

Tenderloin-Little Saigon Transportation Study
Summary - Projects Prioritization Workshop
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7/10/06

- I. ***Purpose of workshop*** – The Projects Prioritization Workshop was held to provide community members with an opportunity to review potential transportation improvement projects developed by the project team. These projects were designed to address the community needs outlined in the previous stage of the study. The workshop was designed to discover which projects community they approved of, which they disapproved, and if there were any projects the project teams neglected to develop. In addition, the workshop sought to discover which projects were a high priority to the community and which were not.
 - a. The Projects Prioritization Workshop represented just one event in an extensive effort devoted to achieving the same goals outlined above. This effort included attending several community meetings, speaking with a variety of community stakeholders, holding two community walking tours, and distributing hundreds of surveys to community members.
- II. ***Workshop publicity*** -Tenderloin Housing Clinic and Southeast Asian Community Center underwent an intensive effort to promote the community workshop, working to ensure all stakeholders would be informed about the event and that the maximum number of individual stakeholders was reached. A variety of methods were used in order to achieve these goals.

Media:

Press releases sent out to all major and alternative media sources in San Francisco, included ethnic publications serving Latino and South East Asian communities and online blogs and news websites. Results were achieved, most prominently when the San Francisco Examiner published an article about the event.

Door to Door Outreach:

Small Business Owners and Employees: Store to store outreach was done to approximately 25 businesses in Study Area. Owners or employees reached were notified about the study, invited to the event, and provided with posters to put in storefront windows to notify the public about the event.

Social Service Providers and Clients: Outreach was done to approximately 15 providers in Study Area. Directors or employees were notified about the study, invited to the event, and provided with posters to put in places where clients could easily view. Providers included those working with *seniors, disabled people, homeless people, and youth.*

SRO Tenants: Distributed approximately 1,200 quarter-sheet fliers to tenants of SRO hotels in Study Area inviting them to the event. At least

half distributed door-to-door by volunteers or THC employees, while the remained were left at front desks or placed in mailboxes.

Outreach to Community at Large:

Approximately 375 fliers posted throughout community on bulletin boards, light posts, public areas, etc. The announcement was sent out via e-mail to approx. 500 members of Tenderloin-Little Saigon community. Transit riders were also specifically targeted, as fliers were placed on every bus shelter in the Project Area.

Outreach to Targeted Communities:

Latino Community: Meeting was announced at La Voz de La Ciudad Central meeting, a neighborhood Latino group.

III. ***Workshop structure and materials.***

Agenda

The meeting was held from 5:30 – 7:30 p.m., Tuesday, June 27, 2006 at St. Boniface Auditorium, located at 133 Golden Gate Avenue. The event was accessible to the disabled.

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| 5:30 | 1. | Open House |
| 5:45 | 2. | Staff Presentation / Purpose of Workshop and Overview |
| 6:00 | 3. | Large Group Q&A |
| 6:10 | 4. | Small Group Discussions – Session 1
Pedestrian Safety and Traffic Calming
Streetscape Environment
Transit Service |
| 6:35 | 5. | Small Group Discussions – Session 2
Pedestrian Safety and Traffic Calming
Streetscape Environment
Transit Service |
| 6:00 | 6. | Small Group Discussions – Session 3
Pedestrian Safety and Traffic Calming
Streetscape Environment
Transit Service |
| 7:20 | 7. | Large Group Wrap-Up / Raffle Drawing |
| 7:30 | 8. | Adjourn |

Display Boards and Presentations

After participants were split up into three groups, they rotated through three stations. The stations were divided up into streetscape improvements, transit service, and pedestrian safety/traffic calming. The first step at each of the stations was for the facilitator to deliver a presentation on the potential improvements for the neighborhood in that area. Each station has several explanatory boards which showed pictures of the potential improvements, listed the improvements alongside their potential benefits and costs, and a map of the neighborhood showing areas which could potentially be prioritized for improvement. After a short presentation was given on each of these boards,

participants were asked if they had any questions about any of the improvements, and questions were responded to.

Interactive Discussion

Once the presentation had been completed, participants began a group discussion of the potential improvements. Participants were asked which improvements they approved of and why, which they disapproved of and why, and what improvements should have been developed but were not.

Participants were asked if they could have just one of the improvements, which it would be. They were also asked which areas were priority areas for improvement. Note takers at each station recorded all comments given by participants.

Survey

Near the end of the meeting, all participants were given surveys to complete either at the workshop or at their convenience. More than 10 surveys were completed and handed in at the workshop.

