Hayes Valley Public Life Study

Community Advisory Committee
Agenda Item 6
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

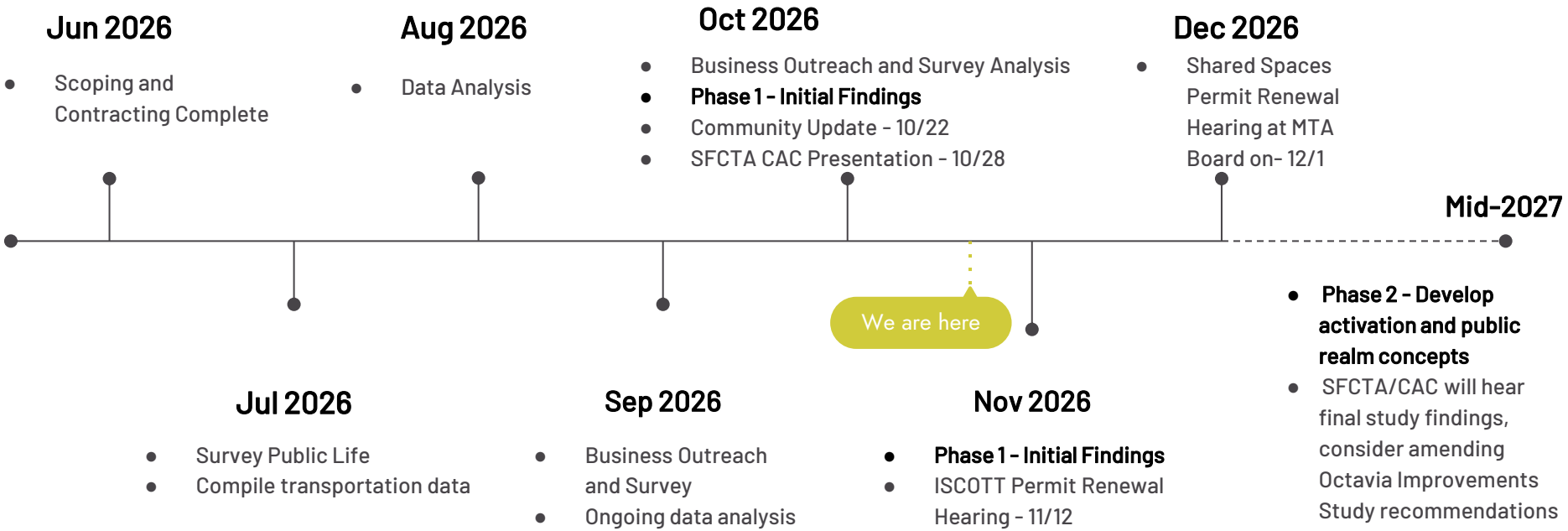
Overview

- **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

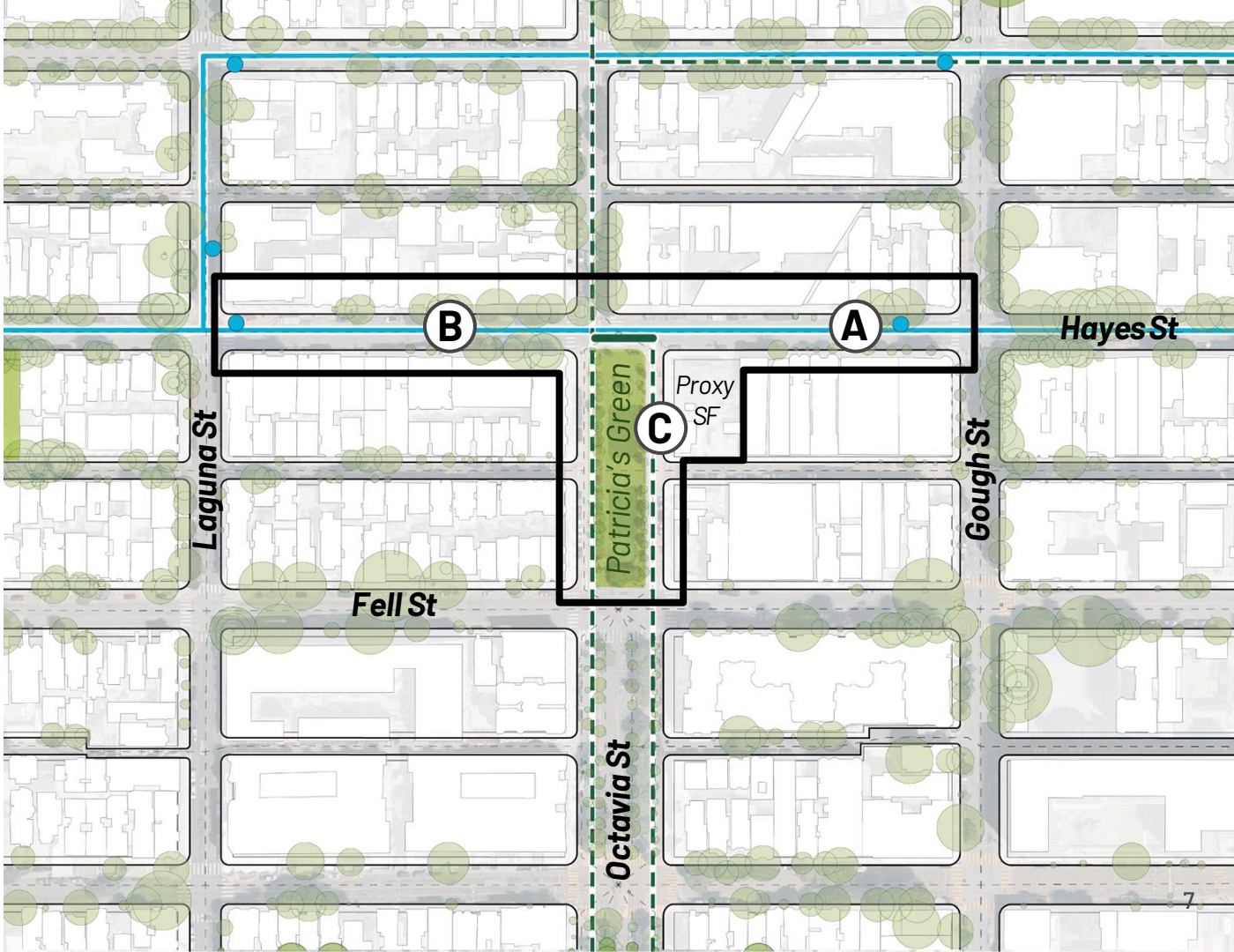
Public Life

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

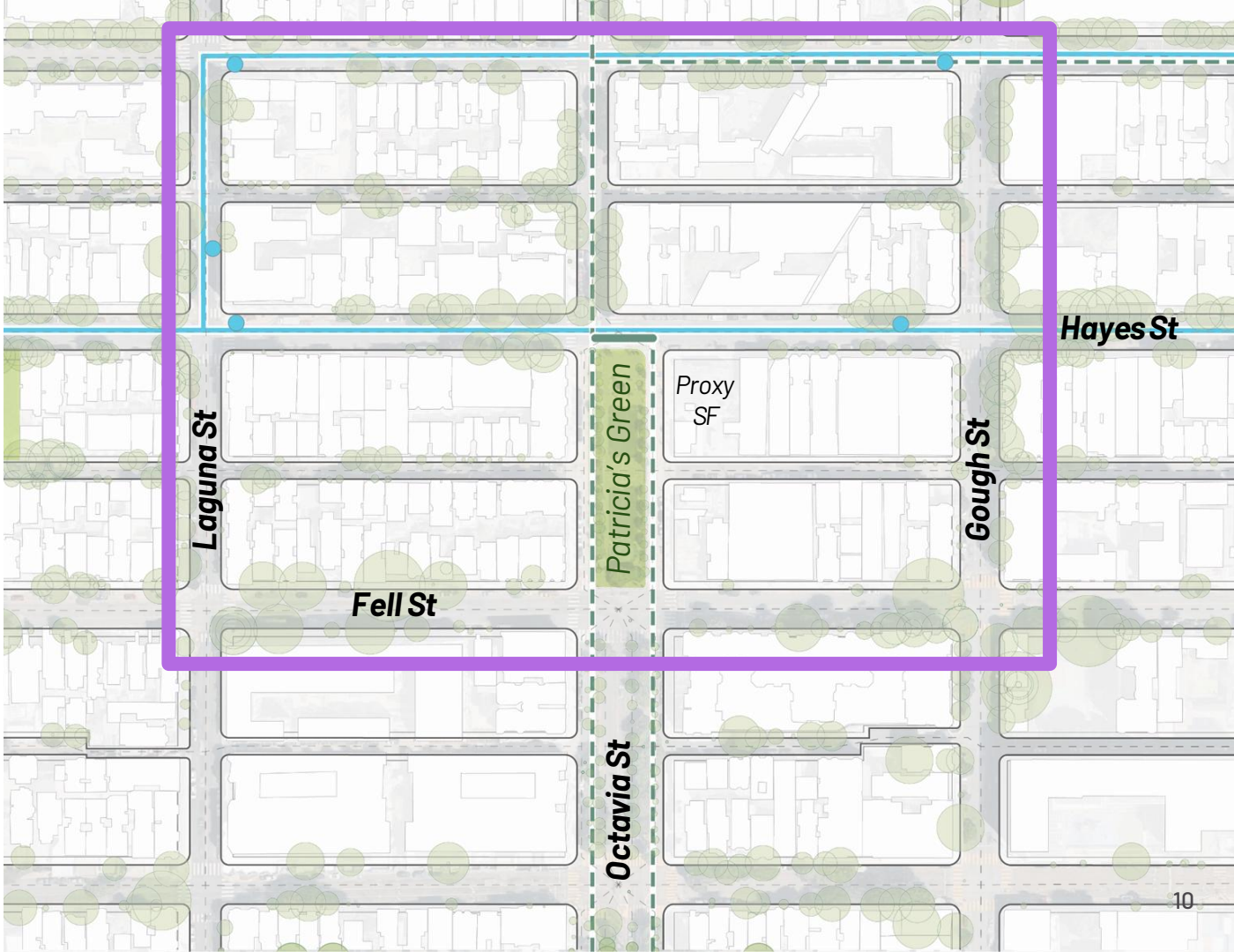
Of the three areas, Hayes Street from Gough to Octavia Ⓐ attracts **39–54% more passersby**.

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.

