Western Addition Community-Based Transportation Plan

Promoting Equity through Access

MARCH 2017

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MO MAGIC

Metropolitan Transportation Commission

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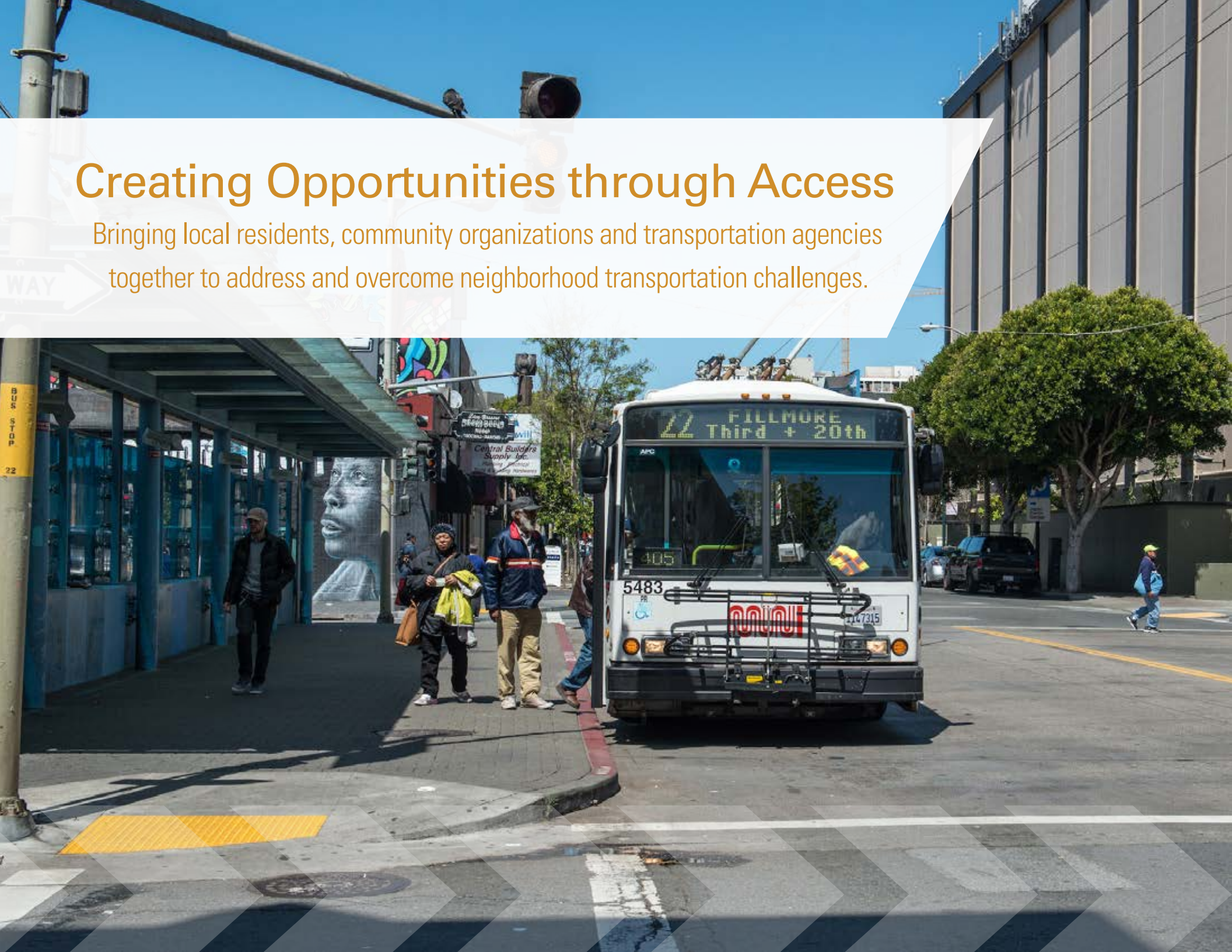
Creating Opportunities through Access

Bringing local residents, community organizations and transportation agencies together to address and overcome neighborhood transportation challenges.



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THOSE THAT MADE THE WESTERN ADDITION CBTP POSSIBLE

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The San Francisco Municipal Transportation Agency (SFMTA) would like to thank Supervisor London Breed for recommending The Western Addition Community-Based Transportation Plan for NTIP funding. The SFMTA would also like to acknowledge our project partners, including Mo'MAGIC Collective, Supervisor Breed, SFCTA, MTC, SF Public Utilities Commission, SF Recreation and Park Department, SF Police Department, SF Planning Department and SF Public Works. The final report was approved by the Transportation Authority Board on [date].

Thank you to the individuals who participated in the Western Addition CBTP, an effort to promote equity through transportation.

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Friendship Village
Gateway High School
Hamilton Recreation Center
Handful Players
Hayward Rec Connect
Hayes Valley Neighborhood Association
Japanese Community Youth Council (JCYC)
Jewish Community High School of the Bay
Magic Zone
Prince Hall Computer Learning Center
San Francisco Youth Commission
Street Soccer USA
Truancy Assessment & Referral Center (TARC)
Up on Top Afterschool & Summer Program
University of San Francisco
Urban Services YMCA | Western Addition Family Resource Center
The Village Project
Western Addition Beacon Center
Westside Community Services
Women's Community Clinic

A step toward ensuring mobility for all

Community planning effort to address transportation gaps or barriers for underserved neighborhoods and areas with vulnerable populations

WHAT IS THE WESTERN ADDITION CBTP?

Executive Summary

The Western Addition Community-Based Transportation Plan (CBTP) includes a transportation planning analysis and community engagement process and recommendations. Through the engagement process, community members identified their transportation challenges and ideal solutions to improve mobility and access within the Western Addition.

The Western Addition project area was first defined by the MTC's 2001 Lifeline Transportation Network Report and revised in consultation with District 5 Supervisor Breed in late 2014. The redefined Western Addition project area is roughly bounded by Gough Street to the east, Divisadero to the west, roughly Sutter and segments of Pine Streets to the north, and as far south as Haight Street (see Figure 1-1).

The Western Addition Community-Based Transportation Plan is one of five community-based transportation plans completed in San Francisco and was funded by Metropolitan Transportation Commission (MTC) and San Francisco County Transportation Authority (SFCTA). With oversight by the MTC and SFCTA, the planning effort was led by the SFMTA in collaboration with the Western Addition community, District 5 Supervisor Breed, the project's Technical Advisory Committee (TAC), and community-based organization, Mo'MAGIC (Mobilizatio for Adolescent Growth In our Community).

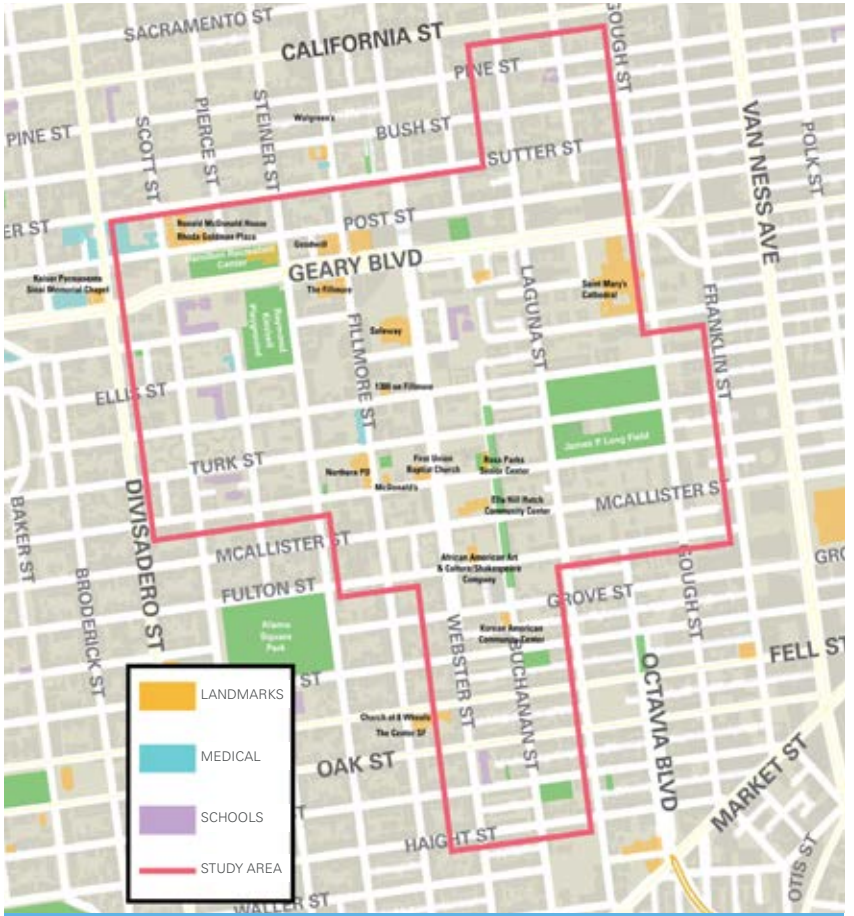


Figure 1-1: Western Addition CBTP Project Boundary established November 2014

The Western Addition CBTP was designed to address the findings of the MTC's 2001 Lifeline Transportation Network Report and MTC 2001 Regional Transportation Plan's Environmental Justice Report. Both reports focused on the need to promote equity and support neighborhood-planning efforts in low-income communities throughout the Bay Area, in order to improve access to education and economic opportunity. This planning effort empowers community members with the opportunity to share their transportation challenges and work with SFMTA staff to create solutions that shape the future of their community.

A family visiting SFMTA Western Addition CBTP booth at Western Addition Sunday Streets, September 2015

The Western Addition CBTP builds on previous plans and projects by the San Francisco Planning Department, Recreation and Park Department, SFMTA and SFCTA, relevant to the Western Addition. Some of these plans and projects include the Octavia Boulevard Enhancement Project, Green Connections Plan, Buchanan Street Mall Activation Project, Muni Equity Strategy and 5 Fulton Rapid Project as well as citywide efforts like Muni Forward, Vision Zero and WalkFirst. Community engagement efforts from these previous documents provided a starting point for strategies to engage with the community.

For ten months, the project team partnered with community-based organization, Mo'MAGIC, to collaborate directly with community members to identify transportation challenges and solutions. Mo'MAGIC provides social services and resources for at-risk and in-risk young people. Mo'MAGIC also brings together other local social service providers in an effort to support and serve the greater needs of the Western Addition community. They connected the project team with diverse community groups throughout the neighborhood and facilitated workshops at senior centers, elementary schools, and community centers.

Through these workshops, the project team obtained a broad understanding of the community's transportation challenges and their ideal solutions. The project team incorporated community input in the development of streetscape recommendations throughout the neighborhood. In addition to the community input, the project team received guidance from District 5 Supervisor Breed and received additional support from the project's Technical Advisory Committee (TAC), which consisted of City staff from the Planning Department, SFCTA, SF Public Utilities Commission, and SFMTA's Transit Division and Livable Streets Group. Based on community input and technical expertise, the project team recommended transportation solutions

for the Western Addition neighborhood reflective of the needs of the community and existing street conditions. All the proposed improvements aim to enhance pedestrian safety, transit connections and community space.

After the project team solidified designs, they worked to identify and pursue multiple funding sources for implementation. Once initial funding was identified, the designs were divided into three implementation phases based on level of intensity and cost. Quick, cost-effective intersection improvements are proposed as near-term recommendations. Mid- and long-term recommendations, like large corridor and community connections projects will require additional design and environmental review, public notice and MTA Board approval. The goal for the plan is to have all three phases of recommendations approved and constructed within a consecutive five-year period following this plan, creating a safer, more accessible and livable Western Addition.

FOCUSED ON THE NEED TO PROMOTE EQUITY AND SUPPORT NEIGHBORHOOD PLANNING EFFORTS IN LOW-INCOME COMMUNITIES THROUGHOUT THE BAY AREA, IN ORDER TO IMPROVE ACCESS TO EDUCATION AND ECONOMIC OPPORTUNITY.

Introduction

How did the Western Addition CBTP come to be?

A joint effort in neighborhood transportation planning.

Regional and local transportation efforts come to the Western Addition.

HOW DID THE WESTERN ADDITION CBTP COME TO BE?

Introduction

At the center of San Francisco, the Western Addition is a residential neighborhood located east of Golden Gate Park and west of City Hall between Market Street and Geary Boulevard. This neighborhood is home to many low-income housing residents as well as a large minority community. These characteristics in combination with San Francisco's high-cost of living, led to the Western Addition's classification as a Community of Concern in the Metropolitan Transportation Commission's (MTC) initial transportation equity efforts of the early 2000s.

Background

In 2002, the MTC launched a Bay Area-wide Community-Based Transportation Planning (CBTP) Program, which evolved from their Lifeline Transportation Network Report and the Environmental Justice Report. Both served to promote equity in low-income communities of color and recommended community-based planning as a method for setting neighborhood priorities for addressing transportation gaps. This program provides these identified communities an opportunity to address transportation challenges and collaborate with transportation agencies to find solutions.

Community-Based Transportation Plans (CBTPs) are intended to bring local residents, community organizations and transportation agencies together to identify communities' transportation disparities and develop improvement strategies. Community-based planning serves to identify projects, programs and/or strategies developed with robust community involvement that increase the efficacy of improving community members' safety and access to their everyday destinations.

After community-supported projects, programs and/or strategies are identified, the SFMTA develops a potential implementation strategy including a funding plan. CBTPs are then used as a tool to compete for transportation funding for implementation.
Each completed plan contains CBTP Requirements :

- Demographic analysis of the area
- Documented results of community outreach efforts
- List of community-prioritized transportation challenges
- Implementation Strategy that addresses community challenges
- Viable public and private funding options for implementation
- Identify stakeholder(s) committed to implementing the plan

The Western Addition Community-Based Transportation Plan

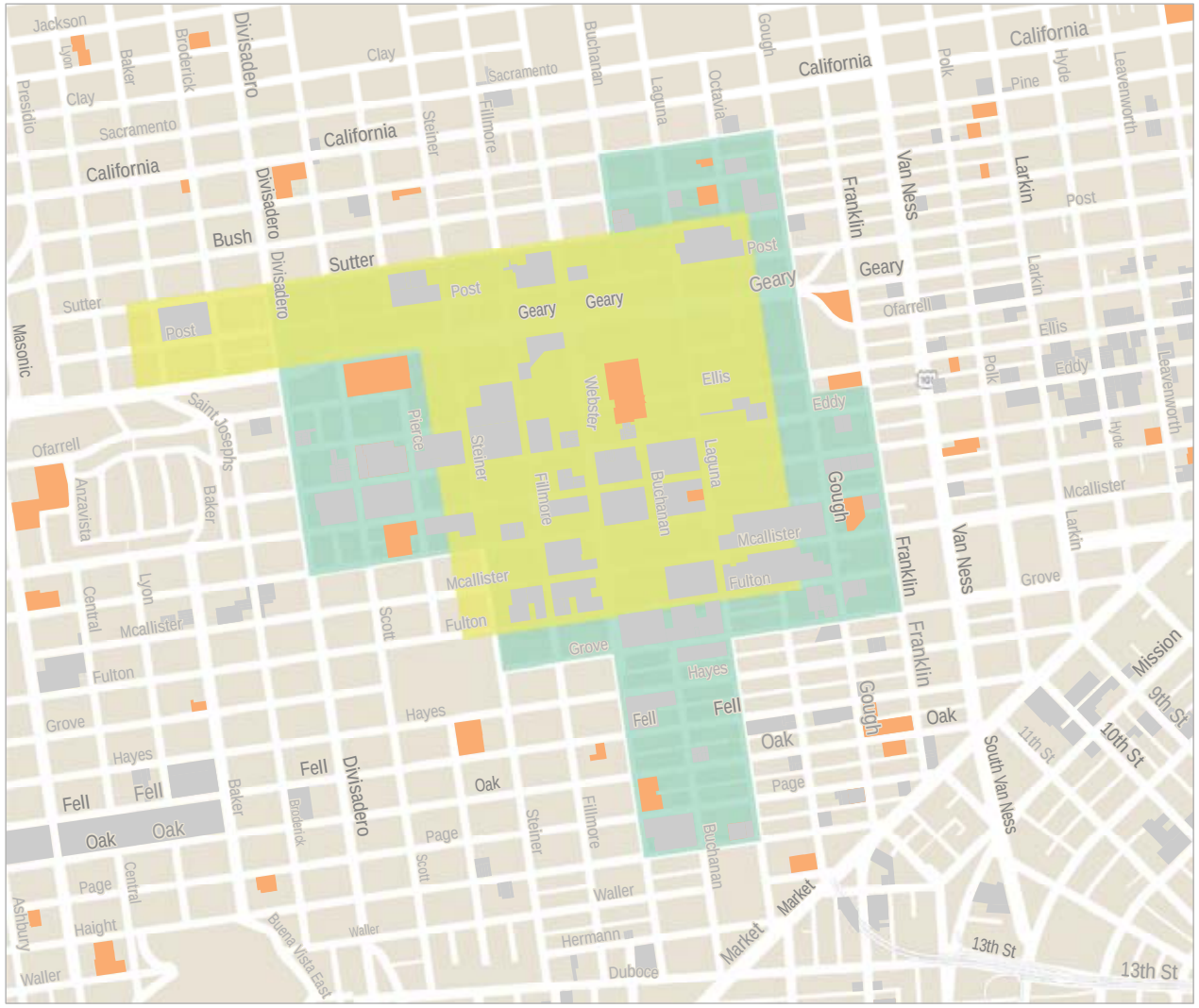
MTC's regional equity analysis identified San Francisco's Western Addition neighborhood as one of five San Francisco neighborhoods in need of community-based transportation planning. After more than a decade since initially being classified as a Community of Concern, the Western Addition Community-Based Transportation Plan reassesses neighborhood demographics, transportation conditions and mobility trends. The plan documents a ten-month, three-phased community engagement process to identify and improve their transportation needs and challenges. The Plan includes a range of transportation improvements based on the community outreach and notes a number of existing efforts that respond to other community challenges not addressed in these recommendations. These recommendations are shared in a potential three-phase implementation and funding strategy.

The San Francisco Municipal Transportation Agency (SFMTA) completed the CBTP with oversight by the MTC and SFCTA. The SFMTA project team collaborated with the Western Addition community, District 5 Supervisor Breed, the project's Technical Advisory Committee (TAC) and community-based organization, Mo'MAGIC.

Study Area: Where is the Western Addition?

Since the early 2000s, when the MTC identified the study area for the Western Addition CBTP, there have been a number of major economic changes in San Francisco and the greater Bay Area region (e.g.; the dot-com collapse, Great Recession and recent Tech Boom), which have triggered significant shifts in jobs, housing, neighborhood boundaries and communities. To ensure the plan captures areas that fall under the Community of Concern criteria, the SFMTA worked with the District 5 Supervisor London Breed to revise the study area. The Supervisor identified public schools, community centers, senior housing and affordable housing developments to be prioritized and incorporated in defining the new study area.

The new study area expanded and is roughly bounded by Sutter Street to the North, Divisadero Street to the West, Fulton Street to the South, and Gough Street to the east. This rectangular area is modified to capture the identified priority land uses. For instance, the study area extends south of Fulton Street along Buchanan and Webster Streets until Haight Street, to include affordable housing sites and John Muir Elementary School. Affordable housing sites along Laguna and Octavia Streets north of Sutter Street to Pine Street were also incorporated. A portion of the Gough Street corridor between Eddy and Fulton Street are also part of the study area.



Western Addition Community-Based Transportation Plan

Existing Conditions
Project Area Revision

Western Addition Community of Concern Project Area

- MTC Western Addition Community of Concern
- Western Addition CBTP Study Area
- SFHA Properties and Other Affordable Housing Sites
- Public and Private Schools

0.15 miles

Scale 1:10,000

Date Saved: 12/22/2016

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Figure 2-1: Comparison map of 2002 MTC defined Western Addition Neighborhood Study Area and revised study area defined by District 5 Supervisor Breed and San Francisco Municipal Transportation Agency in 2014.

Report Structure

The Community-Based Transportation Planning process was comprised of three sequential phases leading to a funding and implementation strategy of the community-based transportation recommendations.

1. Existing Conditions and Demographics Analysis
2. Community Engagement
3. Funding and Implementation Strategy Development

This final plan contains the following chapters:

Executive Summary

Brief summary of the Western Addition CBTP

Introduction

Overview of the contents of the plan

Existing Conditions

Evaluation of the Western Addition's demographics, land use, and transportation network

Community Outreach

Summary of the community outreach process and findings

Recommendations, Funding and Implementation

Explanation of project recommendations, including a potential implementation and funding strategy

The Western Addition CBTP report structure serves to first tell the story of the Western Addition and how they became a community of concern, then the community' issues and needs related to transportation and finally present the project team's interpretation of the data collected and input from the community in the form of recommended physical improvements.

Existing Conditions

What makes up the Western Addition and Who Lives There?

Understanding of currrent circumstances

A technical investigation into the Western Addition demographics and transportation infrastructure

WHAT MAKES UP THE WESTERN ADDITION AND WHO LIVES THERE?

Existing Conditions

This chapter of the Western Addition CBTP includes a demographic analysis of the age, race, and income of the community, as well as an assessment of how residents travel throughout the neighborhood. The goal of this analysis is to understand how the community is living – who and how many people call the Western Addition home and how are they making their everyday trips. This chapter also summarizes the neighborhood land uses and transportation infrastructure. The land use assessments provide information regarding the type of housing in the neighborhood as well as churches, schools, community centers, stores and parks in the Western Addition. The neighborhood-wide transportation inventory includes all bus lines and other transit services and street infrastructure, like pedestrian countdown signals, bike lanes and sidewalk ramps. The transportation inventory also identifies transportation projects planned and recently constructed in the Western Addition. This analysis aims to help to answer two key questions:

1. After nearly 15 years since first being defined, is the Western Addition still a community of concern? and;
2. How does the Western Addition neighborhood conditions compare to the rest of San Francisco?

Methodology

The MTC used U.S. Census data in its initial classification of Bay Area Communities of Concern. Similarly U.S. Census and American Community Survey (ACS) data is used to assess the Western Addition demographics for this chapter. These data sources create a demographic profile for the Western Addition and then compare with the demographic profile of San Francisco as a whole. These profiles are developed using 2000 decennial Census data and 2009-2013 Five-Year Estimates from the ACS.

Data was gathered at the smaller Census block group scale due to the neighbor scale of the project. There are roughly 24 Census block groups that intersect the project area and these block groups are used to represent the Western Addition for the Existing Conditions analysis. For this report, the Western Addition refers specifically to the project area boundaries in Figure 1-1.

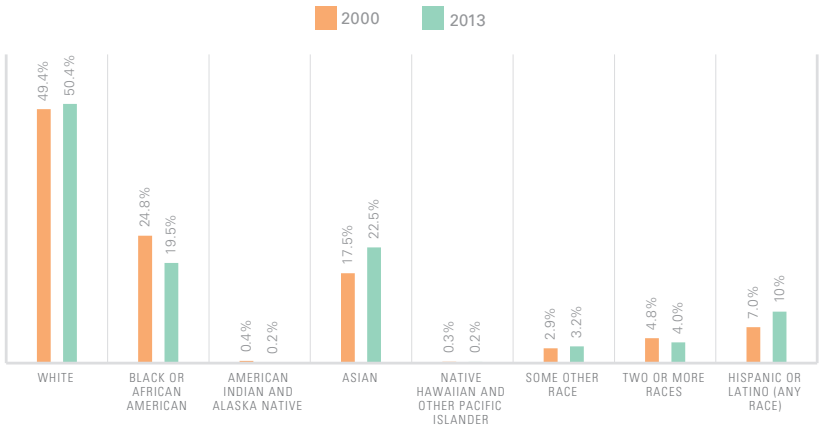
WESTERN ADDITION COMMUNITY

Demographics Analysis

RACE

Today, the Western Addition neighborhood is divided equally between non-White minorities and White residents. The study area had a minority population of 50% in 2013. Most block groups have a

Figure 3-1: 2000 and 2013 Racial/Ethnic Percentage Comparison for Western Addition Population, U.S. Census Bureau 2000 Decennial Census data American Community Survey 2009-2013 Five-Year Estimates



concentration of minority residents of 47% or greater, with some as high as 87%. Over 22% of the population identified as Asian, while 19.5% of residents identified as Black in the study area. Residents of some other race or two or more races comprised 3.2 and 4% of the population, respectively. Hispanic or Latino residents of any race constituted 10% of the neighborhood population, while American Indian and Pacific Islander residents accounted for less than one percent of the population.

Western Addition's Declining Black Population

While the Western Addition remains a cultural asset, as a historic center of San Francisco's Black community, only a fraction of the neighborhood's Black residents remain today. Starting in the 1950s the Black population grew becoming a majority in the area, causing many White residents to abandon the Western Addition and large numbers left the City altogether. Between 1950 and 1960, San Francisco's White population declined by almost 100,000 people, while the Black population continued to soar, reaching 74,383 in 1960, or 10% of the City's overall population of 740,316. At that time, more than one-third of San Francisco's Black population lived in the Western Addition, comprising 46% of the neighborhood's population.

Since its peak in the 1950s, the Black population of the Western Addition has declined. Many Black residents have faced the loss of affordable housing and increased competition from other ethnic groups for low-cost housing. Redevelopment of the Western Addition in the 1960s started this trend. Redevelopment decreased the availability of affordable housing in the neighborhood, as the city was slow to rebuild. Before the new housing developments were completed, many Black residents were forced to resettle outside San Francisco.

In 2000, about a quarter of the residents within the Western Addition community identified as Black. Although the Western Addition had about four times more Black residents than San Francisco as a whole in 2013, this group has experienced the largest neighborhood population decline between 2000 and 2013, suggesting that this community may have been hit the hardest by the economic challenges of the Great Recession. By 2013, that number decreased further by over 5%, shifting from 24.8% to 19.5%. Today roughly one-sixth of San Francisco's entire Black population lives within the Western Addition study area.

AGE

The Western Addition has a large elderly community with many senior residents and few families with children. In 2013, children under 17 years-old accounted for approximately 8% of neighborhood, which is much smaller when compared to the city's minor population of 13.4%. In contrast, seniors 65 years-old and older made up 18% of the Western Addition population, compared to the city's senior proportion of the population at 13.8%. Senior residents are densely concentrated at the core of the study area, roughly between Steiner and Laguna streets and

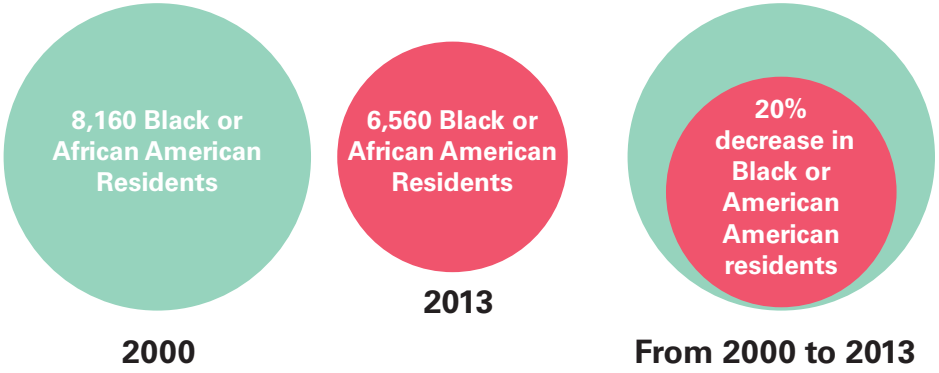


Figure 3-2: 2000 and 2013 Comparison for Western Addition Black/African-American Population, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

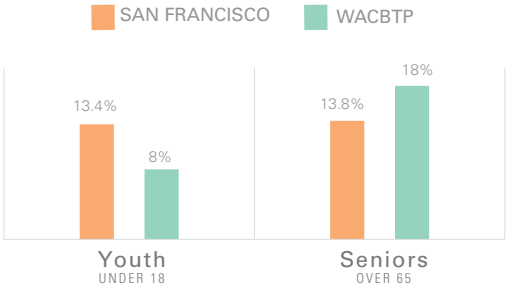


Figure 3-3: 2013 Youth and Senior Populations Percentage Comparison for Western Addition and San Francisco Populations, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

14%

of San Francisco's Black or African American population resides within the Western Addition Community Based Transportation Plan's study area

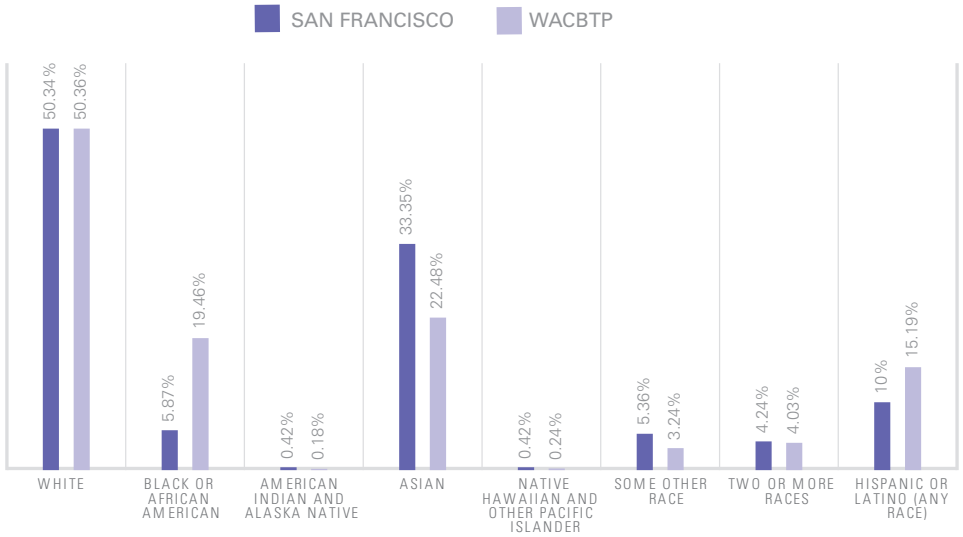


Figure 3-4: 2013 Racial/Ethnic Percentage Comparison for Western Addition and San Francisco Populations, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

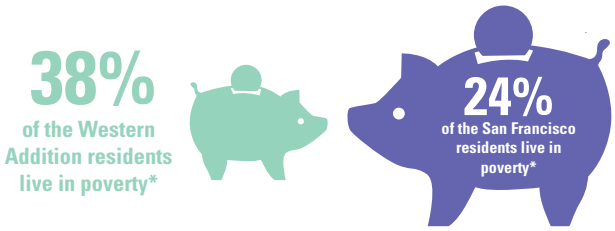
Eddy and McAllister Streets, at Rosa Parks Senior Center, Western Addition Senior Center, Freedom West Housing and Willie B. Kennedy Apartments.

POVERTY + INCOME

The Western Addition is one of San Francisco's low-income neighborhoods with an average median income of approximately $55,770. Compared to San Francisco's median income of $75,604, the Western Addition's median income is nearly $20,000 less. As seen in Figure 3-5, 14 of the 24 block groups which intersect the study area had 32-77% of households below 200% of the federal poverty level. The study area average household income ranges between $13,204 and $102,125. The census blocks with higher median incomes merely touch the project boundaries and are not contained within the project boundary; therefore they are unrepresentative of the community of concern.

How to Define Poverty?

The Census Bureau determines poverty using set income thresholds that vary according to family size and household composition. If a family's total income is less than the threshold set for their household characteristics, then that family and every individual in it is considered to be below the poverty level. While poverty thresholds are updated to reflect inflation, they do not vary by geographic boundary. To account for the high cost of living in the Bay Area, the MTC established a poverty threshold, which accounted for persons living at or below 200% of the federal poverty level. For this report, low-income refers to households which meet these conditions; note that this adjustment does not account for San Francisco's substantially higher cost of living compared to the other eight counties in the Bay Area. This section uses both the poverty threshold and a relative comparison of the Western Addition's average and median incomes to San Francisco's to assess the study area economic status.



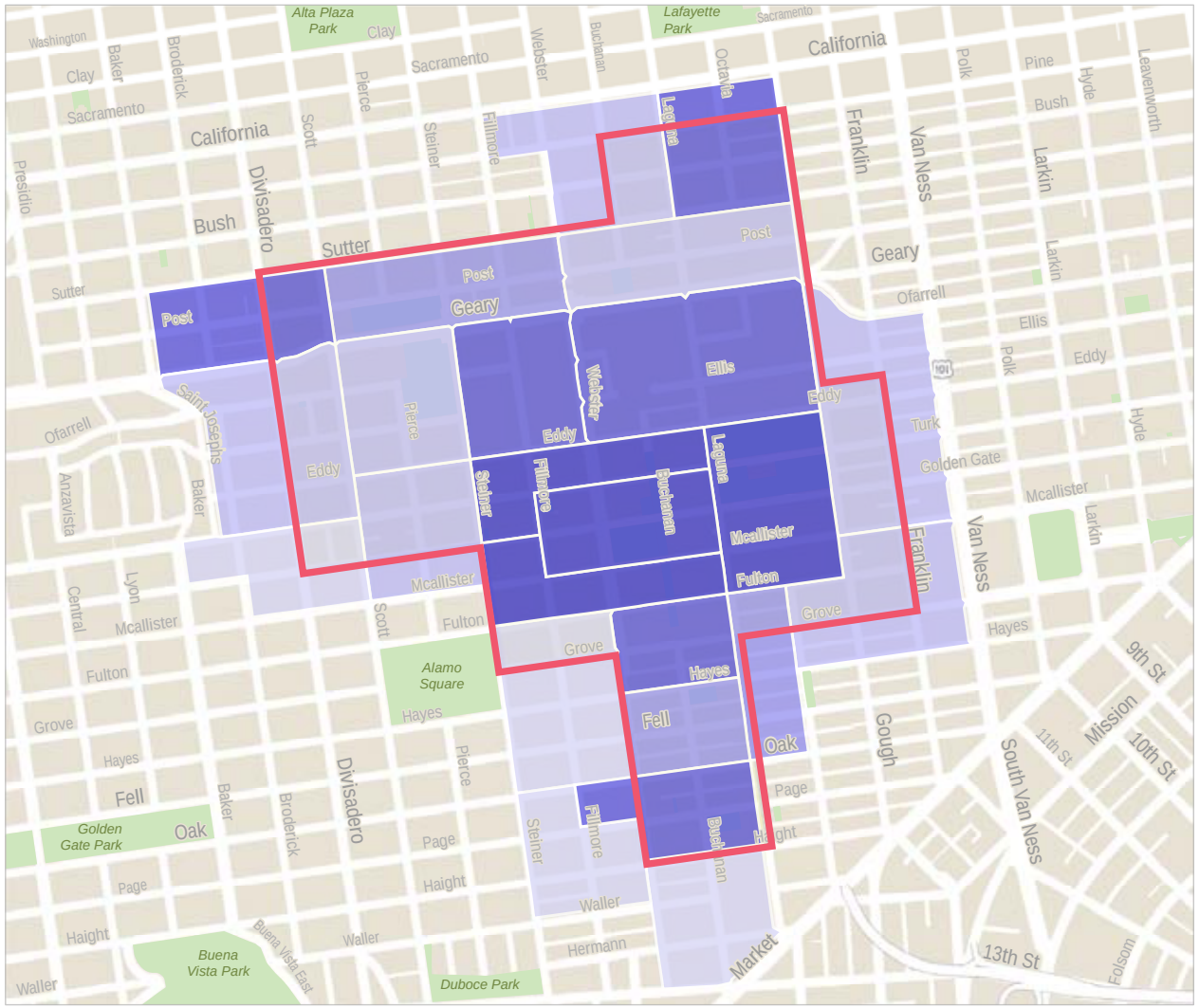
2013 Income Comparison for Western Addition and San Francisco Populations, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

In 2013, the Western Addition had considerably more households living in poverty when compared to San Francisco. Approximately a quarter of all households in San Francisco live below or at 200% the federal poverty level compared to 38% in the Western Addition. Several Census blocks within the area have over 35% of households living in poverty; in some areas as high as 77% of households live in poverty (see Figure 3-5).