Raffle

In order to increase attendance and create a more enjoyable atmosphere, the community meeting included a raffle for a variety of prizes. A Muni FastPass sparked the most interest, and likely increased turnout. The raffle was held at the end of the meeting in order to keep attendees at the event for its entirety, and appeared mostly successful at this task. Attendees seemed to enjoy the raffle a great deal.

IV. *Workshop results: about the participants.*

Over 40 people attended the event – 36 signed up for the study mailing list. Attendees were primarily residents of the Tenderloin, and included a wide array of ethnicities. African-Americans and Latinos were represented. Seniors, disabled and the homeless attended, as did non-profit workers and transit riders. Many attendees were low-income, and residents of both SRO hotels and apartments attended. The primary stakeholder groups who did not appear represented were small business owners and youth.

V. *Workshop results: feedback on project concepts.*

Streetscape Environment:

Areas of Consensus

-Streets need to be cleaner, including strategies like more street cleaning, more garbage cans, and more recycle bins.

-Traffic violations should be better enforced, as should crime on the streets.

-Bus shelters should be improved by being kept cleaner, made larger, provided route maps and schedules, and given better lighting.

-The entire neighborhood should get more pedestrian-scale lighting.

-Sidewalks should be better maintained.

Areas of Concern

-Trees seem like a good idea to many people. However, there is concern that they will block much-needed lighting, will serve as trash receptacles, will provide places for criminals to hide out, and may not be maintained well by the city.

-Trees in parking lanes might take away too many parking spaces and darken the sidewalk too much.

-If traffic-calming measures are taken, there is concern that it will divert traffic to other streets and slow down emergency vehicles, which create a lot of noise in the neighborhood.

Pedestrian Safety/Traffic Calming:

Areas of Consensus:

-Pedestrian countdown signals should be installed throughout neighborhood

-Corner bulb-outs should also be installed throughout the neighborhood, as they increase visibility of pedestrians and shorten crossing distance. So should curb ramps.

-Crosswalks should be made more visible, employing strategies like restriping and flashing lights

-Pedestrian scale lighting is a high priority

-Slowing traffic through re-timing the traffic signals is a good idea

-Sidewalks need to be better maintained

-Cars don't yield to pedestrians, and anything done to stop this would help

Areas of Concern:

-Some like the idea of 2-way conversion, because it makes the street feel like more of a neighborhood, makes transit travel confusing, and slows traffic. Others have major concerns about it, however, because it could cause more head-on collisions, force pedestrians to look both ways before crossing, slow down emergency vehicles and concentrate them on certain streets, and cause extended construction that would hurt businesses and residents.

-Reducing or narrowing lanes would slow traffic, but it could also cause drivers to be more aggressive

-Wider sidewalks would be good for pedestrians, but could squeeze out bicyclists and give more room for unsavory street activity

-Consensus does not exist on where to prioritize improvements, with suggestions including O'Farrell and Jones, O'Farrell and Leavenworth, McAllister and Leavenworth, 7th and McAllister, Turk and Jones, Jones and Market, Turk and Hyde, Jones and Golden Gate, and Ellis and Leavenworth

Transit Service:

Areas of Consensus:

- NextBus should be placed in all bus shelters
 - There should be more incentives to ride the bus, including strategies like a reduced fare zone downtown, more Spare the Air days with free transit, or making Lifeline and Disabled/Senior Fast Passes work on BART
- Bus shelters should get more lighting, should be cleaner, and should be expanded in size
- The cost of Muni should be reduced, including reducing the cost of the Lifeline Fast Pass below the \$35
- There should be a special local bus or commuter bus for the Tenderloin, because buses that pass through the neighborhood are often full by the time they get there
- Bus reliability needs to be improved, through strategies like bus bulbs, Next bus, and transit-only lanes
- Current schedules are not accurate, and should be

Areas of Concern:

- 2-way conversion would make transit routing easier to navigate, would improve reliability, and slow traffic. Some believe it should be considered for the entire neighborhood, not just a few streets, and is the number one priority for improving the neighborhood. However, 2-way conversions could cause rerouting that would anger people who would then have to deal with buses traveling both ways on their street. In addition, 2-way conversions could make the streets more dangerous for pedestrians, would increase collisions, and would create more siren noise due to slowing of emergency vehicles. Some believe emergency vehicle-only lanes and a system where traffic signals were timed for emergency vehicles could alleviate these problems
- While more of the proposed reroutings would improve the neighborhood, there is some concern about rerouting the 31 and the 19, the latter because of possible elimination of the bus stop in front of the library
- While everyone can agree on a reduced fare bus that runs in a certain area, some believe free buses is going too far, because it could increase the number of people who use the bus for shelter rather than transportation, and it could increase crime on buses.