

SAN FRANCISCO

January 2007

Traffic calming PROGRAM

City and County of San Francisco

MTA

**Municipal Transportation Agency
Planning Division**

MID-RICHMOND

Traffic Calming Project to Start

Si Usted quiere información sobre el Proyecto de Calmar Tráfico, favor llamar a Sam Fielding a 701-4482.

如有任何關於交通靜化的問題，請電：Celine Leung :701-4558



MID-RICHMOND STUDY TO LEAD OFF SERIES OF TRAFFIC CALMING PROJECTS

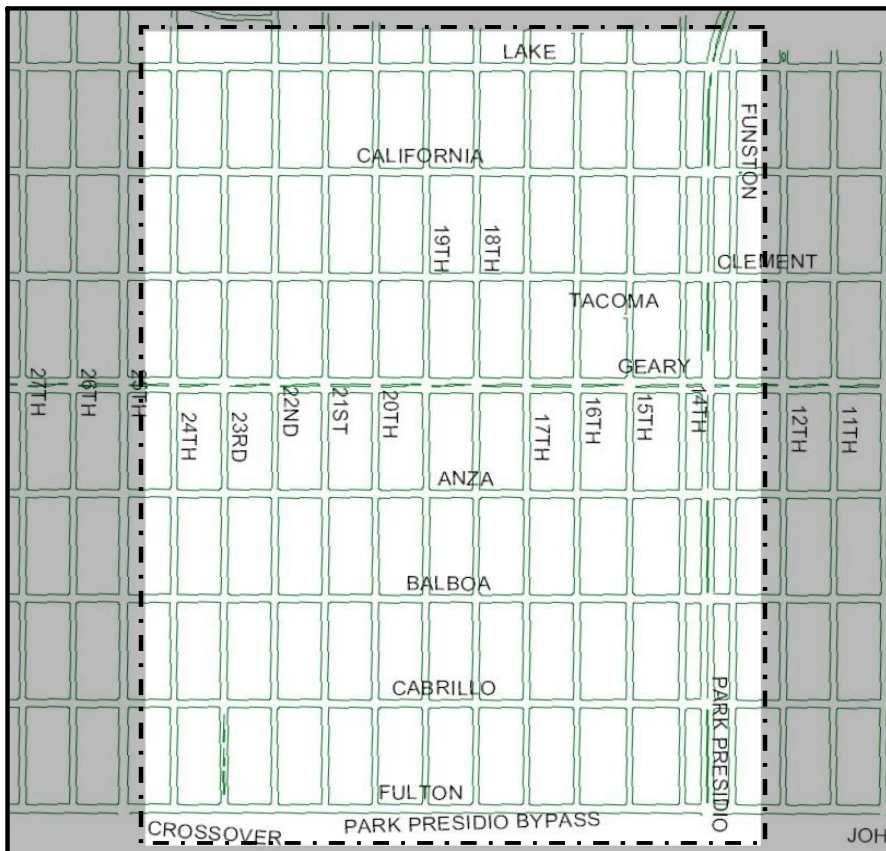
Are you concerned about traffic safety and speed? The City's Municipal Transportation Agency (MTA) wants to help make your streets safer and more livable, and we

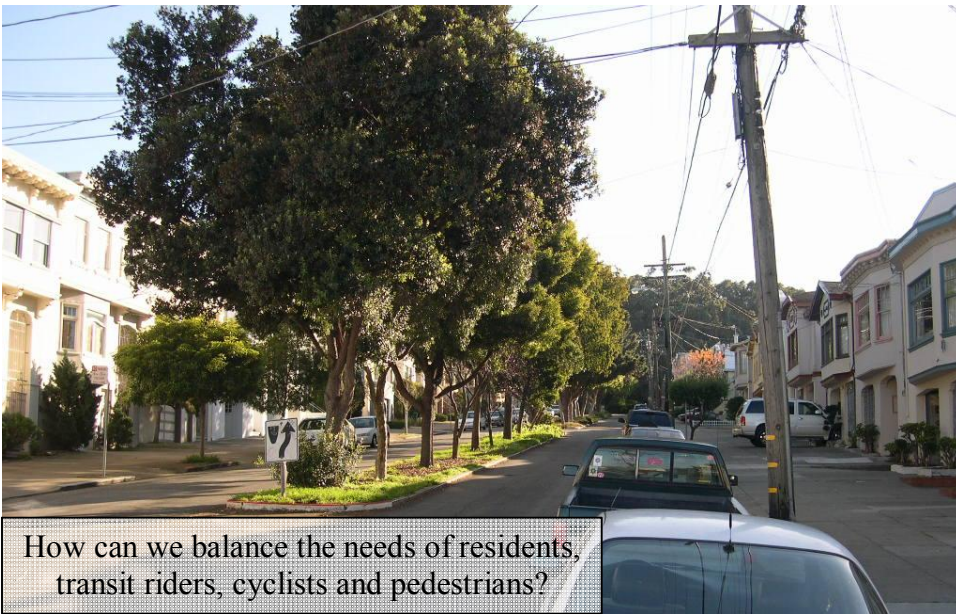
need your help to make it happen. Please come to our kick-off "traffic calming" meeting February 13 at 7:00 PM at the Richmond Recreation Center (251 - 18th Avenue).

