

SFMTA Municipal Transportation Agency



November 10, 2015 OCSC Meeting



Key Messages: Vision Zero in Action

Proposals aim to mediate conflicts and create safer conditions for everyone, helping the city reach its Vision Zero goal

- Market Street identified as high-injury corridor
 - 162 injury collisions between 2012-2013 from 8th to 3rd streets
 - 4 of the top 20 intersections for pedestrian injury collisions
 - Top 2 intersections for bicycle injury collision



Break down of 162 injury Collisions





Initial Outreach Efforts

- Intercept survey in summer 2014
 - Staff surveyed over 1,100 people on Market Street between 3rd and 8th streets
 - 84% of respondents arrived by means other than a car
 - Those that did, typically didn't drive on Market
- Community Meeting 1 Nov. 2014
 - Obtained feedback on the proposals and way-finding opportunities
- Community Meeting 2 Jan. 2015
 - Minor adjustments to the proposals to accommodate commercial loading
 - Way-finding dropped to be pursued with the Better Market Street project



GPS and TNC Communications

- Reached out to Google, Apple, MapBox, Inrix, TomTom and Garmin
 - Google maps updated their application Aug.
 10, day before implementation of the restrictions

– Apple updated Oct. 14

- TNC's were notified of the proposal
 - Despite initial opposition, team identified safe loading areas off of Market Street with Uber and Lyft



Turn Restriction Noticing



The red arrow indicates a new turn restriction on Market Street in effect as of Tuesday, Aug. 11 紅色箭頭表示在Market街上禁止轉彎。這是從8月11日開始實行的新規定

La flecha roja indica una nueva restricción para girar en la calle Market que comenzó el Martes, 11 de agosto

Bicycles, Muni, taxis, paratransit, emergency vehicles and commercial vehicles are exempt from the turn restrictions

自行車, 公交車, 計程殘障人特殊車輛, 急救車和貨車可以不受轉彎限制

Bicicletas, Muni, taxis, paratránsito y vehículos de emergencia y comerciales están exentos de las restricciones

- Posted in nearby parking garages and along Market Street
- Handed out by Mid-Market CBD ambassadors and PCO's
- Posted on social media, SFMTA blog and available on website



【 311 Free language assistance / 免費語言語助 / Ayuda gratis con el idioma / Бесплатан помощь перезодченов / Tror gibp Thông dịch Nieh pi / Assistance linguistiqu gratuite / 新年の言語友理 / 守室 인이 지思 / Libering tubing para sa wikang Tagalog / การว่าแปลการวินารแกรกได้เป็นเป็นก็ประการว



Media Relations

- Social media posts on blog, facebook and twitter
- Press release and broadcast/ media coordination for board meeting and unveiling event
 - SF Chronicle cover story: "Market Street's no place to drive"





Feedback

What we've heard

- Increased congestion on cross streets slowing down bus service
- Many drivers are disobeying the restrictions
- Safer conditions for people walking and biking!

What we've done

- Additional transit-only lanes on O'Farrell and 7th streets
- Long-term roaming PCO to guide traffic in accordance with the restrictions
- Adjustments to PCO
 deployment protocol



David Chiu @DavidChiu · Aug 13

Back on a bike in SF! Biked Market 4 times today & already see major improvement thanks 2 #SaferMarketStreet project. bit.ly/1Kkauyc



Next Steps

- Preliminary evaluation underway
 - Initial review of speed data and transit performance show minor improvements in bus service
 - More extensive evaluation in spring 2016 to include: transit performance, congestion, economic impacts, crime and collisions
- Updates posted on SFMTA blog Oct. 28
- Implementation of final turn restrictions when Ellis Street reopens
 - Outreach being coordinated with Central Subway