HOUSEHOLDS

Due to San Francisco's high-cost of living and dense urban environment, many families leave San Francisco for more affordable suburban

THE WESTERN ADDITION IS ONE OF SAN FRANCISCO'S LOW-INCOME NEIGHBORHOODS WITH AN AVERAGE MEDIAN INCOME OF APPROXIMATELY $55,770. COMPARED TO SAN FRANCISCO'S MEDIAN INCOME OF $75,604, THE WESTERN ADDITION'S MEDIAN INCOME IS NEARLY $20,000 LESS.



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Western Addition Community-Based Transportation Plan

Existing Conditions: Poverty Analysis by Census Tract

Percentage of Households below 200% of the Federal Poverty Level

- 16% - 20%
- 21% - 31%
- 32% - 39%
- 40% - 56%
- 57% - 77%
- Western Addition CBTP Area

0.15 miles

Scale 1:9,664

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

Figure 3-5: 2013 Western Addition Income Comparison by Block Group, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

alternatives in the Bay Area region. San Francisco has the smallest household size of the nine counties in the Bay Area region. However, ABAG's State of the Region 2015 Economic and Housing Analysis reflects a small growth in San Francisco's household size, increasing from the six-year average of 2.26 to 2.28 in 2012 to then 2.32 in 2014. These trends may serve to explain the distribution of household types within the Western Addition. Within the study area, family households of two or more persons account for less than one-third of households in the neighborhood (see Figure 3-6). This is supported by the communities' relatively low child population. Meanwhile single person and multiple occupancy non-family households account for nearly 70% of households. See Figure 3-6 for the Western Addition household distribution. In contrast even fewer households own their homes; of the 17,904 occupied housing units, 84% were renter occupied, while the remaining 16% were owned.

HOUSING CRISIS + AFFORDABLE HOUSING

Over the decades, San Franciscans have been and continue to be resistant to densifying outside of Downtown, so additional housing opportunities have been limited. Therefore over time San Francisco's housing supply has not been able to sustain population growth. This has resulted in San Francisco having the highest housing costs for both

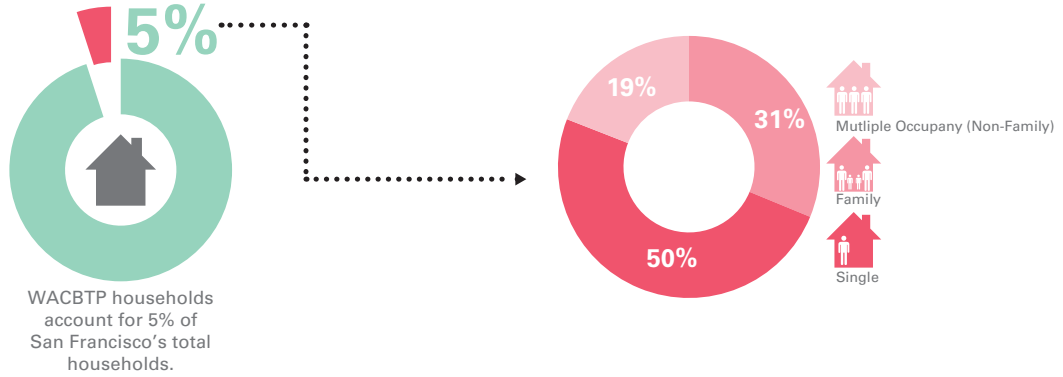
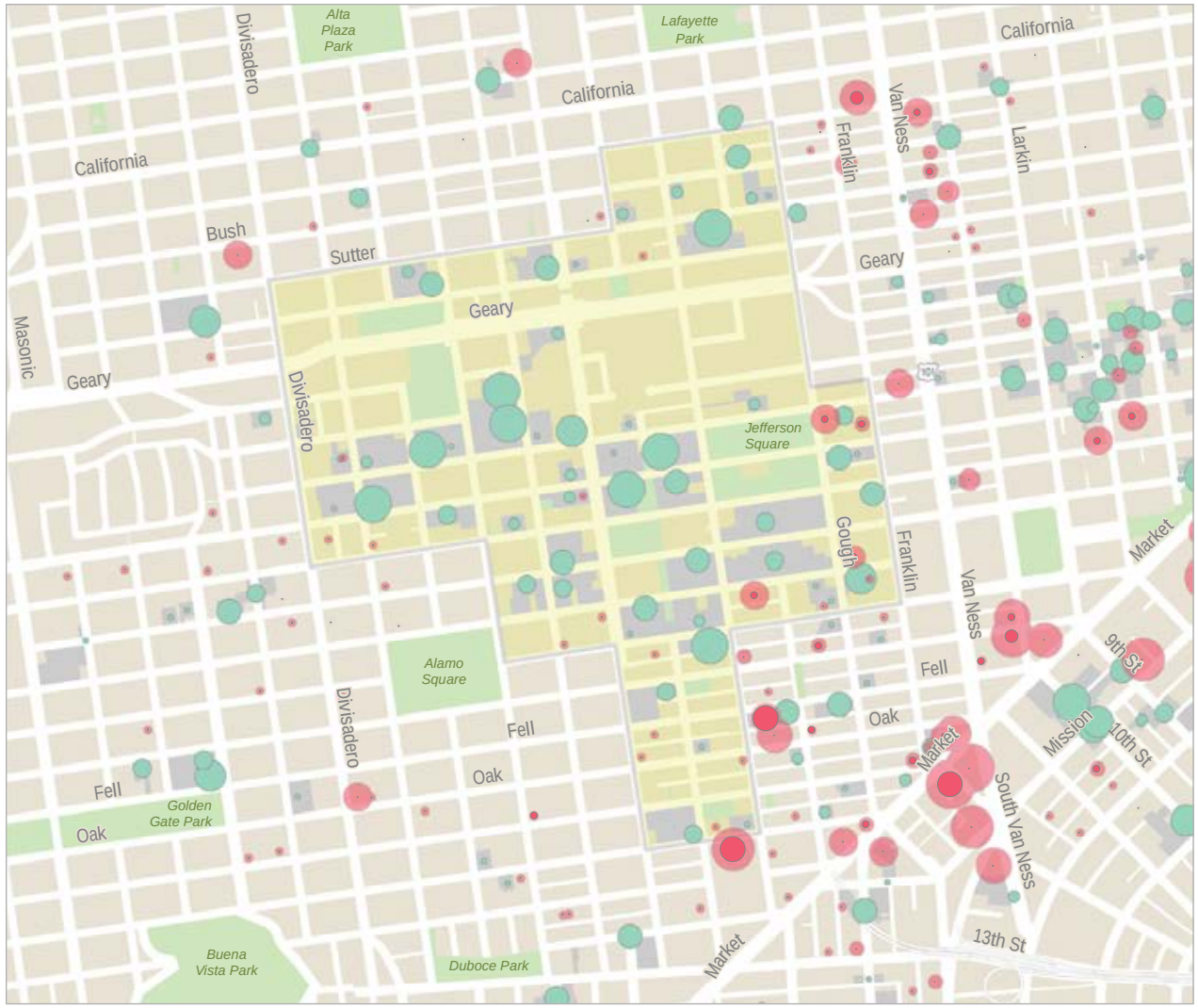


Figure 3-6: 2013 Western Addition Household Distribution and Proportion Comparison to San Francisco, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

Figure 3-7: 2013 Income Percentage Comparison for Western Addition and San Francisco Populations, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates



Western Addition Community Based Transportation Plan

Existing Conditions
Existing and Proposed Housing and Affordable Housing Units

Net New Housing Units

1 - 25 | 26 - 50 | 51 - 75 | 76 - 160 | 161 - 260 | 261 - 450 | 451 - 767

Net New Affordable Units

1 - 25 | 26 - 50 | 51 - 75 | 76 - 160

Existing Affordable Housing Units

15 - 37 | 38 - 69 | 70 - 113 | 114 - 178 | 179 - 276 | 277 - 469 | 470 - 767

Existing Affordable Housing
Parks
Western Addition CBTP Study Area

0.15 miles

Scale 1:10,000
Date Saved: 12/22/2016
For reference contact: jesse.rosemoore@sfmta.com

SFMTA Municipal Transportation Agency

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User Name: dharris1

Figure 3-8: 2015 Existing and Planned Market Rate and Affordable Housing Units for Western Addition and Surrounding Neighborhoods, San Francisco Planning Department 2015 Q3 Pipeline Data

buyers and renters within the Bay Area. This imbalance heightened soon after the Great Recession as San Francisco became one of the most desirable places due to its job growth, especially with white collar tech jobs. This population increase has created even greater housing demand and thus further increasing housing costs, resulting in San Francisco having the one of the most expensive housing markets in the nation. The City is working to address the housing crisis by promoting pro-development legislation, increasing the City's overall housing supply. However without specifically focusing on the development of affordable housing units, the City will need to substantially increase the overall number housing units than planned in order to reduce the housing cost enough to enable low- and mid-income families to afford to stay in San Francisco. The Proposed Housing Map (Figure 3-8) identifies the number of new housing units with the light pink circles, while the smaller dark pink circles highlights the proportion of those new units that are affordable. The turquoise circles indicate the proportion of existing affordable housing within the Western Addition, which are currently not meeting the housing needs of the Western Addition community, as displacement continues. Without addressing the community's housing needs, there is potential for greater displacement in the Western Addition in the near future.

VEHICLE AVAILABILITY

Although San Francisco as a whole estimates 30% of households are car-free, nearly 50% of the households in Western Addition were car-free, regardless of tenure in 2013. The number of households with two or more cars in San Francisco was estimated to be twice as high as the Western Addition at 29% and 14%, respectively. The proportion of single car households is comparable with 39% in the Western Addition and 41% for the city as a whole (see Figure 3-9).

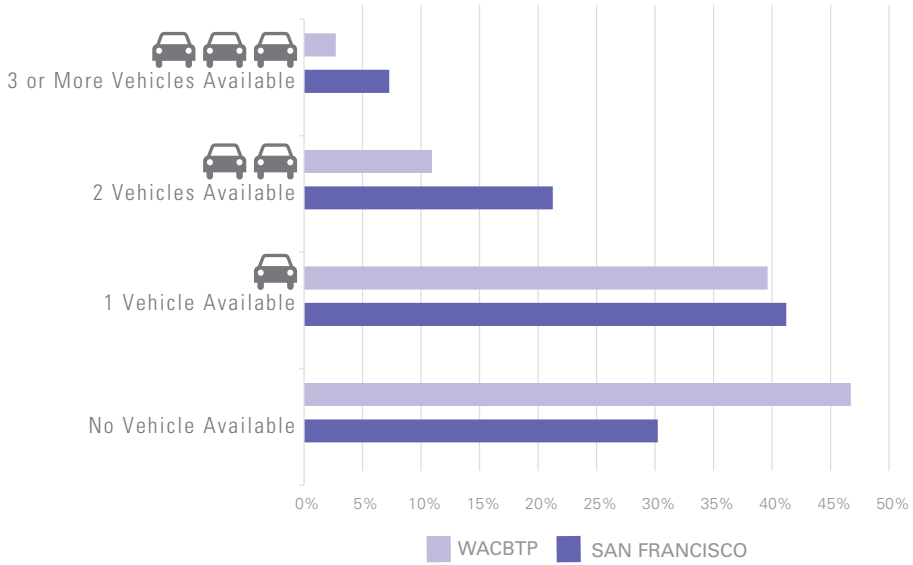


Figure 3-9: 2013 Vehicle Ownership Percentage Comparison for Western Addition and San Francisco Populations, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

High concentrations of zero vehicle households exist on the periphery of the study area, as seen in Figure 3-11, particularly between Sutter Street and Geary Boulevard near Gough Street and Gough between Geary and McAllister.

Tenure status seemed to have impacted vehicle ownership within the study area. Only 19% of owner occupied households in the Western Addition do not own a vehicle. While this number is still approximately twice the number of owned households within San Francisco without a car, it is significantly less than the 52% of renting households which were estimated to be car free.

COMMUTE TREND

According to 2013 Census Data, roughly three quarters of Western Addition residents age 16 years or older use sustainable travel methods such as carpooling, public transportation, walking, or cycling to get to work. Only 26% of residents in the area drive alone for their work commutes, compared to the City's 37%. A third of working San Franciscans use public transportation for their commute while about 40% of Western Addition residents commuted to work using public transportation (see Figure 3-10).

Over half, 57%, of Western Addition residents, used sustainable modes to travel to work, which may be attributed to the lower rates of vehicle ownership. The proportion of residents who walked to work was about the same as those estimated for San Francisco at 10 and 11%, respectively. The proportion of residents biking to work was 6%, which is double San Francisco's citywide estimates. However, the high numbers of biking residents are scattered across the project area and there were many census blocks where no residents commuted to work by cycling.

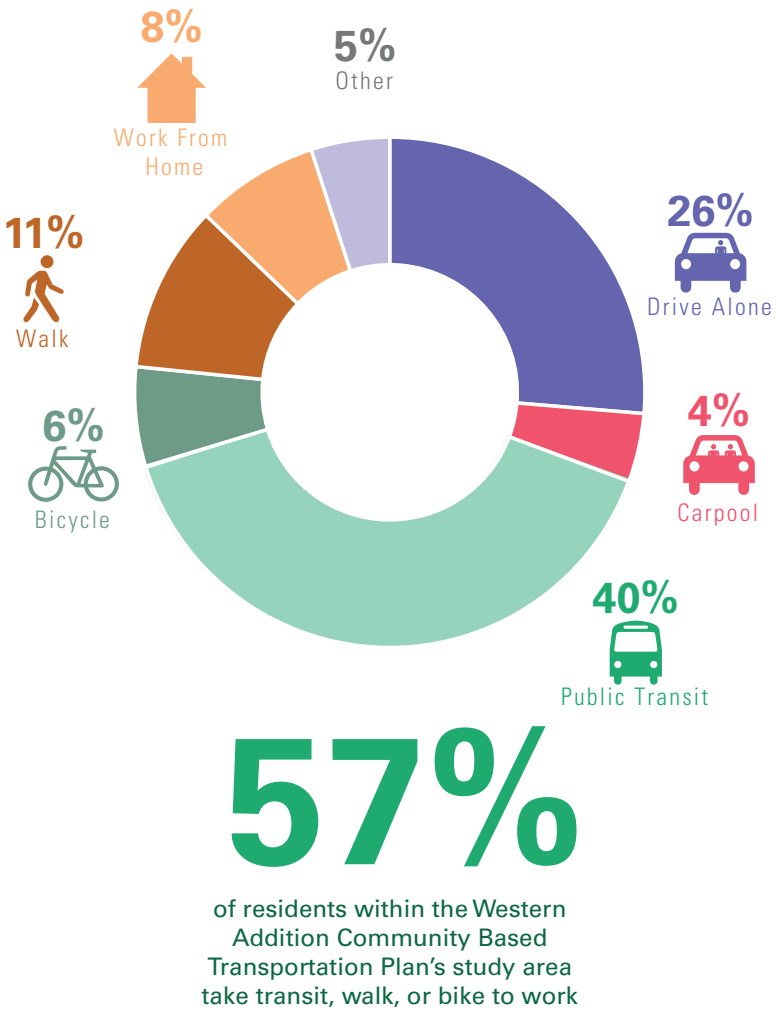
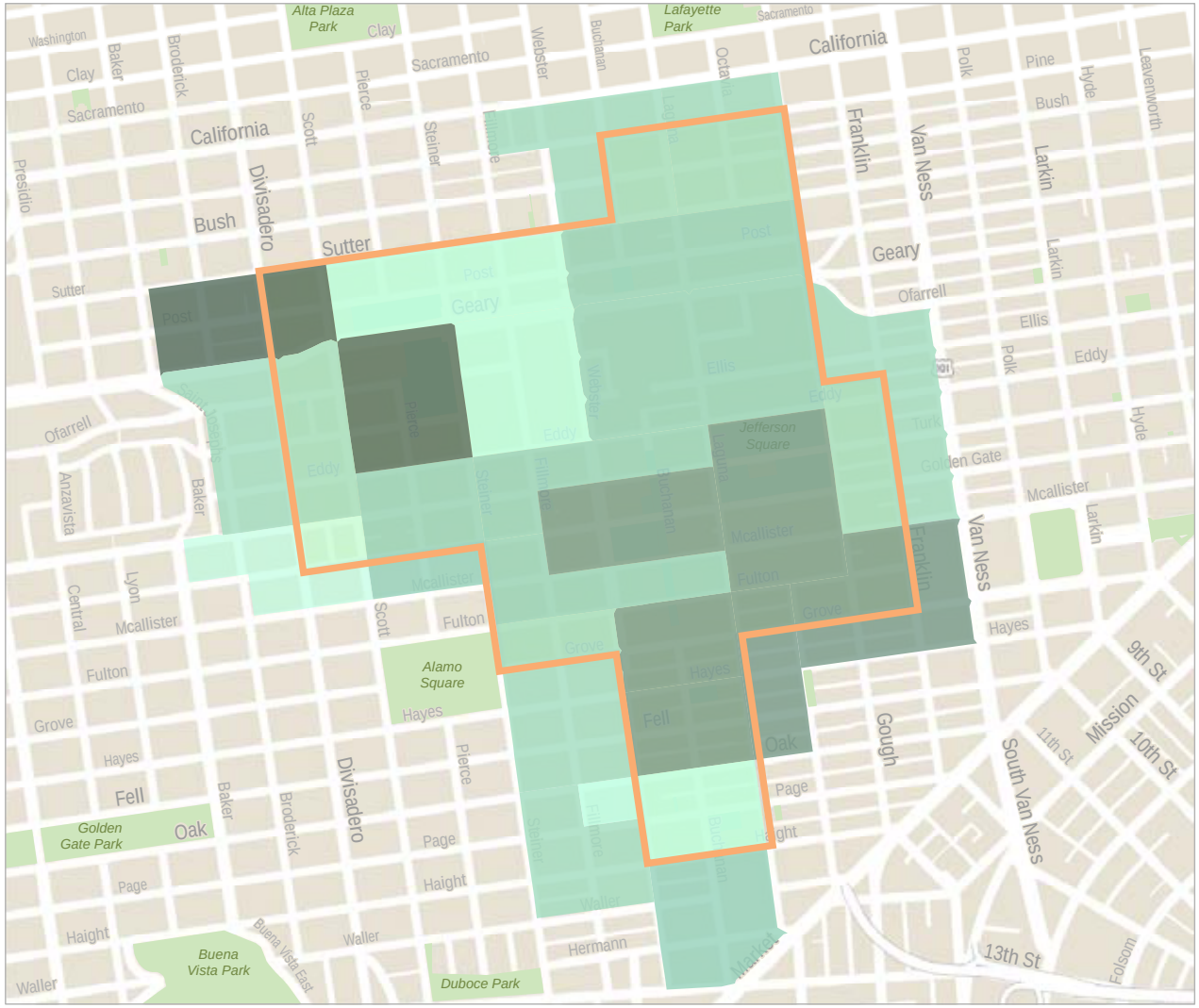


Figure 3-10: 2013 Commute (Journey to Work) Mode Distribution for Western Addition Population, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates



Western Addition Community-Based Transportation Plan

Existing Conditions: Car Ownership Analysis by Census Tract

Percentage of Zero Vehicle Households

- 9% - 13%
- 14% - 16%
- 17% - 23%
- 24% - 33%
- 34% - 56%
- Western Addition CBTP Area

0.15 miles

Scale 1:9,664

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For reference contact: Danielle.Harris@sfmta.com

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User Name: dharris1

Figure 3-11: 2013 Vehicle Ownership for Western Addition by Census Block, U.S. Census Bureau American Community Survey 2009-2013 Five-Year Estimates

Summary

FACTORS AND THRESHOLDS FOR COMMUNITIES OF CONCERN

In early 2000, MTC embarked on a regional equity analysis identifying key factors to identify and analyze communities of concern. MTC has since updated its definition of communities of concern as part of the latest Regional Transportation Plan (RTP) update in 2011. MTC classifies communities of concern as areas that meet four or more of the eight disadvantage factors listed below. Based on these factors, communities of concern meet or surpass specified community concentration thresholds (according to Census data). Areas with both low-income and minority concentration factors are automatically considered to be communities of concern, regardless of meeting other factor thresholds.

1. Minority Residents
2. Low-Income Residents (<200% of poverty)
3. Residents who do not speak English well or at all
4. Households without car
5. Seniors age 75+
6. Persons with a disability
7. Single-parent households
8. Cost-burdened renters

WESTERN ADDITION COMMUNITY OF CONCERN ANALYSIS					
MTC COMMUNITY OF CONCERN FACTORS	COMMUNITY CONCENTRATION THRESHOLD	PERCENTAGE OF REGIONAL POPULATION	WESTERN ADDITION 2000	WESTERN ADDITION 2013	WESTERN ADDITION CHANGE
1. Minority residents	70%	58%	51%	50%	Reduction
2. Low-Income residents (less than 200% of the federal poverty level)	30%	25%	33%	**38%**	Increase
3. Residents who do not speak English well or at all	20%	9%	-	-	N/A
4. Households without car	10%	10%	-	**47%**	N/A
5. Seniors age 75+	10%	6%	11%	**10%**	Reduction
6. Persons with a disability	25%	9%	-	**24%**	N/A
7. Single-parent households	20%	14%	-	-	N/A
8. Severely Rent-burdened Households (over 50% income on housing)	15%	11%	18%	**23%**	Increase

(-) means one or more of the following 1) no census tracts within the study area meet threshold 2) information for this factor is unavailable for the study area. Due to the introduction of the American Community Survey by the US Census Bureau in 2008 the availability of certain information ranges
Regional Demographic Data Source: Bay Area Census: http://www.bayareacensus.ca.gov/ and 2009-2013 American Community Survey Western Addition Demographic Data Source : 2009-2013 American Community Survey and 2000 Census

The Western Addition was identified as a community of concern as a result of the MTC's initial equity analysis effort in 2000. Despite the rapidly changing socio-economic profile of the San Francisco Bay Area within the last decade, the Western Addition remains a community of concern, having maintained an overwhelming number of environmental disparities for residents over the past one and a half decades. The Western Addition's demographic profile reflects a high concentration of low median incomes, substantial minority population and high senior population at the core of the neighborhood. The table on page 27 summarizes the Western Addition's thresholds for the MTC's eight factors and compares the neighborhood demographics from 2000 and 2013.

WESTERN ADDITION'S COMMUNITY OF CONCERN RESULTS FROM 2000 TO 2013

Minority Residents

Between 2000 and 2013, there has been a slight decrease in the Western Addition's minority residents, specifically the neighborhood's Black population deceasing by 5%.

Poverty

The percentage of low-income households within the Western Addition grew from 33% to 38% from 2000 to 2013, above the community of concern threshold of 30%.

Vehicle Ownership

At 47%, the rate of zero vehicle households is more than four times greater than the COC community concentration threshold of 10%. This could partially be attributed to San Francisco's urban density and SFMTA's Transit First policy, which promotes the use of public transit and other sustainable transportation option rather than single-occupancy vehicles.

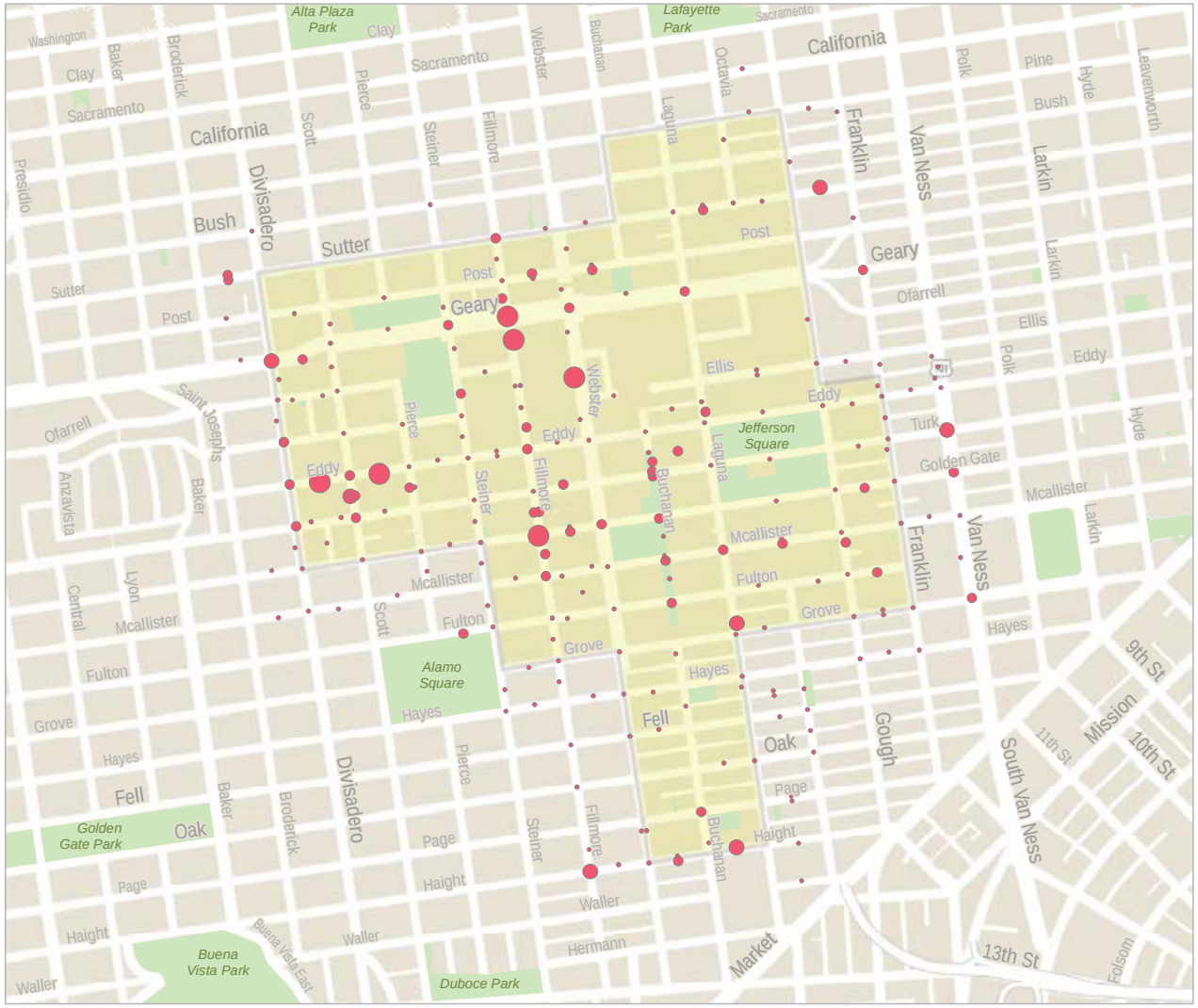
Cost Burdened Renters

The U.S Census identifies cost burdened renters as those who spend 30% or more of their income on housing. Accounting for the Bay Area's high-cost of living, the MTC, however, refers to those spending spending 30 to 49.9% of income on housing costs as moderately cost burdened, while residents who spend 50% or more of their income on housing are severely cost burdened.

According to the US census, 44% of the residents in the Western Addition would be considered housing cost burdened. Using MTC's definitions about a quarter of the renters, 23%, in the Western Addition would be considered severely cost burdened, spending 50% or more of their earnings on housing. The amount of severely cost burdened renters grew by about 5% from 18% to 23% between 2000 and 2013.

Crime

Although crime is not a factor in the MTC community of concern analysis, crime is a factor affecting many communities of concern and significantly impacts the quality of life for residents of these neighborhoods. The Western Addition hosts some of the highest crime rates in San Francisco. The table on page 28 shows crime incidents in 2014 as reported by the San Francisco Police Department. It should be noted however that these numbers reflect a fraction of the crime in the neighborhood as they do not account for unreported crimes that may have occurred.



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Western Addition Community-Based Transportation Plan

Violent Night Crime

Violent Night Crime by Reported Incident

- 1 - 2
- 3 - 5
- 6 - 8
- 9 - 11
- Western Addition CBTP Area

0.15 miles

Scale 1:9,664

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

Figure 3-12: 2015 Reported Violent Crime Police Incident Reports for Western Addition, San Francisco Police Department

MOST PREVALENT WESTERN ADDITION CRIMES		
TYPE OF CRIME	NUMBER OF INCIDENTS	PERCENTAGE OF INCIDENTS
Larceny/Theft	426	41.3%
Other Offenses	121	11.7%
Non-Criminal	107	10.4%
Assault	83	8.0%
Vandalism	56	5.4%
VehicleTheft	42	4.1%
Burglary	31	3.0%
Missing Person	26	2.5%
Fraud	23	2.2%
Warrants	23	2.2%
Suspicious occurrence	21	2.0%
Robbery	15	1.5%
Drug/Narcotic	12	1.2%
Sex Offenses, Forcible	11	1.1%

Source: San Francisco Police Department Incident Reports, 2015

Western Addition as a Community of Concern

Based on the MTC's eight factors for a Community of Concern, the Western Addition remains a community of concern and in some instances more than before first being defined in 2000. Although the diversity of the community has decreased, which could be attributed to displacement and gentrification, the income disparity persists. As the most concerning factor, the community's low-income residents have increased by nearly 10%, suggesting San Francisco's new found wealth due to the tech and development boom has not trickled down to the Western Addition community. This is substantiated by nearly 50% of the Western Addition meeting the definition of cost-burden renters.

In conclusion, the Western Addition continues to be a community of concern and warrants the equity effort of the Western Addition Community-Based Transportation Plan, aiming to provide greater access to opportunities through transportation.

WESTERN ADDITION BLOCK BY BLOCK

Land Use Conditions

Similar to many neighborhoods in San Francisco, the Western Addition has changed as a result of increasing development pressures and the rising cost of living. However much of the land use within the neighborhood has not changed. The City's Planning Code determines the zoning and districts that define and control the land uses in San Francisco. The Western Addition remains a primarily residential neighborhood comprised of a mix of land uses, including purely residential blocks, blocks combining a mixture of residential, institutional and commercial uses and blocks entirely contained of commercial uses.

HOUSING + PUBLIC HOUSING

Development in the Western Addition area began during the rebuilding of the city after the 1906 Earthquake, but by the 1940s the area had become overcrowded. The Victorian style homes that made up the Western Addition were over- burdened by multiple families and soon deteriorated.

The San Francisco Housing Authority responded to overcrowding in the 1960s by constructing public housing projects throughout the city. These public housing projects suffered from many delays and prolonged construction, forcing families to relocate to other Bay Area cities, most notably Oakland. Other affordable housing options were established by Black churches in the area including Freedom West Homes. Currently, there are over forty San Francisco Housing Authority (SFHA) properties located within the study area (Figure 3-13).

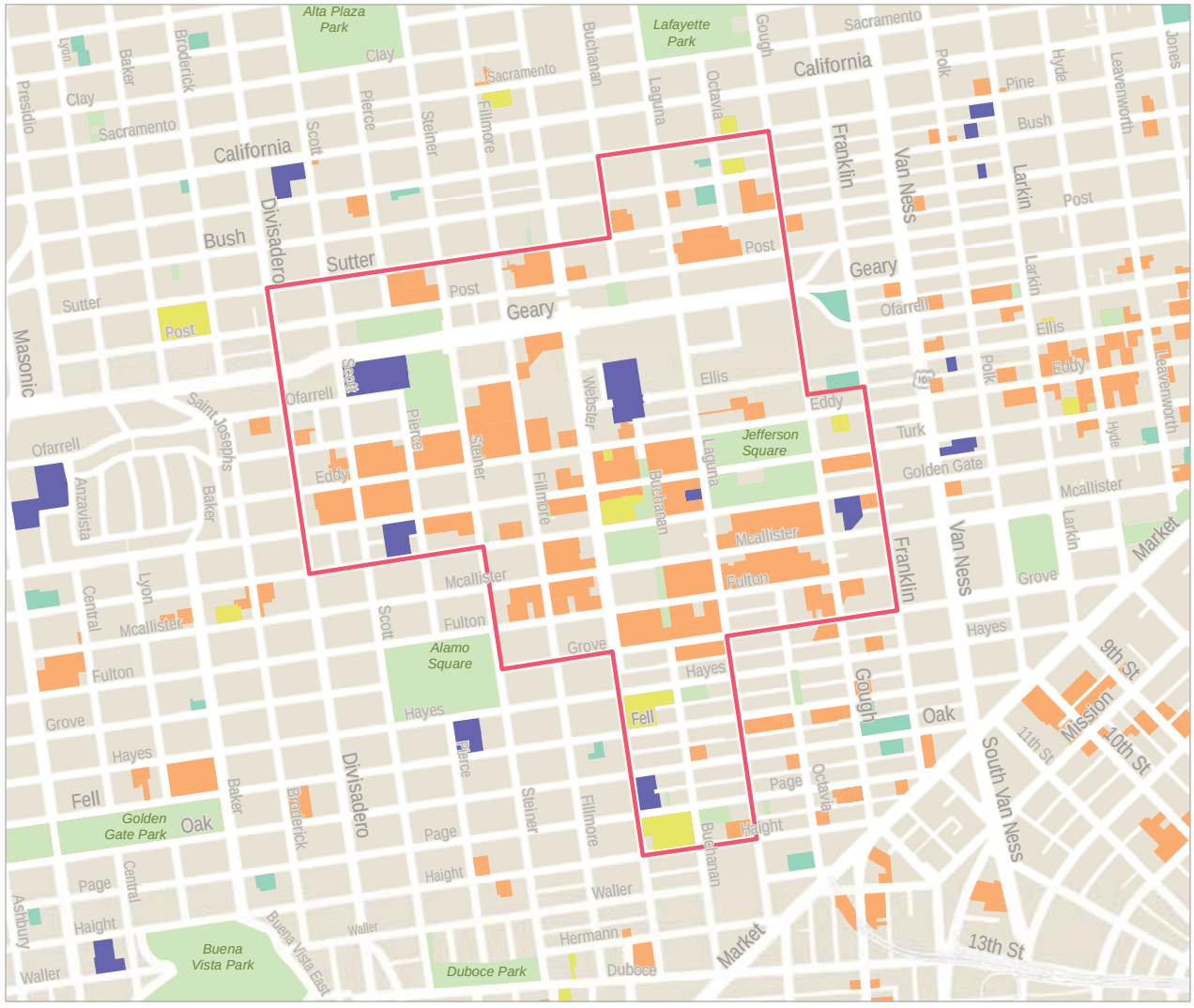
COMMERCIAL

The Western Addition is home to two culturally significant and historic commercial centers – the Fillmore District and Japantown.

The Fillmore District

During the late 1940s and the early 1950s, a period when the Fillmore District was nicknamed the "Harlem of the West," as a thriving business district containing dozens of Black-owned businesses, including barbershops, billiards parlors, cleaners, shoeshine stands, barbecue restaurants, record stores and various other stores and offices. During this time Black entrepreneurs opened several notable bars and nightclubs, like Jimbo's Bop City.

The Fillmore District, once one of America's most important Black-dominated entertainment zones, was demolished during the 1960s and 1970s by the Redevelopment Agency. Though several businesses were relocated, most closed because the community that had sustained them were displaced to various parts of the Bay Area. The remnants of the Fillmore District's legacy is captured in the "Historic



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User Name: dharris1

Western Addition Community-Based Transportation Plan

Existing Conditions
Community Focus Areas

Community Focus Sites

- Parks
- Public Schools
- Private Schools
- SFHA Properties
- Other Affordable Housing
- Western Addition CBTP Area

0.15 miles

Scale 1:10,000

Date Saved: 12/22/2016

For reference contact: jesse.rosemoore@sfmta.com

SFMTA Municipal Transportation Agency

Figure 3-13: 2014 Affordable Housing, School and Recreational Sites within and surrounding the Western Addition, SFMTA GIS Database

Fillmore Jazz Preservation District" on Fillmore Street roughly bounded by Grove Street to the south and Geary Boulevard to the north.