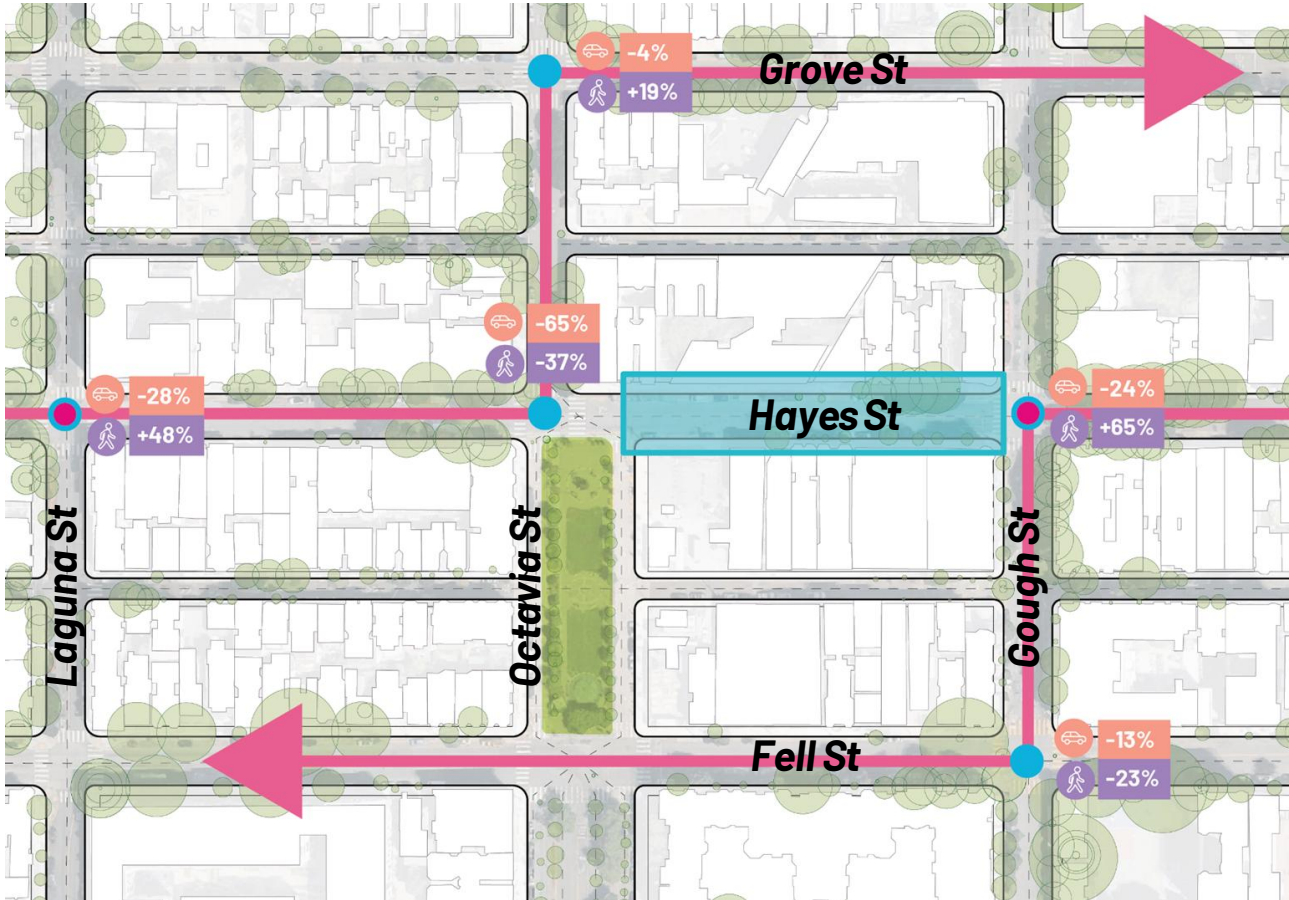


Source: SFMTA, January - July 2026, 10am - 10pm

How Mobility Changes During the Shared Space Program

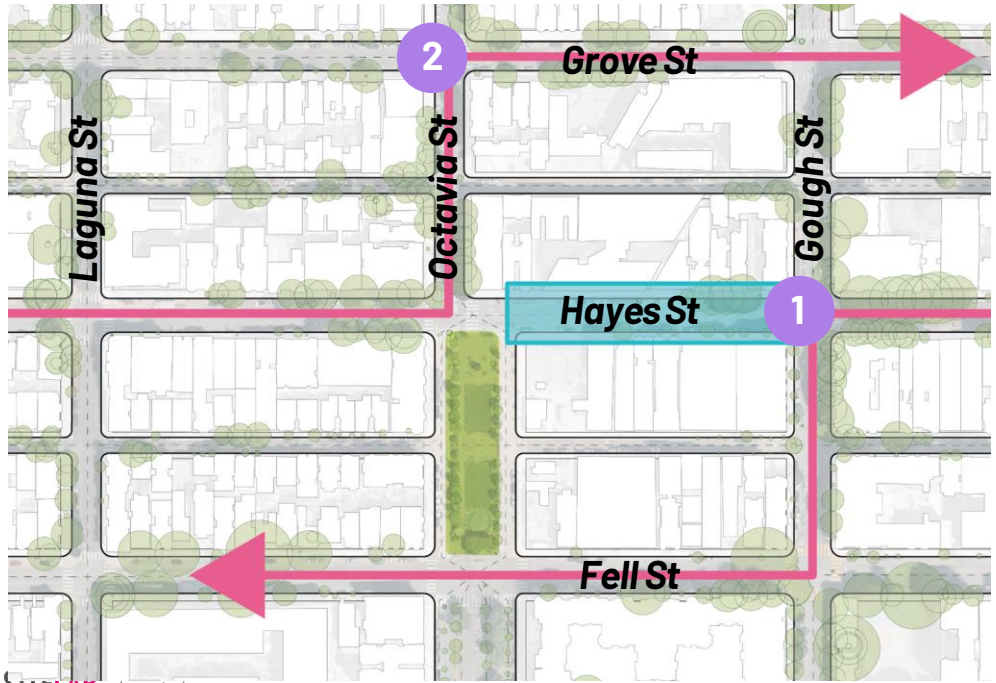
Travel Modes Shift:

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

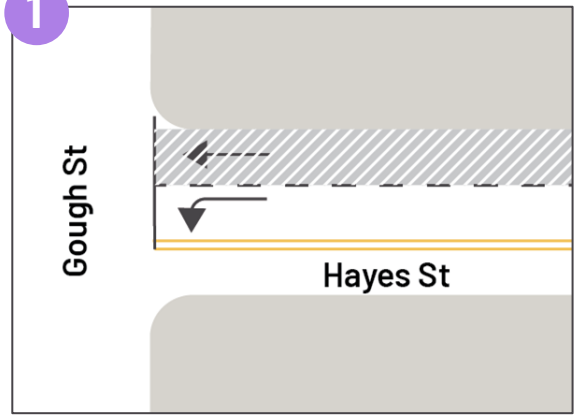


How Mobility Changes During the Shared Space Program

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

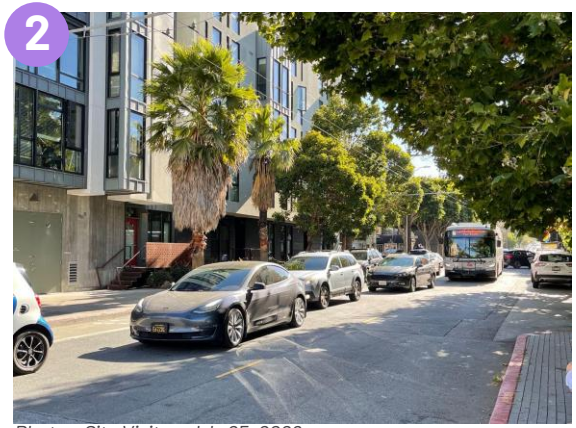


1



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



https://assets.sfstandard.com/image/994911177489/image_fp7g31435523v2j3cj5dftsi5t/-S828x552-FWEBP

Source: SFMTA, 2024-2026

Business Survey

Business Surveys and Interviews

80+ Businesses Contacted

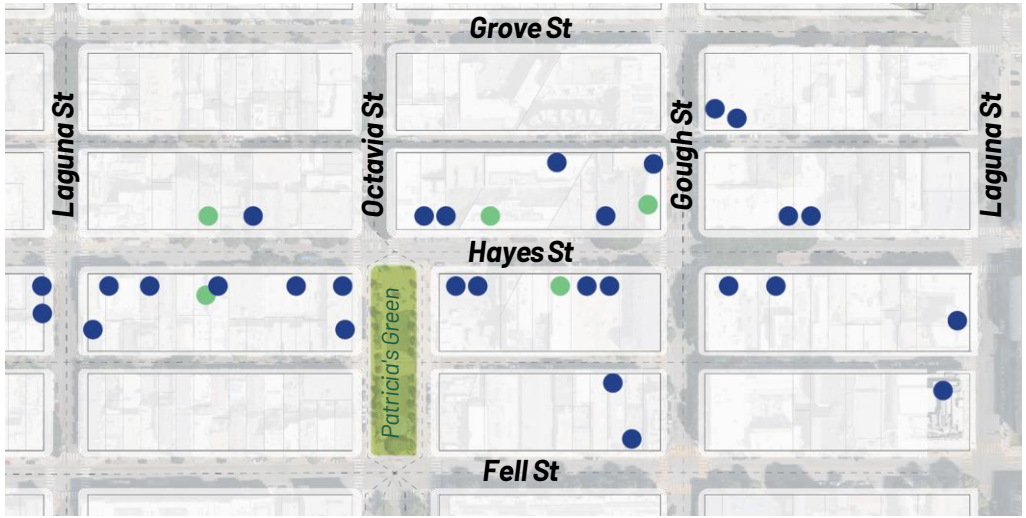
32 Businesses Responded to Survey

- 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:

Contact Information:

