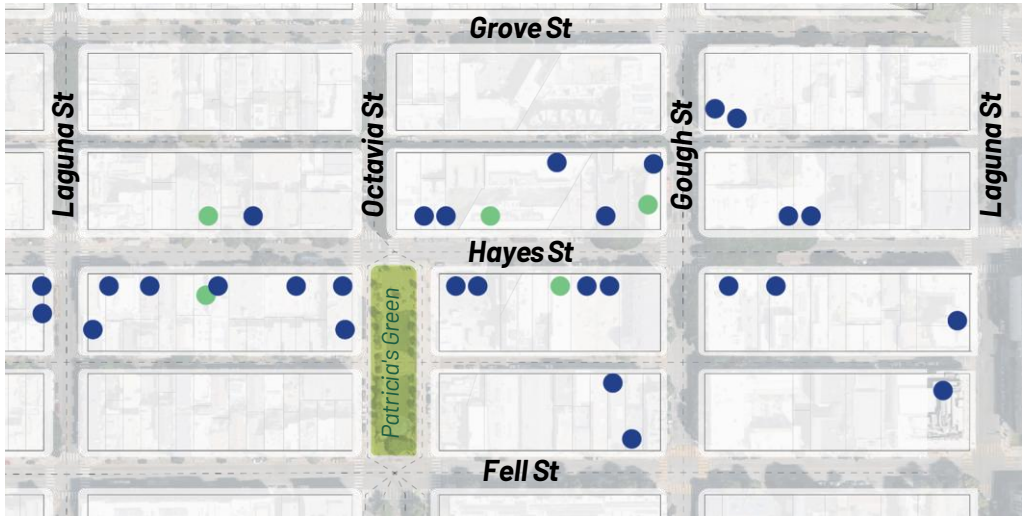
**32 Businesses Responded to Survey**

- 16 - Retail
- 10 - Food/Beverage (restaurants/cafes/bars)
- 1 - Grocery
- 3 - Gym / Personal Service
- 2 - Arts and Recreation

**5 Businesses Interviewed**

**High Level Trends**

- Top sales days are Fridays (82%) and Saturdays (85%).
- The most common sales peak window is early evening 5 to 7 pm (72%).
- Most sales come from walk-ins (overall 62%, 79% for Food/Bev)
- Most businesses say at least some customers need nearby parking.



# Business Feedback on Shared Space

Most say Shared Space **improves the public realm.**

- *67% say strongly improves pedestrian activity*
- *55% say strongly improves street atmosphere*

Impacts to individual businesses are **divided**.

- *41% see a negative*
- *37% a positive*
- *22% see no impact*

Most want **some form** of Shared Space to continue.

- *31% support current operations*
- *28% favor scaling back the closure*
- *13% support expanding operations*



# Next Steps

# Next Steps


Jun 2026
Scoping and Contracting Complete
Aug 2026
Data Analysis
Oct 2026
Business Outreach and Survey Analysis
Phase 1 - Initial Findings
Community Update - 10/22
SFCTA CAC Presentation - 10/28
Dec 2026
Shared Spaces Permit Renewal Hearing at MTA Board on- 12/1
Mid-2027
We are here
Jul 2026
Survey Public Life
Compile transportation data
Sep 2026
Business Outreach and Survey
Ongoing data analysis
Nov 2026
Phase 1 - Initial Findings
ISCOTT Permit Renewal Hearing - 11/12
Phase 2 - Develop activation and public realm concepts
SFCTA/CAC will hear final study findings, consider amending Octavia Improvements Study recommendations

# Thank You.

Project Webpage:

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