Japantown

For over a century, Japantown has been the cultural heart of San Francisco and the Bay Area's Japanese American community. Today Japantown is bounded by Steiner, California, Gough, and O'Farrell streets with some overlap with the Fillmore District to the south and Cathedral Hill to the east. Japanese residents began to occupy the area in 1906 and opened many business and community establishments. After Japanese-Americans were forced into internment camps in the early 1940s and Urban Renewal/ Redevelopment occurred in the 1960s, most of the historic Japantown was demolished. These devasting impacts to the community caused many Japanese-American community activists to mobilize and bring awareness to these social, political and economic injustices. This community activism spurred a wave of renewal and revitalization in Japantown.

As one of three remaining Japantowns in the country, the area's cultural and historical resources are widely appreciated and play a significant role in the history of San Francisco and the region at large. Much of what makes Japantown a culturally-rich and recognizable place are the businesses and community-based organizations around Post, Buchanan and Sutter streets. A unique mix of businesses offers Japanese, Japanese American, Korean and other culturally specific services, wares and food products as well as cultural and community institutions.

PARKS

Compared to the other four Communities of Concern within San Francisco, the Western Addition neighborhood has an impressive number of green space, parks and other recreational facilities. Some of the major parks within the community are featured below.

Buchanan Mall

The Buchanan Street Mall, a non-automobile street between Grove and Eddy streets, is a six-block landscaped greenway, dotted with play structures and benches. Bordering Rosa Parks Senior Center, Ella Hill Hutch Community Center and numerous housing developments, the mall serves as a community space with green space, three playgrounds, a half-basketball court and asphalt paths. Unfortunately the Buchanan Street Mall fell victim to gang violence and drug use causing the space to be deemed unsafe and abandoned by the community. However, recently the San Francisco Recreation and Park Department, Supervisor Breed, the community and a number of private partners have embarked on efforts to revitalize and activate the space through physical treatments and programming.

THE WESTERN ADDITION IS A HISTORICALLY AND CULTURALLY RICH COMMUNITY AND ASSET TO BE PRESERVED BY SAN FRANCISCO.

Margaret Hayward Playground

Built in 1955, the Margaret Hayward Playground is comprised of two city blocks in the Western Addition Neighborhood and bounded by Turk, Golden Gate, Gough, and Laguna Streets. Margaret Hayward Playground is one of San Francisco's more spacious parks at approximately 265,000 square feet, offering sports courts, play fields with bleachers, a children's play area and indoor recreation space. The space also hosts a Recreation and Park Department facility building and a City operations facility owned and operated by the Department of Emergency Management.

Currently there is an effort by the City's Recreation and Park Department to revitalize the park by improving access and replacing sports courts, play fields, children's play area and other amenities.

Koshland Park

Located in the southern tip of the project area at Page and Buchanan streets, Koshland Park provides a beautiful city view, play structures, half-court for basketball and a sand pit. There are also garden beds used by local schools as the Community Learning Garden to educate students about gardening and food sources.

Raymond Kimbell Playground

Located at Ellis and Steiner, the northwest corner of the project area, Raymond Kimbell Playground is a recent improvement site for the Recreation and Parks Department. The park offers three ball fields, a clubhouse, an outdoor sport court, play structures, and a large lawn. Over time many of these facilities have become unusable, unsafe, and in need of repair. The Recreation and Parks Department is continuing its 2008 revitalization effort for the park, which includes a new artificial-turf field, playground and court improvements.

22 Fillmore bus passing Fillmore Heritage Center located on Fillmore Street between Eddy and Ellis Streets.

COMMUNITY SPACES

The Western Addition hosts many rich cultural assets including the community's schools, religious institutions, and community centers.

Churches

During the postwar period, when San Francisco's Black population was growing rapidly, several of the older mainline churches, including A. M. E. Zion and Bethel A. M. E. constructed new churches in the Western Addition. Although the redevelopment of the Western Addition led to much displacement, A. M. E. Zion, one of San Francisco's older religious institutions, relocated to a new church building that was erected in 1960 at the present location, 2159 Golden Gate Avenue. Bethel A.M.E. Church, was founded in 1852 at 916 Laguna St. During Redevelopment, Bethel A.M.E. Church operated four housing developments – Laurel Gardens, Prince Hall Apartments, Thomas Paine Square and Fellowship Manor, all for low- and middle-income families and seniors. Bethel Church also sponsored the Freedom West Homes, the largest Western Addition co-op built on four square blocks.

Another long- standing church, Third Baptist Church was founded in 1852 as the First Colored Baptist Church in the home of William and Eliza Davis on Kearny Street. In 1952, Third Baptist Church moved to 1399 McAllister Street and thereafter grew quickly with the Youth Building and Frederick Douglas Haynes Gardens.

Long after the Western Addition transitioned from being predominantly Black, these churches have remained, with many parishioners commuting in from Bay Area suburbs for church services. While many parishioners do not live in the Western Addition, they continue to commute on a weekly basis for church services and community events and still very much consider the Western Addition their community.

Ella Hill Hutch Community Center

Ella Hill Hutch Community Center was opened in the Western Addition in 1981. Since its opening at 1050 McAllister Street, it has served as an anchor for the community, providing housing as an after-hour homeless shelter until 2008, as well as job training and hosting numerous conferences. The center features an indoor basketball court, four outdoor tennis courts, and a children's play area.

African American Art + Culture Complex (AAACC)

Established in 1989, the African American Art and Culture Complex, which highlights African American-themed visual and performing arts, moved into the Western Addition Cultural Center at 762 Fulton Street at Webster. The African American Historical and Cultural Society, a descendant of the San Francisco Athenaeum and Literary Association, maintains an archive and a gallery in the same building.

Fillmore and Turk Mini Park with rainbow painted brick backdrop located on Fillmore Street

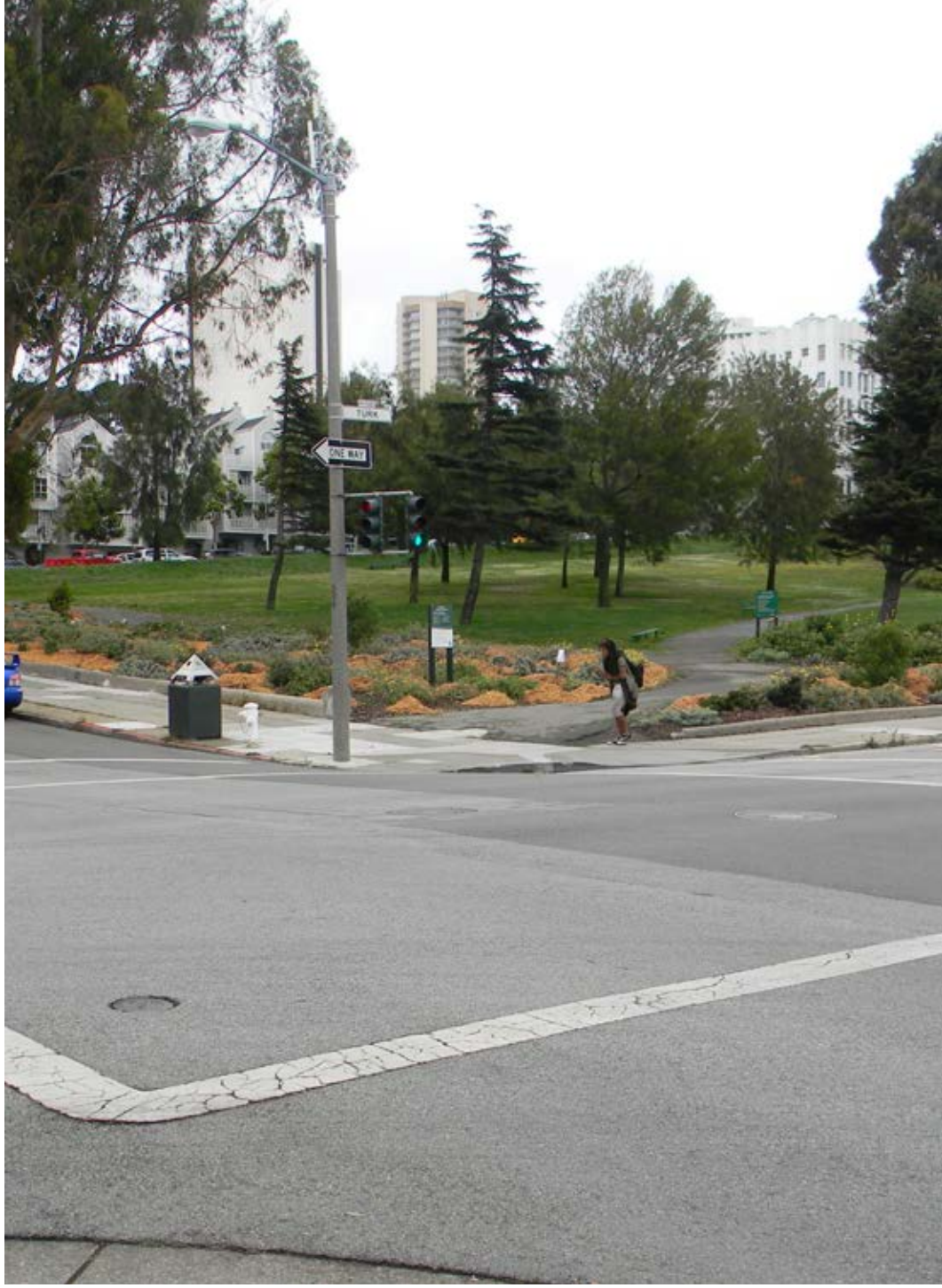
African American Art and Culture Complex is home to organizations that program dance, jazz, country music, theater performances, film, poetry readings, and drumming and dance workshops. Also on site are the Sargent Johnson Gallery and the San Francisco African and African American Historical and Cultural Society Library Archives.

Buchanan Street YMCA

One of the few buildings that was not demolished during Redevelopment, the Buchanan Street YMCA has longstanding associations with both the Japanese-American and Black communities. The Buchanan Y serves the needs of the Western Addition, Japantown and Haight Ashbury neighborhoods by providing affordable fitness memberships, after school programming at 8 locations, 3 summer camps and a variety of teen programming - including Youth and Government and Model United Nations.

Western Addition's Fertile Lands

The Western Addition is rich with many community facilities, ample housing, two thriving commercial corridors and abundant green park lands. The community has the land use and geographic framework for a thriving livable community. With the Western Addition CBTP effort and funding, the project goal is to enhance the connection to these community assets and aid the neighborhood in reaching its full potential for its community members to benefit from and enjoy.



Southwest entrance to Jefferson Square Park located at Turk and Laguna Street

WESTERN ADDITION STREET BY STREET

Existing Transportation Network and Infrastructure

This section describes pedestrian, bicycle and street infrastructure throughout the Western Addition as well as an inventory of Muni transit, paratransit and other mobility services. A brief overview of transportation projects and programs that are planned or have been recently implemented is also included.

In order to help narrow the focus of the transportation assessment for the neighborhood, the project team worked with District Supervisor Breed to identify significant transportation priorities, challenges and locations throughout the Western Addition. These priorities are listed below and helped the project team initiate community outreach, which is discussed in depth in the outreach chapter.

DISTRICT 5 TRANSPORTATION PRIORITIES

Through initial review of previous planning documents, collision data and discussions with District Supervisor Breed, transportation concerns and priorities were identified.

Safety

- Pedestrian safety and amenities
- Bicycle safety and facilities
- Children and seniors
- Vehicle speeds
- Streetscape design

Transit

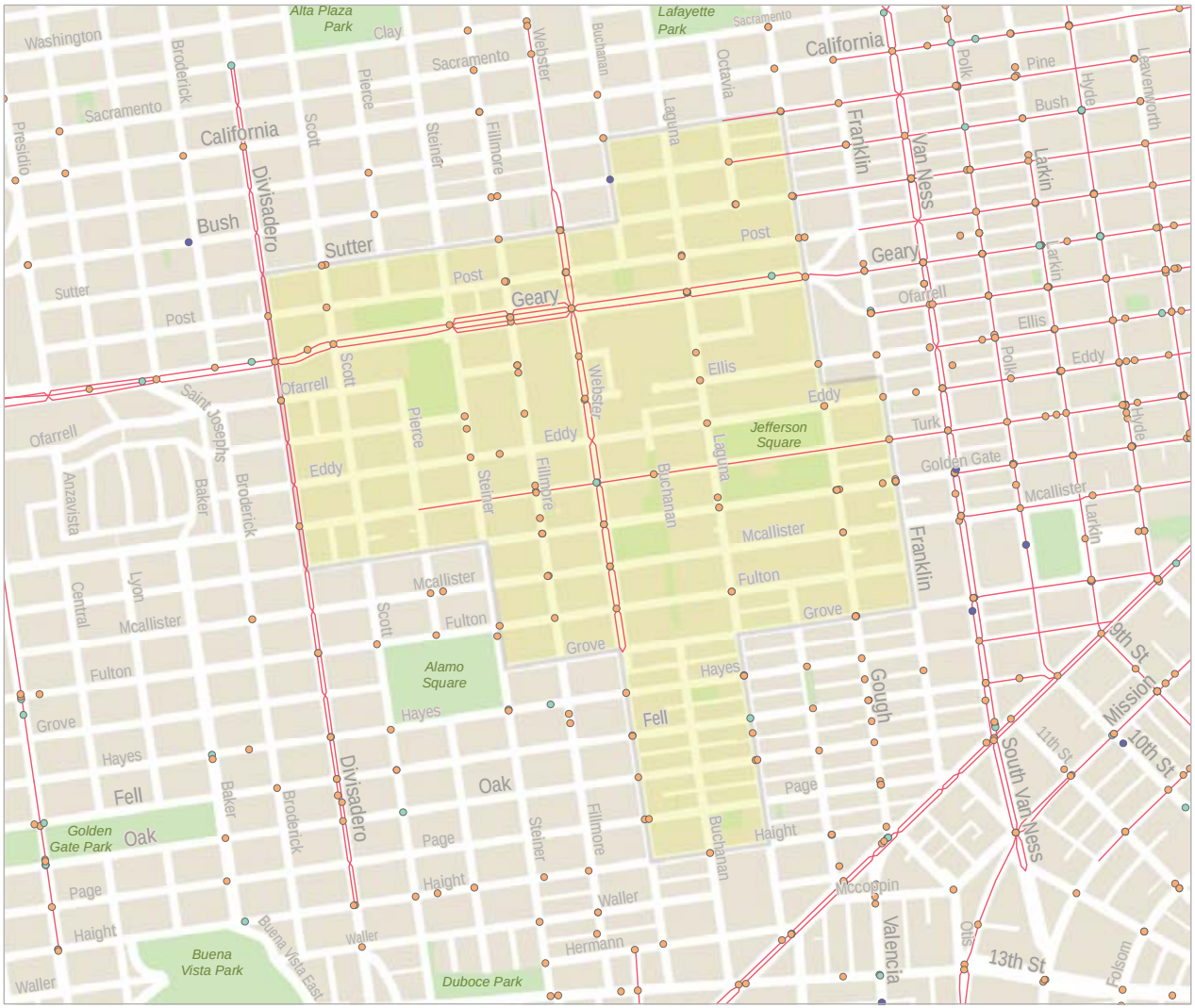
- Speed and effectiveness
- Reliability/access

Locations of Interest

- Public housing
- Senior homes
- John Muir Elementary
- Golden Gate Avenue
- Turk Street
- Geary Boulevard
- Webster at Geary
- Steiner at Geary

PEDESTRIAN

San Francisco is one of the most walkable cities in the Bay Area region and the Western Addition's central location is prime for walking. The neighborhood has many paved sidewalks, neighborhood-sized blocks and, while the streets are relatively flat when compared to other neighborhoods of San Francisco, it still has its share of steep streets west of Webster Street. Most intersections provide crosswalks and major arterial streets like Gough, Franklin, Turk and Golden Gate streets provide controlled intersection crossings with either a traffic signal or stop sign.



Western Addition Community-Based Transportation Plan

Existing Conditions

Vision Zero: Pedestrian Network and Collisions

Pedestrian Collisions by Severity

- Fatality
- Injury
- Severe Injury
- Pedestrian High Injury Intersection
- Pedestrian High Injury Corridor
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,695

Date Saved: 12/22/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

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User Name: dharris1

Figure 3-14: SFMTA Vision Zero Pedestrian Network and Reported Collision, SFMTA GIS Database 2015

Vision Zero

The frequency of traffic fatalities in the City of San Francisco constitutes a public health crisis. To address this crisis, San Francisco has embarked on an effort to eliminate all traffic-related fatalities by 2024, the Vision Zero policy commitment. Through its policy commitment to achieving Vision Zero, San Francisco prioritizes the value human life and the importance of safeguarding people on City streets. San Francisco's Vision Zero approach relies on a combination of five focus areas: engineering, education, enforcement, evaluation and policy to create a transportation system that is safe for all road users, for all modes of transportation, in all communities, and for people of all ages and abilities.

As part of SFMTA's commitment to Vision Zero, they identified a high-injury network made up of 12% of city streets, which accounts for nearly 70% of all severe injuries and fatalities related to non-freeway collisions. The SFMTA, with its partners including the Department of Public Works and Planning Department, is prioritizing improvements on the high-injury corridors and at over 150 locations identified through the WalkFirst pedestrian safety planning process. Additionally, the SFMTA has identified over 24 street engineering projects, including Turk Street, that are being expedited to address the recent spike in fatalities in people who walk and bicycle along these high injury corridors.

Figure 3-14 is a map of the pedestrian high-injury corridors throughout the Western Addition.

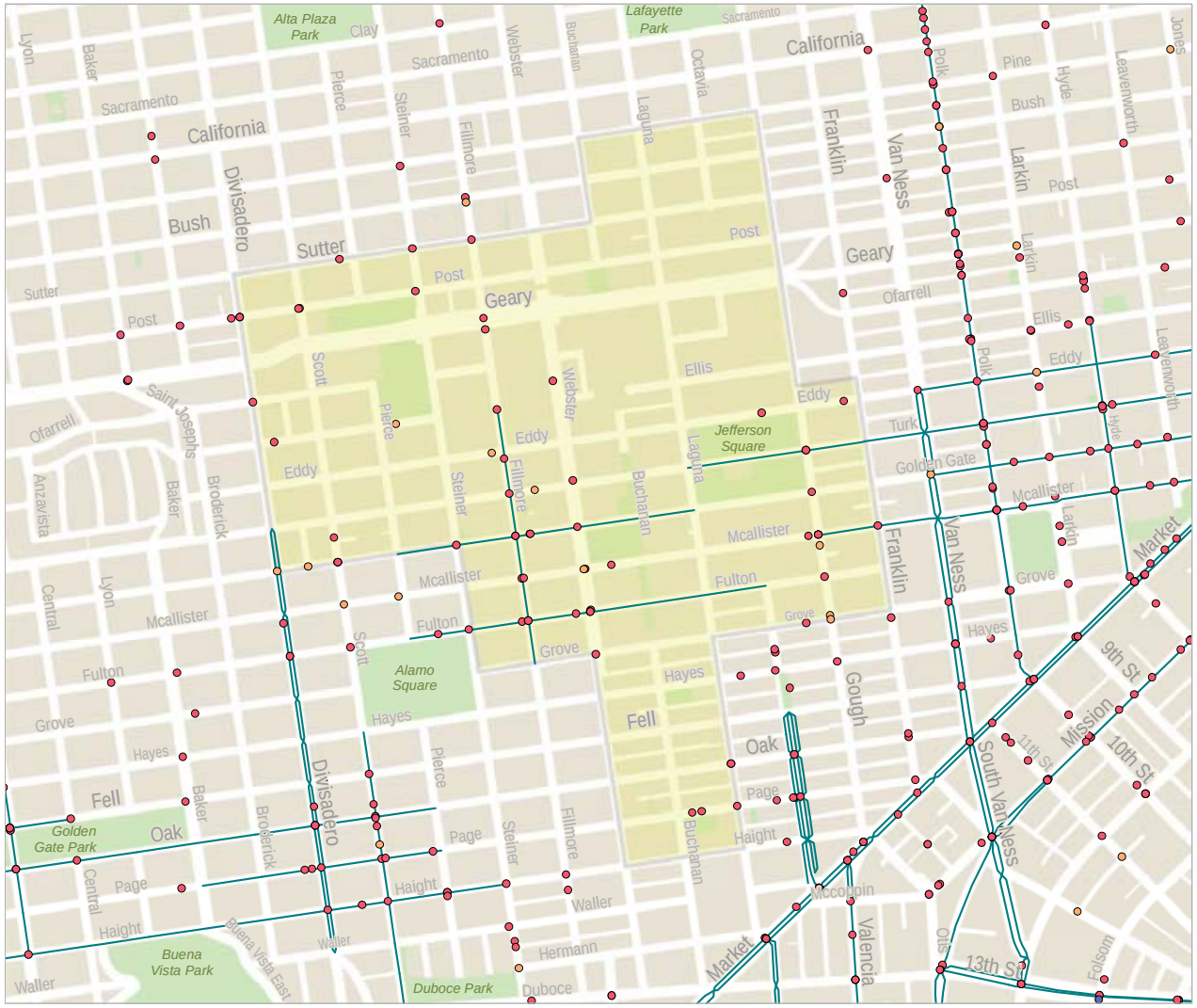
BICYCLE

The SFMTA's commitment to sustainable transportation is reflected in its on-going effort to grow San Francisco's bicycle network, an interconnected web of bicycle facilities across the city that promote bicycling as an attractive and safe alternative to private car use. The Western Addition is part of this network with bicycle facilities on Post, Sutter, McAllister, Fulton, Steiner and Webster Streets. "Sharrows" are road markings used to indicate a shared lane environment for bicycles and automobiles. Sharrows are located on Post, Sutter, McAllister, and Steiner streets, while bike lanes offering cyclists a safe and clearly marked lane that separates them from vehicles, reducing the potential for conflicts, are located on Webster and Fulton Streets in both directions. There is also a westbound bike lane on Post Street west of Steiner Street.

Bike Strategy

To increase safety for cyclists and encourage bicycling, the SFMTA's 2013-2018 Bicycle Strategy identifies and prioritizes corridors to expand the network or enhance infrastructure. The SFMTA has slated funds to complete a series of bicycle capital improvements, including the Western Addition

THE FREQUENCY OF TRAFFIC FATALITIES IN THE CITY OF SAN FRANCISCO CONSTITUTES A PUBLIC HEALTH CRISIS. TO ADDRESS THIS CRISIS, SAN FRANCISCO HAS EMBARKED ON AN EFFORT TO ELIMINATE ALL TRAFFIC-RELATED FATALITIES BY 2024, THE VISION ZERO POLICY COMMITMENT.



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User Name: dharris1

Western Addition Community-Based Transportation Plan

Existing Conditions

Vision Zero: Bicycle Network and Collisions

Collisions

- Fatality
- Severe Injury
- Injury
- Bicycle High Injury Intersection
- Bicycle High Injury Corridor
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,636

Date Saved: 12/22/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

Figure 3-15: SFMTA Vision Zero Bicycle Network and Reported Collision, SFMTA GIS Database 2015

Downtown Bikeway Connector. The connector includes the design and construction of a potential new east-west bicycle corridor to alleviate the westbound evening demand on McAllister Street, a high-transit demand corridor. The facility would provide a direct connection from the Panhandle, Golden Gate Park, and Richmond District to Polk Street, a major bicycle corridor. Potential streets for the new east-west bikeway corridors include Golden Gate Avenue, Turk Street, and Eddy Street.

PARATRANSIT SERVICES

Within the Western Addition, people with disabilities who are unable to independently use public transit due to a disability or disabling health condition have access to the SFMTA's SF Paratransit service. SF Paratransit provides complementary paratransit services in accordance with the Americans with Disabilities Act (ADA); SF Access is the ADA-required complementary shared van, door-to-door service. SF Paratransit also provides premium paratransit services not required by the ADA, including the Paratransit Taxi and Shop-a-Round. The Shop-a-Round is a free shuttle service to grocery stores; the Safeway located in the project area at 1335 Webster is a pick up/drop off location.

SHARED MOBILITY SERVICES

Shared transportation has grown tremendously in recent years as a renewed interest in urbanism and growing environmental, energy and economic concerns have intensified the need for sustainable alternatives. Shared-use mobility are transportation services that are shared among users, including public transit, taxis, bikesharing, carsharing (round-trip, one-way, and personal vehicle sharing), ridesharing (car-pooling, van-pooling), ridesourcing/ride-splitting, scooter sharing, shuttle services, neighborhood jitneys, and commercial delivery vehicles providing flexible goods movement.

SF Paratransit crossing intersection of Eddy and Buchanan Street

38 Geary bus and taxi behind closed pedestrian crossing at Geary Blvd and Webster Street

These shared mobility services provide new solutions ranging from large physical networks to mobile applications designed to alter routes, fill empty seats and combine fare media and real-time arrival and departure information for customers. Advances in electronic and wireless technologies have made sharing assets easier and more efficient. Automobile manufacturers, rental car companies, venture-backed startups and city-sponsored programs started popping up in San Francisco less than a decade ago.

Shared mobility is an innovative response to the demand for new options, and offer an opportunity to:

- Provide more mobility options
- Address last mile and first mile solutions
- Reduce traffic congestion
- Mitigate various forms of pollution
- Reduce transportation costs
- Reduce fossil fuel consumption
- Reduce pressures on parking spaces
- Identify choices for those who cannot afford to buy and maintain a vehicle

Car Sharing

There are two carsharing services serving the Western Addition neighborhood, Zipcar and Getaround. Getaround is a carsharing service in the Bay Area providing users with an access key upon subscription to a membership. There are several Zipcar and Getaround locations in the Western Addition, primarily within apartment garages.

Bay Area Bike Share

The Western Addition is included in the second phase of the upcoming Bay Area Bike Share expansion. The Bay Area Bike Share system consists of a 24-hour fleet of specially designed, durable public use bikes that are made available via a network of automated docking stations located in cities throughout the region. Members can pick up a shared bike from any station in the system and return it to any other. Stations are located every few blocks in the service area, creating an efficient network with many possible combinations of start and end points, linking people to Muni and BART, to jobs and schools, and other Bay Area locations. To maximize the number of trips per day, areas that connect to existing stations and downtown were prioritized for expansion to allow for efficient outward growth. Due to the Western Addition's close proximity to existing stations located Downtown, it is an ideal neighborhood for the second phase of the five-phase expansion with over a dozen proposed expansion sites.

WESTERN ADDITION CAR SHARE LOCATIONS		
LOCATION	**NUMBER OF VEHICLES AVAILABLE***	**SERVICE PROVIDERS**
Fulton and Fillmore	Two	Getaround
Post and Webster	Two	Getaround
Ellis and Fillmore	Four	Getaround, Zipcar
Ivy and Gough	Two	Getaround
Gough and Grove	Five	Getaround
Grove and Franklin	Two	Getaround
Fulton and Webster	Six	Zipcar
McAllister and Steiner (On-Street)	Two	Zipcar
Pierce and Golden Gate	One	Zipcar
Ivy and Laguna (On-Street)	Two	Zipcar

2016 Car Share location, SFMTA Car Share Pilot Data

As a commitment to ensure that bike sharing is accessible to all Bay Area residents, the system owner/operator, Motivate, will offer a $5 introductory rate for annual membership to low-income Bay Area residents, available for the life of the program. This $5 first-year membership will be available to San Francisco residents who qualify for Muni's Lifeline or PG&E's CARE programs and will be extended for $60 per year ($5 per month) after the first year, as long as residents qualify. Low-income residents will also have the option to pay in cash, making bike share accessible to the unbanked community and those who do not have access to credit cards. MTC and Motivate will also be partnering with community-based organizations to conduct outreach and education for low-income and minority residents in the bike share service area, with the goal of promoting cycling in general and bike share specifically as a viable option for everyday travel.

TRANSIT

Residents in the study area are primarily served by transit service provided by SFMTA's Muni. The Western Addition is served by numerous bus transit lines which travel throughout the City. The east-west routes in the northern portion of the project area include the 2-Clement and 3-Jackson on Sutter Street and 38-Geary and 38R-Geary Rapid on Geary Boulevard. The 31-Balboa on Eddy Street and 5-Fulton and 5R-Fulton Rapid on McAllister Street provide east-west coverage in the heart of the project area. Peak frequencies range from every 4 minutes on the 5R Fulton Rapid to every 12-15 minutes on the 31 Balboa. While the southern corridors of the project area are served by 21-Hayes on Grove and Hayes Streets and 6-Haight/Parnassus and 7-Haight/Noriega operates on the southern most edge of the study area, Haight Street. 7X-Noriega Express provides community members limited express service to the Outer Sunset and Ferry Terminal.

Transit riders waiting on Fillmore Street near The Fillmore

Cyclist crossing at Fillmore and Geary Boulevard Fillmore.

WESTERN ADDITION BUS SERVICE DESCRIPTION			
ROUTE NAME	**DIRECTION**	**HOURS**	**ROUTE DESCRIPTION**
2-Clement	East-West	Daytime Only	Downtown and Richmond District
3-Jackson	East-West	Daytime and Evening	Presidio Heights and Downtown
5-Fulton	East-West	24-Hour service (Owl Service)	Downtown and Outer Richmond District
5R-Fulton-Rapid	East-West	Weekday Commute Service	Downtown and Richmond District
6-Haight/Parnassus	East-West	Daytime and Evening	Downtown and Inner Sunset
7-Haight-Noriega	East-West	Daytime and Evening	Transbay Terminal and Ocean Beach
7R-Haight-Noriega Rapid	East-West	Weekday Commute Service	Transbay Terminal and Ocean Beach
21-Hayes	East-West	Daytime and Evening	Downtown and Inner Richmond District
22-Fillmore	North-South	24-Hour service (Owl Service)	Marina and Potrero Hill
24-Divisadero	North-South	24-Hour service (Owl Service)	Pacific Heights to Bayview
31-Balboa	East-West	Daytime and Evening	Downtown and Richmond District
38-Geary	East-West	24-Hour service (Owl Service)	Transbay Terminal and Outer Richmond
38R-Geary-Rapid	East-West	Daytime and Evening	Transbay Terminal and Outer Richmond

SFMTA Muni Route Service

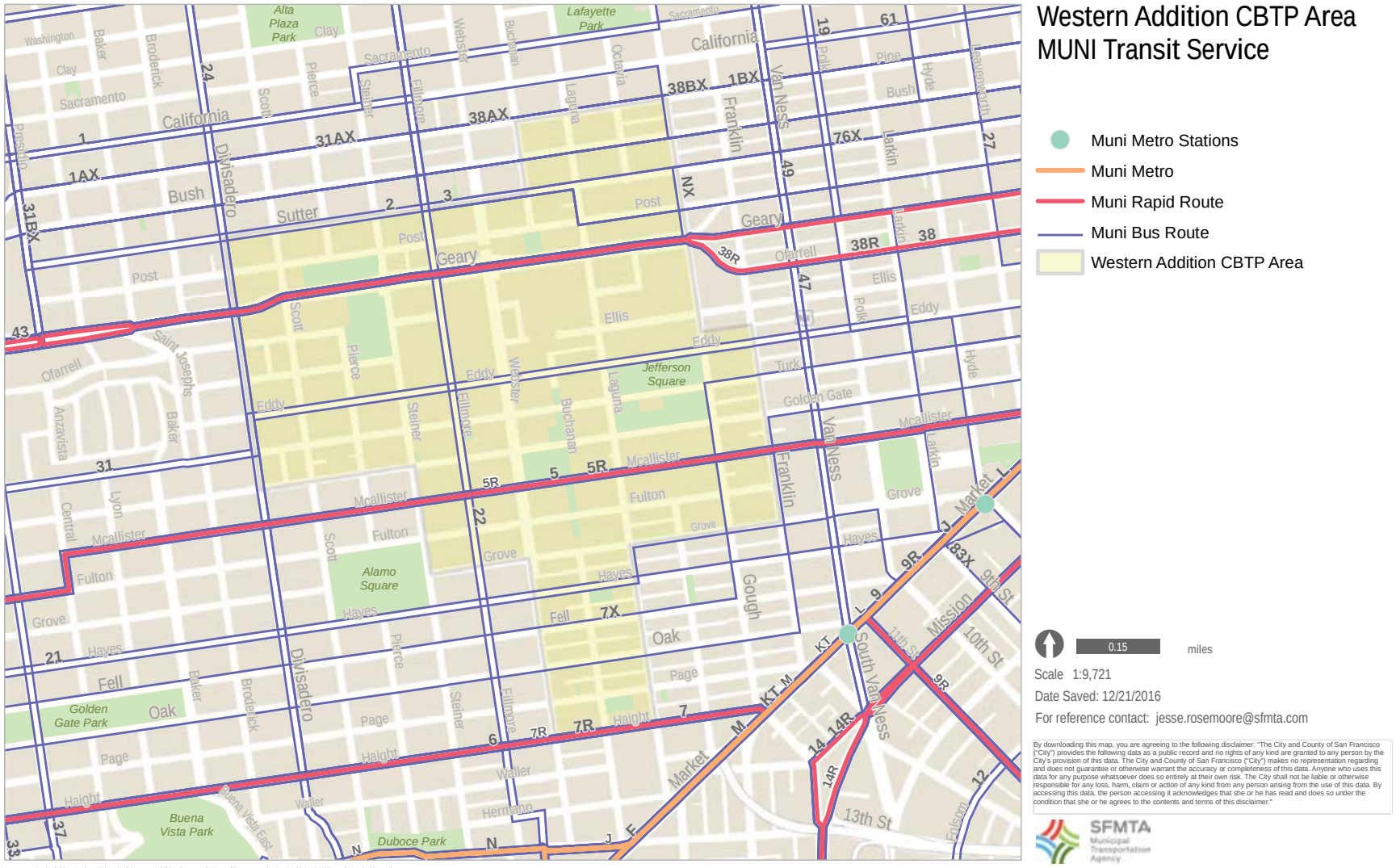


Figure 3-16: SFMTA MUNI Transit Network within the Western Addition, SFMTA GIS Database 2015

North-south routes are the 22-Fillmore on Fillmore Street and 24-Divisadero on Divisadero Street, which run every 7 to 9 minutes during peak hours. One block east of the study area, the 47-Van Ness and 49-Van Ness Mission operate on Van Ness Avenue providing access to the 4th and King Caltrain Station, Fisherman's Wharf and City College. The highest ridership route in the neighborhood is the 22-Fillmore, which carries over 15,000 customers per day. The 5/5R-Fulton and 24-Divisadero are also high ridership routes. Primary fixed bus routes within the study area are shown in Figure 3-16.

In 2017 the regular adult fare for Muni bus service increased from $2.25 to $2.50 and $1.00 to $1.25 for youth ages 5-17, however customers using Clipper or MuniMobile are not subject to these increases. There are also a variety of subsidized fare rates provided for youth, seniors and people with disabilities. Some low- and moderate-income San Francisco youth, seniors and people with disabilities are eligible for free access to Muni. Qualifying low-income customers are also offered a discounted rate in the form of a Lifeline Pass, which is a Muni-only monthly pass offered at a 50% discount compared to the standard adult monthly pass price.

Muni Forward

Muni Forward is a project led by the SFMTA which aims to make getting around on transit safer and more reliable. A new Rapid Network of core routes serving nearly 70% of all riders is a key element of Muni Forward and will establish additional service increases to provide more reliable and frequent trips. Three of the routes which run through the project area, 5-Fulton, 38-Geary and 7-Haight/Noriega, have undergone service improvements as a result of the SFMTA's Muni Forward Initiative and are included in the Rapid Network. The Rapid Network may use tools such as transit signal priority (TSP) and transit priority lanes (red lanes) with stop consolidation that aim to improve travel time by moving buses more efficiently with reduced delays.

