

Traffic calming PROGRAM

City and County of San Francisco

MTA

Municipal Transportation Agency
Planning Division

EXCELSIOR DISTRICT Traffic Calming Project to Start



EXCELSIOR DISTRICT 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

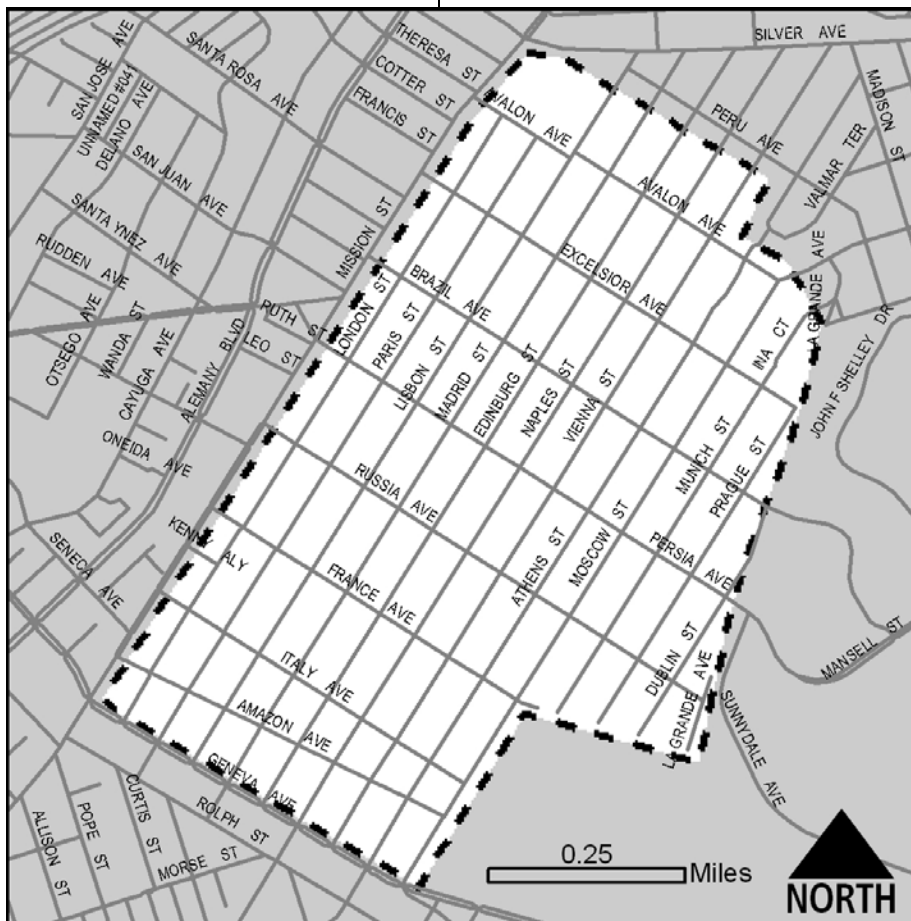
streets safer and more livable, and we need your help to make it happen. Please come to our first neighborhood "traffic calming" workshop at 6:00 pm on October 13th at the Cleveland Elementary School (455 Athens Street - at Persia Avenue).

Manito Velasco, manager of MTA's Traffic Calming Program, notes: "The meeting on Thursday night (October 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."

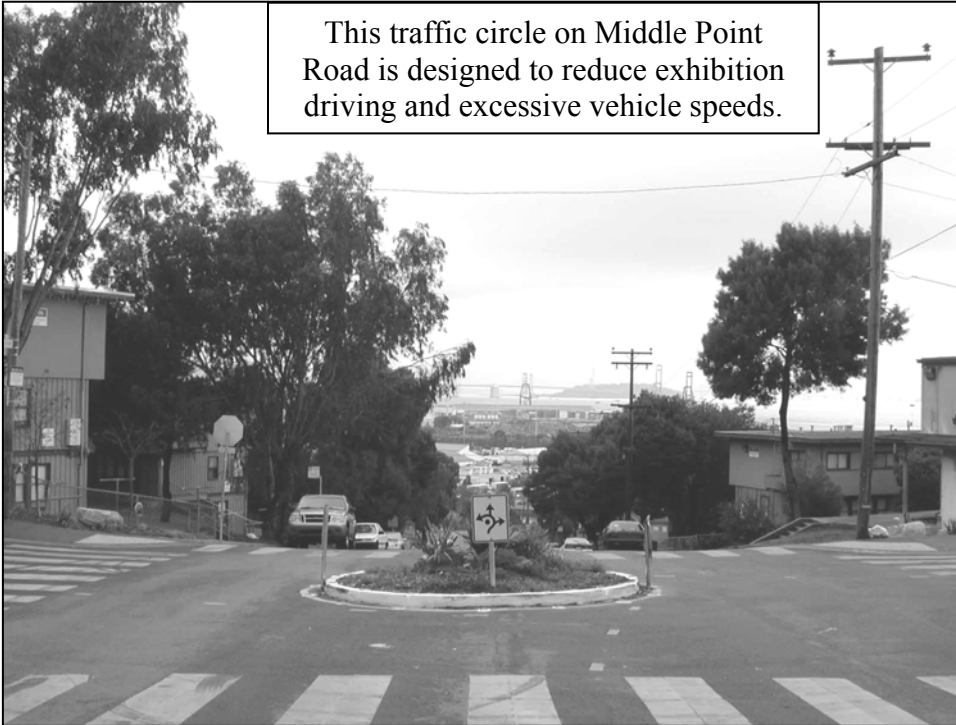
Velasco added, "After all, what better way to become informed about a community than through the people who live there?"