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Supplementary Data

Public Life

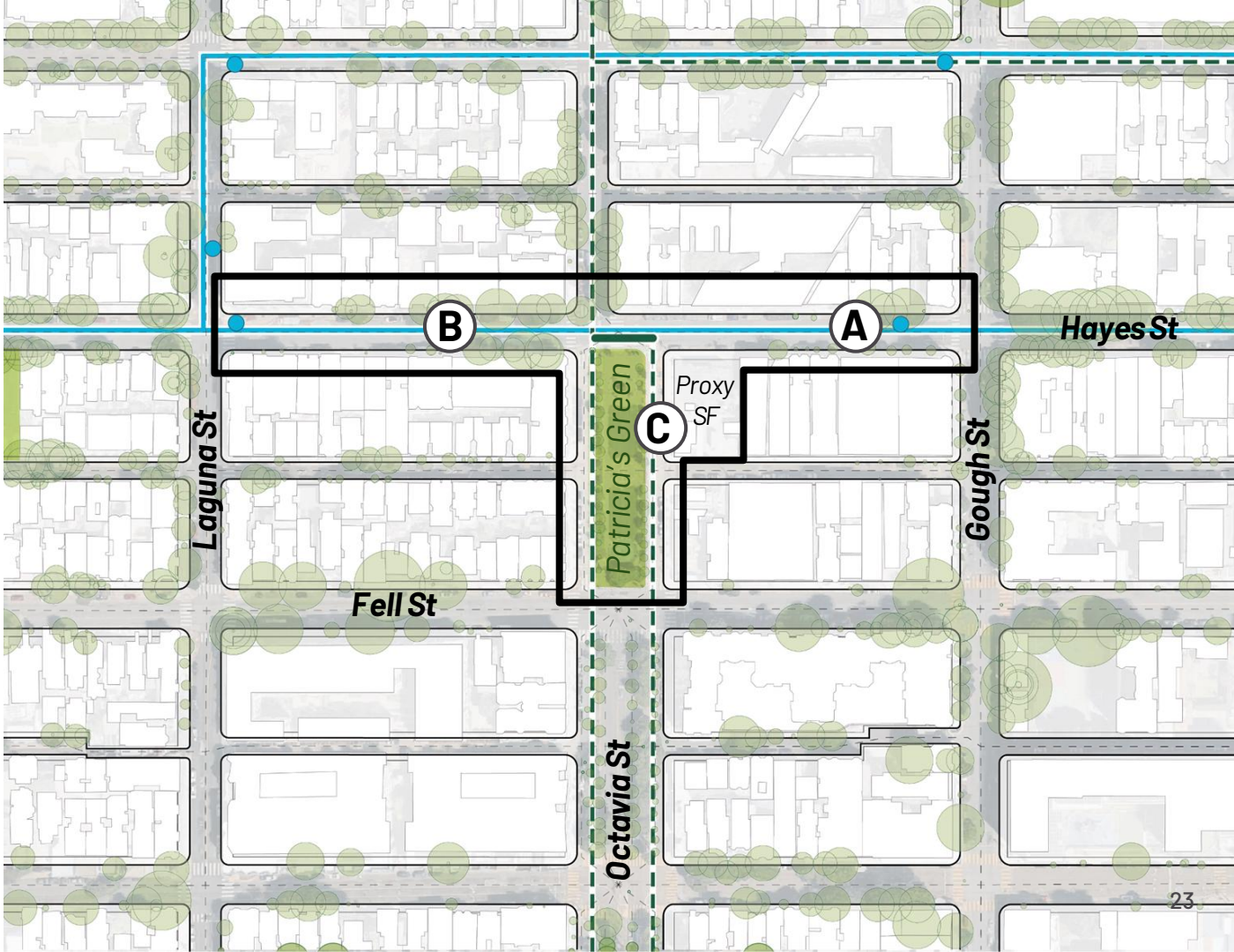
- Survey Methodology
- Data & Initial Findings

Public Life Study Area

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Shared bike lane

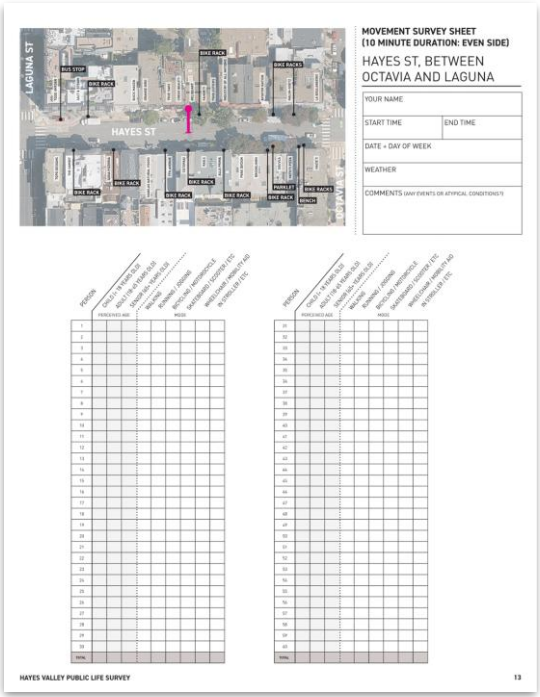
0 50 100 200ft

Survey Dates: Variety of Activities, Good Weather

Date	Shared Space in effect	Scheduled events	Weather conditions
Sat, July 11th	Yes	• 10am-2pm: Hayes Valley Farmers' Market • 2pm: Show at SF Conservatory of Music Concert Call • 4-6pm: Live Music on Hayes Promenade	64°F high, Partly Cloudy Estimated 60°F real feel 15 mph avg wind speed
Wed, July 15th	No	• 6pm: Show @ SF Jazz • 8:30pm: Show @ SF Jazz	68°F high, Partly Cloudy/Foggy Estimated 65°F real feel 16mph avg wind speed
Wed, July 22nd	No	• None	69°F high, Partly Cloudy Estimated 65°F real feel 18mph avg wind speed
Sat, July 25th	Yes	• 10am-2pm: Hayes Valley Farmers' Market • 3-6pm: Live Music on Hayes Promenade • 6pm: Show @ SF Jazz • 7:30pm: Show @ SF Jazz • 7:30pm: Show @ SF Symphony Additionally, Entertainment Zone in effect (12-10pm)	70°F high, Partly Cloudy Estimated 67°F real feel 15 mph avg wind speed

Survey Tools - Movement Survey





Perceived Age

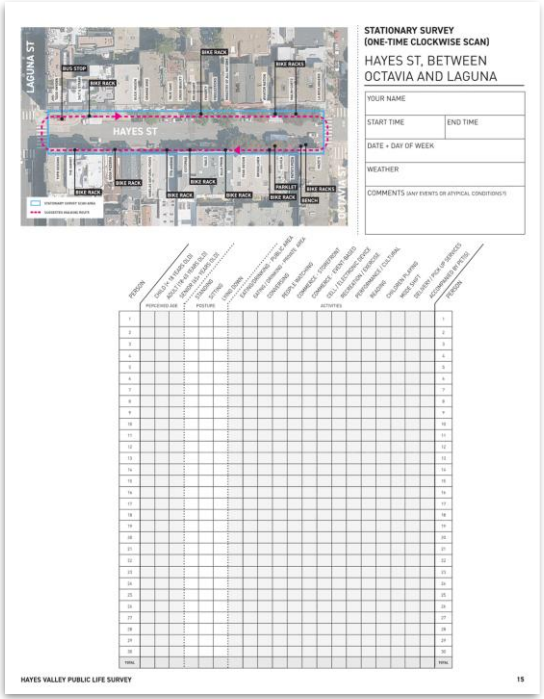
- ❑ Child (< 18 years old)
- ❑ Adult (18–65 years old)
- ❑ Senior (65+ years old)

➡ **Mode of Travel**

- ❑ Walking
- ❑ Running / Jogging
- ❑ Bicycling / Motorcycle
- ❑ Skateboard / Scooter / ETC
- ❑ Wheelchair / Mobility Aid
- ❑ In Stroller / ETC

groups are counted by circling groups of people together *

Survey Tools - Stationary Survey



Perceived Age
- ❑ Child (< 18 years old)
- ❑ Adult (18–65 years old)
- ❑ Senior (65+ years old)

Posture
- ❑ Standing
- ❑ Sitting
- ❑ Lying Down

Activity
- ❑ Eating/Drinking *Public Area*
- ❑ Eating/Drinking *Private Area*
- ❑ Conversing
- ❑ People Watching
- ❑ Commerce - Storefront
- ❑ Commerce - Event-Based
- ❑ Cell / Electronic Device
- ❑ Recreation / Exercise
- ❑ Performance / Cultural
- ❑ Reading
- ❑ Children Playing
- ❑ Mode Shift
- ❑ Delivery / Pickup Services
- ❑ Accompanied by Pets

groups are counted by circling groups of people together *

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.

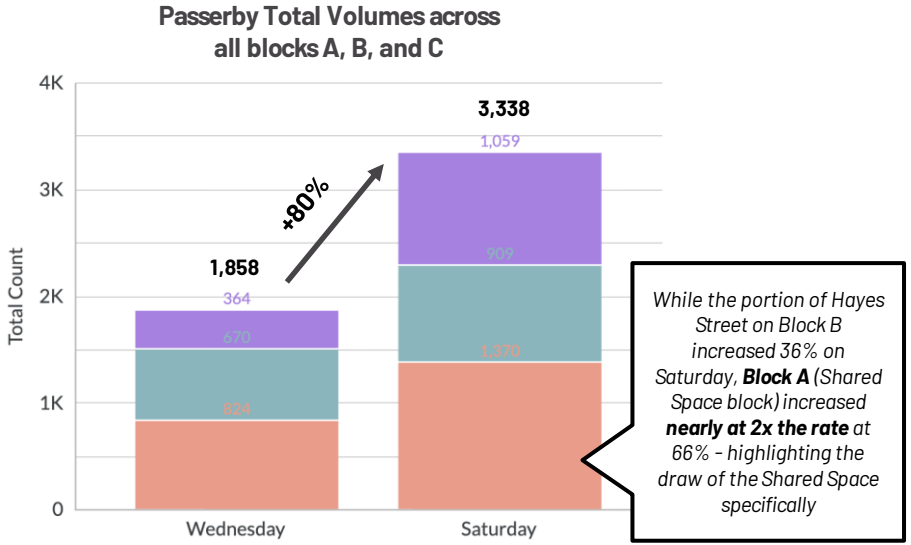
KEY FINDING 3

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

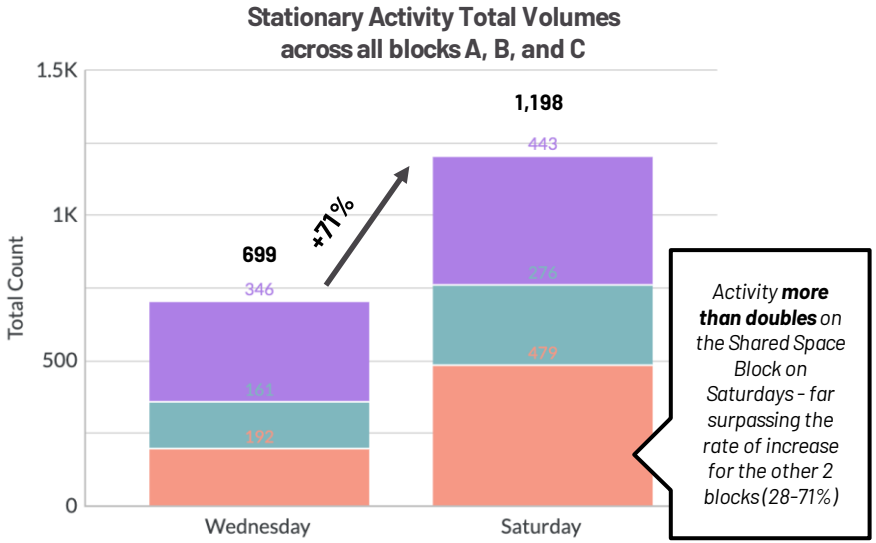
Suggesting its role as a gateway / entry point into the corridor