5/5R-Fulton Muni Forward Improvements

The 5-Fulton corridor passes the study area on McAllister Street from Divisadero to Franklin Streets. Several changes are proposed along the 5-Fulton corridor and will build on those already implemented as part of the 5L Fulton Limited pilot project, now the 5R-Fulton Rapid. Changes along the blocks of McAllister Street include bus stop consolidation and relocation, adding transit bulbs and right turn pockets, replacing all-way stop-controlled intersections with traffic signals or traffic calming measures, and adding pedestrian bulbs and continental "ladder-style" crosswalks. The 5R-Fulton Rapid runs weekdays from 7:00 AM to 7:00 PM with headways ranging from 4.5 to 9 minutes. Under Muni Forward these headways will be further reduced to 3 to 7 minutes.

7R-Haight/Noriega-Rapid Project

Muni Forward proposed service adjustments for the 71-Haight Noriega, which was renamed 7-Haight/Noriega. The 7-Haight/Noriega line passes though the study area, running along Haight Street between Webster and Laguna Streets, with stops at Buchanan and Laguna. Improvements within the study area include new pedestrian bulbs, traffic signals, bus-only signals, turn pockets, transit-only lanes, turn restrictions, and extended bus zones. Additionally, route restructuring, frequency improvements, and vehicle type changes are also planned, which will ideally reduce crowding and improve connections to regional transit. The midday frequency of 7R-Haight/Noriega Rapid will be reduced from 10 to 7.5 minutes.

38R-Geary Rapid Project and Geary Boulevard Bus Rapid Transit (BRT)

Geary Boulevard is the most heavily used transit corridor in the northern part of San Francisco serving over 50,000 daily transit riders. Geary Boulevard spans several blocks within the project area from Divisadero to Gough Streets. As a result of Muni Forward, limited stop service will be expanded to include Sundays and bus frequency will increase slightly, with headways decreasing from 5.5 to 5 minutes.

Additionally, due to its high usage, the SFMTA and San Francisco County Transportation Authority (SFCTA) are planning to implement Bus Rapid Transit (BRT) service along Geary Boulevard. The Geary BRT project will improve performance by establishing physically separated bus lanes, installing transit-optimized traffic signals, increasing bus frequencies and constructing high-quality BRT stations along the corridor. The project also includes many pedestrian and streetscape enhancements to improve safety along Geary Boulevard.

Late Night Transportation - Owl Service

Muni's late-night transit service is called the Owl Network. Muni provides the most late night service routes with 10 bus routes running every half hour between 1 and 5 a.m. nightly, serving San Franciscans and off-peak commuters. All ten all-night service routes serve the city's low-income neighborhoods.

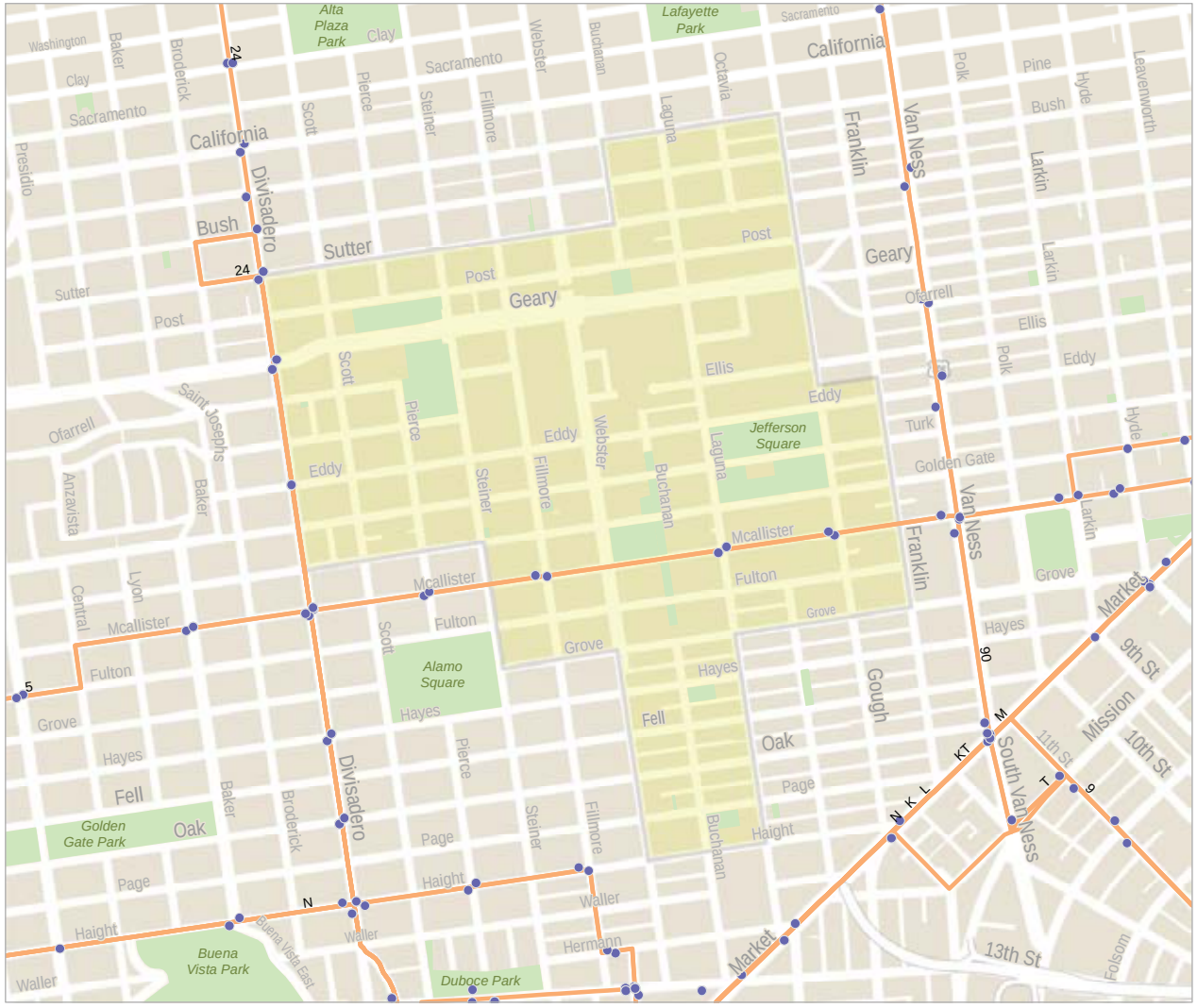
Within the Western Addition there are three Owl routes, providing late night service; 22-Fillmore, 5-Fulton and 24-Divisadero, and one block east of the project area is 90-San Bruno Owl providing service to Visitacion Valley and Fort Mason (see Figure 3-17).

In 2015, the San Francisco Late Night Transportation Working Group found that all-night commuters are more likely to be low- and moderate-income. Owl service provides an affordable transit option to evening workers, who support San Francisco night economy. Based on the results of Working Groups's report, *The Other 9-to-5: Improving Late-Night and Early-Morning Transportation for San Francisco Workers, Residents, and Visitors*, transit agency partners will be reviewing and consider expansion of all-night local and regional bus service throughout the region. SFMTA will also be exploring flat rate, late night taxi shared-ride program ride and subsidies to low-income late night workers for taxi fares when Owl service does not serve travel needs.

Muni Equity Strategy

In March 2016, the SFMTA completed its first bi-annual Muni Service Equity Strategy Report. The Strategy builds on existing Title VI annual monitoring, targeting service and capital improvements to routes most critical to neighborhoods with high concentrations of residents of color and/or of low-income and also to routes that are most used by people with disabilities. For the Western Addition, the Strategy focuses improvements on the 7R-Haight/Noriega Rapid service and the 5-Fulton (local), specifically infrastructure on the McAllister Street corridor (see Figure 3-18).

DUE TO SFMTA EFFORTS ON IMPROVING HIGH RIDERSHIP ROUTES, MUNI ON-TIME PERFORMANCE IS AS GOOD OR BETTER IN THE WESTERN ADDITION, THAN IT IS ON COMPARABLE ROUTES CITYWIDE.



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Western Addition Community-Based Transportation Plan

Existing Conditions

Muni Owl Service - Late Night Transportation

Owl Service runs every half hour between 1:00 and 5:00 AM

Muni Owl Service Routes and Stops

- Muni Owl Service Stops
- Muni Owl Service
- Parks
- Western Addition CBTP Area

0.15 miles

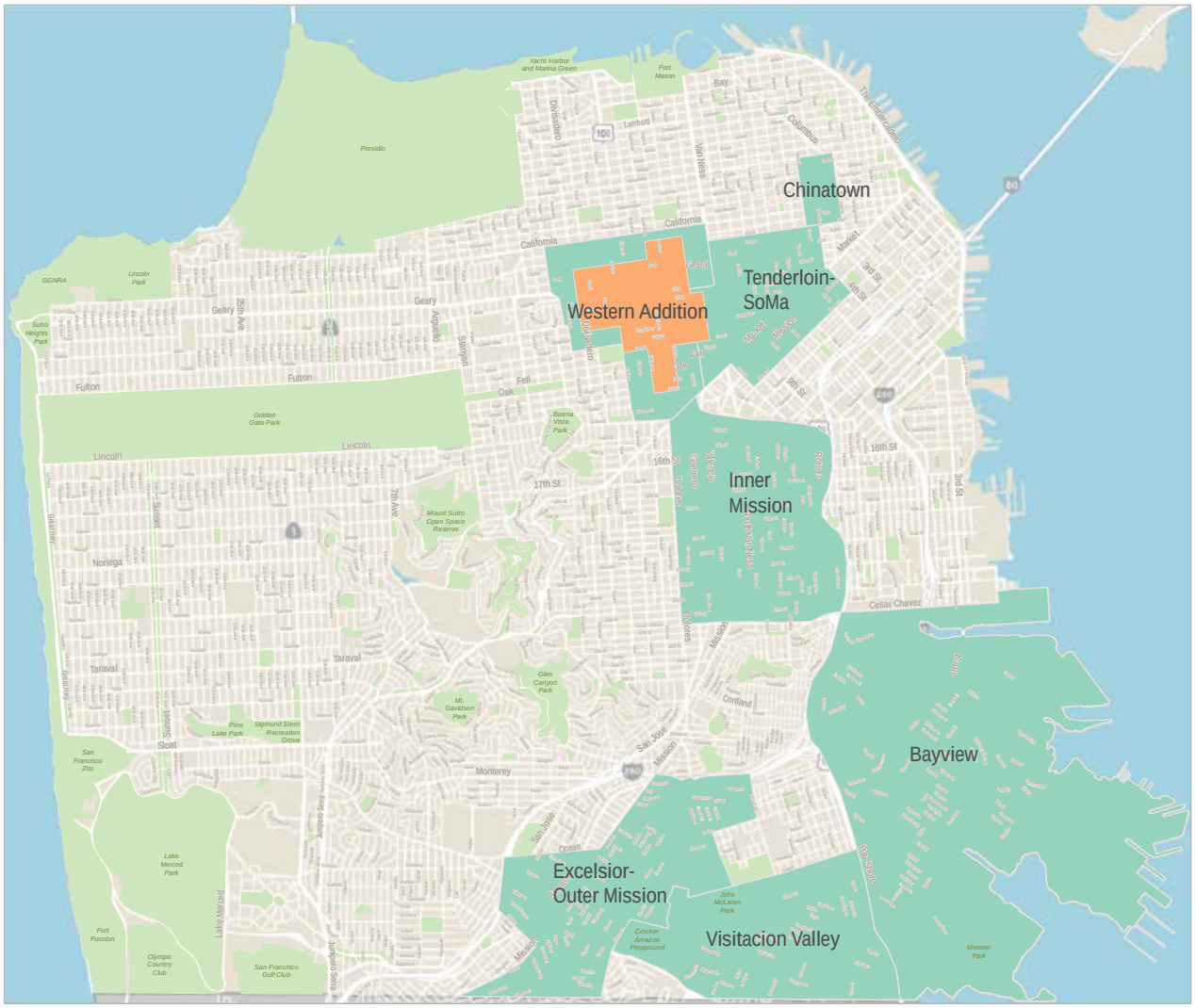
Scale 1:9,721

Date Saved: 12/22/2016

For reference contact: jesse.rosemoore@sfmta.com

SFMTA Municipal Transportation Agency

Figure 3-17: SFMTA MUNI Owl Service Network within the Western Addition, SFMTA GIS Database 2015



Western Addition Community-Based Transportation Plan

Muni Equity Strategy Neighborhoods

San Francisco Muni Equity Strategy Neighborhoods

- Muni Equity Strategy Neighborhoods
- Western Addition CBTP Study Area

0.9 miles

Scale 1:46,181

Date Saved: 12/21/2016

For reference contact: danielle.harris@sfmta.com

SFMTA Municipal Transportation Agency

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Figure 3-18: SFMTA MUNI Equity Strategy Neighborhoods, SFMTA Equity Strategy 2016

WESTERN ADDITION LIFELINE SERVICE (FREQUENCY OF SERVICE, HOURS OF OPERATION)													
ROUTE	SERVES CALWORKS CLUSTER	SERVES ESSENTIAL DESTINATIONS	OPERATOR TRUNKLINE ROUTE	REGIONAL LINK	CONNECTION TO OTHER LIFELINE SERVICES	WEEKDAY AM/PM (15 MIN)	WEEKDAY MIDDAY (30 MIN)	WEEKDAY (NIGHT)	SATURDAY (30 MIN)	SUNDAY (30 MIN)	WEEKDAY (6 AM TO 12 AM)	SATURDAY (6 AM TO 12 AM)	SUNDAY (7:30 AM TO 12 AM)
2-Clement	x	x	-	-	BART	A	B	X	B	B	5:20 to 20:08	5:26 to 19:25	5:26 to 19:25
3-Jackson	x	x	-	-	BART	A	B	B	A	A	6:36 to 23:16	6:04 to 23:16	6:04 to 23:16
5-Fulton	x	x	x	-	ACTransit, Golden Gate, BART, SamTrans	A	A	A	A	A	24 Hours	24 Hours	24 Hours
6-Haight/ Parnassus	x	x	x	-	ACTransit, SamTrans, BART, Golden Gate	A	A	B	A	B	5:20 to 112	5:19 to 1:15	5:19 to 1:15
7-Haight/ Noriega	x	x	x	-	BART	A	A	B	A	B	5:39 to 1:10	5:40 to 1:10	5:40 to 1:10
21-Hayes	x	x	x	-	BART	A	A	B	B	B	5:39 to 1:03	6:26 to 1:01	6:26 to 1:01
22-Fillmore	x	x	x	-	BART	A	A	A	A	A	24 Hours	24 Hours	24 Hours
24-Divisadero	x	x	x	-		A	A	A	B	B	24 Hours	24 Hours	24 Hours
31-Balboa	x	x	x	-	BART	A	A	B	B	B	4:40 to 1:47	5:15 to 1:45	5:15 to 1:45
38-Geary	x	x	x	-	BART	A	A	A	A	A	24 Hours	24 Hours	24 Hours

HEADWAYS: (A: EQUAL OR LESS THAN 15 MIN) (B: 16-30 MIN) (C: 31-60 MIN) (D: LESS THAN ONCE/HOUR) (X:NO SERVICE)

LIFELINE NETWORK AND ANALYSIS

A key recommendation that emerged from the Regional Welfare-to-Work Transportation Plan adopted by the MTC in 2001 was for the MTC to establish a Lifeline Transit Network for inclusion in the 2001 update of the Regional Transportation Plan (RTP). Completed December 2001, the Lifeline analysis did not identify any spatial gaps in San Francisco. Similarly, temporal gaps identified by the analysis of service schedules were minimal.

Western Addition Lifeline Network

The Lifeline Transportation Network analysis identified a series of routes that are considered critical to meeting the needs of low-income communities because they provide:

- Direct service to a neighborhood with high concentrations of CalWORKs (income-assisted) households;
- Direct service to areas with high concentrations of essential destinations like hospitals, jobs, schools, and grocery stores
- Key regional links; or
- Core trunkline service as identified by the transit operator

As an urban core transit operator, over 60% of Muni routes make up San Francisco's Lifeline Transportation Network, which includes 48 of Muni's 78 routes. 43 out of the 48 Lifeline routes serve both a large number of income-assisted (CalWorks) households and a concentration of essential destinations. Muni Routes within the Western Addition that were considered Lifeline routes are:

- 2-Clement
- 3-Jackson
- 5-Fulton
- 6-Parnassus
- 7-Haight- Noriega (formerly 71/71L-Haight-Noriega)
- 21-Hayes
- 22-Fillmore
- 24-Divisadero
- 31-Balboa
- 38/38R-Geary (formerly 38L-Geary Limited)

These routes are identified in the table to the left, along with the Lifeline criteria that were satisfied. Lifeline criteria identified the following objectives for frequency of transit service:

- 15-minute peak frequencies, Monday through Friday
- 30-minute midday and night frequencies, Monday through Friday
- 30-minute frequencies on weekends

The objectives for hours of operation are:

- 6:00 a.m. – 12:00 a.m. Monday through Saturday
- 7:30 a.m. – 12:00 a.m. on Sundays

Western Addition Access at a Glimpse

The Western Addition lends itself to walking, biking, driving and taking the bus with its central location, flat terrain, connections to major arterial streets and access to 13 bus routes. However these transportation elements alone do not instantly create a utopian-like environment, for the community continues to be challenged with many other disparities. The community outreach process following this analysis will provide greater insight into the neighborhood conditions and understanding of the disparities the community faces.

Community Outreach

What did the Western Addition Community Say?

Community members are the experts of their neighborhood.

Working with community to understand their daily transportation challenges.

WHAT DID THE WESTERN ADDITION COMMUNITY SAY?

Community Outreach Phase 1

The Western Addition Community-Based Transportation Plan is a community fueled transportation planning effort focusing on improving the community's transportation safety and access, while enhancing their overall travel experience within the Western Addition neighborhood.

To identify the community's ideal transportation improvements, the project team developed a three-phase community design process to gather feedback that funnels resident's transportation priorities to location-specific concerns and finally to ceonceptual designs for potential improvement projects. Each phase gathered specific community feedback that would then be used to create a package of recommendations.

- **Phase 1:** Establish community transportation goal and priorities
- **Phase 2:** Identify location-specific transportation issues and solutions
- **Phase 3:** Evaluate street designs and prioritize improvements

Community Outreach Phase I: Community Transportation Goals + Priorities

Phase one started a community discussion on transportation and an understanding of critical community issues. The goal of Phase i outreach was to determine the community's transportation goals and priorities and collect data on whether community members are walking, biking, driving or taking the bus, as well as the specific streets they're using, to make their daily trips, including their frequent destinations.

Outreach Phase I consisted of three workshops at a range of diverse community events to capture a broad representation of community members throughout the Western Addition.

OUTREACH METHOD

To initiate a transportation-focused discussion with the community, the project team developed a path of travel exercise to collect the community's day to day travel patterns. This exercise included a transportation survey, which asked for whether community members preferred to walk, drive, bike or take the bus as well as general likes and dislikes about the neighborhood to identify the community's transportation goals and priorities.

Path of Travel Exercise

The Path of Travel exercise was an interactive activity to engage community members and prompt discussion on how and where they travel through their neighborhood. Community members shared their most frequently traveled trip within, from or to the Western Addition

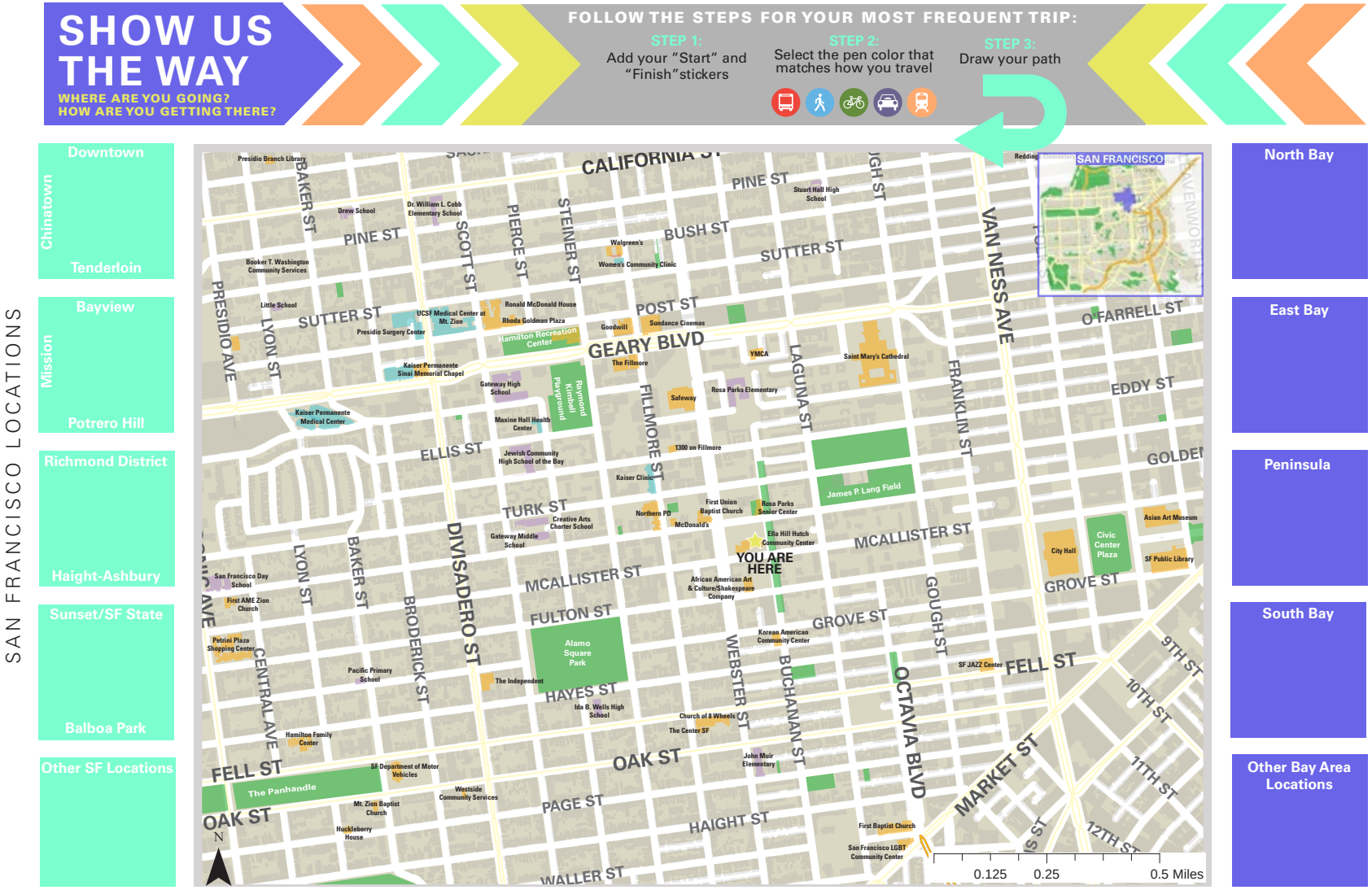


Figure 4-1: Community Path of Travel exercise handout, Western Addition CBTP 2015 Phase 1 Outreach material

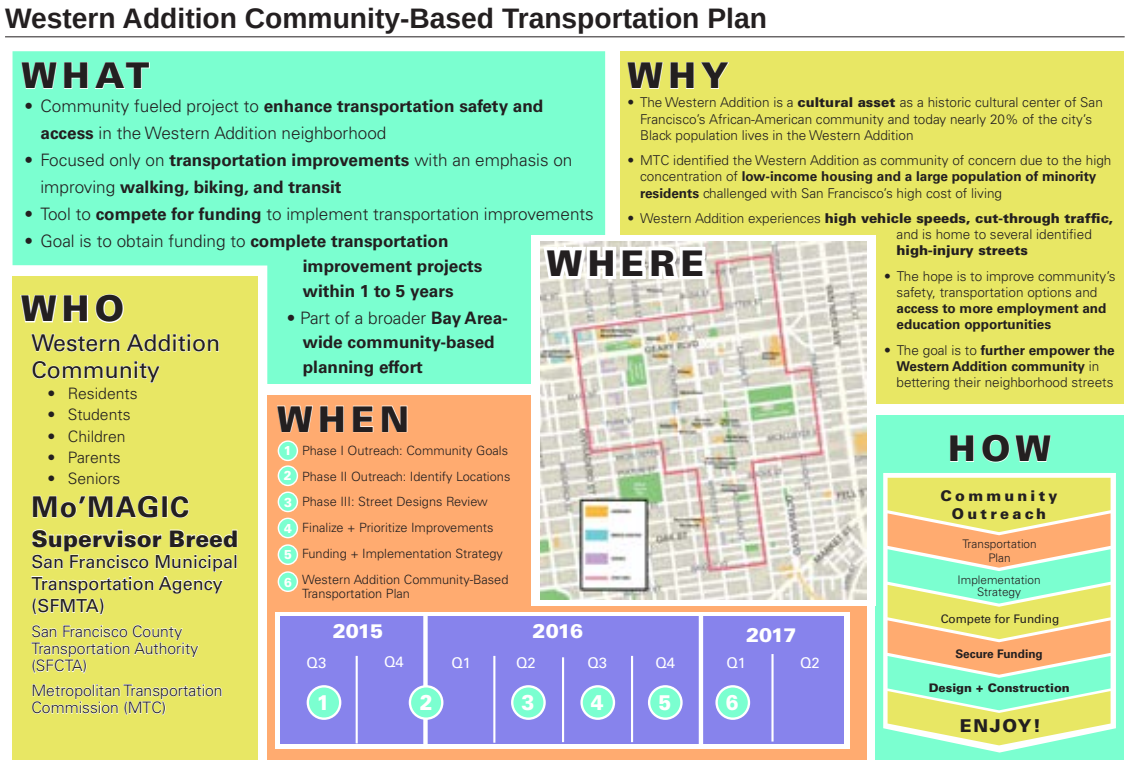


Figure 4-3: Who, What, Where, When, How Project Information Board, Western Addition CBTP Outreach material

neighborhood. Using color markers and stickers, community members indicate their primary mode of transportation (walk, bus, car, bicycle, etc.), origin (start) and destination (finish) and then drew their trip on a large map street by street.

The community's travel patterns help to determine the community's priority streets, primary means of travel and popular community destinations. Community members' origin and destination information also informed the project team on the extent and coverage of the projects community engagement throughout within the project boundary.

Transportation Survey

The transportation survey was vital in identifying the community's transportation goals and priorities. The first part of the survey asked general questions regarding walking, bicycling, taking transit and driving as well as street conditions and transportation affordability. The second part asked community members what transportation elements they like and would like improved. The survey also included optional demographic questions.

The transportation survey served to develop the community goals and priorities, specifically where community members identified perceived transportation assets and challenges. Part one and two helped identify unexpected transportation challenges like lack of pedestrian-scale lighting. The demographic section helped to ensure community members identified as Communities of Concern were represented.

Online Survey

Flyers were used to promote an online survey distributed to the community. The online survey asked for input on how to enhance the streets of the Western Addition neighborhood. The online survey allowed for members of the community to participate in the Path of Travel exercise and travel experience survey virtually. The survey, accessible from the project website, was open from August 2015 until November 2015.

Tell Us About Your Streets

Please answer yes or no to the following statements. If they do not apply to you, please leave them blank.

WALK	I can walk to most of my destinations.	YES	NO
	The sidewalks in my neighborhood are wide enough.	YES	NO
	I would like more trees on my streets.	YES	NO
	I would like more street lights at night.	YES	NO
BIKE	I own a bike.	YES	NO
	I like to bike in my neighborhood.	YES	NO
	I can bike to most of my destinations.	YES	NO
	I wish there were more bike lanes in my neighborhood.	YES	NO
BUS	I can take the bus to most of my destinations.	YES	NO
	The bus gets me to my destination quickly.	YES	NO
	It's easy to get to the bus stop.	YES	NO
	I usually wait less than 10 minutes for the bus.	YES	NO
CAR	My family and/or I have access to a car.	YES	NO
	My family and/or I drive because it's cost-effective.	YES	NO
	My family and/or I drive because it's the fastest option.	YES	NO
	My family and/or I have used a taxi, rideshare service (Uber, Lyft, etc.) or carshare service (Zipcar, City Carshare, etc.).	YES	NO
MORE	The streets in my neighborhood feel pleasant and attractive.	YES	NO
	I feel safe crossing the streets in my neighborhood.	YES	NO
	I can easily use several kinds of transportation options (bike, Muni, walk, BART, taxi, bikeshare, Zipcar, Uber etc.).	YES	NO
	It's expensive to travel to my every day destinations.	YES	NO
	Muni is a cost-effective transportation option for my family and me.	YES	NO

Figure 4-2: Community Transportation Survey, Western Addition CBTP 2015 Phase 1 Outreach material

WHAT DO YOU LIKE?

What do you like most about traveling (walking, biking, taking the bus/train, driving, etc.) *to, from or within* the Western Addition neighborhood? List your responses in order of most important to least important.

1. _____
2. _____
3. _____

WHAT NEEDS IMPROVEMENT?

What is difficult about traveling (walking, biking, taking the bus/train, driving, etc.) *to, from or within* the Western Addition neighborhood? List your responses in order of most important to least important.

1. _____
2. _____
3. _____

PLEASE TELL US ABOUT YOURSELF

Please circle an answer to the following questions. Note: This section is completely ***optional.***

How many people are in your household?___

What is your age?	**What is your race/ethnicity (circle all that apply)?**	**What is your employment status?**	**What is your annual household income?**
Under 12 years old	Asian	Part-Time	Less than $10,000
12-17 years old	Black or African American	Full-Time	$10,000 - $24,999
18-24 years old	Hispanic or Latino	Student	$25,000 - $34,999
25-34 years old	Native American	Military	$35,000 - $49,999
35-44 years old	Pacific Islander	Unemployed/Searching	$50,000 - $74,999
45-54 years old	Other	Retired/Out of Work Force	$75,000 - $99,999
55-64 years old	White	Unable to Work	$100,000 - $149,999
65-74 years old	Do not wish to answer	Other	$150,000 - $200,000
75 years or older		Do not wish to answer	Greater than $200,000
Do not wish to answer			Do not wish to answer

Team member hosting Path of Travel exercise at Western Addition Sunday Streets Community, September 2015

WORKSHOPS

For Phase I Community Outreach, the project team sought large community events to reach as many community members as possible. These events included the:

- Mo'MAGIC Backpack Giveaway & Health Fair
- Western Addition Sunday Streets; and
- Mo'MAGIC Service Provider's Meeting

Children participating Path of Travel exercise at Mo'MAGIC Backpack Giveaway + Health Fair

September 2015 Western Addition Sunday Streets Community Path of Travel board, Western Addition CBTP 2015 Phase 1 Outreach material

Mo'MAGIC Backpack Giveaway + Health Fair

Saturday, August 8th, 2015

Ella Hill Hutch Community Center - 1050 McAllister Street at Webster

The first workshop was hosted at the 8th Annual Mo'MAGIC Backpack Giveaway & Health Fair at the local Ella Hill Hutch Community Center located at the heart of the project area, McAllister and Webster Streets. The Backpack Giveaway & Health Fair is an annual community event held the first Saturday of August, to support children and families in the Western Addition, enabling students and parents to have a strong start to the new school year. More than 1,500 backpacks and school supply kits are distributed each year; health care providers offer vision and hearing screenings, glucose testing, and dental check-ups. Various community-based organizations are on hand for families in need of information about resources and services. This event is heavily

attended, serving many low-income families and non-English speaking families throughout San Francisco.

The project team engaged primarily with parents and school-aged children from kindergarten to high school. In a separate classroom, the project team faciliated small groups of five for 15-minute sessions. During the small group sessions, participants were introduced to the project then asked how they arrived at the event, which initiated a transportation focused conversation. For the Path of Travel Exercise children and parents mapped out one of their regular trips, like school, grocery store, and work, sharing whether they walk, drive or take the bus. The Transportation Survey acted as a group-discussion guide, so that parents and children could brainstorm negatives and positives relating to transportation in the neighborhood. Multi-lingual staff and volunteers assisted participants with translation as needed. The project team also had a table similar to the health service booths at the fair, where participants completed the Path of Travel exercise and received information on the project.

Western Addition Sunday Streets

Sunday, September 14th, 2015
Fillmore Street from Geary to Fulton and Fulton Street from Fillmore to Baker Streets

The second outreach event was hosted at one of the City-promoted annual neighborhood street fair series, Sunday Streets. The Western Addition Sunday Streets event closes streets to cars, giving community members a unique opportunity to explore Fillmore and Fulton Streets by foot or bike. Community members enjoy local art, city views, and a variety of restaurants. Many Sunday Streets visitors were from the Western Addition, however some were from adjacent neighborhoods, like Hayes Valley and the Haight.

Cyclist visiting project booth at Western Addition Sunday Streets, September 2015

The project team hosted a booth similar to the first workshop, where staff encouraged attendees to complete the Path of Travel exercise and survey. Community members were also given a brief overview of the project. The project team created large posters of the Path of Travel exercise to have participants draw on directly on the large posters at the booth. These large boards successfully attracted visitors who used stickers and markers to draw their travel path.

Mo'MAGIC Service Providers Meeting

Thursday, September 17, 2015
African American Art & Culture Complex (AAACC)
762 Fulton Street at Webster Street

The final Phase I outreach event was held at the project's community-based organization Mo' MAGIC's regular bi-monthly meeting, which assembles multiple community service providers to discuss upcoming community events as well as pressing community concerns. The Mo'MAGIC collaborative is a group of stakeholders who convene to support and serve the needs of the Western Addition community, with a special focus on at-risk and in-risk young people. The partners in this process work to improve communication, information sharing, strengthen assets, build community cohesiveness and close any gaps in human services. Mo'MAGIC partners and service providers are deeply connected to the Western Addition community, and well acquainted with concerns and opportunities for improvement. Due to this group's investment in the Western Addition community, they served as the project team's constant contributor for all three phases of outreach.

The project team delivered a presentation, providing an overview of the project, the outreach process and the multiple components of the plan. After the presentation, the group divided into five groups to complete the Path of Travel exercise based on the Western Addition community members that they serve; for instance, one of the coordinators of an after school program mapped the path that they walk the children from school to community center. The survey served as a discussion guide to brainstorm transportation challenges and assets. Due to the group's familiarity with the Western Addition community and neighborhood-wide role, the challenges and assets they identified were representative of the community members they serve.

DATA ANALYSIS AND METHODOLOGY

After completion of the Phase I workshops, the project team consolidated and analyzed all results. The Path of Travel exercises were coded in ArcGIS mapping software to visualize community travel trends by mode (walk, bike, drive, bus) and street.

THE MO'MAGIC COLLABORATIVE IS A GROUP OF STAKEHOLDERS WHO CONVENE TO SUPPORT AND SERVE THE NEEDS OF THE WESTERN ADDITION COMMUNITY, WITH A SPECIAL FOCUS ON AT-RISK AND IN-RISK YOUNG PEOPLE.

The origin and destination data showed the number of trips to, from and within the Western Addition. From this data, the project team was then able to see how many of those that participated live within the Western Addition project boundary, based on their trip "start" from the Path of Travel exercise.

The "like" and "dislike" survey responses were used to determine the goals and priorities of the community. The community's most popular responses on their transportation likes and desired improvements became the goals and priorities of the project. The demographic data was used to create a profile of community participants the project team successfully engaged with.