WHAT IS "TRAFFIC CALMING"?

When we refer to "traffic calming," we're talking about improving neighborhood livability by reducing the adverse 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



This traffic circle on Middle Point Road is designed to reduce exhibition driving and excessive vehicle speeds.



bicycles, pedestrians and other vehicles. It works to make streets nicer places to live—without restricting access.

THE NEED FOR TRAFFIC CALMING

The Excelsior District Traffic Calming Project is part of the overall Traffic Calming Program in San Francisco. (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 Excelsior District was among the first neighborhoods chosen for the first year of dedicated sales tax funding. In Fall 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 Excelsior District 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. Finally there is the growing problem of "road rage," the impact that crowded highways and main streets have on 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 to 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 EXCELSIOR PROJECT WILL WORK

The Excelsior District Traffic Calming Project will begin with the **kick-off meeting on October 13th at 6:00 pm at the Cleveland Elementary School (455 Athens Street – at Persia Ave).**

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 city planners, engineers and residents, including a working group of Excelsior volunteers. The planning process should be completed in the next nine to twelve months.

Throughout the process, we will be sending updates to people on our mailing list on what is happening with the project, and opportunities will be given to get involved.

MTA/ DPT has maintained an archive of all written concerns and observations received from the neighborhood.

The most frequently expressed issues are:

- The overall quality of neighborhood life is adversely affected by high traffic volumes and speeding cars.
- Excessive volume of cars cutting through the neighborhood streets to avoid arterial streets.
- Speeding cars sideswipe and damage parked cars.
- Speeding cars and high traffic volumes result in high levels of night time noise, and pose safety issues to local children, pedestrians and bicyclists.
- STOP sign compliance.
- Exhibition/reckless driving.

SAVE THE DATE & VOICE YOUR CONCERNS!

Meeting - Come help us help your neighborhood by coming to a meeting on October 13th at 6:00 pm at the Cleveland Elementary School.

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.

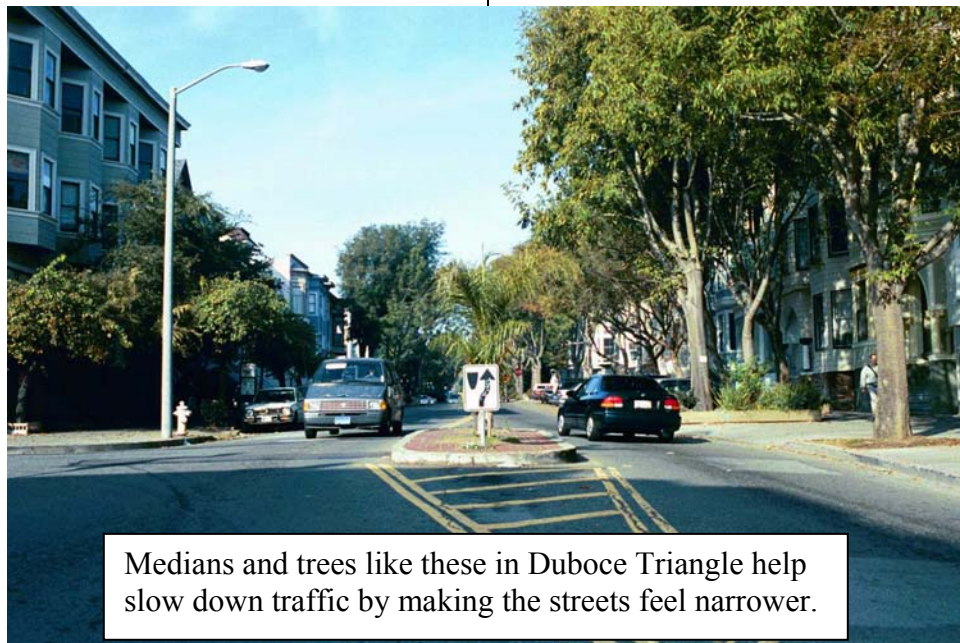
Working Group - One of the most important facets of this project is a

working group that will be formed of both project engineers and local residents. As a member of the group, one will be a liaison to the neighbors, and will meet several times over the course of the project to discuss plans and design alternatives for 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 newsletters. You can contact us by phone or email, or just check the box on the survey form on the back page and return it to us. The newsletter is free, but we do need to hear from you to keep you informed, so let us know by contacting us with your name and address.



Medians and trees like these in Duboce Triangle help slow down traffic by making the streets feel narrower.

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

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

如有任何關於 S.F. Traffic Calming 的問題, 請電: Eddie Tsui: 554-2315.

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

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

Some measures are more appropriate than others depending on local conditions. 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.

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.

If you would like to volunteer to be part of the working group for the project, please call Philip Louie at 701-4464 or email at philip.louie@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.

NAME: _____ (REQUIRED)

ADDRESS: _____ (REQUIRED)

PHONE/E-MAIL: _____ (OPTIONAL)

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

*City and County of San Francisco
Municipal Transportation Agency
Planning Division - Traffic Calming
1 S. Van Ness Avenue - 3rd Floor
San Francisco, CA 94103*

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

Would you like to receive future mailings regarding traffic calming in your neighborhood?

Yes No

Are you interested in being on a traffic calming committee for your study area?

Yes No

	No Problem	Minor Problem	Moderate Problem	Severe Problem	Location (Nearest Intersection)
Speeding					
Reckless Driving					
Running Red Lights					
Running Stop Signs					
Too Much Traffic					
Too Much Truck Traffic					
Pedestrian Safety					
Child Safety					
Bicycle Safety					
School Safety					
Auto-Ped Collisions					
Auto-Ped Collisions					
Transit Accessibility					
Location of Transit Stops					

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