Manito Velasco, manager of MTA's Traffic Calming Program, notes: "The meeting on the 13th is our chance to connect with people on a grassroots level to see what the prevailing traffic issues are in the neighborhood. We need to know what concerns people about their streets." Velasco added, "After all, what better way to become informed about a community than through the people who live there?"

WHAT IS "TRAFFIC CALMING"?

When we refer to "traffic calming," we're talking about improving neighborhood livability by reducing the impact of traffic on our neighborhoods: cut-through traffic, speeding, reckless driving, and excessive noise and traffic levels. Traffic calming is not about closing off streets or just adding speed humps. It comes more in the form of subtle changes to the street layout, educational efforts, and enforcement programs. All of which reinforce everyone's right to use their neighborhood streets safely and comfortably. Traffic calming attempts to make cars more compatible with bicycles, pedestrians and other vehicles, and it works to make streets more pleasant places to live—without unduly restricting access.





How can we balance the needs of residents, transit riders, cyclists and pedestrians?

THE NEED FOR TRAFFIC CALMING

The Mid-Richmond Traffic Calming Project is part of the overall Traffic Calming Program in San Francisco. This is among the first area-wide studies we are initiating. More information is available at www.livablestreets.org.

On a citywide scale, this program will assess how best to improve safety for pedestrians and bicyclists, and reduce speeding on main thoroughfares. In the individual neighborhoods, the Program will develop comprehensive traffic calming plans for the local streets.

The Mid-Richmond was among the first neighborhoods chosen for the first few years of dedicated sales tax funding. In 2003, City voters approved Proposition K, a ballot measure which extends the City's local half-cent sales tax program. This program funds transportation-related improvements including traffic signals, Muni projects and other similar projects. Traffic calming is a new category in that program and will have roughly \$60 million over 30 years dedicated to that category. The San Francisco County

Transportation Authority administers the sales tax programs for the City.

The Mid-Richmond Project will be using innovative tools and methods to address traffic problems. Among these problems, three issues in particular have fueled the need for traffic calming in neighborhoods.

First, the problem of traffic spill-over from main streets into residential areas. Many drivers use side streets as a way to bypass heavy traffic and connect to major streets more easily. The second issue is unsafe motorist behavior such as speeding or violating pedestrian right-of-way. The third issue is the growing problem of "road rage," where crowded highways and main streets adversely impact driver behavior. Sometimes that behavior can extend from the highways into the residential roads.

CHANGING DRIVER BEHAVIOR

"This is not an anti-car program, but we do want to change the behavior of those aggressive drivers who take their habits with them even once they've made it past the off-ramp," explains Velasco. "These drivers bring speeding and other aggressive

behaviors to neighborhoods where people live and children play. Naturally, this kind of situation makes people feel unsafe."

Although fairly new to the City, traffic calming has been used across the country and all over the world. In San Francisco, the best example of traffic calming is the Duboce Triangle—particularly Noe and Sanchez Streets north of Market Street which has the joint effects of making the local streets safer for pedestrians and others, and discouraging aggressive driving in the neighborhood.

HOW THE MID-RICHMOND PROJECT WILL WORK

The Mid-Richmond Traffic Calming Project will begin with the **kick-off meeting on February 13 at 7:00 PM at the Richmond Recreation Center (251 – 18th Avenue).**

Once we gather input from you and others in your community, we can begin work on a comprehensive traffic calming plan for the neighborhood. The planning will involve traffic professionals and residents, including a working group of Richmond District volunteers. The planning process should be completed in the next nine to twelve months.

Throughout the process, you will be receiving updates on what is happening with the project, and will be given opportunities to get involved. The MTA has maintained an archive of all written concerns, observations and studies received from the neighborhood.

The most frequently expressed issues are:

- The overall quality of neighborhood life is adversely affected by high traffic volumes, trucks, speeding cars, and reckless driving.

- Cars exceed posted speed limits throughout the neighborhood and pose safety issues to local children, especially on streets adjacent to the area's elementary schools.
- Cars do not obey STOP signs and other traffic regulations.
- Cars "cut through" the neighborhood from one arterial to another.
- Some streets are difficult for pedestrians to cross and/or bicyclists to use.

As a member of the group you will be a liaison to your neighbors, and will meet several times over the course of the project to discuss plans that will give the Mid-Richmond safer streets. If you can't make it to the meeting you can still be a part of the working group, so please call if interested!



Newsletter Be sure to contact us if you would like to receive additional updates. You can contact us by phone or email, or circle "Yes" on the survey form on the back page and return it to us. The newsletter is free, but we need to hear from you to keep you informed, so send us your name and address if you want more information.