COMMUNITY OUTREACH PHASE I RESULTS

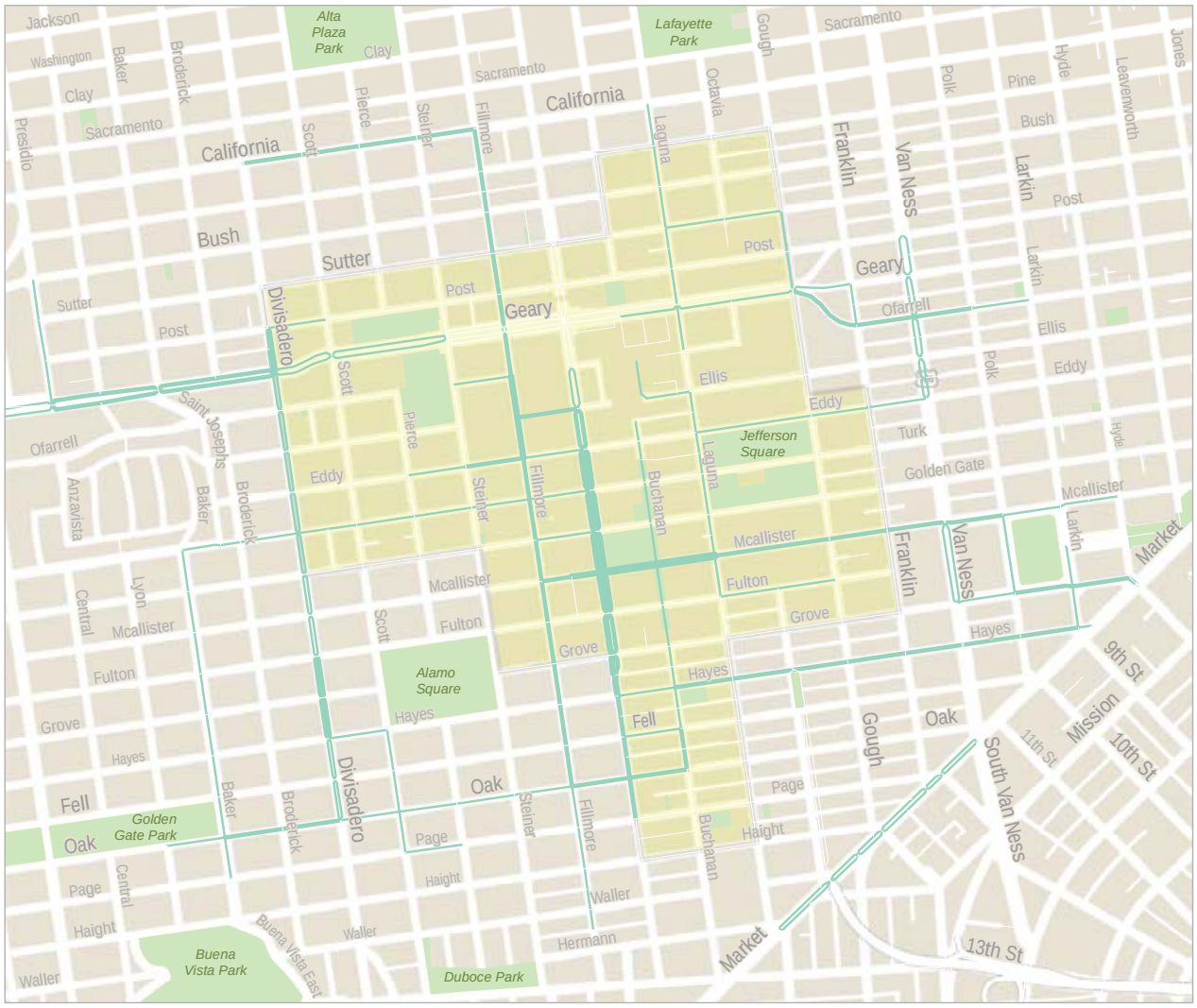
Over 250 Western Addition residents participated in Phase I Community Outreach. They were primarily reached through the three community workshops hosted within the project area, for less than 10% of responses came from the online survey. Following Phase I Community Outreach, all future outreach was conducted in-person and marketed through Mo'MAGIC Service Providers meeting and newsletter, Supervisor Breed's newsletter, the SFMTA project web page and word of mouth.

Some initial findings were the Western Addition is a transit based community with nearly 50% of residents identifying the bus as their main form of transportation. Related, their top transportation concern was bus frequency on weekends and crowding during rush hour. Community members identified the neighborhoods walking environments as one of their top amenities due to its flat terrain, close proximity to major destinations and recreational benefits of walking. However pedestrian security at night was a major concern. reflected as 80% of respondents would like more street lights. Overall their top three transportation concerns were bus service, pedestrian safety/ security, and street conditions, like sidewalks and littering.

Path of Travel Exercise Results

All the results from the Path of Travel results were combined and analyzed to determine primary streets for specific transportation options, such as primary walking streets. See Figures 4-4 to 4-8 for greater insight to community travel patterns by walkng, biking, driving and taking the bus. Muni transit service was the most prevalent form of travel, while in order of preference, driving, walking, biking and other transit, like BART came next in.

22 Fillmore picking up riders on Fillmore Street.



Western Addition Community-Based Transportation Plan

Community Outreach Phase 1
Path of Travel: Pedestrian Results

Path of Travel Pedestrian Results by Pedestrian

- 1
- 2 - 3
- 4 - 5
- 6 -10
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,917

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For reference contact: Danielle.Harris@sfmta.com

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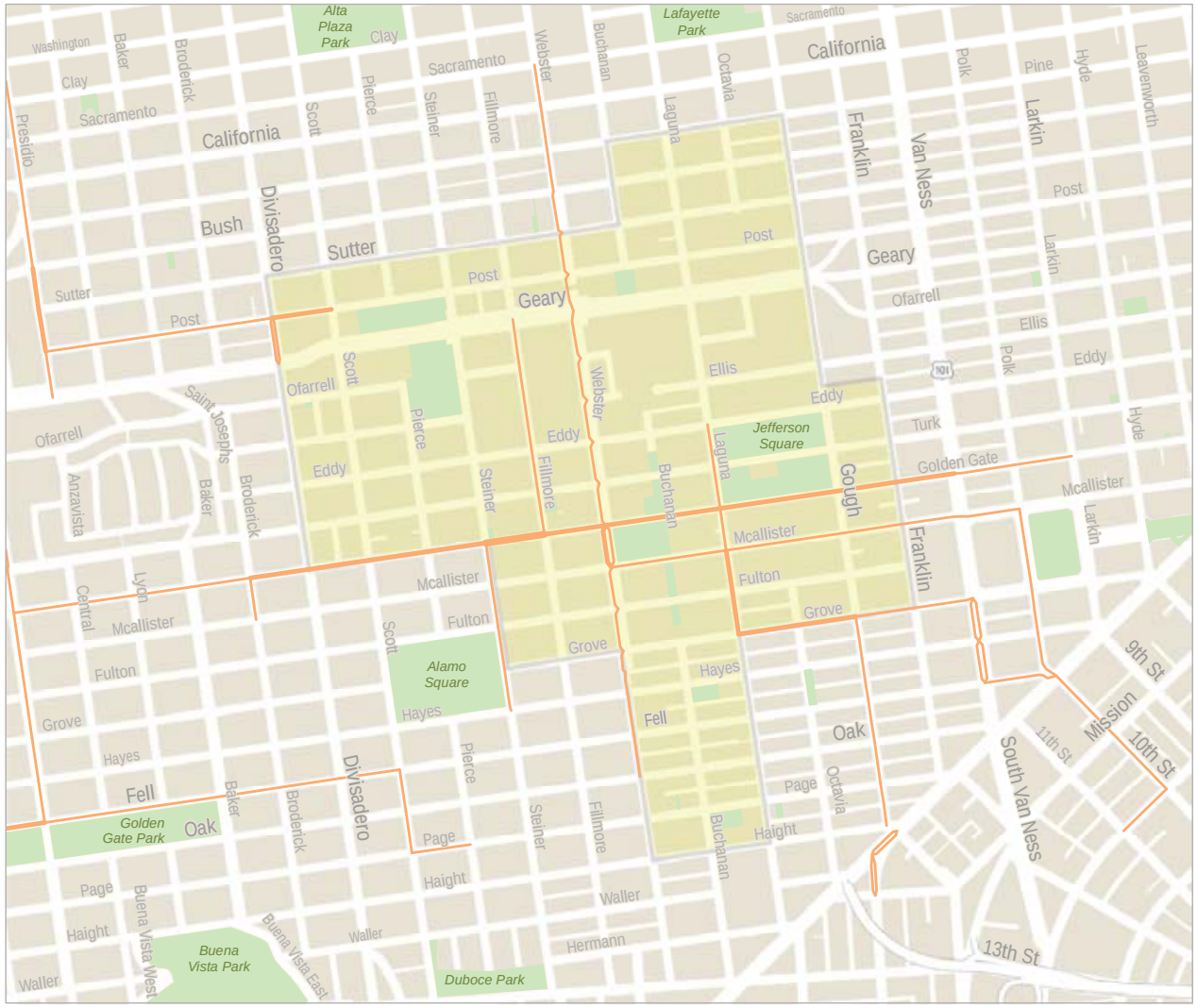
User Name: dharris1

Figure 4-4: Pedestrian Path of Travel Patterns, Western Addition CBTP Phase 1 Results



Western Addition Community-Based Transportation Plan

Community Outreach Phase 1
Path of Travel: Cyclist Results

Path of Travel Bike Results by Cyclists

- 1
- 2
- 3

Parks

Western Addition CBTP Study Area

0.15 miles

Scale 1:9,740

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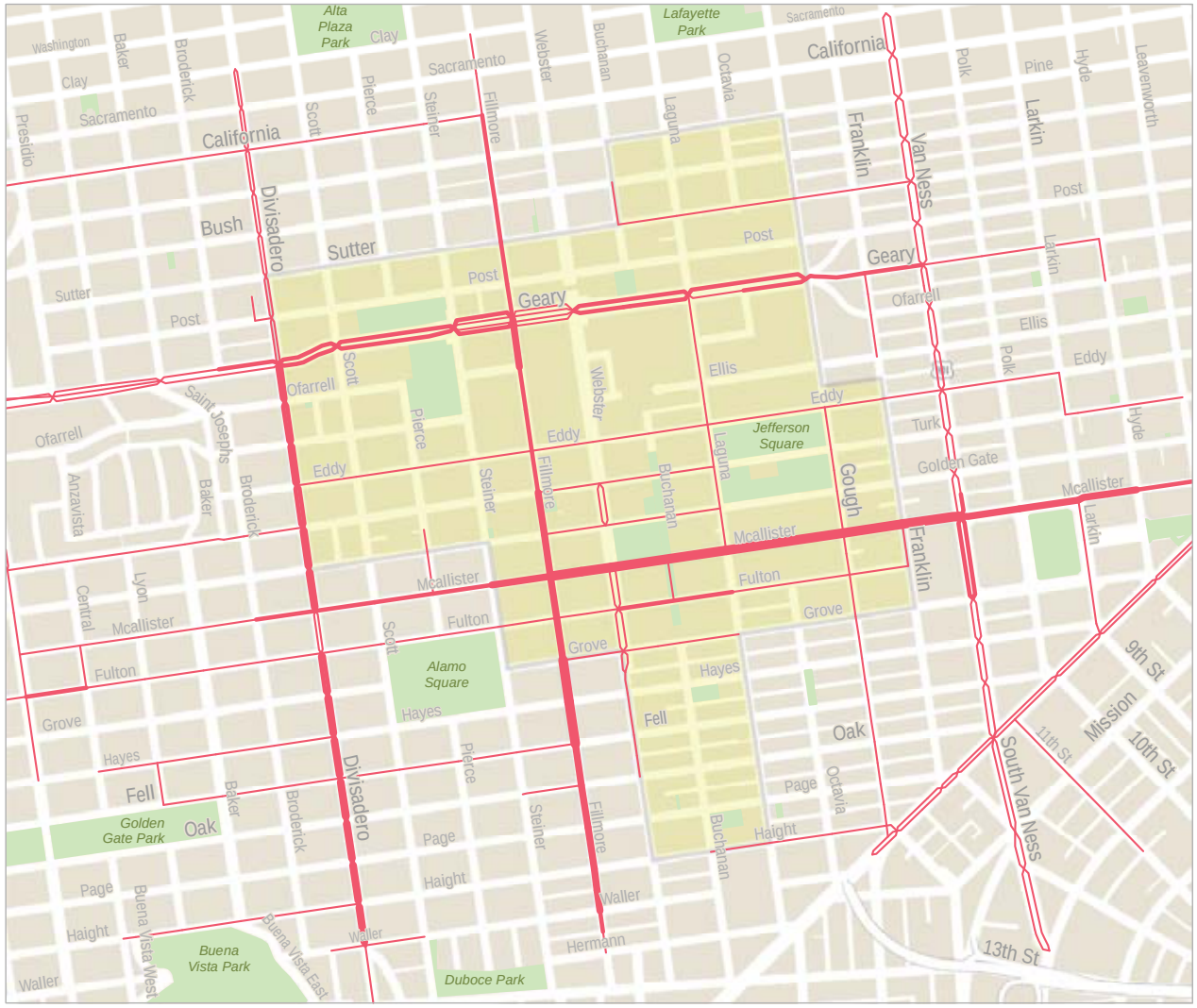
User Name: dharris1

Figure 4-5: Cyclist Path of Travel Patterns, Western Addition CBTP Phase 1 Results



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User Name: dharris1

Western Addition Community-Based Transportation Plan

Community Outreach Phase 1
Path of Travel: Transit Rider Results

Path of Travel Transit Results by Transit Riders

- 1 - 5
- 6 - 9
- 10 - 15
- 16 - 25
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,740

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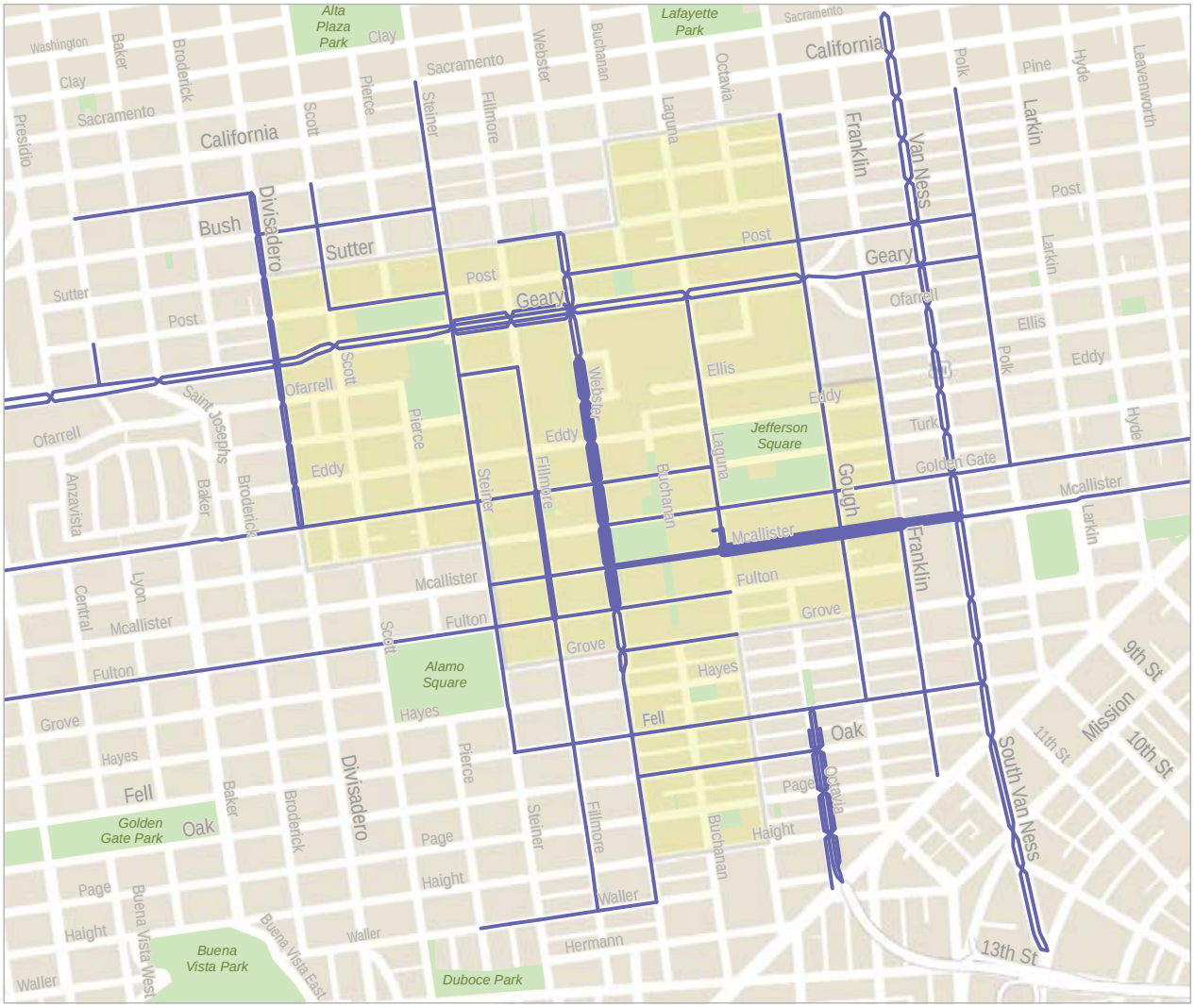
Figure 4-6: Transit Rider Path of Travel Patterns, Western Addition CBTP Phase 1 Results



Western Addition Community-Based Transportation Plan

Community Outreach Phase 1
Path of Travel: Driver Results

Path of Travel Auto Results by Driver

- 1 - 3
- 4 - 6
- 7 - 8
- 9 -10
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,740

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

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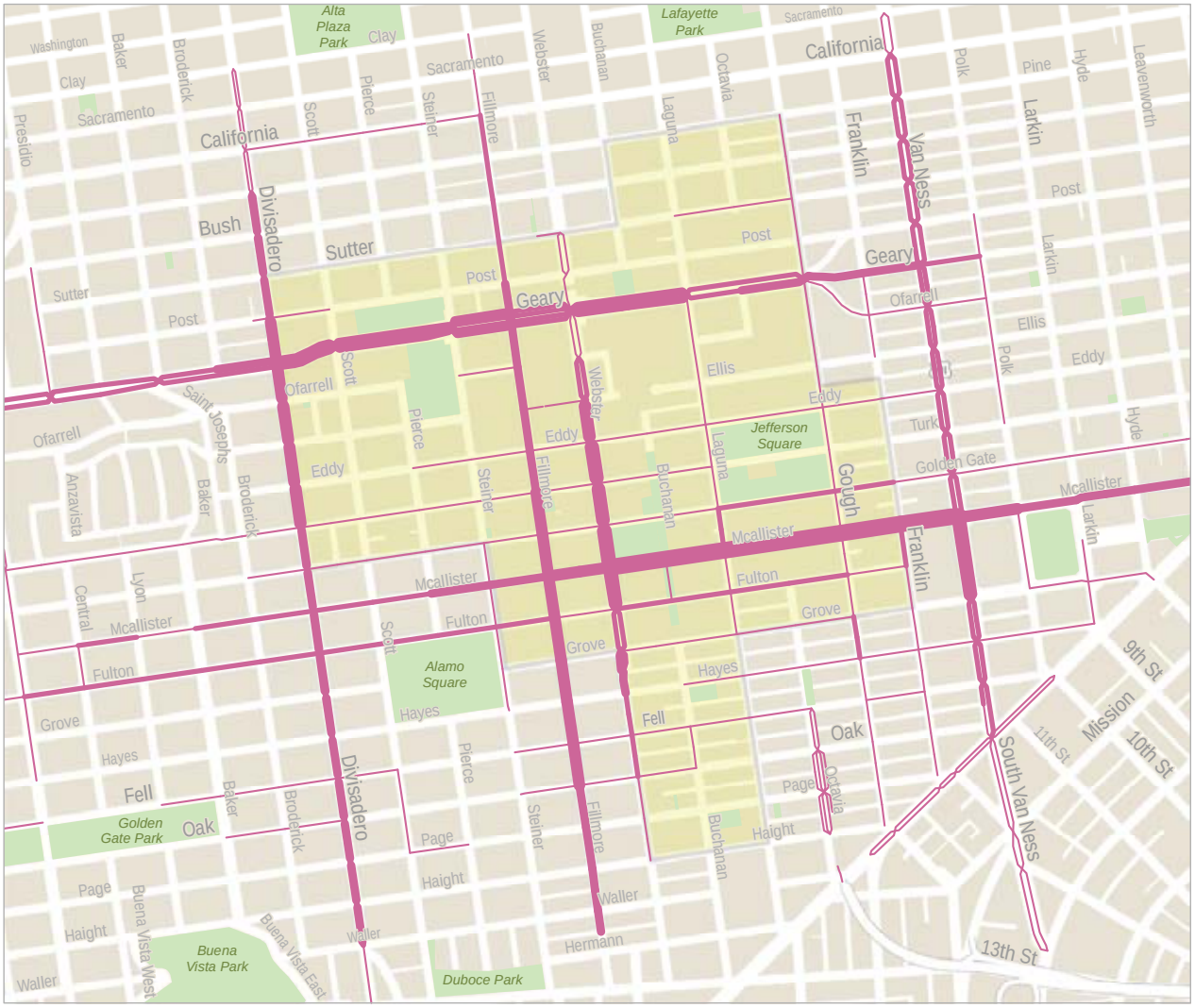
User Name: dharris1

Figure 4-7: Motorist Path of Travel Patterns, Western Addition CBTP Phase 1 Results



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User Name: dharris1

Western Addition Community-Based Transportation Plan

Community Outreach Phase 1
Path of Travel: All Modes Results

Path of Travel All Results by All Participants

- 1 - 4
- 5 - 8
- 9 - 16
- 17 - 23
- 18 - 42
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,740

Date Saved: 12/22/2016

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Figure 4-8: All Modes Path of Travel Patterns, Western Addition CBTP Phase 1 Results

The origin location of responses suggested the project team successfully engaged within residents, for more than half of participants started their Path of Travel trip in the Western Addition project boundary. The other participants started somewhere within San Francisco, while 4% started outside of the city. Nearly 75% of participants finished their trips within the Western Addition, with close to 50 participants finishing their trip within a 5 block radius of Ella Hill Hutch Community Center.

The Path of Travel exercise not only verified the success of reaching Western Addition residents, but enabled the project team to identify high-use community streets to focus on for future outreach phases. Here is a list of those primary streets by mode maps.

- Primary walking streets Webster, McAllister and Fillmore
- Primary transit streets correspond with Muni transit routes; 5-Fulton, 5R-Fulton Rapid, 22-Fillmore, 38-Geary, 38R-Geary and 24-Divisadero.
- Primary driving streets include Webster between Fulton and Geary and McAllister between Webster and Van Ness with the heaviest use adjacent to Freedom West Homes.

Figure 4-9: Community Transportation Priorities and Goals, Western Addition CBTP Phase 1 Results

- Primary biking street was Golden Gate Avenue, however only three cyclists participated exercise.
- For all modes, primary east-west streets were Geary Boulevard and McAllister Street. Divisadero, Fillmore and Webster Streets serve as primary north-south streets for the community.

Transportation Goals + Priorities

Using the results from the "What Needs Improvement?" question in the transportation survey, three transportation focus areas were identified which feature nine priorities and ten goals, see Figure 4-9. The three focus areas were the most common subjects discussed throughout the survey. The priorities were the most frequently mentioned transportation issues related to the three focus areas. The goals are the inverse of the issues community members provided in the "What Needs Improvement?" question in the survey. For instance, the issue, streets are dark and unsafe at night became goal 4, increase street light to prevent crime.

In addition to the transportation priorities identified by both the community and Supervisor Breed, the project team also accounted for other non-transportation related priorities and concerns the community had, such as crime and gentrification. The project team worked to address these issues through the tools available, using innovative design approaches. A popular urban design approach, Crime Prevention Through Environmental Design (CPTED), utilizes landscaping, street lighting, fencing and other urban design features to enhance activity, users' perceptions of safety by increasing visibility and reducing unsafe, isolated and concealed routes and spaces.

Known District 5 **Transportation Priorities**

SAFETY
- Pedestrian/Bicycle
- Children
- Seniors
- Vehicle Speeds
- Streetscape Design

TRANSIT
- Speed + Effectiveness
- Reliability/Access

LOCATIONS OF INTEREST
- Public Housing
- Senior Homes
- John Muir Elementary
- Golden Gate Avenue
- Turk Street
- Geary Boulevard

Western Addition **Community Priorities**

- Crime
- Community Safety + Security
- Children + Schools
- Black Community
- Homelessness
- Gentrification
- Income Disparity
- Affordability

Comparison of Western Addition Trasnportation Priorities and Greater Community Priorities

SUMMARY OF PHASE I OUTREACH

Top Community Amenity

69% of respondents feel they can walk to most of their destinations and enjoy the flat terrain, convenience, and recreational benefits of walking

Top Mode Concern

50% of respondents regularly ride transit and would like increased service frequency, especially during weekends and peak periods

Top Infrastructure Concern

80% of respondents would like more street lights to improve pedestrian safety

Community Transportation Assets + Challenges

The Community Transportation Assets table on the next page summarize and quantifie the responses from the "What Do You Like?" question in the Transportation Survey. Community members saw the bus as their primary transportation asset due to its speed and frequency. Secondly residents enjoyed the walkability of the neighborhood, for the Western Addition is flat and neighborhood amenities like the grocery store are easily accessed.

Community members' responses to "What Needs Improvement?" are summarized and quantified in the Community Transportation Challenges table . Their first challenge affirms transit is their primary mode, for transit is their primary asset, while being their primary challenging. Although they stated buses as an asset due to their speed and frequency, the bus is also a challenge due to its limited frequency on weekends and crowding during the commute hours.

COMMUNITY TRANSPORTATION ASSETS	
KEY THEMES	**SUMMARY OF COMMON RESPONSES**
Bus/Train (74)	Buses are fast and frequent.
Pedestrian(34)	Community members enjoy the flat terrain, convenience/ access and recreational benefits of walking.
Infrastructure/ Aesthetics (31)	Being able to interact with neighbors while traveling, street trees and scenery in the neighborhood.
Auto (16)	Respondents enjoy the speed, efficiency and general driving experience.
Bike (14)	Enjoy the convenience and recreational benefits of biking in the neighborhood.
Miscellaneous (19)	Community members enjoy the ease/convenience (5) and speed (5) in which they travel and their close proximity (9) too many destinations.

Top Community Transportation Survey Results, Western Addition CBTP Phase 1 Results

COMMUNITY TRANSPORTATION CHALLENGES	
KEY THEMES	**SUMMARY OF COMMON RESPONSES**
Bus/Train (89)	**Buses need to come more frequently especially on the weekends and during rush hour to address crowding.**
Safety (47)	**Neighborhood streets need more lighting to increase visibility and security addressing perceptions of safety**
Miscellaneous (39)	**Street conditions are poor; there are cracks/potholes in the streets and the streets are dirty**
Auto (28)	**There is too much traffic and one way streets are difficult to navigate.**
Pedestrian (23)	**Sidewalks are not wide enough and are in hazardous conditions - uneven, uprooted and cracked**
Bike (15)	**There is a need for separate bike infrastructure, such as bike lanes and signals because bikes don't yield to pedestrians.**

Top Community Transportation Survey Results, Western Addition CBTP Phase 1 Results

The results from Phase I Community Outreach will serve as a baseline for the next two phases of community outreach and final recommendations. The goals and priorities identified in Phase 1 will ensure the project team is addressing the community's interests as well as focusing on priority modes and streets, so that resources are used most efficiently.

TRANSPORTATION OPPORTUNITIES + IMPROVEMENT LOCATIONS

Community Outreach Phase II

In September 2015, the project team completed Phase I outreach and began Phase II in mid-November 2015 as a Design Game workshop. The Design Game workshop helped to further understand community transportation needs and concerns, specifically the issues at specific locations. Using the Design Game exercise, community members mapped and identified transportation issues at and then brainstormed potential solutions.

Outreach Phase II was made up of four community workshops hosted at locations with vulnerable community members like children, senior, and low-income residents to ensure those classified as a Community of Concern are represented.

OUTREACH METHOD

To prioritize transportation issues and locations with the community, the project team created the Design Game (Figure 4-11) to enable the community to identify their priority locations and improvements. Community members also provided their own solutions to identified issues using a Design Toolkit, see Figure 4-10.

Design Game + Toolkit

The Design Game and Toolkit were interactive exercises to encourage community members to share where and what they would like improved on the streets of Western Addition. Community members mapped their top five transportation issues and shared their preferred improvements. The toolkit featured a variety of improvement options based on the goals and issues highlighted in Phase I outreach.

The Design Game results provided a better understanding of the community's transportation issues and ideal improvements the community would prefer.

WORKSHOPS

For Phase II Community Outreach, the project team targeted specific community groups like children and seniors to understand their specific transportation challenges. These events included the:

- Rosa Parks Elementary School Parent Coffee Hour
- Mo'MAGIC Service Provider's Meeting
- Rosa Parks Senior Center Lunch
- Western Addition Senior Center Lunch
- Freedom West Homes Residents Meeting

Rosa Parks Elementary Parent Coffee Hour

November 5, 2015
Rosa Parks Elementary School, 1501 O'Farrell Street at Hollis Street

Rosa Parks Elementary School serves kindergarten to fifth grade students. The school is centrally located within the project area one block

Western Addition Community-Based Transportation Plan

DESIGN TOOLKIT

WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

PEDESTRIAN

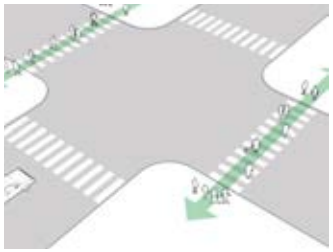
Pedestrian Bulbs
A pedestrian bulb is an extension of the curb, used to widen the sidewalk. They increase pedestrian visibility at intersections and shortens crossing distances while reducing vehicle speeds

Pedestrian Countdown Signals
A pedestrian signal which displays the number of seconds remaining before the signal changes to "Don't Walk".

Rapid Flashing Beacon
A pedestrian activated flashing signal, which alerts vehicles of their presence.

Traffic Signal
A traffic signal is a set of automatically operated colored lights, typically red, amber, and green, for controlling traffic at road junctions and crosswalks.

Leading Pedestrian Interval
A Leading Pedestrian Interval (LPI) gives pedestrians a head start enhancing their visibility in the intersection and reinforce their right-of-way over motorists.



Continental Crosswalk/ Advance Limit Line
A zebra crossing features painted stripes paired with a limit (stop) line setback from the crosswalk. These treatments reduce encroachment into the crossing and makes pedestrians more visible.

BICYCLISTS

Bike Lane (Colored and/or Buffered)
A bike lane is a division of a road marked off with painted lines, for use by cyclists. Bike lanes enable bicyclists to travel at their preferred speed and facilitate predictable behavior and movements between bicyclists and motorists.

MULTI-MODAL

Road Diet
A road diet reduces travel lanes from a roadway and utilizes the space for other uses and travel modes. This treatment reduces the potential for multiple collisions, allowing users to navigate busy intersections easier.

One-way to Two-way Conversion
Converts multiple one-way lanes to bi-directional lanes to slow down traffic and make streets more pedestrian friendly.

Daylighting
A design which remove trees, parking, or amenities that impede sight distances near the intersection, giving all users better view of potential conflicts.

Back-In Angle Parking (45° parking)
Angled parking requires vehicles to park about forty-five (angle) or sixty (back-in) degrees to the curb. This type of parking provides visibility and increased ease of exiting a parking space.

Medians/Traffic Islands
A defined area between traffic lanes for control of vehicle movements or for pedestrian refuge. Medians provide special roadway space to accommodate pedestrians and bicyclists wishing to cross, especially at crossings of major roadways.

Speed Humps/Cushions
A speed hump is a raised vertical road device intended to slow traffic speeds on low volume streets. It improves the environment and safety of a street by physically controlling vehicle speeds.

STREET CONDITIONS

Street Lighting
Lighting improves safety, sense of security, visibility and accessibility by illuminating sidewalks, curb ramps, crosswalks, intersections, curb, and signs as well as potential hazards.

Trash/Recycle/Compost Cans
Waste cans provide a marked place for trash and recycles discouraging littering.

Sidewalk Widening
Sidewalk widening provides more space for landscaping, amenities, and access while also acting as a buffer between traffic and pedestrians.

Seating/Community Gather Spaces
Community gathering spaces and seating attracts people providing increased foot traffic, more eyes on the street and a space for people to socialize.

Street Trees/Landscaping
Street trees and landscaping in the public right-of-way enhances the physical, ecological, and cultural aspects of the city as well as creates a sense of community ownership.

Community/Public Art
Public art enhances the streetscape and creates a sense of attachment and community ownership.

TRANSIT

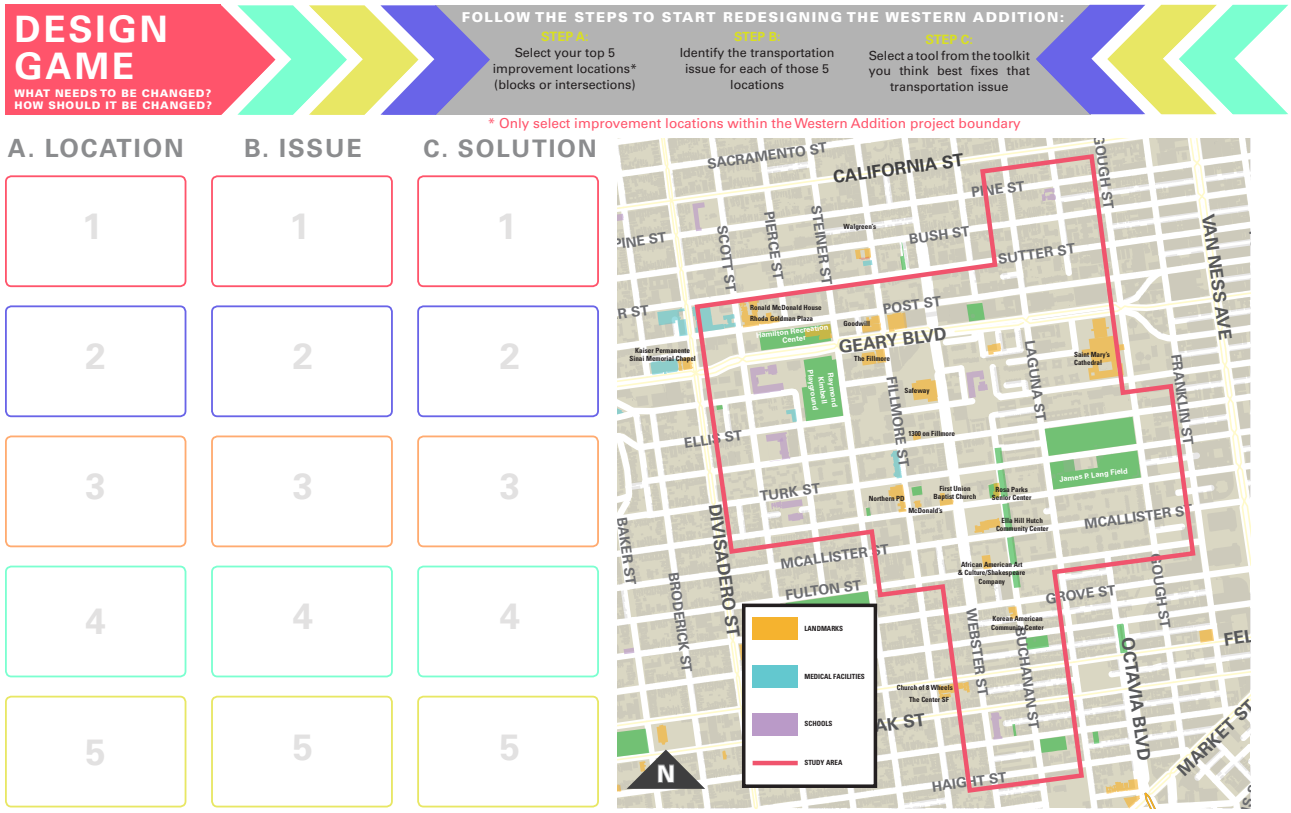
Transit Bulbs
Transit bulbs are sidewalk extensions at the location of a transit stop, typically about the same width as the adjoining parking lane. Transit bulbs can reduce transit travel times on bus routes by eliminating the need for buses to exit and re-enter the flow of traffic to access curbside transit stops.

Bus Stop Consolidation
Bus stop consolidation removes closely spaced transit stops which decreases transit travel times by reducing the frequency that transit vehicles must stop.