People passing through the study area and staying increase **70-80% on Saturdays** vs Wednesdays, with particular draw to the Shared Space block Ⓐ



Source: Movement Survey



Source: Stationary Survey

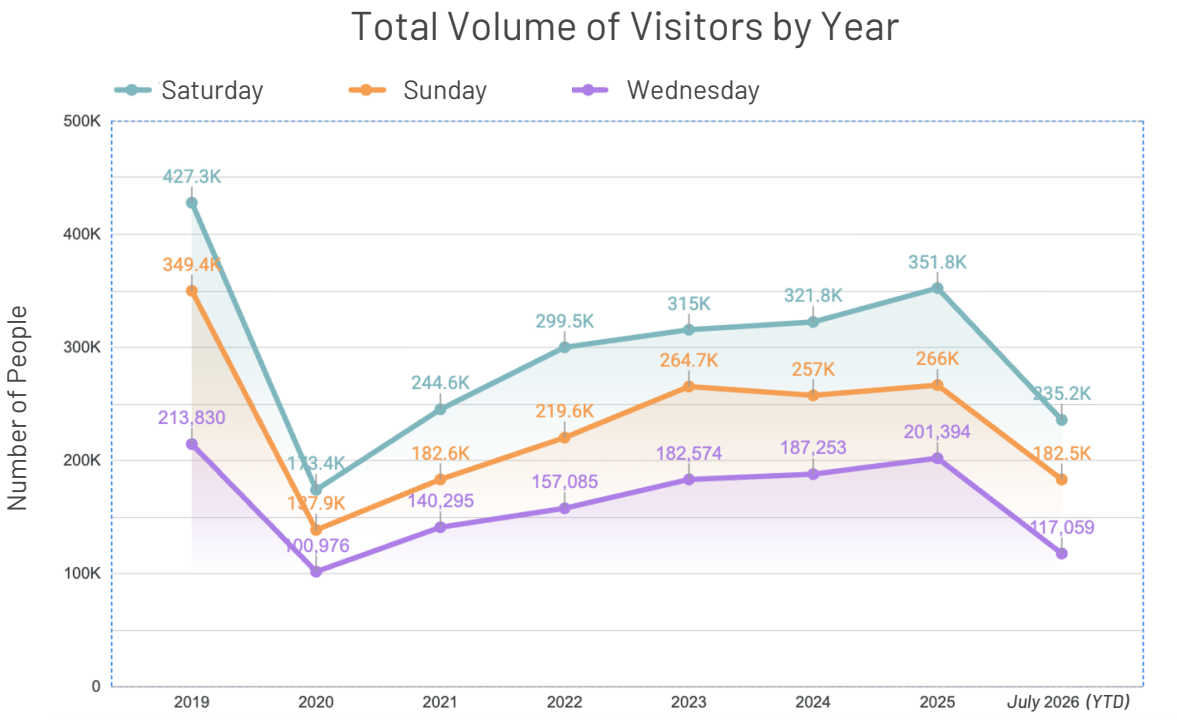
A: Hayes St: Gough St to Octavia St (Shared Space Block)
B: Hayes St: Octavia St to Laguna St
C: Patricia's Green / Proxy SF

Historic Trends

Hard to isolate impact of Shared Space vs. weekends generally.

- Weekends were already higher than weekdays before any Shared Space effect.
- Saturday visits have been, on average, 80% greater than Wednesdays over last 6 yrs.

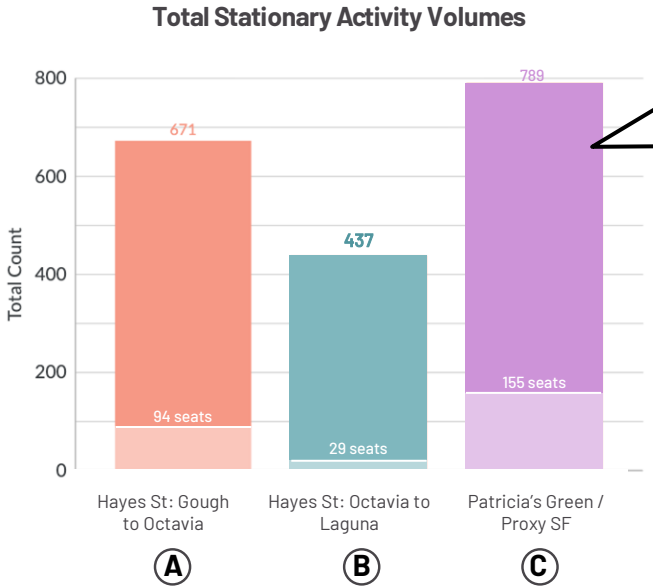
Note: Wednesday visitation has recovered to ~94% of 2019 levels, while Saturday and Sunday aren't rebounding as fast.



Source: Placer AI data

***Note**: 2026 has lower numbers since it only accounts for data upto July.*

Patricia's Green / Proxy SF Ⓒ had the **most stationary people**.



*The blocks with **more seating** correspond with **more staying activity***



"People tend to sit where there are places to sit" – William Whyte

Source: Stationary Survey

KEY FINDING 2

TOTAL: ~155 seats
(including informal seats on planters)





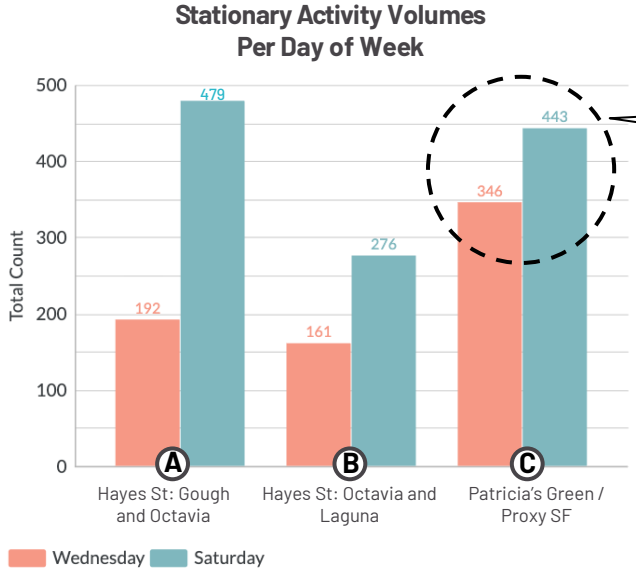




- **Parklets**
  8 private seats (Hazie's Parklet)
- **Movable chairs (daytime only)**
  ~22 seats (Proxy SF area)
- **Public Benches**
  ~80 public seats (park benches)
- **Dedicated Bike Lane**
- **Shared Bike Lane**

0 25 50 100ft

Staying activity **remained steadily high** at Patricia's Green / Proxy SF, no matter the day of the week.

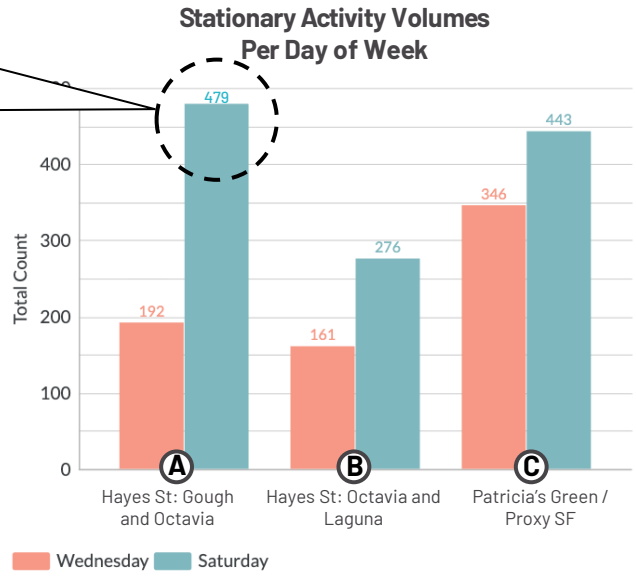


Wednesday and Saturday: Stationary activity in Patricia's Green/Proxy is steadily high

Source: Stationary Survey

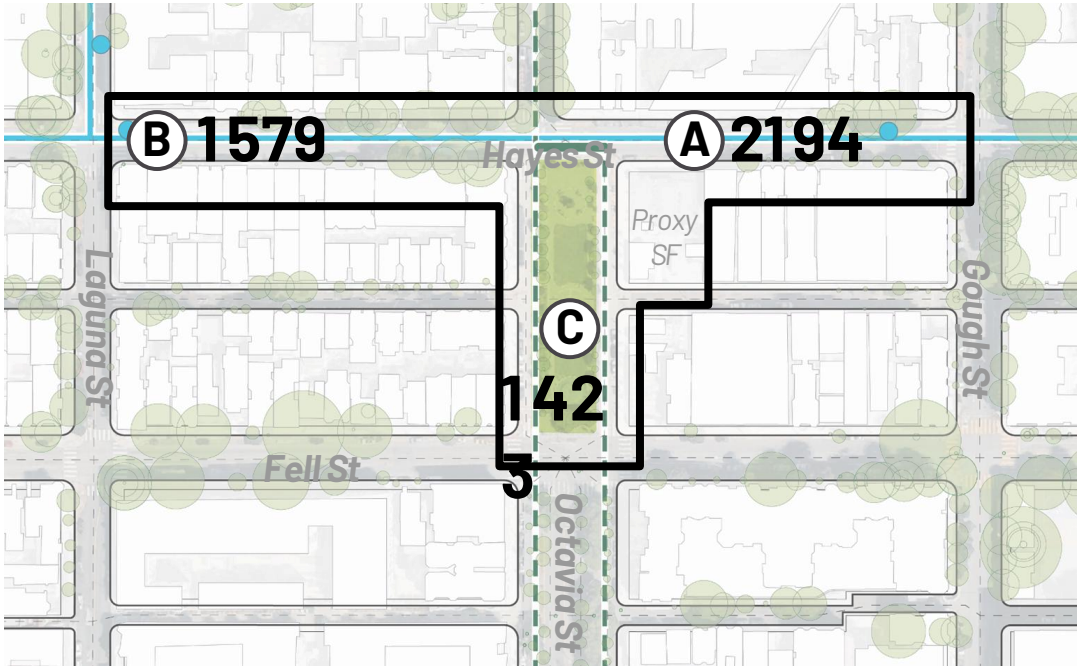
Whereas Shared Space block Ⓐ sees a **surge in staying activity** on Saturday, which includes the farmers market