Contact Us The MTA is available to discuss any other ways you would like to be involved. Contact us through the Livable Streets Hotline at (415) 554-2398 or e-mail us at livable.streets@sfgov.org

Please complete the survey on the backside of this sheet!

TRAFFIC CALMING INVOLVES:

- **EDUCATION** Residents receive the information and tools necessary to become active participants in addressing their neighborhood traffic concerns.
- **ENGINEERING** Engineering principles are used to develop traffic calming strategies that address community-identified traffic issues.
- **ENFORCEMENT** Targeted police enforcement supports the traffic calming plan developed by residents and MTA.

SOME TOOLS OF TRAFFIC CALMING MAY INCLUDE ANY OF THE FOLLOWING:

- sidewalk extensions
- landscaped medians
- paint stripes
- speed humps
- street narrowing

Local conditions make some measures more appropriate than others. For example, speed humps are not allowed on steep grades as they pose a safety problem. There is the potential for motorists to go out of control even at slow speeds. For details and examples of these traffic calming elements, log onto our web site at www.livablestreets.org.

If you would like to volunteer to be part of the working group for the project, please call Dan Provence at 701-4448 or email Dan at dan.provence@sfmta.com.



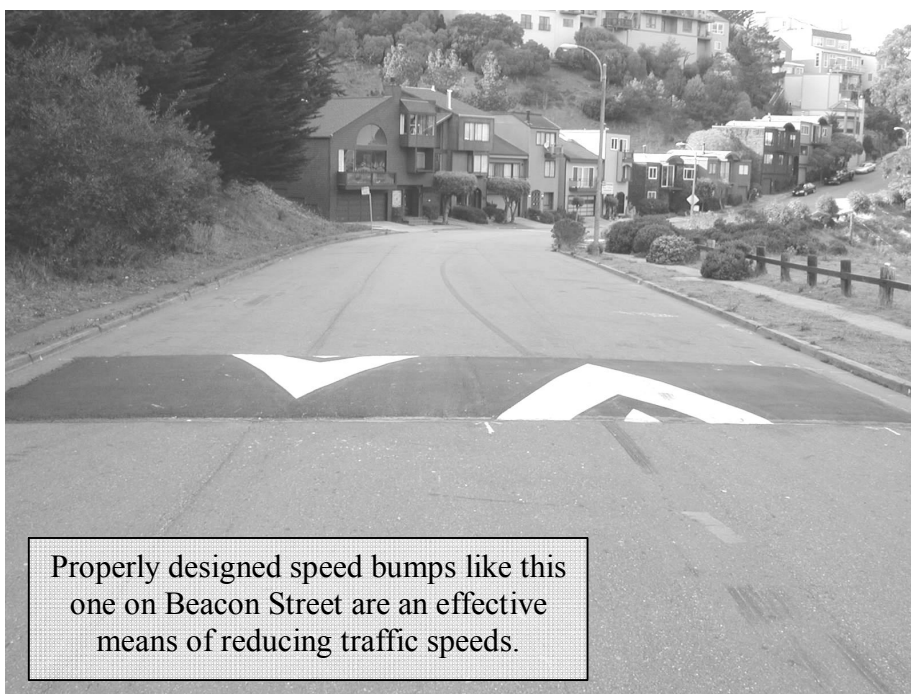
This project was made possible in part by the San Francisco County Transportation Authority through a grant of Proposition K Local Transportation Sales Tax funds.

SAVE THE DATE & GIVE US YOUR VOICE!

Meeting Come help us help your neighborhood by coming to a meeting on February 13th at 7:00 pm at the Richmond Recreation Center (251 – 18th Avenue).

Web Site You can also contact us through our web site at www.livablestreets.org. The web site will give you up to date news on the project and allow you to give us your feedback.

Working Group One of the most important facets of this project is a working group that will include project engineers, planners and local residents.



Properly designed speed bumps like this one on Beacon Street are an effective means of reducing traffic speeds.

MID-RICHMOND TRAFFIC CALMING PROGRAM

Name _____ Address _____

Email Address _____

What concerns you most about traffic in your area? Help us take the first step towards developing a traffic calming plan for the Mid-Richmond by letting us know. You can mail, fax (701-4343), bring to the meeting or drop off this survey to:

*Municipal Transportation Agency
Planning Division - Livable Streets
One S. Van Ness Ave., 7th Floor
San Francisco, CA 94103*

This form is also available online at
www.livablestreets.org
(click on "Traffic Calming").

1. What traffic issues (speeding, pedestrian safety, high traffic volumes, etc.) need the most improvement?

2. Which location(s) need the most improvement?

3. Are you interested in receiving future mailings regarding traffic calming in your neighborhood?

Please Circle Yes No

4. Are you interested in being part of a traffic calming committee for your neighborhood?

Please Circle Yes No

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