Boarding Islands
Transit boarding islands are raised islands within the street that allow transit vehicles to use a center lane within the roadway to pick up and drop off passengers at transit stops.

Figure 4-10: Community Design Game Toolkit, Western Addition CBTP Phase 2

Figure 4-11: Community Design Game exercise handout, Western Addition CBTP Phase 2



east of Webster Street between O'Farrell and Hollis Streets, near Geary Boulevard. Many students are from the Western Addition, Japantown and other nearby neighborhoods. The school principal hosts a regular coffee hour on Friday mornings with the parents to discuss school events and issues. For this meeting, over 50 parents attended with many hoping to discuss the SFMTA's Geary Bus Rapid Transit (BRT) project; however approximately 34 parents participated in the Design Game exercise.

Parents were provided a brief overview of the project and its purpose, highlighting its focus for small neighborhood improvements. Parents divided into small groups to identify high-priority transportation issues and brainstorm potential solutions, which they then prioritized individually.

THE DESIGN GAME HELPED THE PROJECT TEAM UNDERSTAND THE COMMUNITY'S PRIORITY IMPROVEMENTS LOCATIONS, BY SHARING THE ISSUES AND THEIR SOLUTIONS.

Mo'MAGIC Service Provider Meeting

Thursday, December 17, 2015
African American Art & Culture Complex (AAACC) 762 Fulton Street

As the consistent outreach group, the project team hosted a second workshop at the Mo'MAGIC Service Providers meeting, which engages service providers to collectively address community efforts and issues. The group's commitment and familiarity with the community made them an invaluable outreach partner throughout the project.

At the second workshop, service providers received a brief presentation, summarizing Phase I workshop results and an introduction to Outreach Phase II. The group was divided into three teams where they discussed potential improvement locations and solutions and then prioritized their improvements as a team. Each team presented their five priority locations and rationale to the larger group and the project team..

Senior Lunches

January 27, 2016 and January 29, 2016
Rosa Parks Senior Center 1111 Buchanan Street at Golden Gate Avenue
Western Addition Senior Center, 1390 Turk Street at Fillmore Street

Rosa Parks Senior Center and Residence is located adjacent to the Buchanan Street Mall at golden Gate Avenue. Nearby at Turk and Fillmore Streets, the Western Addition Senior Center is located inside the Royal Adah Arms Senior Housing building. Both facilities offer seniors a variety of social and recreational activities as well as a daily noon lunch event for senior residents and others in the neighborhood. Seniors at these facilities lead an active lifestyle and frequently walk throughout the neighborhood, so their transportation challenges and ideal improvements were extremely valuable in the outreach effort.

Each facilitator had a brief conversation with 2-3 seniors during lunch, using the design game worksheet to facilitate the discussion. Seniors were asked where and how they travel throughout the neighborhood and what challenges they experience. Seniors discussed opportunities to improve conditions, while the facilitator noted their input on the design worksheet. The staff at these centers also completed the Design Game exercise to include their knowledge regarding the seniors' mobility challenges and past incidents.

Freedom West Homes Residents' Meeting

April 5, 2016
Freedom West Homes 621 Gough Street

Freedom West Homes is a four block, 382-unit affordable co-operative apartment community located between Gough and Laguna Streets and Golden Gate Avenue and Fulton Street. Freedom West was constructed in the mid-1970s and was initially a primarily Black

Freedom West Board Liaison explaining outreach exercise to neighbor at Freedom West Homes Meeting.

development. Today Freedom West is home to a diverse, majority non-white community with many original residents still present. Freedom West Homes residents provided valuable input as a long-standing Western Addition community members and affordable housing co-operative centrall located within the project area.

The project team presented residents with a project overview, summary of Phase I results and the intent of the Phase II Design Game. The room was divided in half and each group discussed the neighborhood in depth using large maps. Team members facilitated each group and noted results on the large plot of the Design Game.

DATA ANALYSIS AND METHODOLOGY

The project team calculated a priority value for each location and issue identified by the community. The priority value was determined by the assessing a 1-5 rating based on the order community members listed their locations. These scores were multiplied by the number of community members that listed the issue at the same priority level.

These weighted scores established priority corridors and intersections. The project team reviewed the results further for common issues and solutions regardless of location, which were used to prescribe a potential spot improvement package in Phase III.

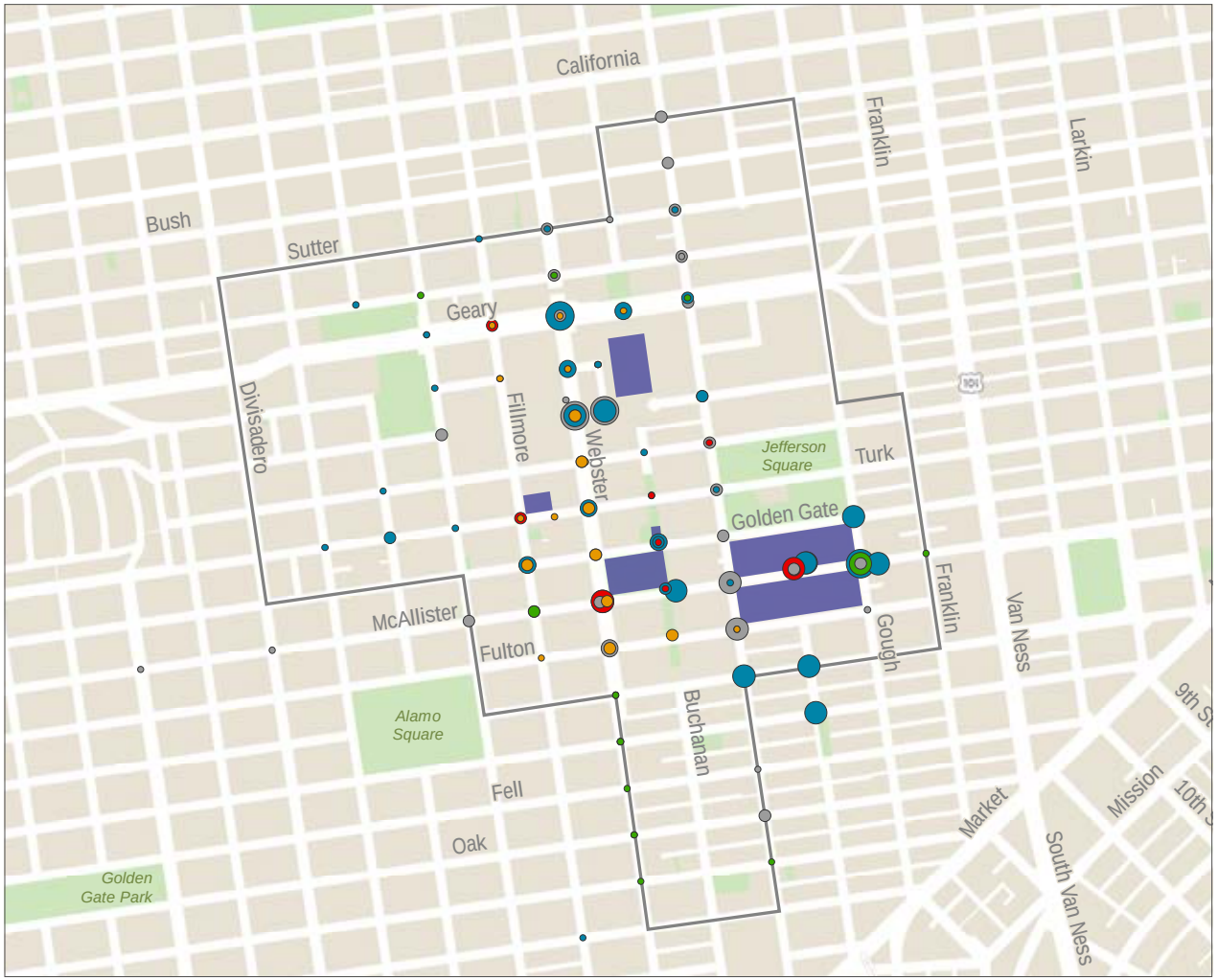
COMMUNITY OUTREACH PHASE II RESULTS

The Design Game results were similar to Phase I Outreach, safety continued to be the primary concern of the community. Pedestrian safety accounted for 38% of community members' issues. The highest ranking design treatments from the toolkit were street lights, stop signs, rapid flashing beacons and bus stops, which align with the community's Phase I priorities, pedestrian safety and transit. Figure 4-12 summarizes the results from all four workshops and displays

38%
of reported issues were related to pedestrian safety

- Failure of cars and bicycles to yield to pedestrians
- Lack of pedestrian visibility
- High vehicle speeds

Four improvements -including lighting, rapid flashing beacons, stop signs, and bus amenities, comprised 31% of the transportation improvements requested by the community.



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Western Addition Community-Based Transportation Plan

Outreach - Phase 2: Issue-Location

Areas of Concern

- Auto
  - Traffic Congestion
  - Traffic Enforcement
- Transit
  - Transit Service
- Bicycle
  - Bicycle Enforcement
  - Bicycle Infrastructure
- Pedestrian
  - Pedestrian Safety
- Street Conditions
  - Pedestrian Lighting
  - ADA Ramps
  - Sidewalk Conditions

Number of Responses

- 1 - 4
- 5 - 11
- 12 - 19
- 20 - 43
- 44 - 76

- Outreach Location
- Project Boundary

0.15 miles

Scale 1:10,016

Date Saved: 8/18/2016

For reference contact: rachel.om@sfmta.com

SFMTA Municipal Transportation Agency

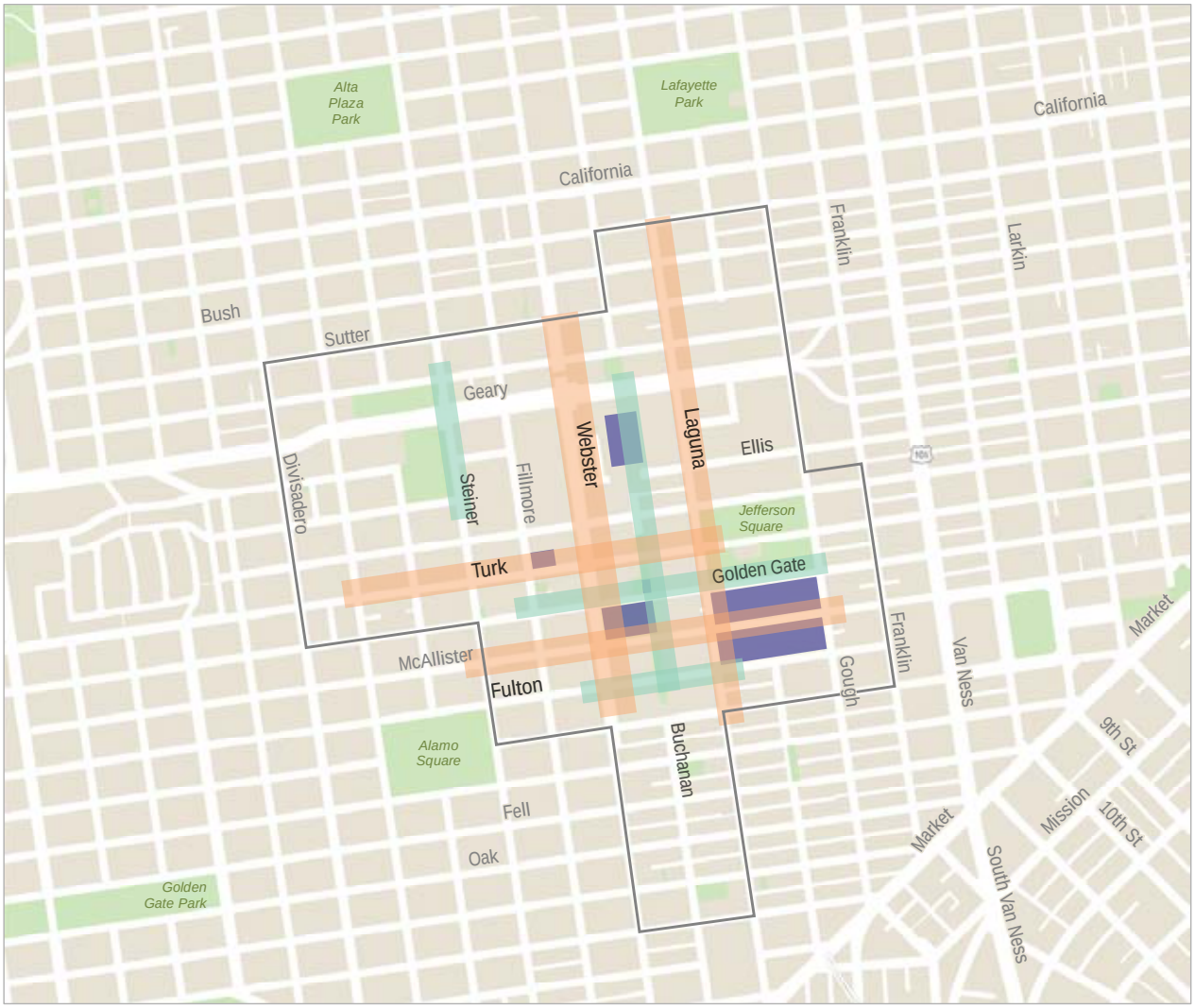
Figure 4-12: Community Design Game Issue Locations, Western Addition CBTP Phase 2 Results

community concerns in five different categories; auto, transit, bicycle, pedestrian and street conditions. The size of the circles indicate how many community members noted a similar issue at that specific location. The workshop locations are also highlighted in purple to show the extent of outreach coverage.

Phase II Design Game results further refined the priority corridors defined in by the Path of Travel results from Phase I, as Webster, Laguna, Turk and McAllister Streets became the primary corridors. Pedestrian safety and street conditions were the most prominent concerns along Webster Street, while traffic congestion and was the primary issue on Laguna Street. Turk Street had consistent pedestrian safety concerns throughout the corridor with transit and street conditions concerns between Fillmore and Buchanan Streets. McAllister Street had the most community concerns as well as the most diverse concerns. Bike enforcement and infrastructure concerns were primarily on McAllister Street at Fillmore and Gough Street intersections. McAllister had numerous pedestrian safety concerns related to the crossing at the intersections of Buchanan, Octavia and Gough Streets. The large red circle at the intersection of McAllister and Octavia reflects the strong demand to return the 5-Fulton stop eliminated in the 5 Fulton Rapid Project. After primary corridors were defined, Steiner, Buchanan, Golden Gate and Fulton Streets were identified as secondary corridors by consolidating the remaining locations – see Figure 4-13.

After primary and secondary corridors were defined, the project team investigated existing City efforts, addressing community concerns along these streets - see Figure 4-14. Based on the inventory of existing City efforts, the street designs to be conceptualized for Phase III outreach were identified to ensure efficiency of resources. For instance, Public Works had started construction on Webster Street Pavement Renovation & Sewer Replacement Project that included pedestrian safety improvements and enhanced bicycle infrastructure, so Webster Street was not part of the conceptual design process.

The results of the Phase II Design Game finalized priority corridors and identified community-supported treatments for the project team to draft conceptual design ideas for the community to review in Phase III. The conceptual design are created to resolve the high priority issues identified in Phase II and work to align with the goals and priorities of Phase I.



Western Addition Community-Based Transportation Plan

Community Outreach Phase 2
Design Game Priority Corridors

Community Identified Corridors

- Outreach Location
- Project Boundary
- Priority Corridors
- Secondary Corridors

0.15 miles

Scale 1:10,016

Date Saved: 8/22/2016

For reference contact: rachel.om@sfmta.com

SFMTA Municipal Transportation Agency

Document Path: G:\01_Projects\Planning\WesternAdditionCommunityBasedTransportationProject\04_MXD\Phase2_Outreach.mxd
User Name: rom

Figure 4-13: Community Primary and Secondary Priority Streets, Western Addition CBTP Phase 2 Results

Figure 4-14: Map of Existing and Planned Transportation and Infrastructure Improvements Project throughout the Western Addition, SFMTA Livable Streets and GIS Spatial Database

STREET DESIGN EVALUATION

Community Outreach Phase III

The project team developed design concepts to address the community feedback the community shared during Outreach Phases I and II. The project team created conceptual street designs for priority corridors, which respond to the community's transportation challenges and preferred solutions on these streets. Conceptual designs combine multiple street treatments. The intent of Phase III is to gather feedback on these conceptual designs.

Working with community groups from previous outreach phases, the project team hosted three workshops with Freedom West Homes, Mo'MAGIC Service Provider's and one large District 5 event. The project team worked with previous groups for continuity and to determine whether their input was accurately translated into the concept designs. The larger District 5 event helped to gather opinions on the designs from within the neighborhood as well as throughout District 5.

OUTREACH SURVEY METHOD

To help understand the community's opinions about the proposed street improvements, the project team created a scorecard to evaluate the designs. The scorecard informed which design aspects of the community liked and disliked.

Scorecard

The scorecard assisted the community in evaluating the proposed street designs. To facilitate the community's evaluation, large boards displayed the priority corridor designs and rationale, the location and each element of the design. Community members were asked to indicate whether they liked or disliked each treatment of the concept designs and which concept design they preferred overall.

The results of the scorecard helped to determine which overall design was preferred and how to refine designs further using the community's feedback on individual treatments.

Intersection Spot Improvement Package

The results from the Design Game in Phase II revealed that pedestrian safety is a major transportation challenge throughout the neighborhood. The intersection spot improvement package addressed pedestrian safety concerns by allowing community members to identify their five priority locations. This feedbak helped the priject team refine data from the Phase II Design Game.

WESTERN ADDITION
COMMUNITY BASED TRANSPORTATION PLAN

COMMUNITY STREET DESIGN EVALUATION

For eight months, we have been meeting with the Western Addition community to understand the community's transportation priorities and ideal physical street improvements. We have used this community feedback to develop some new potential street designs for the Western Addition. Please help us understand if we got it "right" by completing the score card below.

TURK STREET + GOLDEN GATE AVENUE (Divisadero to Gough Streets)

1. Do you prefer Turk/Golden Gate design Option A, Option B or no project?

☐ Option A ☐ Option B ☐ No Project

2. Using + or - symbols in the boxes below, share what you like and/or dislike about Options A and B?

±	Turk + Golden Gate Option A
☐	Turk: Lane Narrowing
☐	Turk: Maintain existing two lanes
☐	Turk: Maintain existing parking
☐	Golden Gate: New 2-way bike lane
☐	Golden Gate: Lane removal (3 to 2 lanes)

±	Turk + Golden Gate Option B
☐	Turk: Lane removal (2 to 1 lanes)
☐	Turk: New one-way buffered bike lane
☐	Turk: Maintain existing parking
☐	Golden Gate: Lane removal (3 to 2 lanes)
☐	Golden Gate: New one-way bike lane
☐	Golden Gate: Maintain existing parking

3. If you prefer no project, share what you would like or not like to see on these streets.

_____

_____

LAGUNA STREET (Willow Street to Golden Gate Avenue)

1. Do you prefer Laguna Street design Option A, Option B or no project?

☐ Option A ☐ Option B ☐ No Project

2. Using + or - symbols in the boxes below, share what you like and/or dislike about Laguna Street design Options A and B?

±	Laguna Option A
☐	Turk Street Ped Bulbs
☐	Golden Gate Ped Bulbs
☐	45° Back-in-angle parking
☐	Continental Crosswalk

±	Laguna Option B
☐	Turk Street Ped Bulbs
☐	Golden Gate Ped Bulbs
☐	Parallel Parking
☐	Continental Crosswalk

3. If you prefer no project, share what you would like or not like to see on the street.

_____

_____

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WWW.SFMTA.COM/WESTERNADDITION

WESTERN ADDITION
COMMUNITY BASED TRANSPORTATION PLAN

BUCHANAN STREET (Turk Street to Golden Gate Avenue)

1. Do you like the proposed Buchanan Mall improvements or prefer no project?

☐ Improvement ☐ No Project

2. Using + or - symbols in the boxes below, share what you like and/or dislike about the proposed Buchanan Mall improvements?

±	Buchanan Improvements
☐	Pedestrian Bulbs
☐	Rapid Flashing Beacon

If you prefer no project, share what you would like or not like to see on the street.

_____

_____

INTERSECTION SPOT IMPROVEMENT PACKAGE

Using the feedback from the community, we've created an intersection-based spot improvement package. Now we're asking **where would you like these improvements?**

Please use the map below to show us 3-5 intersections that need one or more of these spot improvements.

Pedestrian Safety Zones/ Pedestrian Bulbs are an extension of the curb which is used to widen the sidewalk that increase pedestrian visibility and shorten the pedestrian crossing.

Continental Crosswalk/ Advance Limit Line
A continental crossing features painted stripes paired with a limit (stop) line setback from the crosswalk. These treatments reduce vehicles encroachment into the crosswalk and makes pedestrians more visible to drivers.

Pedestrian Countdown Signal + Leading Pedestrian Interval
Leading Pedestrian Intervals signal people to start walking at a signalized intersection 3-5 seconds before any turning autos receive the green.

Daylighting removes trees, parking and other amenities that impede visibilty near the intersection, giving better view of potential conflicts.

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Figure 4-15: Community Design Scorecard handout, Western Addition CBTP Phase 3 Outreach material

STREET DESIGNS

Using the community-identified priority corridors from Phase II, the project team worked with SFMTA engineers to develop concept for each corridor. Concept designs were not created for all priority corridors due to existing and planned efforts by SFMTA and other City departments on some of these corridors, such as Webster Street - see figure 4-14. Therefore the project team created concept designs for Turk Street, Golden Gate Avenue, Laguna, Fulton and Buchanan Streets. These designs were reflected on large 30 x 40-inch boards to the community detailing each treatment and intent - see Figure 4-15 to Figure 4-19. Below is a summary of these treatments.

Golden Gate Avenue and Turk Street

Option A: Turk Street Edge Lines + Continental Crosswalks

- Encouraging drivers to reduce vehicle speeds, edge lines will define the lane width, visibly narrowing drivers' perception of the street maintaining existing parking.
- The continental crosswalks will bring attention to pedestrian crossings, increasing pedestrians' visibility to drivers.

Option A: Golden Gate Avenue 3 to 2 Lane Road Diet, Two-Way Bike Lane + Continental Crosswalks

- The Road Diet will reduce the lanes from 3 to 2, visibly narrowing drivers' perception of the street. The remaining street space and south side parking would be removed to accommodate a buffered two-way buffered bike lanes.
- Continental crosswalks will bring attention to pedestrian crossings, increasing pedestrians' visibility to drivers.

Option B: Turk 2 to 1 Lane Road Dies + Continental Crosswalks

- The Road Diet will reduce the lanes from 2 to 1, decreasing speeding while maintaining existing parking. The remaining street space will be used for a buffered one-way westbound bike lane.
- Continental crosswalks will highlight pedestrian crossings, increasing pedestrians' visibility to drivers.

Golden Gate 3 to 2 Lane Road Diet, Two-Way Bike Lane + Continental Crosswalks

- The Road Diet will reduce the lanes from 3 to 2, decreasing vehicle speeds while maintaining existing parking. The remaining street space will be used for a buffered one-way eastbound buffered bike lane.
- Continental crosswalks will bring attention to pedestrian crossings, increasing pedestrians' visibility to drivers.

Project team member explaining Turk and Golden Gate Design options to community member at District 5 Open House event.

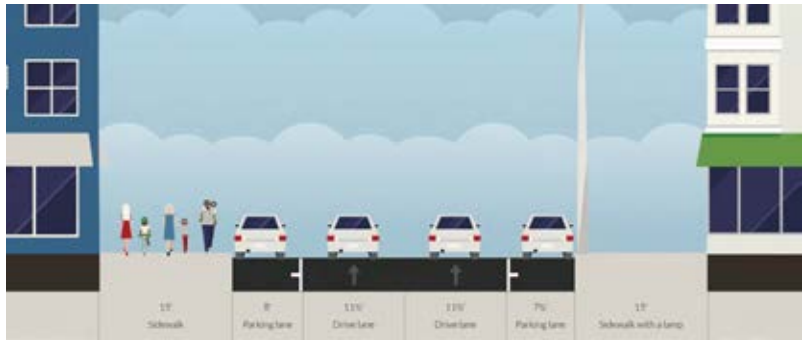
STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

TURK STREET + GOLDEN GATE AVE.
FROM DIVISADERO TO GOUGH STREETS
OPTION A + OPTION B CROSS SECTIONS

TURK STREET + GOLDEN GATE AVENUE DETAIL

GOLDEN GATE Option A

TURK STREET Option A



GOLDEN GATE Option B

TURK STREET Option B

Figure 4-16: Cross-section Comparison of Golden Gate Avenue and Turk Street Conceptual Design Options A and B, Western Addition CBTP Phase 3 Outreach Board

STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

TURK STREET + GOLDEN GATE AVE.
FROM DIVISADERO TO GOUGH STREETS
TURK ST. EDGE LINES + GOLDEN GATE ROAD DIET

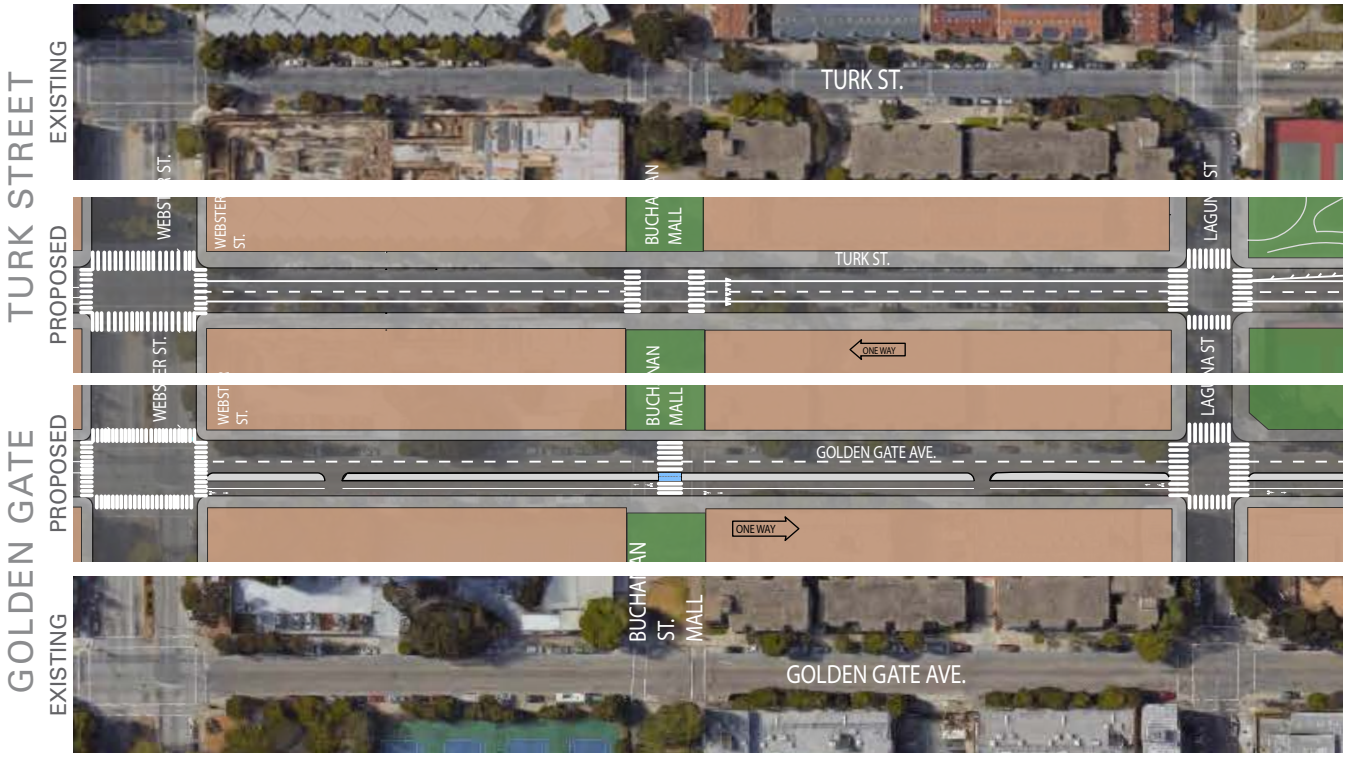
TURK STREET + GOLDEN GATE AVENUE OPTION A

COMMUNITY IDENTIFIED TRANSPORTATION CONCERNS

- Pedestrian Safety (especially children)
- Visibility at Pedestrian Crossings
- Speeding
- Cut-through traffic
- Congestion
- Walkability

COMMUNITY IDENTIFIED AMENITY

- Margaret Hayward Park
- Freedom West Homes



TURK STREET
PROPOSED IMPROVEMENTS

Edge Lines

Location: Divisadero to Gough

Purpose:

- Define travel lane width
- Reduce vehicle speeds
- Maintain existing lanes
- Maintain existing parking

Continental Crosswalks

Location: Divisadero to Gough

Purpose:

- Increase pedestrian visibility

GOLDEN GATE AVENUE
PROPOSED CHANGES

Road Diet: 3 to 2 lanes

Location: Divisadero to Gough

Purpose:

- Reduce vehicle speeds
- Two-way protected bikeway
  - More bike routes beyond McAllister
  - Remove one parking lane

Continental Crosswalks

Location: Divisadero to Gough

Purpose:

- Increase pedestrian visibility

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Figure 4-17: Comparison of Existing Aerial Photos and Plan View of Golden Gate Avenue and Turk Street Conceptual Design Option A, Western Addition CBTP Phase 3 Outreach Board

STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

TURK STREET + GOLDEN GATE AVE.
FROM DIVISADERO TO GOUGH STREETS
TURK ST. ROAD DIET + GOLDEN GATE ROAD DIET

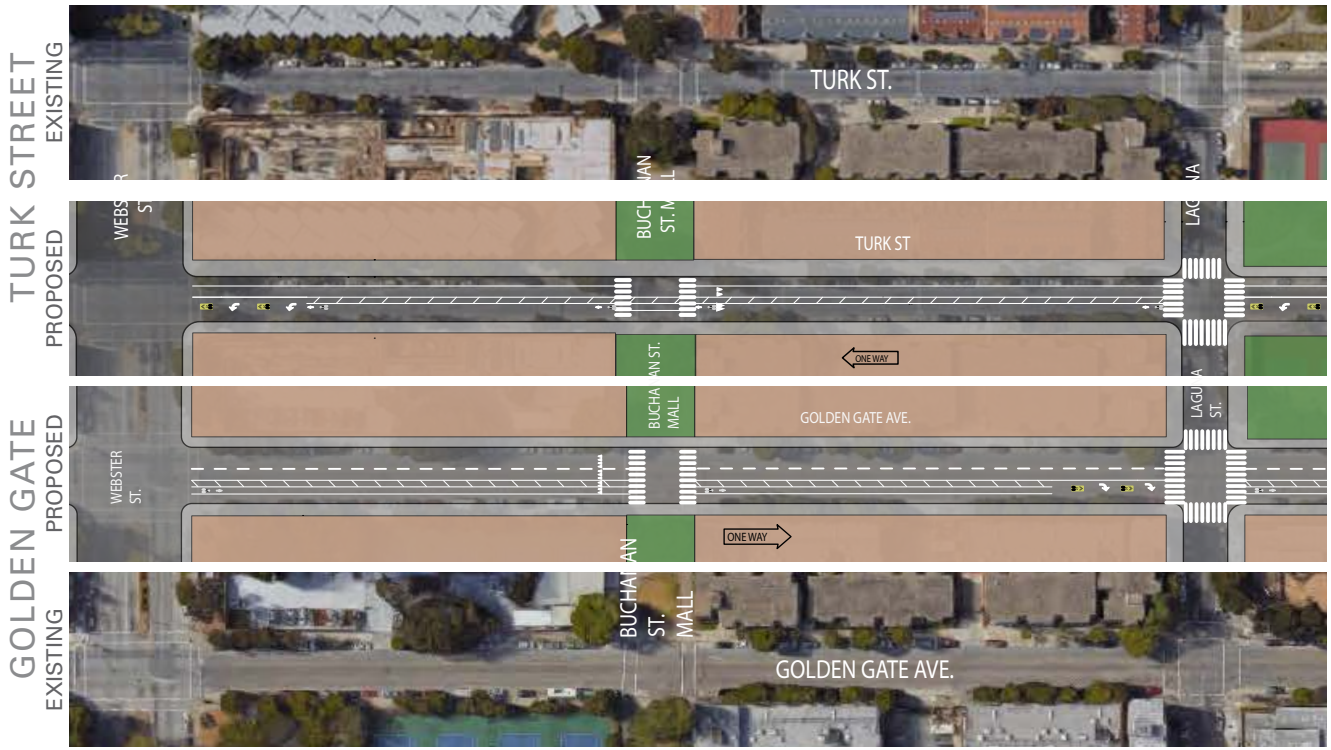
TURK STREET + GOLDEN GATE AVENUE OPTION B

COMMUNITY IDENTIFIED TRANSPORTATION CONCERNS

- Pedestrian Safety (especially children)
- Visibility at Pedestrian Crossings
- Speeding
- Cut-through traffic
- Congestion
- Walkability

COMMUNITY IDENTIFIED AMENITY

- Margaret Hayward Park
- Freedom West Homes



TURK STREET
PROPOSED IMPROVEMENTS

Road Diet: 2 to 1 lanes
Location: Divisadero to Gough
Purpose:
- Reduce speeding + cut-through
- Maintain existing parking
- One-way buffered bike lane
  - More bike routes beyond McAllister

Continental Crosswalks
Location: Divisadero to Gough
Purpose:
- Increase pedestrian visibility

GOLDEN GATE AVENUE
PROPOSED IMPROVEMENTS

Road Diet: 3 to 2 lanes
Location: Divisadero to Gough
Purpose:
- Reduce speeding + cut-through
- Maintain existing parking
- One-way buffered bike lane
  - Relocate bikes from McAllister to Turk Street

Continental Crosswalks
Location: Divisadero to Gough
Purpose:
- Increase pedestrian visibility

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Figure 4-18: Comparison of Existing Aerial Photos and Plan View of Golden Gate Avenue and Turk Street Conceptual Design Option B, Western Addition CBTP Phase 3 Outreach Board

Buchanan Street

- Mid-block pedestrian bulbs + rectangular rapid flashing beacons
- Mid-block bulbs are sidewalk extensions that will reduce the crossing distance, increase pedestrian visibility and promote reduced vehicle speeds by narrowing the roadway. The rectangular rapid flashing beacons will increase pedestrian visibility by alerting drivers of their intention to cross.

Fulton Street

- Large pedestrian bulb located at the entrance of the AAACC, the large pedestrian bulb will serve as a sidewalk extension, providing community gathering space.

Laguna Street

Option A Pedestrian Bulbs, Continental Crosswalks + Angled Parking

- Pedestrian bulbs are sidewalk extensions that reduce pedestrian crossing distances, increase pedestrian visibility and promote reduced vehicle speeds by narrowing the roadway.
- Zebra striped crosswalks increase pedestrian visibility and highlight crossing locations, increasing pedestrian safety.
- Angled parking will visibly narrowing drivers' perception of the street width, promoting reduced vehicle speeds. The proposed pedestrian bulbs will remove existing parking, angled parking will maintain the number of existing parking spaces.

Option B: Pedestrian Bulbs, Continental Crosswalks + Parallel Parking

- Pedestrian bulbs are sidewalk extensions that reduce pedestrian crossing distances, increase pedestrian visibility and promote reduced vehicle speeds by narrowing the roadway. The proposed pedestrian bulbs will remove a number of existing parking.
- Zebra striped crosswalks increase pedestrian visibility and highlight crossing locations, increasing pedestrian safety.