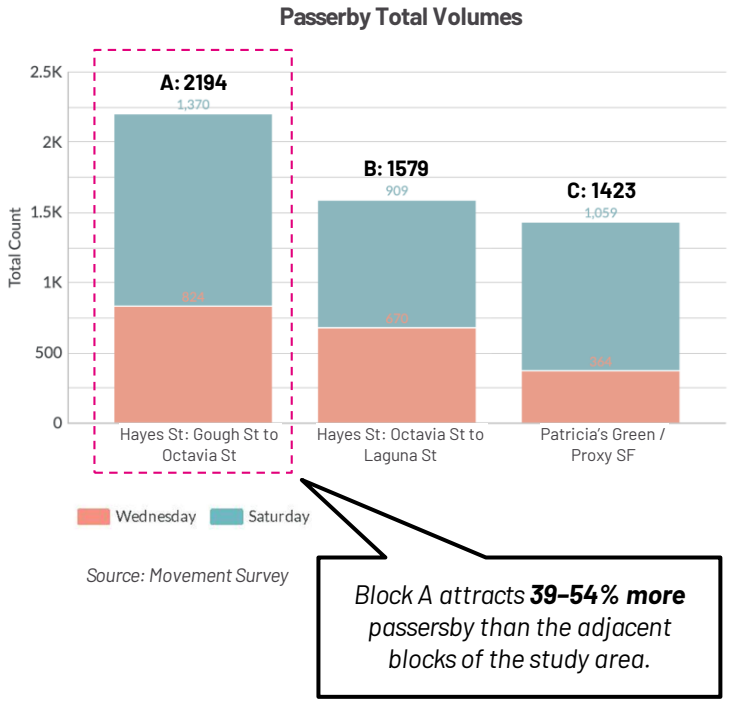
Surge of stationary activity during Saturday farmers market



Source: Stationary Survey

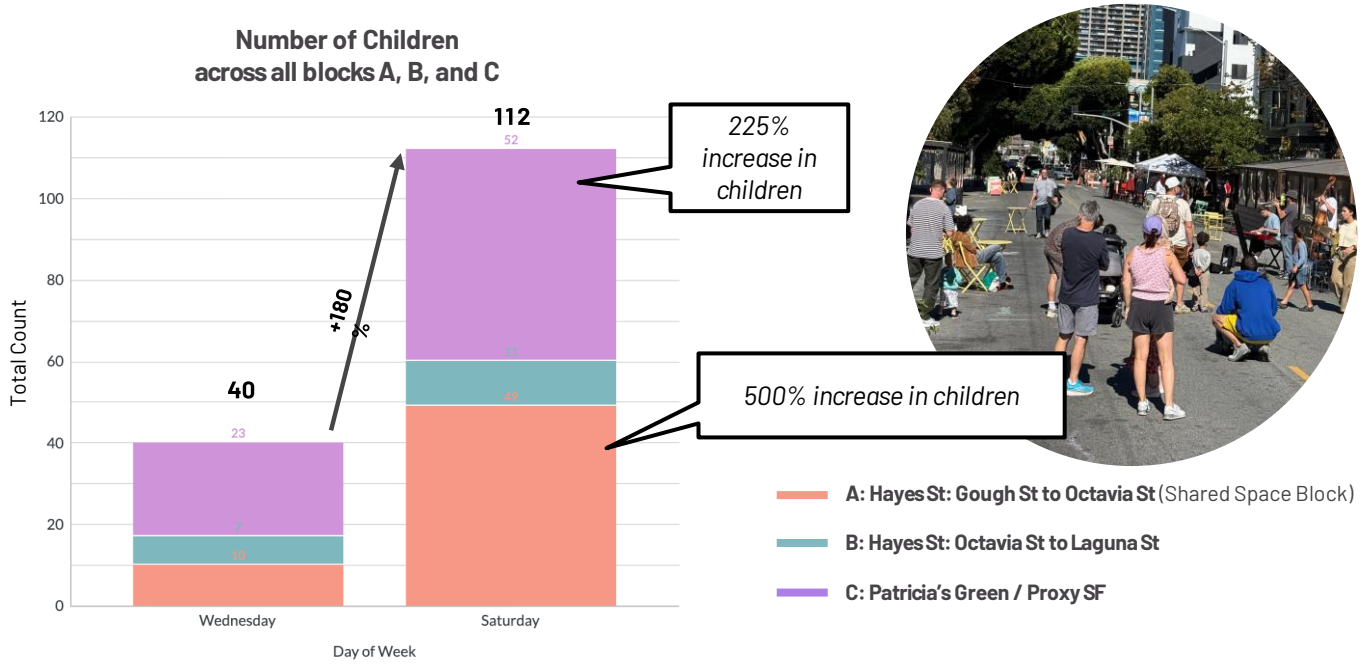
Overall *and* by weekday/weekend, the Shared Space block Ⓐ is the **most passed** through block of the 3 blocks.





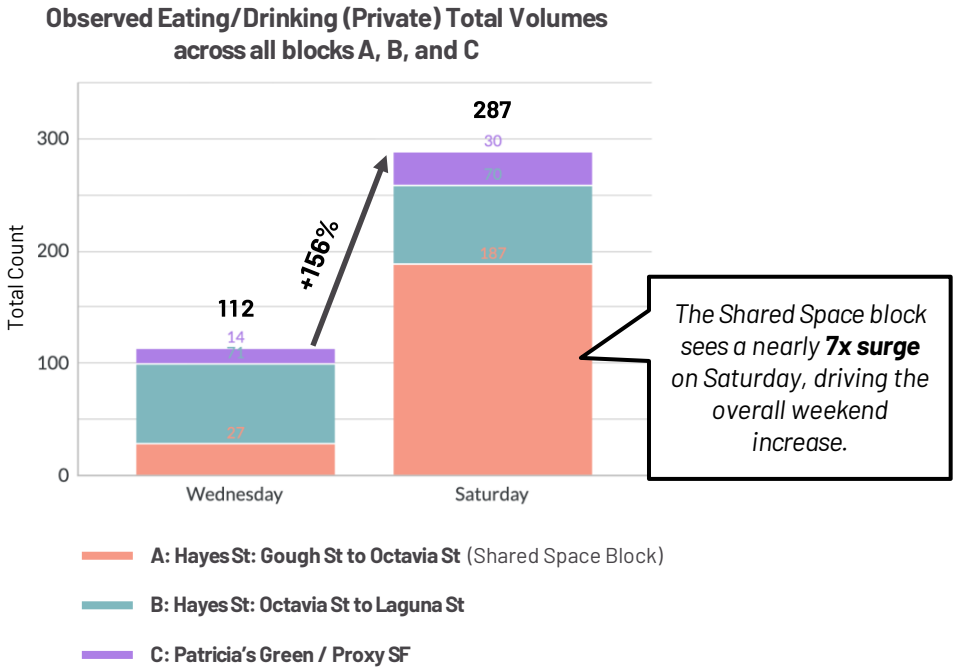
The observed number of children spending time **nearly triples on Saturdays**, with the biggest increase on the Shared Space block Ⓐ

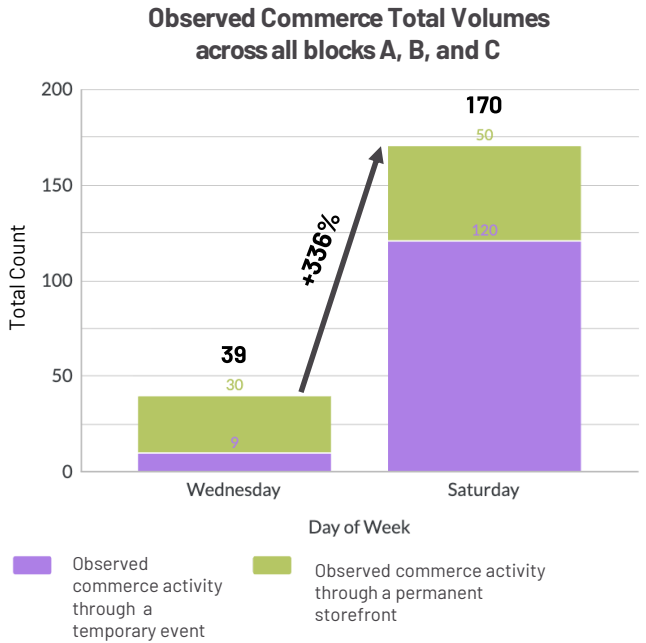
Saturdays, Blocks Ⓐ & Ⓒ have roughly the same total number # of kids.



Source: Stationary Survey

Observations of **private dining doubled** and **commerce quadrupled** on the weekends, highlighting the weekend's vital role in supporting local businesses.





Source: Stationary Survey

Transportation

How Mobility Changes During the Shared Space Program

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

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

3. **Hayes St sees higher pedestrian activity** on Saturday, while other streets that serve as key vehicle corridors see fewer pedestrians.

4. There are **increases in vehicle volumes on street segments** that are part of the vehicle re-route.

5. There is **limited signage** about the bus stop relocation.

How SFMTA 6 Hayes/Parnassus Moves During the Closure

Westbound is rerouted during the street closure period.

