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

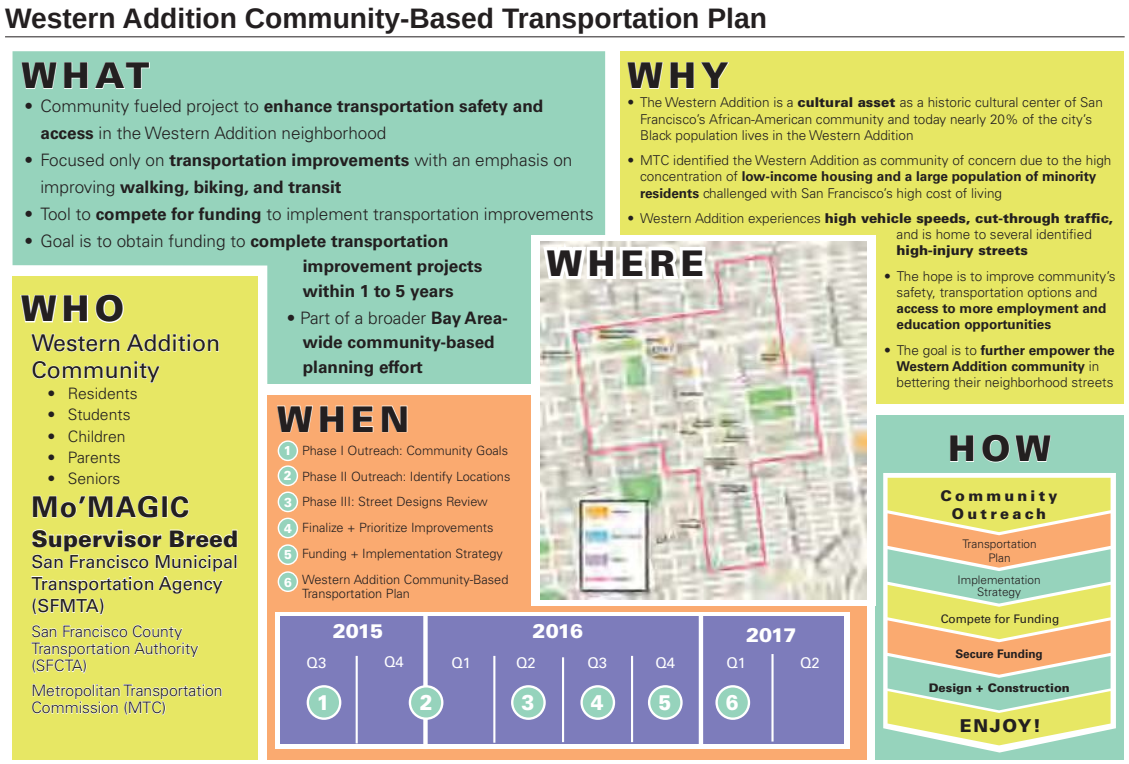


Figure 4-3: Who, What, Where, When, How Project Information Board, Western Addition CBTP Outreach material

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

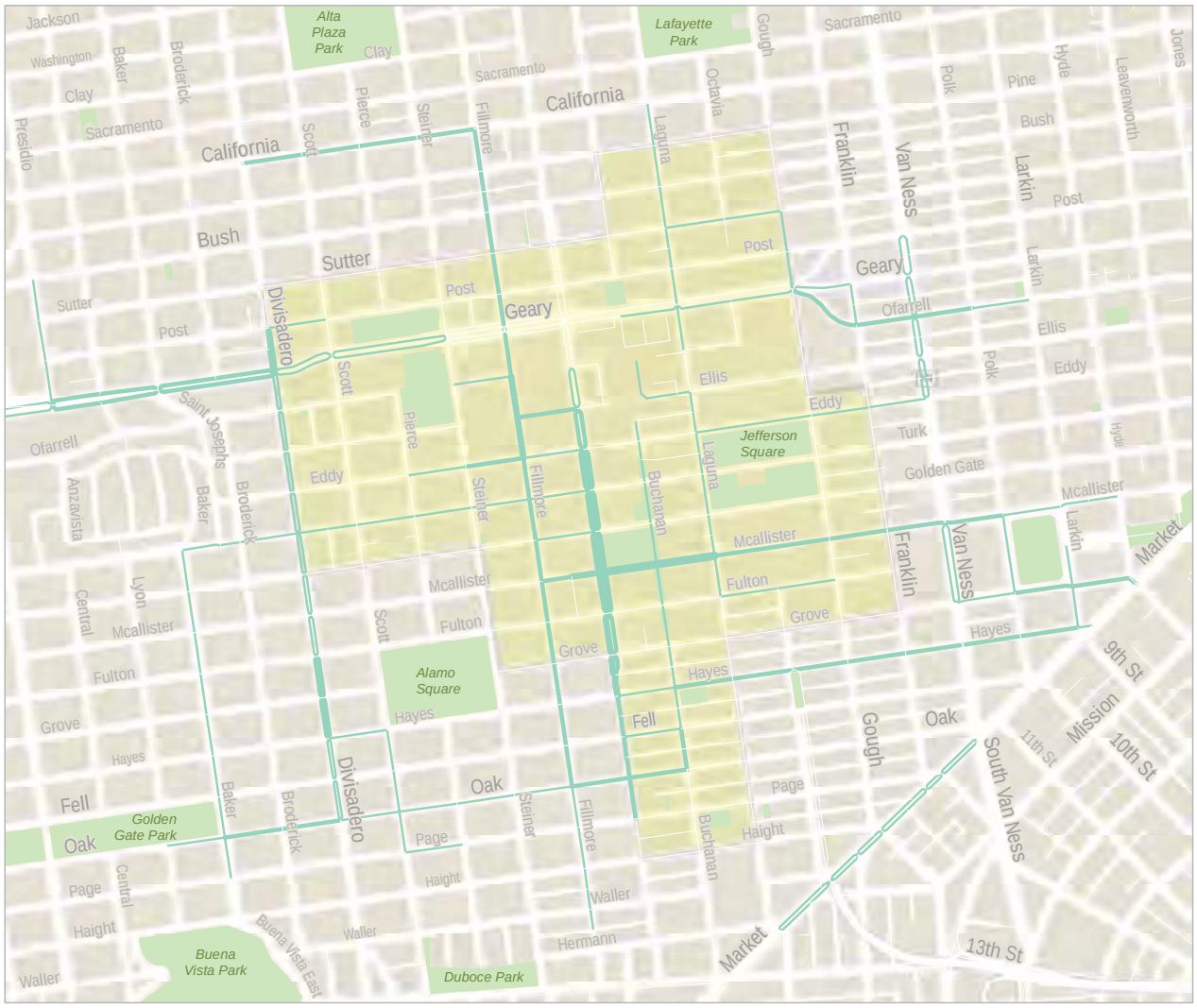
Over 250 Western Addition residents participated in Phase I Community Outreach. They were primarily reached through the three community workshops hosted within the project area, for less than 10% of responses came from the online survey. Following Phase I Community Outreach, all future outreach was conducted 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