Intersection Spot Improvement Package

- **Pedestrian Safety Zones/ Pedestrian Bulbs:** Sidewalk extensions that increase pedestrian visibility, shorten crossing distances and promote reduced vehicle speeds by narrowing the roadway.
- **Daylighting:** Daylighting creates a clear space at intersection approaches to increase visibility of pedestrians, cyclists and vehicles to reduce potential conflicts
- **Continental Crosswalks:** Zebra striped crosswalks increase pedestrian visibility and highlight crossing location, increasing pedestrian safety
- **Advance Limit Lines:** Limit lines (stop bars) setback from the crosswalk to reduce likelihood of vehicle encroachment into the crosswalk making pedestrians more visible and comfortable while crossing
- **Pedestrian Countdown Signals:** Signals indicate the number of seconds remaining to cross before the signal changes, which help to ensure pedestrians have sufficient time to cross
- **Leading Pedestrian Interval:** Before vehicles receive green light, pedestrians are given a 3-5 second head start to walk by pedestrian countdown signals. The advanced time pedestrians receive reinforces their right-of-way by increasing their visibility to drivers, especially for right-turning vehicles.

STREET DESIGN REVIEW

WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

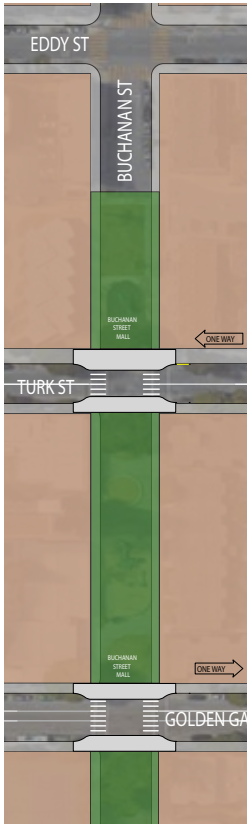
BUCHANAN FROM TURK TO GOLDEN GATE
FULTON STREET AT WEBSTER

PROPOSED PEDESTRIAN CONNECTIONS + SPACE

BUCHANAN STREET

EXISTING

PROPOSED



COMMUNITY CONCERNS

- Pedestrian Safety/Crossing
- Speeding
- Cut-Through Traffic

COMMUNITY AMENITY

- Ella Hill Hutch Community Center
- Buchanan Mall
- Rosa Parks Senior Center

PROPOSED IMPROVEMENTS

- **Mid-Block Pedestrian Bulbs/ "Choker"**

  Location: Turk Street + Golden Gate Avenue

  Purpose:
  - Reduce pedestrian crossing distance
  - Increase visibility of pedestrians
  - Reduce vehicle speeds

- **Rapid Flashing Beacon**

  Purpose:
  - Increase visibility of pedestrians
  - Reduce vehicle speeds

FULTON STREET

EXISTING

PROPOSED

COMMUNITY CONCERNS

- Pedestrian Safety/Crossing
- Speeding
- Community Space

COMMUNITY AMENITY

- African American Art + Culture Complex (AAACC)
- Buchanan Mall

PROPOSED IMPROVEMENTS

- **Pedestrian Bulb**

  Location: Fulton near Webster

  Purpose:
  - Provide outside community gathering space
  - Increase visibility of pedestrians
  - Reduce vehicle speeds

Figure 4-19: Comparison of Existing Aerial Photos and Plan View of Buchanan Street Mall and Fulton Conceptual Design Option, Western Addition CBTP Phase 3 Outreach Board

Western Addition Community-Based Transportation Plan

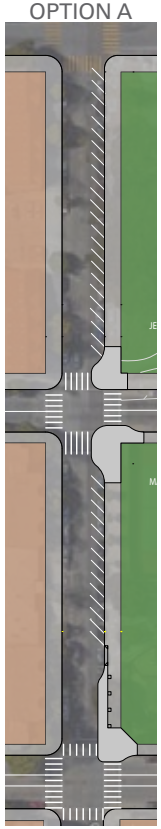
STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

LAGUNA STREET FROM EDDY TO GOLDEN GATE AND INTERSECTION SPOT IMPROVEMENT PACK-

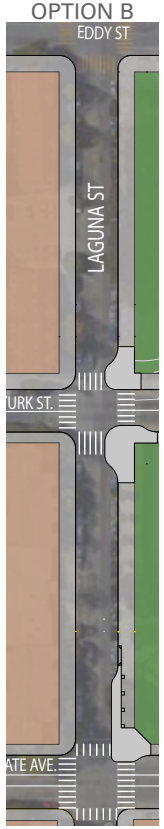
LAGUNA STREET

EXISTING

PROPOSED OPTION A



PROPOSED OPTION B



COMMUNITY CONCERNS

- Pedestrian Safety
- Speeding
- Congestion/ Cut-Through

COMMUNITY AMENITY

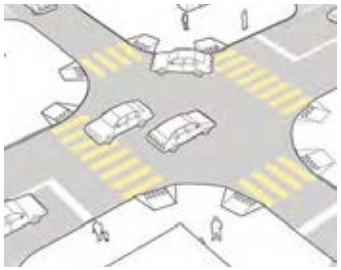
- Margaret Hayward Park
- Freedom West Homes

PROPOSED IMPROVEMENTS

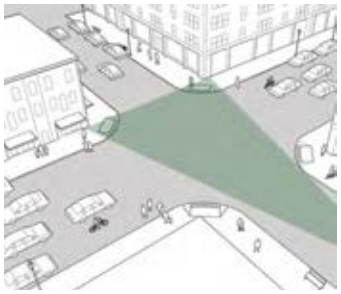
- **Pedestrian Bulbs**
  Location: Turk St + Golden Gate
  Purpose:
  - Reduce pedestrian crossing distance
  - Increase visibility of pedestrians
  - Reduce vehicle speeds
- **OPTION A: Angled Parking**
  Location: between Eddy and Golden Gate Avenue
  Purpose:
  - Increase visibility of pedestrians + cyclists
  - Reduce vehicle speeds
- **OPTION B: Parallel Parking**
  Location: between Eddy and Golden Gate Avenue
  Purpose:
  - Maintain existing parking

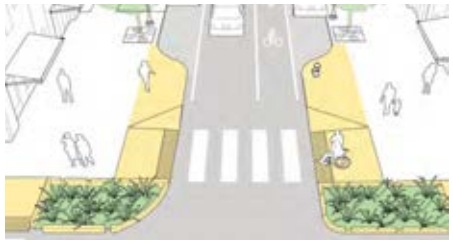
INTERSECTION SPOT IMPROVEMENT PACKAGE

Pedestrian Safety Zones/ Pedestrian Bulbs
are an extension of the curb which is used to widen the sidewalk that increase pedestrian visibility and shorten crossing distances.

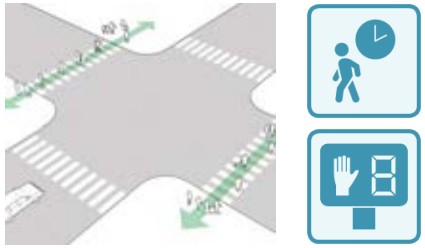


Daylighting creates a clear space near intersections to increase visbility to all roadway users and give better view of potential conflicts.





Continental Crosswalk/ Advance Limit Line
A continental crossing features painted stripes paired with a limit (stop) line setback from the crosswalk. These treatments reduce vehicles encroachment into the crosswalk and makes pedestrians more visible to drivers.



Pedestrian Countdown Signals + Leading Pedestrian Interval
Leading Pedestrian Intervals signal people to start walking at a signalized intersection 3-5 seconds before any conflicting autos receive the green.

Figure 4-20: Comparison of Existing Aerial Photos and Plan View of Laguna Street Conceptual Design Options and Description of Intersection Spot Improvement Package, Western Addition CBTP Phase 3 Outreach Board

WORKSHOPS

For Phase III Community Outreach, the project team selected groups from Phases I and II to them evaluate the designs that were produced based on their input from the previous phases. There was also a larger District-wide event the project team hosted, so the greater District 5 community could understand the potential future recommendations. These events included:

- Freedom West Homes Residents Meeting
- Mo'MAGIC Service Provider's Meeting
- District 5 Joint Open House

Freedom West Homes Residents' Meeting

May 3, 2016
Freedom West Homes

The project team returned to Freedom West Homes to host its first Phase III workshop. The project team provided a brief overview of the previous month's workshop results. The project team explained the score-card exercise and facilitated smaller group discussions using boards for each concept, where residents debated the pros and cons of each treatment.

Mo'MAGIC Service Providers Meeting

Thursday, May 5, 2016
African American Art & Culture Complex

At the final workshop with the Mo'MAGIC Service Providers meeting, the project team provided a brief summary of Phase I and II workshops and introduced the Phase III concepts and the scorecard exercise. The service providers reviewed each board, completing the scorecard and engaged in facilitated discussions with project team members.

Project team member explaining Turk Street and Golden Gate Avenue Design Options to Freedom West resident.

Project team member explaining Laguna Street Design options to community member at District 5 Open House event.

Children's Activity Table at District 5 Open House event.

District 5 Joint Open House

May 9, 2016

John Muir Elementary School

The final workshop was held at the District 5 Joint Open House, a collaborative effort with the Planning Department. The Open House hosted outreach efforts for the Western Addition Community-Based Transportation Plan, Lower Haight Public Realm Plan, Octavia Boulevard Enhancement Project and Page Street Green Connections Project. These four projects' boundaries overlap and impact each other, allowing project teams to coordinate on a united outreach effort.

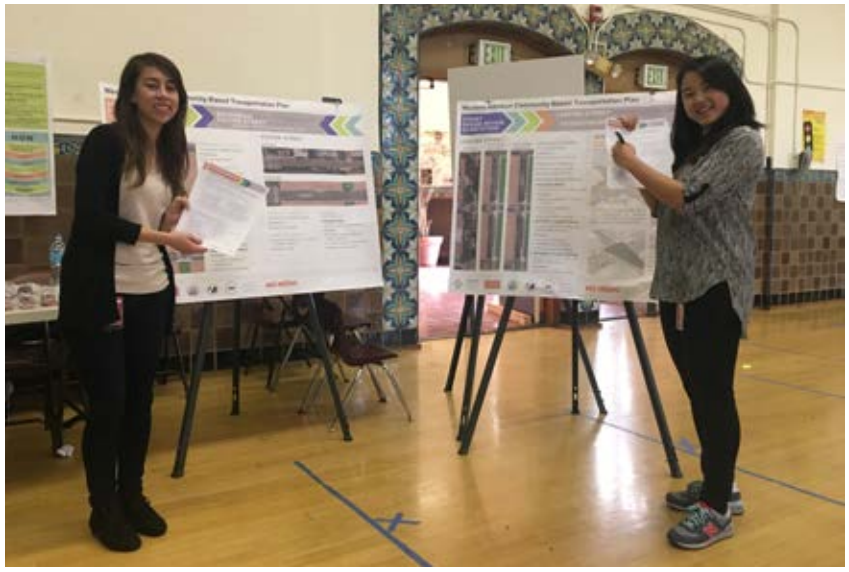
DATA ANALYSIS AND METHODOLOGY

Using Excel, the project team quantified the detailed feedback from the scorecards completed by the community. From this analysis, project team understood the community's level of approval to specific design components of the designs. For instance the project team was able to determine the number of people that approved of 45-degree parking opposed to the existing parallel parking on Laguna Street. For the Intersection Spot Improvement Package map, the project team mapped the specific intersections identified by the community using ArcGIS. These data points were compared and then overlayed with collision data and the high-injury network. The community-identified location closely corresponded to this data and reaffirmed the need for the Intersection Spot Improvement Pack treatments.

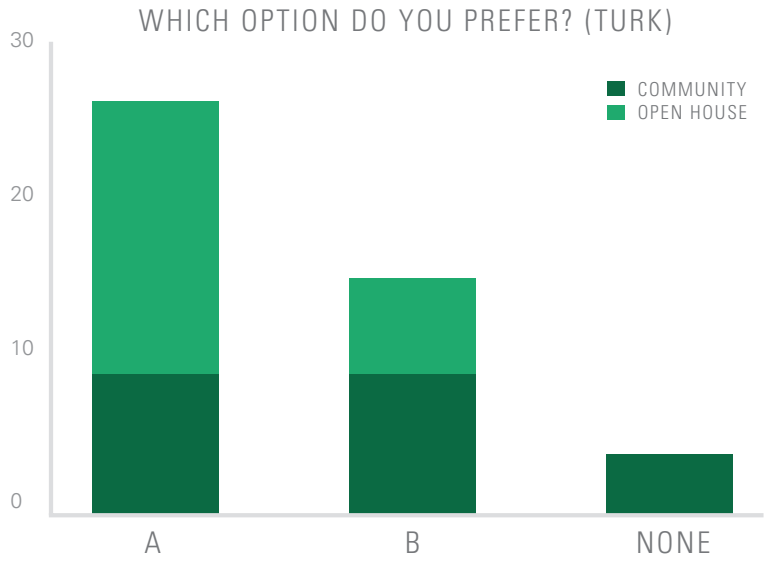
KEY FINDINGS

Turk Street and Golden Gate Avenue

- Residents were equally receptive to Design Options A and B
- For Design Option A, residents were highly supportive of maintaining two existing lanes on Turk and adding edge lines to reduce speeding
- For Design Option A, residents were highly unsupportive of removing one parking lane on Golden Gate
- For Design Option B, residents were highly supportive of maintaining existing parking on Turk and Golden Gate
- For Design Option B, residents were highly unsupportive of removing a lane on Turk



Project team members displaying Western Addition CBTP Outreach materials at District 5 Open House event.



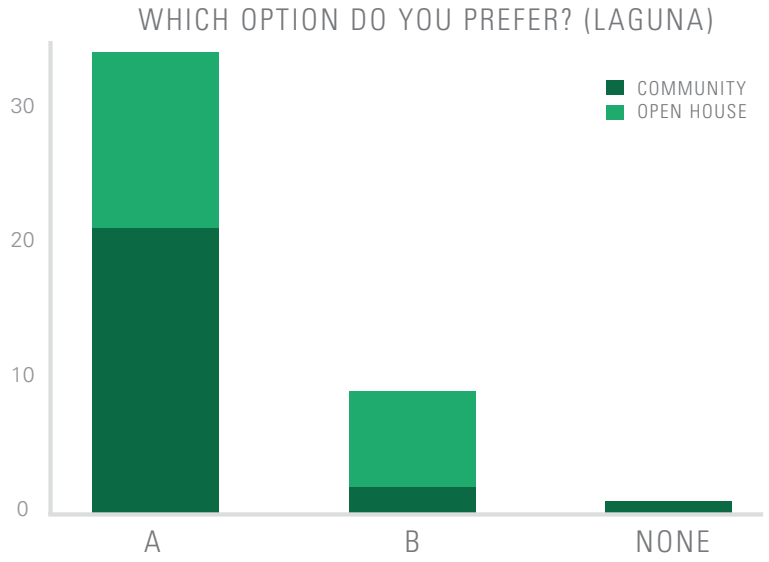
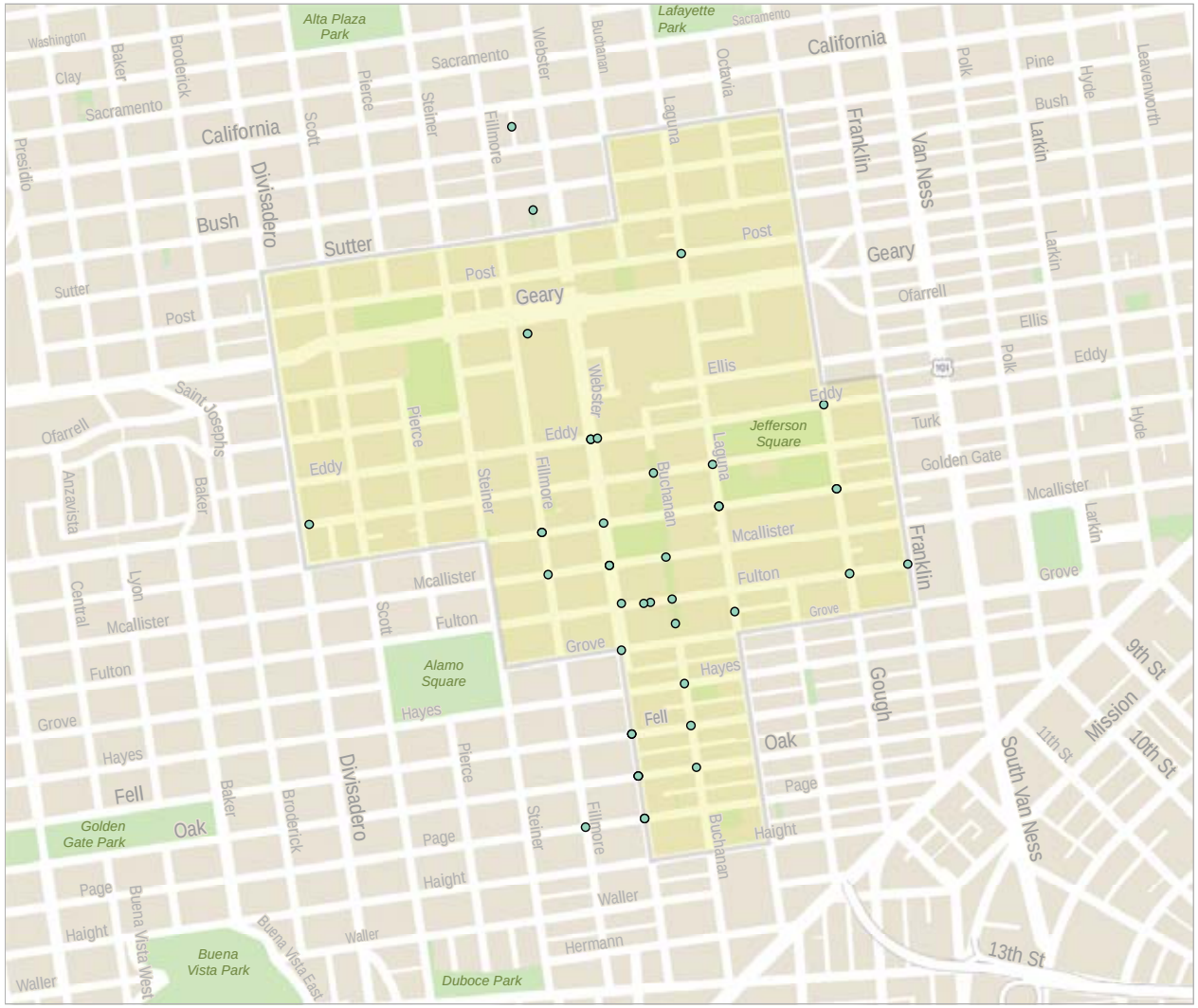


Figure 4-21: Analysis of Community Design Scorecard Feedback on Turk/Golden Gate and Laguna Street Conceptual Designs, Western Addition CBTP Phase 3 Results

Figure 4-22: Analysis of Community Design Scorecard Feedback on Turk/Golden Gate and Laguna Street Design Components, Western Addition CBTP Phase 3 Results



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Western Addition Community-Based Transportation Plan

Community Outreach Phase 3
Community Identified Intersection Spot Improvement Locations

Intersection Spot Improvement Locations

- Community Identified Locations
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,704

Date Saved: 12/22/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

Figure 4-23: Community Identified Priority Intersection Spot Improvement Locations, Western Addition CBTP Phase 3 Results

Laguna Street

- Residents preferred Design Option A over Design Option B
- For Design Option A, residents were supportive of all the design elements
- For Design Option B, residents were supportive of a continental crosswalk, pedestrian bulbs on Golden Gate and Turk Street, but residents were unsupportive of parallel parking

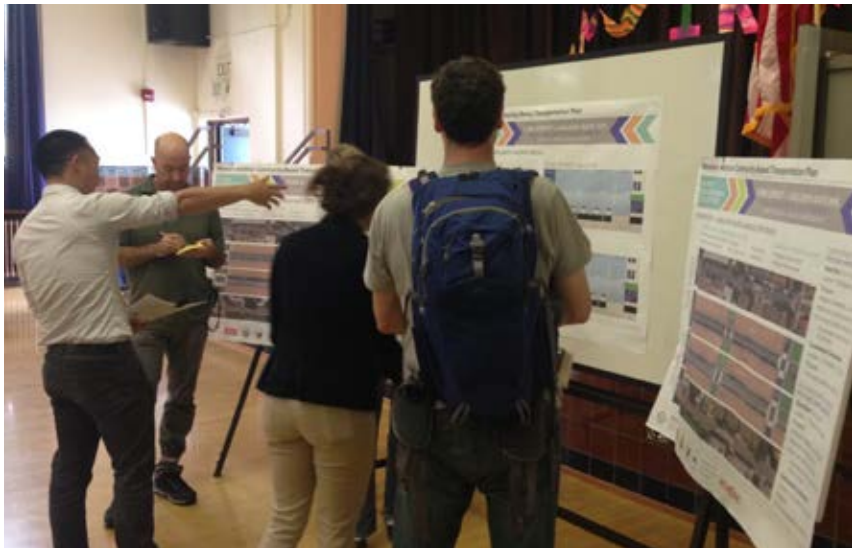
Priority Locations for Spot Improvement Package:

- Residents identified McAllister Street, Fulton Street, and Hayes Street as priority corridors to receive the spot improvement package.
- The intersections for the 3 priority corridors with Buchanan Street and Webster Street were repeatedly identified as priority intersections by residents.

The results of Phase III provided valuable input on the specific treatments of each design, quantified the community receptiveness and helped the project team further refine designs for the final recommendations.

Community Outreach Summary

The community outreach process provided the project team a better understanding of the conditions within the neighborhood and they challenges communities members face on a day-to-day basis. Many of the issues faced by the community did not relate to transportation, however some issues, like perceptions of security, children safety and economic efficiency, could be mitigated through transportation investments.



Project team member explaining Turk Street and Golden Gate Design Options at District 5 Open House event.

Project team presenting final community update.

Recommendations, Funding and Implementation

What's Recommended for the Streets of the Western Addition?

A blend of community expertise and technical expertise

Community input from outreach process led to final recommendations.

WHAT'S RECOMMENDED FOR THE STREETS OF THE WESTERN ADDITION?

Recommendations, Funding and Implementation

This chapter presents recommendations of community-supported transportation improvements and potential funding options, if they are pursued. The recommendations within this section are drawn from community input generated during the ten-month community outreach process. The types of improvements were identified based on those most desired by the community, their ability to address major transportation concerns, and technical feasibility. An improvement's suitability was evaluated on the basis of benefits and impacts to each mode - pedestrian, bicycle, transit and vehicles. The transportation priorities and locations from the first and second phases of community outreach contributed significantly to identifying the recommended set of projects to consider.. All recommended improvements aim to enhance pedestrian safety and security, transportation connections and community space.

Funding

Improvements could be partially funded through the SFMTA's Five-Year Capital Improvement Program, which was adopted in June 2016. The Capital Improvement Program (CIP) is a fiscally constrained 5-year program of SFMTA's capital projects. The CIP operates as an implementation plan for regional, citywide, and agency-wide strategies and policy goals. Projects include transportation infrastructure investments, various vehicle and equipment procurements, and other one-time initiatives such as plans, evaluations, and educational campaigns.

FUNDING SOURCES

Funds available for implementation of plan recommendations include the Proposition B Streets Bond and the General Obligation (GO) Bond. The Proposition B Streets Bond, approved by San Francisco voters in 2014, increased the base contribution from the General Fund to the SFMTA by a percentage equal to the City's annual population increase. It also requires that 75% of the population-based increase will be directed at projects that improve Muni's reliability, and the remaining 25% be directed towards capital expenditures to improve street safety. The GO Bond was approved by voters in 2014, and provides funding for critical capital investments to upgrade the transit system, improve service, enhance safety and accessibility, and support the long-term renovation of Muni's maintenance and storage facilities.

Other potential funding sources include Prop AA funding and District 5 Supervisor's allocation of Neighborhood Transportation Improvement Program (NTIP) Capital Funds. San Francisco voters approved Proposition AA (Prop AA) in November 2010, which uses revenues collected from an additional $10 vehicle registration fee on motor vehicles in San Francisco. Prop AA funds are intended for local road repairs, pedestrian

safety improvements, and transit reliability and mobility improvements throughout the city. Prop AA is a unique transportation funding source because pedestrian lighting is an eligible pedestrian safety project.

Prop K is the source for NTIP Capital Funds, which are intended to help advance capital projects identified in NTIP Planning project and improve competitiveness for other funds by serving as a funding match. These two funding sources alone have the potential to double the plan's existing funding committed by the CIP.

WHAT'S RECOMMENDED FOR THE WESTERN ADDITION?

Recommendations and Implementation

This plan identifies recommendations for improvements that could serve to address the issues raised in the community outreach process. The recommendations do not constitute physical projects proposed for approval; rather they are strategies identified by the planning team that could achieve plan goals and therefore warrant further consideration of their effectiveness and impacts in specific locations. Recommendations are divided into three categories according to scale and intensity: Near-Term; Mid-Term; and Long-Term Improvements.

NEAR-TERM IMPROVEMENTS

Near-term improvements proposed for the Western Addition community could improve street safety through low-cost, effective interventions, while simultaneously planning for more comprehensive, longer-term improvements. There are opportunities for near-term improvements at 41 different intersections throughout the project boundary, see Figure 5-1. These locations were identified based on community input from the Phase II Design Game and intersections identified for the Intersection Spot Improvement Package in Phase III. Additional locations were identified using Vision Zero pedestrian and cyclist injury data and collision analysis based on police reports. The recommended improvements that could benefit these intersections are detailed in the table on the following page and include engineer cost estimates for design and construction.

Vision Zero

These near-term improvements align with the engineering approach of the City's Vision Zero policy commitment to eliminate all traffic-related fatalities by 2024. Vision Zero is a policy that prioritizes the value of human life and the importance of creating a transportation system that is safe by focusing on five focus areas: engineering, education, enforcement, evaluation and policy.

Walk First

Phase I near-term improvements align with the WalkFirst quick and effective treatments. WalkFirst is a first-of-its-kind initiative in the United States to improve pedestrian safety in San Francisco.

A PRESENTATION OF POTENTIAL SOLUTIONS THAT COULD SERVE TO ADDRESS THE ISSUES RAISED IN THE COMMUNITY ENGAGEMENT PROCESS.

SUMMARY OF RECOMMENDED NEAR-TERM IMPROVEMENTS		
MEASURE	LOCATION	DESIGN + CONSTRUCTION ESTIMATED TOTAL COST
Leading Pedestrian Intervals (LPI)	14 intersections	$88,200
Continental Crosswalks	20 intersections	$321,300
Daylighting	20 intersections	$40,500
Advanced Limit Lines/ Stop Bars	15 intersections	$13,000
	TOTAL:	$463,000

NOTE: DESIGN AND CONSTRUCTION ESTIMATES ARE BASED ON 2016 COSTS AND SUBJECT TO CHANGE PENDING DESIGN

WalkFirst combines public engagement with technical and statistical analysis of where and why pedestrian collisions occur on city streets. Some Western Addition streets, like Turk Street, were identified by WalkFirst as an urgently needing pedestrian safety improvements.

Continental Crosswalks

Sixteen intersection crossings throughout the project boundary where community members identified pedestrian safety concerns, could be upgraded to continental crossings. The treatments would primarily be focused on Webster, Turk, Laguna, Steiner and Pierce Streets. Continental crosswalks are a striped zebra pattern at pedestrian crossings. The design helps to distinguish pedestrian crosswalks at intersections, thereby allowing for higher visibility of pedestrians by drivers.

Daylighting

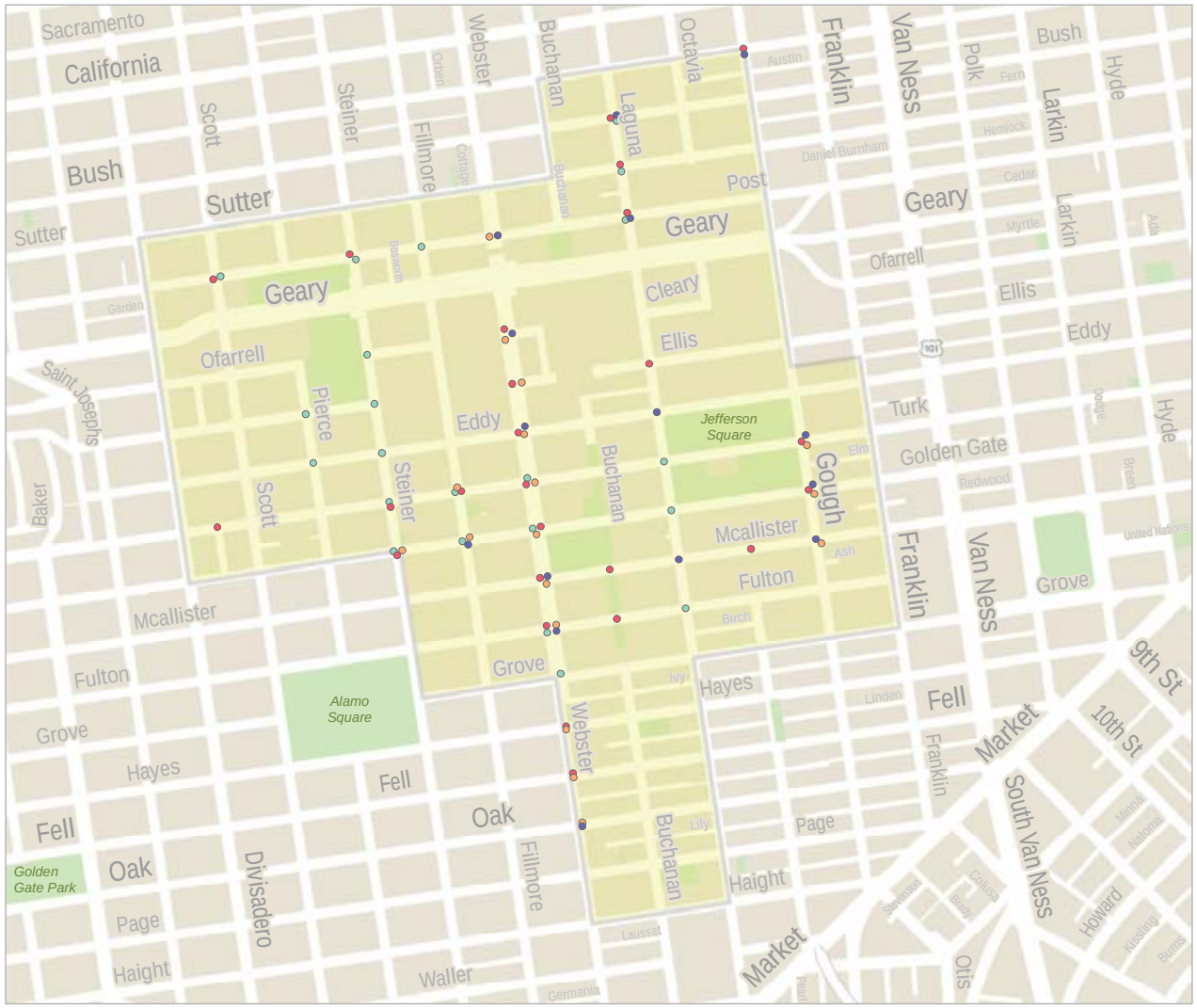
Daylighting could be effective at 18 intersections throughout the project area where pedestrian visibility was identified as an issue. Daylighting is a pedestrian safety measure achieved by painting red curbs immediately adjacent to the crosswalk, increasing drivers' ability to see pedestrians as they approach the intersection and minimizing conflicts. The red curbs adjacent to the crosswalk also increase the pedestrians' ability to see oncoming cars therefore pedestrians do not have to wade into the street to see vehicles entering the intersection. Simultaneously, drivers do not have to roll into the crosswalk to see if pedestrians are waiting to cross. Daylighting is especially helpful to children, who often cannot see, or be seen by, oncoming traffic, due to their height.

Advanced Limit Lines (Stop Bars)

Throughout the outreach process community members discussed their discomfort when drivers enter the crosswalks while they are in the crosswalk. Fourteen intersection crossings throughout the neighborhood were identified where stop bar relocations could reduce this discomfort. Stop bars (or advanced limit lines) are solid white lines extending across all approach lanes to indicate where vehicles must stop in compliance with a stop sign or signal. This treatment will increase pedestrians' comfort at crossings.

Leading Pedestrian Intervals

Leading pedestrian intervals (LPI) should be considered at 12 intersections. LPI locations would be focused on Webster and Gough Street corridors. Community members shared difficulty crossing at these intersections due to vehicle right turns not yielding to pedestrians. LPIs provide pedestrians a 3–5 second head start when entering an intersection crossing which is then followed by a green signal for cars. LPIs enhance the visibility of pedestrians in the intersection and reinforce their right-of-way over turning vehicles. The identified LPI locations would require assessment by engineers for suitability accounting for transit priority and additional signal timing.



Western Addition Community-Based Transportation Plan

Recommendation Phase 1
Intersection Spot Improvement Locations

Intersection Spot Improvement Treatments

- Advance Limit Lines
- Continental Crosswalk
- Daylighting
- Leading Pedestrian Interval
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:8,292

Date Saved: 12/22/2016

For reference contact: Danielle.Harris@sfmta.com

SFMTA Municipal Transportation Agency

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User Name: dharris1

Figure 5-1: Map of Intersection Spot Improvement Treatment Locations, Western Addition CBTP Near-Term Recommendations

The Near-Term recommendations in conjunction with existing Agency efforts will serve to enhance pedestrian safety throughout the Western Addition and ideally reduce the number of injuries throughout the neighborhood. These improvements are currently fully funded and could be implemented within the next two years.

MID-TERM IMPROVEMENTS

Potential mid-term improvements include a three- to two- lane road conversion, eastbound bike lane, edge lines and rectangular rapid flashing beacons. These measures could serve to create a safer and more connected transportation network within the Western Addition. Recommended mid-term improvements along with a summary table included below.

Golden Gate Avenue Road Diet

Community members identified Golden Gate Avenue as a major concern because of drivers' speeds and difficulty crossing. These concerns could be addressed by reducing the street from three to two eastbound travel lanes from Divisadero to Gough Street. The lane reduction could provide the opportunity for a buffered right-side running eastbound bike lane to be added to the south side of the street adjacent to the parking lane. This bike facility could contribute significantly to the City's Bike Network providing a new safe eastbound downtown connector. The narrowing of the street would reduce the street's freeway-like character, reducing vehicle speeds and creating a more residential feel to the street. Additional enhancements could include exploration of a protected bike facility, which would be explored during the design process.

Turk Street Safety Project

Consistent with the Vision Zero and WalkFirst initiatives, the Turk Street Safety Project targets this High-Injury corridor, which is one of 12% of

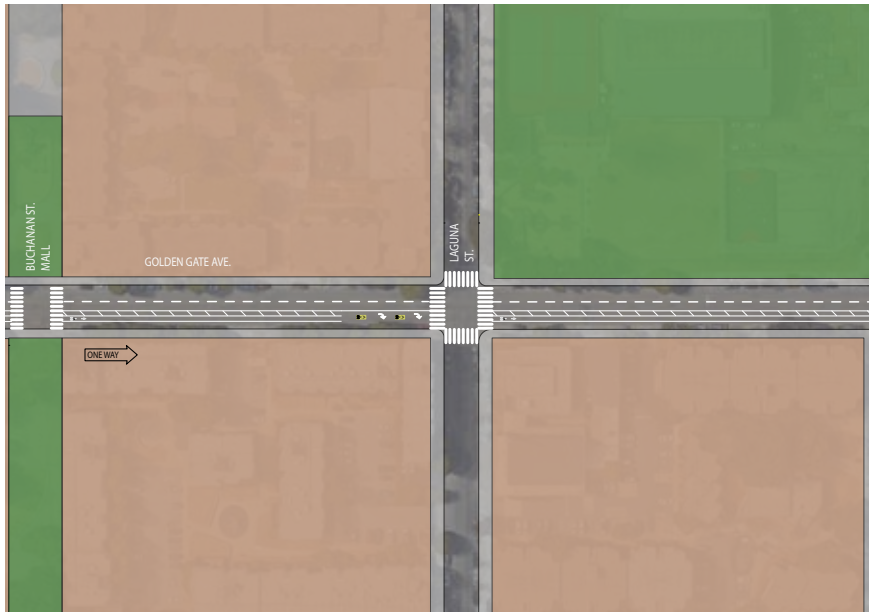


Figure 5-2: Plan View of Conceptual Golden Gate Avenue Road Diet Recommendation.