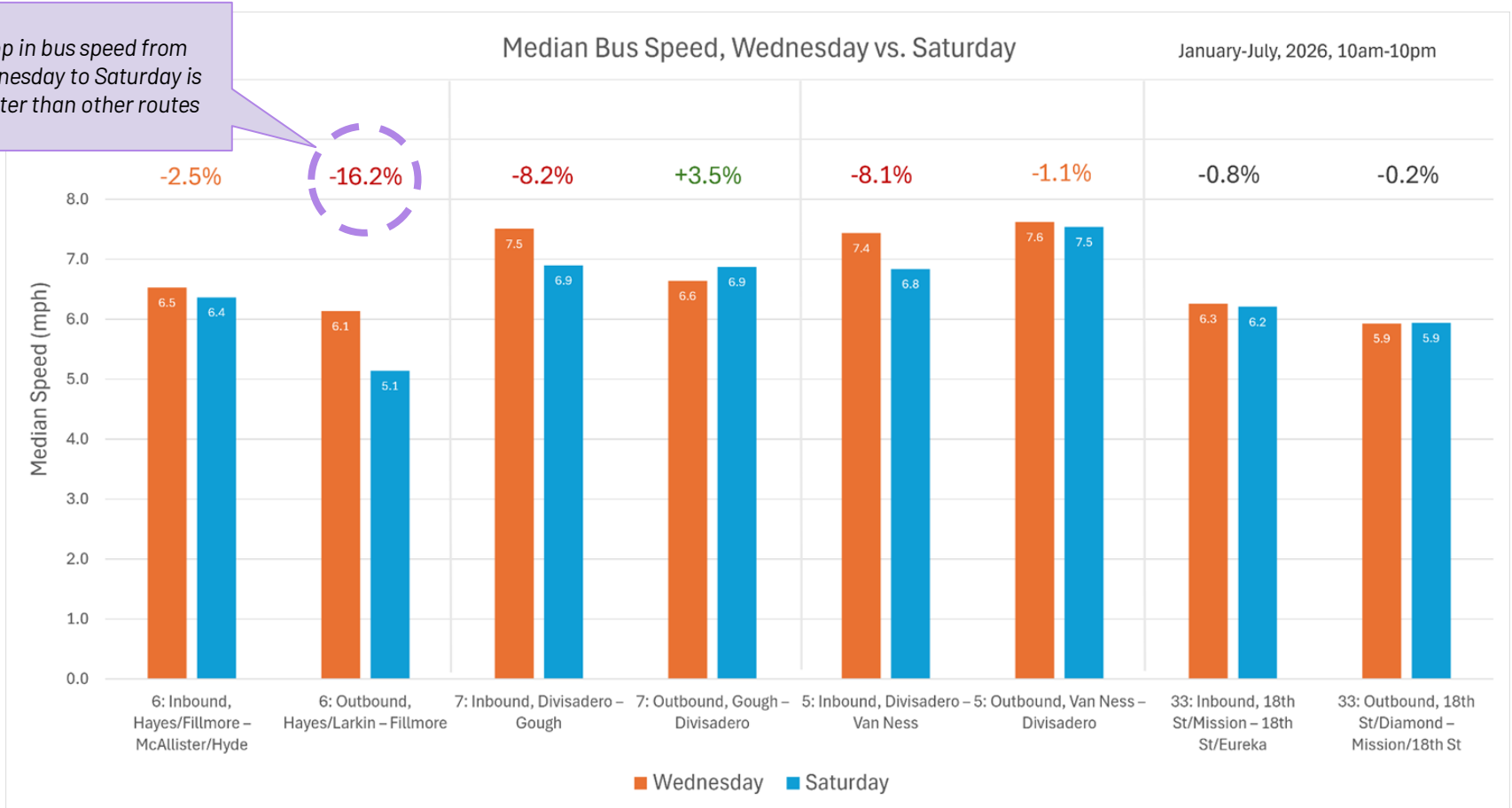
Eastbound experiences no service changes.



Image: SFMTA, September 2026

Comparison of Median Bus Speeds

Drop in bus speed from Wednesday to Saturday is greater than other routes

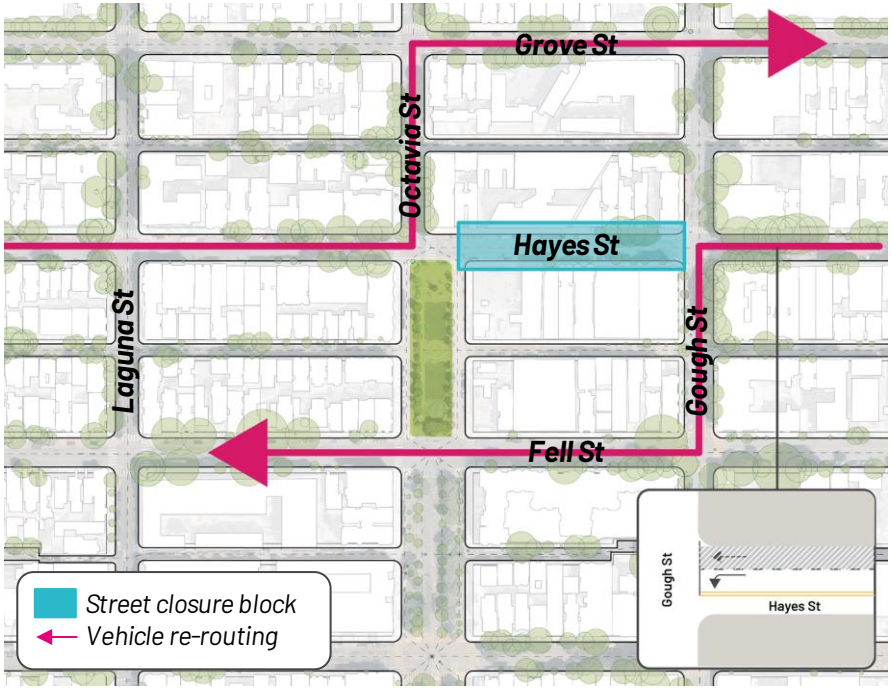


How Vehicles Move During the Closure

During the street closure, traffic approaching from the east and west is redirected to nearby streets.

From the west: At Hayes and Octavia, eastbound vehicles are required to turn left onto Octavia St.

From the east: At Hayes and Gough, the through travel lane is closed and westbound vehicles are required to turn left.



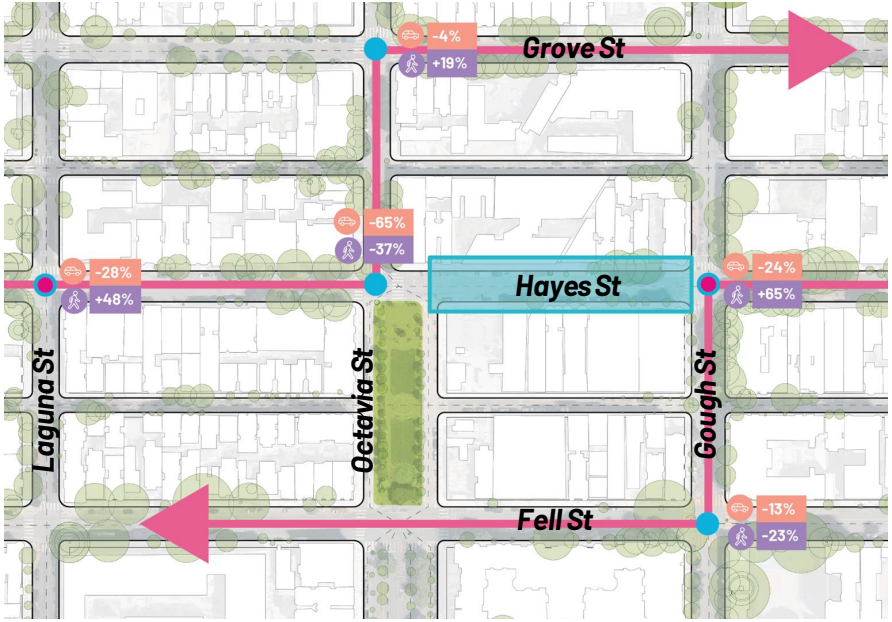
Source: SFMTA and Quality Counts, July 2026

Lower vehicle activity and higher pedestrian activity across study intersections on Saturday

Across the study intersections, on average there is 30% fewer vehicles on Saturday than on Wednesday,[1] compared to the citywide difference of 15%.[2]

Pedestrian volumes at Hayes St/Gough St and Hayes St/Laguna St, gateways to the Hayes Street Shared Space, increase by 50-70% from Wednesday to Saturday

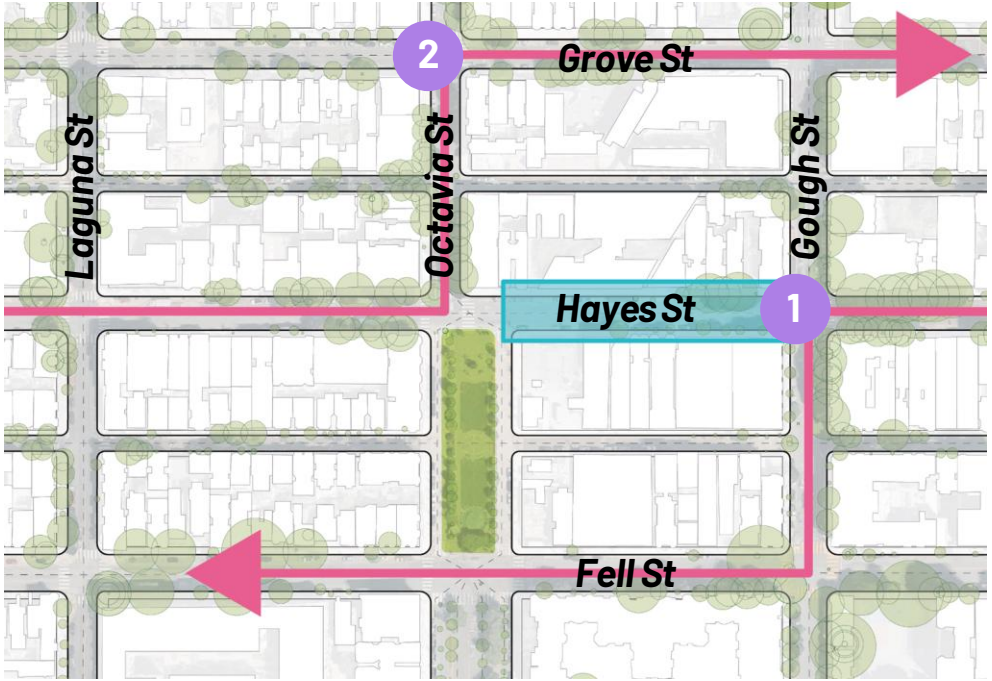
[1] *Vehicle volumes collected in July 2026*
[2] *Citywide vehicle volumes were collected through Replica using private auto, taxi/TNC, and commercial freight vehicle trips that started, ended, or passed through the city during an average weekday or weekend in spring 2026.*

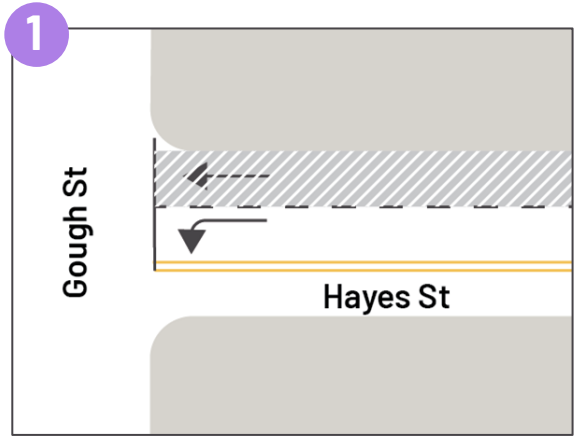


Shared space block
Study intersections
Vehicle volume change (Wed to Sat)
Pedestrian volume change (Wed to Sat)
Vehicle re-routing

Source: SFMTA and Quality Counts, July 2026

Increase in vehicle volumes on re-route segments.





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



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

A. Parking

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

- Most blocks are 75-100% occupied on both Wednesday and Saturday
- On-street parking occupancy varies the most on blocks along or adjacent to Gough St

Source: SFMTA, January-July 2026

B. Safety

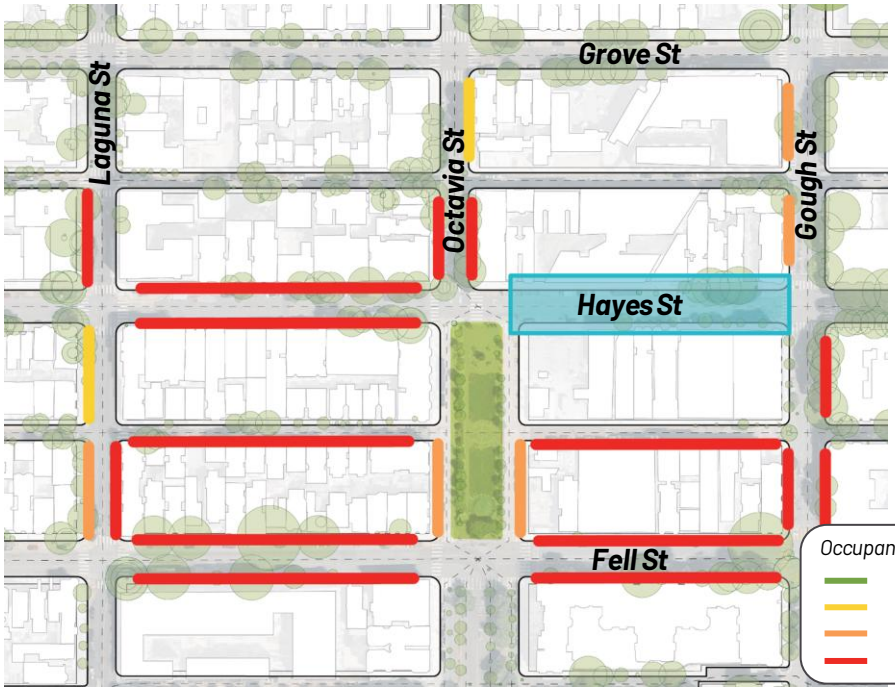
The street closure **does not create additional safety challenges** on surrounding roadways.

- Collisions generally remain the same between street closure and non-street closure days
- Share of collisions involving pedestrians or bicyclists, or collisions leading to a fatal or severe injury, slightly decrease on street closure days
- Intersections along re-route see fewer collisions on street closure days, except for Fell St/Gough St

Source: SFMTA, 2024-2026

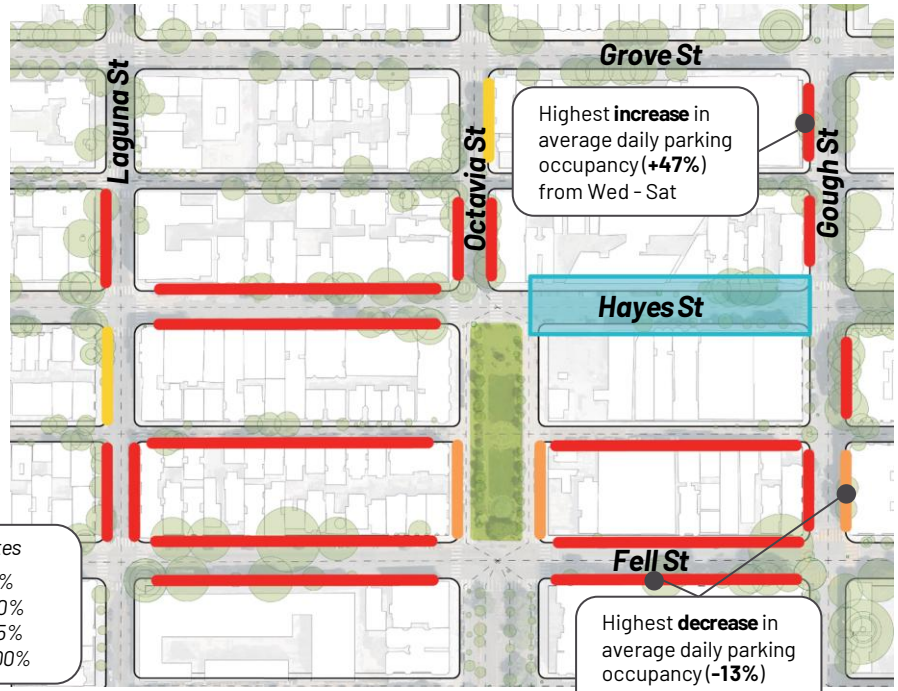
A. On-street parking occupancy varies the most on blocks along or adjacent to Gough St. There is not much variation throughout the study area.

During Non-Street Closure



Source: SFMTA, January -July 2026

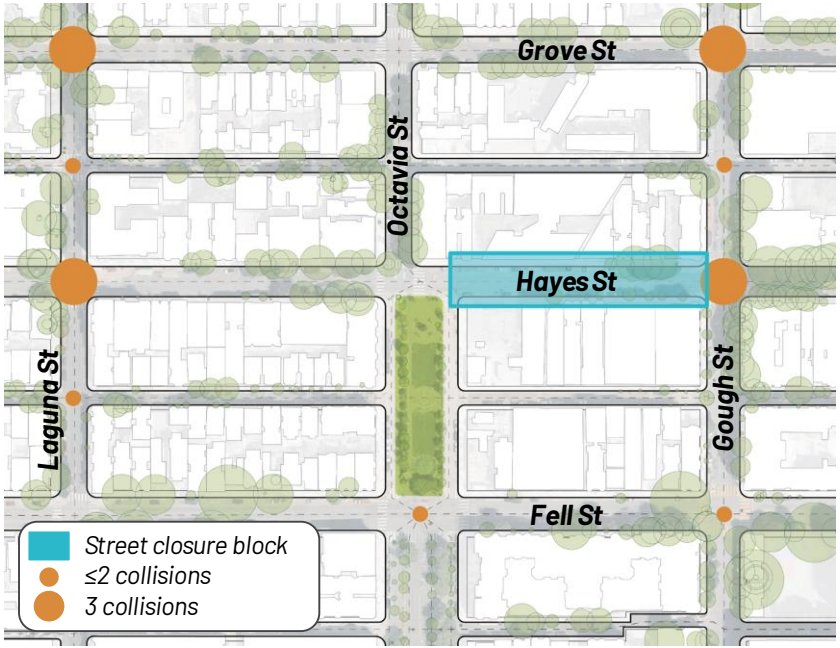
During Street Closure



Source: SFMTA, January -July 2026

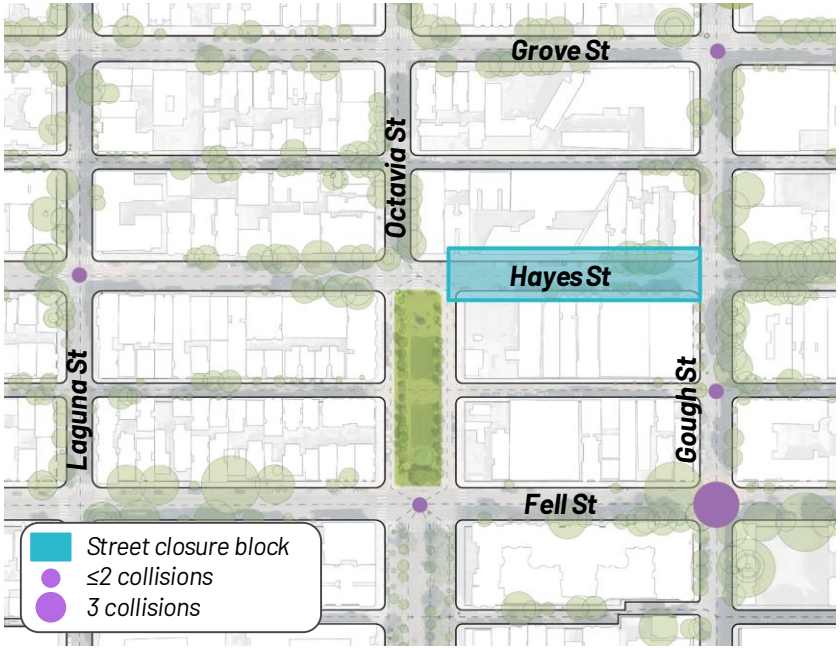
B. Safety: Despite more vehicle movements at Hayes and Gough, no reported collisions occurred during study period (2024-2026)

During Non-Street Closure



Source: SFMTA, 2024-2026

During Street Closure



Source: SFMTA, 2024-2026

Limited wayfinding information was provided to riders about the rerouted Route 6 bus stop during the study period



Re-routed bus stop at northwest corner of Hayes and Gough did not have any detour signage.

Photos: Site Visit on July 25, 2026



Re-routed bus stop at northeast corner of Hayes and Laguna did have detour signage, but some people still waited there and did not notice the signage.