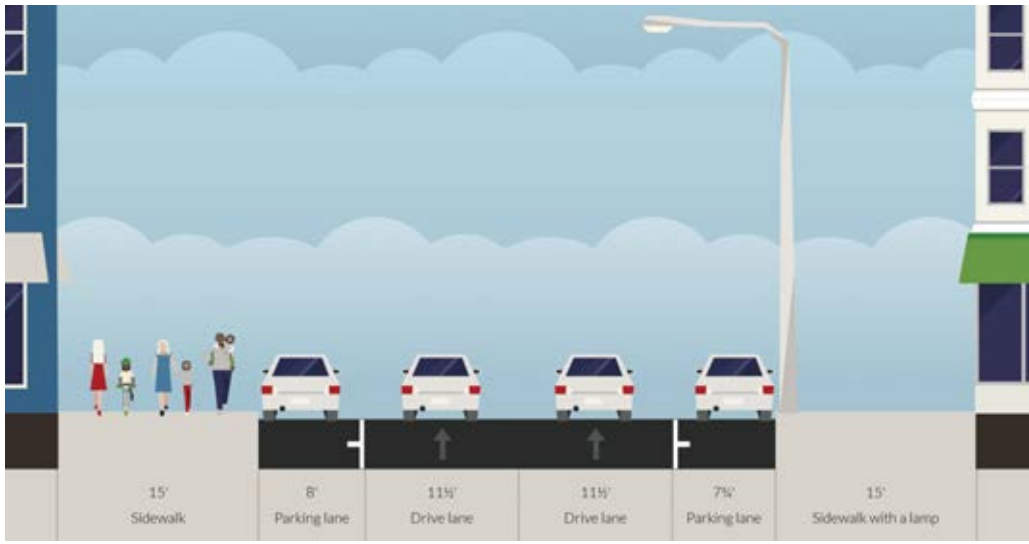


Figure 5-3: Cross-section of Recommended Turk Street Edge Lines.

Figure 5-4: Plan View of Conceptual Fillmore Community Connections Recommendation.

streets that account for 70% of traffic collisions. The project aims to design a safer and more comfortable walking and biking environment on the stretch of Turk Street from Market to Divisadero. The Western Addition portion of the project will have a separate outreach process to engage community members in a future design for the corridor, which may include a westbound bike facility pending community support.

Turk Street Edge Lines

Turk Street is a major east-west connector for cross-city travel and a Vision Zero High-Injury Corridor. During the outreach process, community members expressed concerns regarding the vehicle speeds and pedestrian safety along the street. To reduce vehicle speeds, painted edge lines separating the parking lanes from the travel lanes are recommended as an initial, low-cost, quick and effective improvement. This visual separation created by the edge lines could narrow drivers' perception of the street width and thus reduce vehicle speeds. Further enhancements will be explored as part of the Turk Street Safety Project.

Fillmore Community Connections

Another recommendation is the Fillmore Community Connections project. The proposed project could increase safety and enhance connections to substantial community assets along the Fillmore corridor like the Fillmore Center, Raymond Kimbell Playground, Historic Fillmore Jazz Preservation District and Fillmore Farmer's Markets. Enhancements would be focused on O'Farrell Street between Steiner and Fillmore Streets. At the O'Farrell and Fillmore Street intersection improvements could include stamped pavement and continental crossings. Due to the eight reported pedestrian injuries and one severe injury at this location, a traffic signal and ramp upgrades are scheduled as part of an existing SFMTA signals project. At the Steiner and O'Farrell entrance of Raymond Kimbell Playground the recommendations could include ramps to providing ADA access to the playground, upgrades to existing ramps and crossings, and two new continental crosswalks with a daylighting treatment.

Pedestrian Countdown Signals

Pedestrian countdown signals are a safety treatment that inform pedestrians and cyclists the amount of time they have to cross and indirectly inform drivers as well. Pedestrian countdown signals help to ensure adequate time for safe crossing at intersections.

In order to facilitate safer access to transit, three pedestrian countdown signals are recommended at three bus stops served by the 22-Fillmore, 2-Clement, 3-Jackson and 21- Hayes routes. Served by the 22-Fillmore, the Fillmore Street and Golden Gate Avenue stop, both on Vision Zero High-Injury Corridors, there were six known pedestrian and cyclist injuries and one severe injury within a four year period. At the 21-Hayes Webster Street stop there were two known injuries. This stop is also regularly used by families with children attending John Muir Elementary School and Hayes Valley Playground and Clubhouse located 2 blocks away. The third location recommended is at Sutter and

Laguna Street bus stop, which is served by both the 2-Clement and 3-Jackson.

Three additional pedestrian countdown signals are recommended in the northern project area, where there are high pedestrian injuries. The three countdown signals are located along Post Street, a commercial corridor within Japantown, at Steiner, Fillmore and Scott Streets. At these three intersections there are a total of eight reported pedestrian injuries and six reported cyclist injuries between 2008 and 2012.

In addition to the pedestrian countdown signals, leading pedestrian intervals (LPI) should be considered and provided where feasible, when installing these signals.

Rectangular Rapid Flashing Beacons

As major east-west city connectors, Turk Street and Golden Gate Avenue experience high vehicle speeds and are part of the Vision Zero High Injury Network. Community members identified McAllister as their most used east-west corridor, heavily used by all modes with issues such as commute congestion and unsafe pedestrian conditions due to cyclists and motorists failure to yield to pedestrians. McAllister Street also hosts a Muni Rapid route, the 5R-Fulton Rapid and a heavily used westbound bike route during the evening commute. Rectangular Rapid Flashing Beacons (RRFB) are solar-powered lights at the side of a roadway that flash when activated by push button. These signals help increase pedestrian visibility by notifying drivers and cyclists to yield to crossing pedestrians. RRFBs should be considered for installation on Turk Street, Golden Gate Avenue and McAllister Street at the Octavia Street mid-block crossings.

Turk Street Sign

Turk and Golden Gate Traffic Signal Upgrade Project

Signal upgrades in the form of pedestrian countdown signals and improved signal visibility are being pursued within the Western Addition as part of the Turk and Golden Gate Signal Upgrade Project. Signal enhancements would be considered on these two Vision Zero high-injury corridors at Divisadero, Pierce, Steiner, Fillmore and Laguna Streets. The pedestrian countdown signals at these locations would align with community input from community outreach phase II, where community members identified these intersection as pedestrian safety concerns.

Future McAllister Enhancements

McAllister Street is an increasing popular bike route connecting the western side of the city to the Market Street, Financial District and SoMa. During all three phases of outreach, community members expressed frustration and safety concerns around the incidence of perceived unpredictable behavior by cyclists and their failure to yield to traffic controls and pedestrians. No recommendations are included for the segment of McAllister between Van Ness and Fillmore Street. However the project team has initiated design review to analyze and address conditions. Agency staff is reviewing low-cost striping options to alleviate congestion and modal conflicts, especially bike-bus conflicts.

Muni Equity Strategy

Western Addition is a transit rich neighborhood served by 12 Muni routes, three of which are part of the rapid network, with 4 minute peak frequencies and three operate with 24 hour service as part of the late night owl service. The highest ridership route in the neighborhood is the 22 Fillmore, which carries over 15,000 customers per day. The 5/5R and 24 are also high ridership routes. The community identified

McAllister Street Sign

transit as a top priority but, the plan does not include direct transit recommendations, rather it focuses on increasing safety and access to transit routes.

However, the Western Addition is one of the neighborhoods targeted in the Muni Equity Strategy. The strategy notes on-time performance is as good or better in the Western Addition, than it is on comparable routes citywide. The 7R Haight-Noriega Rapid and the 5 Fulton are identified as needing improvement. The Strategy focuses on improvements to be completed within the next two year. The the 5 Fulton local improvements focus on service during the PM peak period and address community requests from Phase I and II outreach responses. Travel time and reliability improvements to the 5 Fulton included replacing stop signs with signals or traffic signals, like at Laguna. Bus bulbs were also implemented at Divisadero, Fillmore and soon Van Ness Avenue.

During the recommendations development process, additional transit travel time and reliability improvements were explored on McAllister at Laguna and Gough Streets, however no recommendations are included in the plan. Therefore in conjunction with the design review for the low-cost striping bike design on McAllister, transit islands should be considered at the Gough and Laguna outbound stops. Transit islands could reduce the time bus drivers need to exit and re-enter traffic, improving overall transit travel time. These islands could also reduce the prevalent weaving pattern between buses, cars and bikes, potentially preventing future conflicts.

Mid-Term recommendations serve to address the community's pedestrian safety concerns along priority streets and enhance overall the safety throughout the neighborhood. These efforts in combination with existing transit efforts will address the community's transportation priorities established in Phase I outreach.

SUMMARY OF RECOMMENDED MID-TERM IMPROVEMENTS

MEASURE	LOCATION	DESIGN + CONSTRUCTION ESTIMATED TOTAL COST
Golden Gate Avenue Road Diet	Golden Gate Avenue from Gough Street to Divisadero	$144,000
Turk Street Edge Lines	Turk Street from Gough Street to Divisadero	$57,000
Fillmore Community Connections	O'Farrell between Steiner and Fillmore	$270,000
Pedestrian Countdown Signals (6)	Golden Gate at Fillmore Webster at Hayes Post at Steiner Post at Fillmore Post at Scott Sutter at Laguna	$1,026,000
Rectangular Rapid Flashing Beacons (6)	Turk, Golden Gate and McAllister at Octavia mid-block crossings	$162,000
	TOTAL:	$1,659,000

NOTE: DESIGN AND CONSTRUCTION ESTIMATES ARE BASED ON 2016 COSTS AND SUBJECT TO CHANGE PENDING DESIGN

LONG-TERM IMPROVEMENTS

Long-term improvements are more capital intensive projects that would further enhance transportation safety and strengthen connections to parks and playgrounds within the Western Addition. The three efforts proposed for these long-term improvements are Laguna Street and Buchanan Mall Community Connections and a pedestrian lighting network, Walkable Western Addition.

Laguna Street Community Connections

The Laguna Street Community Connections project would address pedestrian safety issues along Laguna Street between Eddy and McAllister Street and strengthen the community's connection to the Jefferson Square Park and Margaret Hayward Playground. This project would be designed to reduce pedestrian crossing distances, improve pedestrian visibility and reduce vehicle speeds adjacent to these community spaces.

Margaret Hayward Playground Improvement Project

In addition to responding to community input, the Laguna Street Community Connection project is intended to support the San Francisco Recreation and Parks Department's Margaret Hayward Playground Improvement Project. The San Francisco Recreation and Parks Department's project aims to revitalize the entire park by expanding and improving the multi-use field, creating a central plaza, replacing the playground, basketball courts, and clubhouse, and improving the baseball and softball fields. The project will also establish new, safe ADA-compliant entrances in three locations: mid-block on Golden Gate, Turk and Laguna. Finally, the park project will improve the edge of the park to make it more safe and pedestrian friendly. The improvements proposed in the Laguna Street Community Connection project are intended to support these endeavors.

The Laguna Street Community Connections includes the recommendation of the following potential improvements:

Pedestrian Bulbs (Sidewalk Extensions)

At the Turk Street and Golden Gate Avenue intersections along Laguna Street, pedestrian bulbs (or sidewalk extensions) should be considered on the eastern corners adjacent to Jefferson Square Park and Margaret Hayward Park. Community members shared that crossing at these intersections is difficult and have concerns with children using these recreational facilities due to vehicle traffic and speeding. These pedestrian bulbs would visually and physically narrow the roadway, creating safer and shorter crossings for pedestrians. These bulbs could also provide space for benches, green plantings and street trees, creating a more inviting entrance to these community recreational spaces. To install the proposed pedestrian bulbs, relocation and upgrades to the existing sewer and water infrastructure would be included to ensure these facilities are in a state of good repair.

Landscaping

The large pedestrian bulbs on the east side of Laguna Street, adjacent to these recreational facilities could be outfitted with new green plantings to enhance the aesthetics of this pedestrian space. The specific landscaping would be determined by the Department of Public Works (DPW)landscape

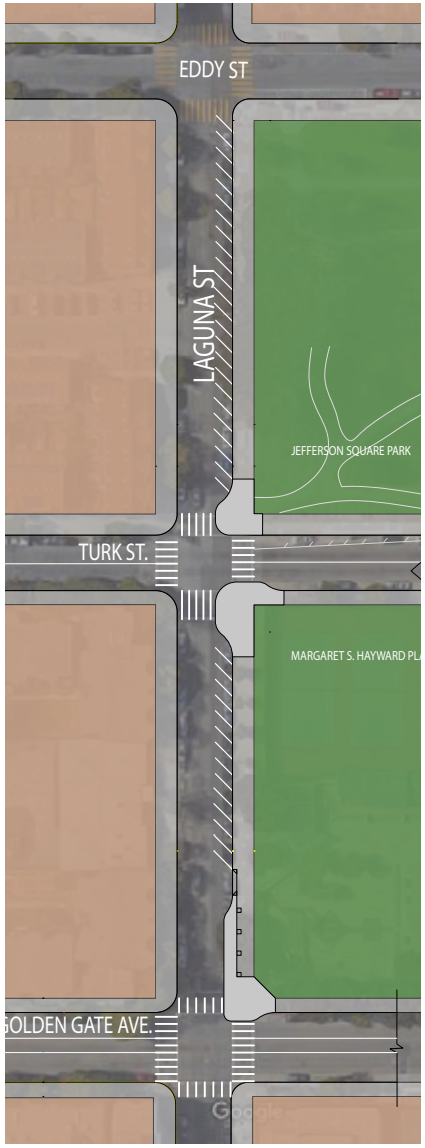


Figure 5-5: Plan View of Conceptual Fillmore Community Connections Recommendation

architects in the detail design phase of implementation. A maintenance agreement with Recreation and Parks Department or a local maintenance steward may be necessary for greening to be included in the project.

Angled Parking

On the east side of Laguna Street between Eddy Street and Golden Gate Avenue, adjacent to the park and playground, parallel parking could be changed to angled street parking. Angled parking would physically and visually and narrow the roadway, reducing vehicle speeds and improving traffic safety. This reconfiguration of parking provides more efficient usage of on-street parking space. The angled parking could also allow drivers to park with greater ease and speed addressing community congestion concerns. Angled parking should be pursued in future design phases.

Leading Pedestrian Intervals

An existing SFMTA project includes plans to implement pedestrian countdown signals at Turk Street and Golden Gate Avenue to improve pedestrian safety. Including a leading pedestrian interval (LPI) for these signals could further enhance pedestrian safety and therefore should be considered. LPIs give pedestrians a three to five second head start when entering an intersection, in advance of the green signal for vehicles. By allowing pedestrians to enter the intersection first, LPIs enhance the visibility of pedestrians in the crosswalk and reinforce their right-of-way over turning vehicles.

Pedestrian Lighting

Throughout the life of the project, there have been lighting requests from both District Supervisor Breed and community

SUMMARY OF RECOMMENDED LONG-TERM IMPROVEMENTS: LAGUNA STREET COMMUNITY CONNECTION

MEASURE	LOCATION	DESIGN + CONSTRUCTION ESTIMATED TOTAL COST
Bulb-outs	Turk Street and Golden Gate Avenue	$985,000
Striping	Between Eddy and Golden Gate	$101,300
Angled Parking	Between Eddy and Golden Gate	$2,300
Leading Pedestrian Interval (LPI)	Turk Street and Golden Gate Avenue	$37,800
Landscaping	Turk Street and Golden Gate Avenue	$180,000
Pedestrian Lighting	Between Eddy and McAllister	$864,000
Sewer and Water Upgrades	Turk Street and Golden Gate Avenue	$143,000
	TOTAL:	$2,313,400

NOTE: DESIGN AND CONSTRUCTION ESTIMATES ARE BASED ON 2016 COSTS AND SUBJECT TO CHANGE PENDING DESIGN

members, as a means to address pedestrian safety and security concerns. Lighting could help to make pedestrians more visible at night for drivers and promote walking by improving pedestrians' perception of security. Crime Prevention through Environmental Design (CPTED) is an urban design approach to deterring criminal behavior through the built environment and pedestrian lighting is an effective CPTED treatment. In addition to the existing street lights, new pedestrian lighting fixtures should be considered on both sides of Laguna Street between Eddy and McAllister. Additional lighting on the corridor could enhance the community's route to the 5- Fulton stop at McAllister and Laguna streets and the future grocery store at 555 Fulton, while discouraging crime along and within the adjacent residential and recreational space at Margaret Hayward Playground and Jefferson Square. This lighting would also contribute to the night walking network created by Walkable Western Addition mentioned later in the chapter.

Buchanan Mall Community Connections

The Buchanan Mall runs north-south between Grove and Eddy Streets and consist of five consecutive blocks of green space, three playgrounds, a half basketball court and pedestrian paths. The Buchanan Mall is primarily a pedestrian space and does not provide vehicle access. This Community Connection project would serve to enhance the connectivity of the mall from Eddy to Fulton Streets by reducing pedestrian crossing distances, improving pedestrian visibility and reducing vehicle speeds along these corridors. The project would propose a suite of improvements to the Buchanan Mall from Eddy to Fulton Streets.

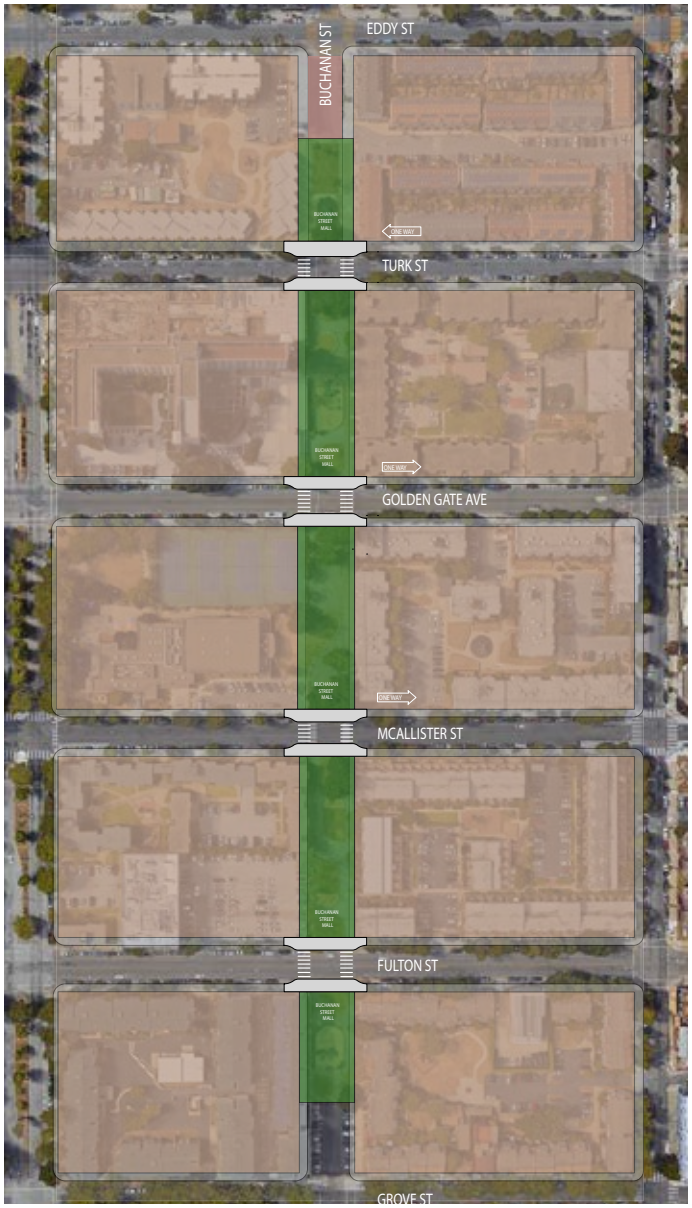


Figure 5-6: Plan View of Conceptual Buchanan Mall Community Connections Recommendation.

Buchanan Street Mall Park Activation Project + Vision Plan

In 2015 the San Francisco Recreation and Parks Department (RPD) embarked on a collaborative effort with community stakeholders to revitalize the Buchanan Mall, an underutilized stretch of parkland in the center of the Western Addition. The Buchanan Street Mall Park Activation Project was a successful community-based design process that mobilized neighbors around activating the mall in a positive way through story-telling, community gardens, and events hosted in the context of temporary installations of benches, planters and art. To follow up on the Activation Project, RPD is in the process of developing the Buchanan Mall Vision Plan with the community. The Vision Plan will define the community goals and guide the physical improvements. RPD anticipates completing the Vision Plan in early 2017 and will then raise funds for major capital improvements. One of the community's primary goals of both the Activation Project and Visioning Plan is improved safety throughout the mall and, in particular, at the street crossings. The Buchanan Mall Community Connections project would support this effort by improving the connectivity and safety of the mall.

Pedestrian Bulbs (Sidewalk Extensions)

Due to speeding and pedestrian visibility concern, mid-block pedestrian bulbs are recommended at the north and south sides of Turk Street, Golden Gate Avenue, McAllister and Fulton Streets. By physically narrowing the street widths, sidewalk extensions would reduce vehicle speeds, reduce pedestrian crossings distances and increase pedestrian visibility at the curb, creating a safer and more comfortable crossing. Pedestrian bulbs at these major corridors would also provide an opportunity for additional greening and other beautification, further enhancing the Buchanan Mall. Relocation and upgrades to the existing sewer and water infrastructure would be included to ensure these facilities are in a state of good repair.

Pedestrian Lighting

In an effort to address their walking safety and security, community members have communicated a strong need for pedestrian lighting throughout all three phases of community outreach. Consistent with this request, crime data reflects a high number of violent crime incidents throughout the length of the Buchanan Street Mall. The proposed lighting would discourage crime along the mall and promote Recreation and Parks Department's efforts to reactivate and program the space for the community. This lighting would also contribute to the night walk network created by Walkable Western Addition providing a north-south route.

SUMMARY OF RECOMMENDED LONG-TERM IMPROVEMENTS: BUCHANAN MALL COMMUNITY CONNECTION

MEASURE	LOCATION	DESIGN + CONSTRUCTION ESTIMATED TOTAL
Bulb-outs	Turk Street, Golden Gate Avenue, Mc Allister and Fulton	$592,000
Striping	Between Eddy and Fulton	$33,800
Rectangular Rapid Flashing Beacon (RRFB)	Turk Street, Golden Gate Avenue, Mc Allister and Fulton	$1,296,000
Landscaping	Turk Street, Golden Gate Avenue, Mc Allister and Fulton	$180,000
Stamped Pavement and Curb Ramp Upgrades	Eddy, Turk Street, Golden Gate Avenue, McAllister and Fulton	$43,200
Pedestrian Lighting	Between Eddy and Fulton	$864,000
Sewer and Water Upgrades	Turk Street, Golden Gate Avenue, Mc Allister and Fulton	$410,000
	TOTAL:	$3,419,000

NOTE: DESIGN AND CONSTRUCTION ESTIMATES ARE BASED ON 2016 COSTS AND SUBJECT TO CHANGE PENDING DESIGN

Rectangular Rapid Flashing Beacons

Seniors at Rosa Parks Senior Center located at Buchanan and Golden Gate Avenue highlighted their difficulty using the crosswalk at Golden Gate Avenue due to speeding and lack of visibility. After school teachers at Ella Hill Hutch Community Center had similar concerns at the McAllister intersection, adjacent to the center. In addition, students of Rosa Parks Elementary School use the Buchanan Mall to walk to school and are challenged by the existing street crossings. To improve the crossing safety by notifying drivers of pedestrians and encouraging reduced driving speed, rectangular rapid flashing beacons (RRFBs) could be installed at Turk Street, Golden Gate Avenue, McAllister and Fulton Streets where they intersect the Buchanan Mall. RRFBs are solar-powered lights at the side of a roadway that flash when activated by push-button.

Stamped Pavement

At the northern edge of the mall near Eddy Street, stamped pavement or other similar decorative paving treatments could help to reinforce this community space, reinforcing a sense of place and addressing pedestrian collisions.

Walkable Western Addition - Pedestrian Lighting Network

Street lighting is a key element in designing street environments by defining the visual nighttime environment in urban settings. Quality street lighting helps define a inviting and safe urban character and supports nighttime activities. Street lighting includes roadway and pedestrian lighting in the public right-of-way. Lighting that is designed for pedestrians is important in areas where people walk after dark. Pedestrian lighting is important to address actual safety concerns, both personal security and traffic safety, as well as to increase the perception of safety and encourage use of the area after dark.

Pedestrian-scale lighting differs from standard road lighting in a variety of ways. First, pedestrian lighting is closer to the ground with lights typically 12 to 15 feet high, while street lights are 20 to 30 feet high. In addition, pedestrian lighting is spaced closely together to create an even lighting of the sidewalk instead of alternating bright and dark spaces typical of street lights. As a further benefit, the human-scale of pedestrian lighting alerts drivers to the presence of pedestrians in an area, creating enhanced traffic safety. Therefore lighting should be designed not only for vehicular traffic on the roadways, but also for pedestrians on sidewalks and pedestrian paths.

In an effort to address both, District Supervisor Breed and community members' strong request for pedestrian lighting, the project team worked closely with Public Utilities Commission (PUC), who provides water, wastewater, and electric power services, including street lighting. In working with the PUC, they shared their on-going efforts to improve street lighting citywide. Started in early 2016, the PUC's LED Conversion effort will be replacing 18,500 City-owned street light fixtures with LED fixtures, which will improve street lighting conditions.

Specific to the Western Addition CBTP effort, PUC staff conducted a lighting analysis specific to project area to help the project team target dim corridors for future pedestrian lighting recommendations. The PUC's analysis consisted of a photometric evaluation of the area's existing High Pressure Sodium (HPS) Vapor Fixtures, the common street lights that emit yellow-like light. PUC conducted a similar lighting analysis of the Light Emitting Diodes (LEDs), the white light emitted by newer energy-efficient street lights. They also conducted a virtual evaluation of the area using Google Street View.

Based on their evaluation, the PUC found that with the existing older HPS street lights certain portions of the streets are not sufficiently lit. Furthermore if these older lights are converted to the newer energy-efficient LED street lights, these specific street segments would continue to remain under lit. In addition to these findings, there are issues with street trees shading the existing street lighting. If the Western Addition's streets are to be a key civic corridor, then sidewalks should be lit to an average of .5 foot candles; there are areas in which this criteria is not met. Replacing the existing yellow-like HPS lights with its LED equivalent may not be sufficient for improving the area.

Although using LED lighting will give the impression of the lighting being better due to better color rendering, for streets where the existing lighting is not sufficient, the PUC recommends using the next higher class of LEDs. The PUC also recommends key civic corridors where there are not .5 foot candles average maintained illumination on the sidewalk, the PUC recommends that either pedestrian lighting or additional roadway lighting, which will incidentally improve the pedestrian areas.

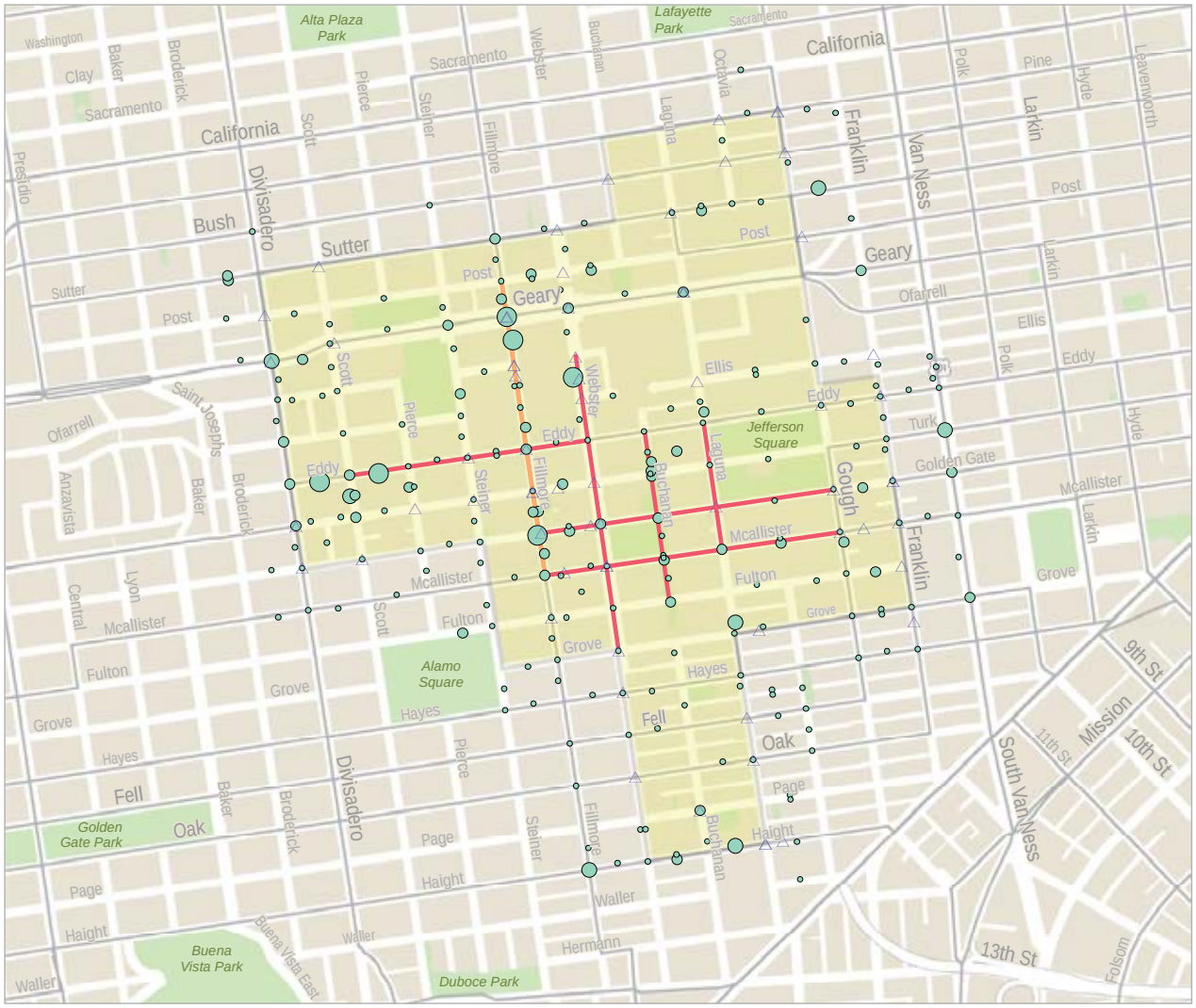
Based on the PUC's analysis and community input, the project team identified a network of east-west and north-south night walking corridors throughout the heart of the Western Addition. These corridors within the neighborhood area overwhelmed by high pedestrian injuries and night crime, specifically violent crimes. Pedestrian lighting would help to make pedestrians more visible to drivers at night, enhance pedestrians' discernibility of the sidewalk and promote walking by improving pedestrians' perception of security. Pedestrian lighting is a common tool used in Crime Prevention through Environmental Design (CPTED). Pedestrian lighting would help to address the community's pedestrian safety and security concern. This lighting could also provide a decorative, human-scale element in the streetscape, fostering neighborhood identity and improving street aesthetics. Pedestrian lighting could promote greater walking and biking throughout the Western Addition.

SUMMARY OF RECOMMENDED LONG-TERM IMPROVEMENTS: WALKABLE WESTERN ADDITION

MEASURE	LOCATION	DESIGN + CONSTRUCTION ESTIMATED TOTAL COST
Webster between O'Farrell and Grove	North-south; 7 blocks	$1,512,000
McAllister between Fillmore and Gough	East-west; 5 blocks	$1,080,000
Eddy Street between Scott and Webster Street	East-west; 4 blocks	$864,000
Golden Gate Avenue between Fillmore and Gough	East-west; 5 blocks	$1,080,000
	TOTAL:	$4,536,000

NOTE: DESIGN AND CONSTRUCTION ESTIMATES ARE BASED ON 2016 COSTS AND SUBJECT TO CHANGE PENDING DESIGN

The Walkable Western Addition pedestrian lighting network (see Figure 5-7) would be intended to provide community members safe and secure paths across the neighborhood core. The network was identified using pedestrian path of travel results from Phase I outreach, pedestrian lighting requests from the Phase II Design Game, pedestrian collision data, crime data and Muni bus routes. This pedestrian lighting network would safely connect community members to major destinations like Safeway, Ella Hill Hutch Community Center and the Fillmore Street commercial district. The network would also safely connect residents to and from Muni bus routes, specifically Muni's late night Owl service. These routes include



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User Name: dharris1

Western Addition Community-Based Transportation Plan

Recommendation Phase 3
Walkable Western Addition

Reported Night Collisions

- Ped and Bike Collisions at Night

Reported Incidents of Violent Night Crime

- 1 - 2
- 3 - 5
- 6 - 8
- 9 - 11

Pedestrian Lighting Corridors

- Existing Pedestrian Lighting
- Proposed Pedestrian Lighting
- Muni Transit Network
- Parks
- Western Addition CBTP Study Area

0.15 miles

Scale 1:9,677

Date Saved: 12/22/2016

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SFMTA Municipal Transportation Agency

Figure 5-7: Map of Walkable Western Addition Pedestrian Lighting Corridors and Reported Violent Night Crime Incidents, SFMTA Planning

5/5R-Fulton/Rapid, 22-Fillmore, 24-Divisadero, 31-Balboa, 38/38R-Geary Rapid, 47-Van Ness and 49-Mission. The Walkable Western Addition pedestrian lighting network is defined by the corridors here:

- Webster Street between O'Farrell and Grove
- McAllister Street between Fillmore and Gough
- Eddy Street between Scott and Webster Street
- Golden Gate Avenue between Fillmore and Gough Buchanan Mall between Eddy and Fulton (provided by Buchanan Mall Community Connections)
- Laguna Street between Eddy and McAllister(provided by Laguna Street Community Connections)

Currently, pedestrian scale lighting is allocated $50,000 as part of the Laguna and Buchanan Mall Community Connections projects. Prop AA serves as a rare and unique transportation funding source that can fund pedestrian lighting as a standalone pedestrian safety project. Prop AA funding could be pursued to fund the Walkable Western Addition Network, however additional funding may be available pending future allocations.

The proposed Long-Term recommendations are intended to address the community's more substantial asks, like pedestrian security and community gathering spaces. The Walkable Western Addition pedestrian lighting network could provide lighting on six of the community-identified priority corridors, which totals nearly 30 blocks of pedestrian lighting. The long-term improvements would also address the community's interest in communal spaces by helping the rehabilitation of two major recreational lands, the Buchanan Street Mall and Margaret Hayward Playground. With the implementation of these long-term improvements, the Western Addition neighborhood will ideally become a more livable and safe space for the residents.

Pedestrians walking

The implementation of plan recommendations will require further analysis and various approvals from the SFMTA. These approvals may include multi-agency design approvals, environmental clearance and potentially legislative approvals for the SFMTA Board.

Conclusion

Western Addition Community-Based Transportation Plan

A start to a safer and more livable Western Addition.

An effort to realize the Western Addition community's vision for the future.

WESTERN ADDITION COMMUNITY-BASED TRANSPORTATION PLAN

Conclusion

The Western Addition Community-Based Transportation Plan is one of many recent planning efforts that has been initiated within the neighborhood. The plan was intended to be a tool to compete for funding to improve mobility options for low-income communities, however it has succeeded in much more. The plan's community engagement process worked to renew the community's trust with the City and revealed the depth of resiliency, unity and energy that defines the Western Addition community.

The community's continued support and advocacy, partnered with the MTC, SFCTA and SFMTA efforts to pursue funding and overcome implementation hurdles will be essential toward the implementation of plan recommendations. These recommendations will help to realize the community's vision for a safer, more accessible and livable Western Addition.