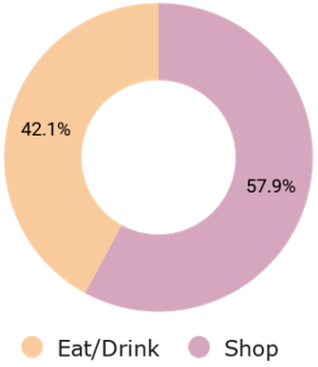


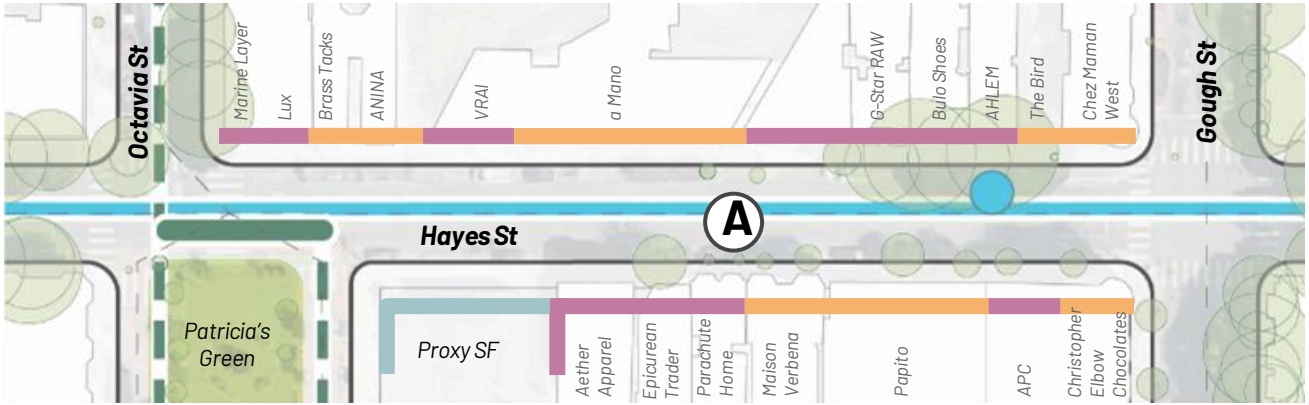
Newly located bus stop at northeast corner of Grove and Laguna did not have any signage at all.

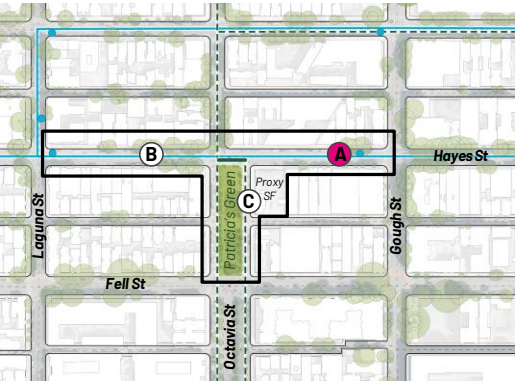
Business Activity

- Retail Environment
- Survey and Interview Takeaways

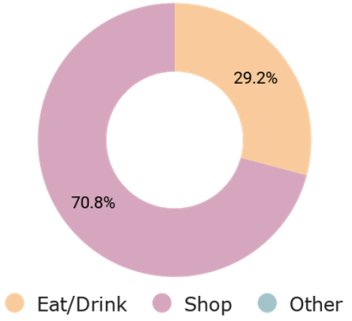
Block Ⓐ Hayes St between Gough and Octavia has a balance of retail stores and food/drink options.

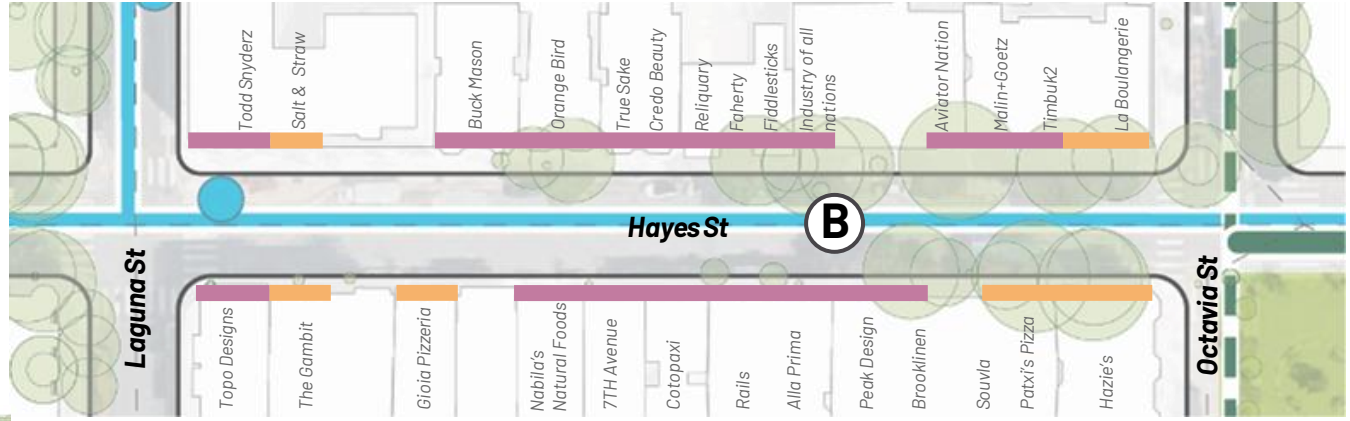


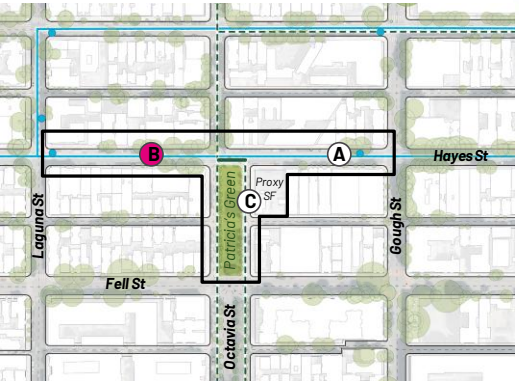




Block Ⓑ Hayes St between Octavia and Laguna is the most retail-heavy.

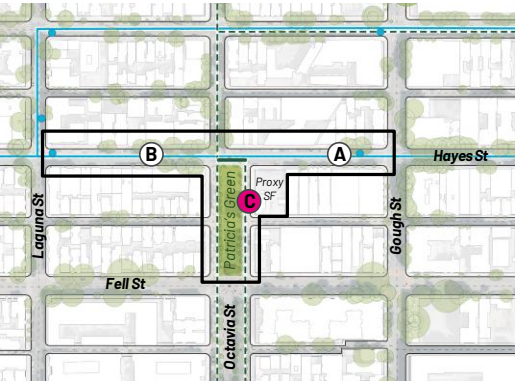


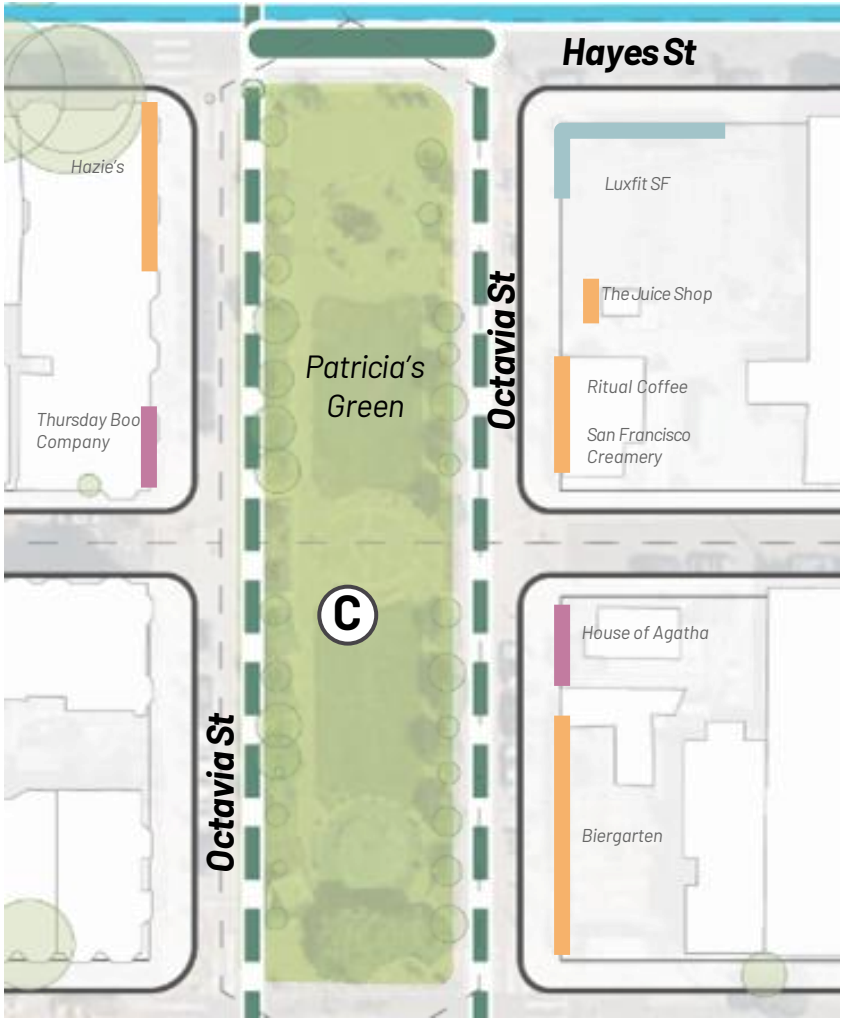


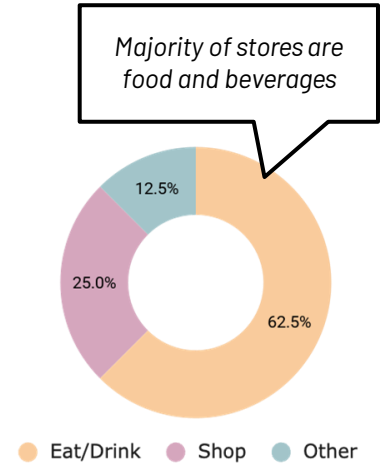


Eat/Drink Frontage
Shopping Frontage
MUNI Bus Stop
MUNI route
Dedicated Bike Lane
Shared bike lane

Patricia's Green / PROXY SF Ⓒ is anchored by food and beverage uses







Eat/Drink Frontage
Shopping Frontage
MUNI route
Dedicated Bike Lane
Shared bike lane

0 25 50 100ft

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.

The closure hrs and days overlap with peak sales time.



Most businesses rely on walk-in customers vs deliveries and perceive the need for customer 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*



Public Engagement

Ongoing Stakeholder Engagement

- Early outreach to community groups to invite input on outreach and analysis
  - Meetings or dialogue with Hayes Valley Neighborhood Association, HV Merchants' Council, Proxy and HV Safe
  - Community groups helped get the word out and connect with businesses
- Reached out to over 80 businesses
- Community priorities inform the study, outreach and future concepts

Input at Farmers Market (July 18, 2026), Past Hearings

- 80% of respondents said the **street closure encourages them to spend time** on Hayes St.
- Top things people appreciate about the Shared Space are the **atmosphere/environment**, **events**, and **safety**.
- From most to least selected, people spend time **walking**, **dining**, and **shopping** on Hayes Street.
- People particularly **enjoy the Farmers' Market and live music**, while desiring more seating, more programming, more kids activities, more generous dining space, and better wayfinding.
- Community members express concern about traffic management and signage during the street closure *



* Input from Market Octavia CAC, MTA hearings