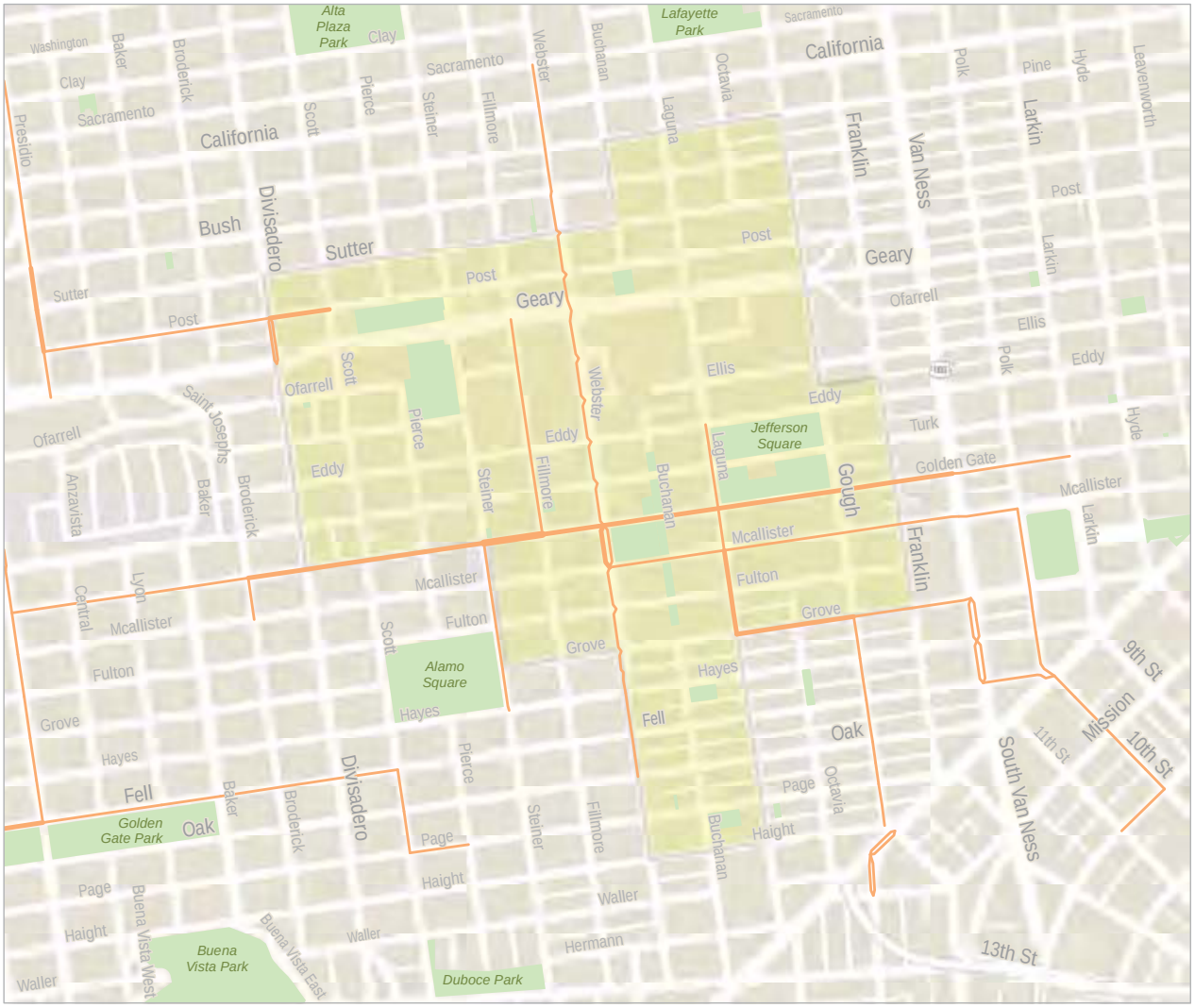
Scale 1:9,917

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

Document Path: \\mtanas\sfmtagis\01_Projects\Planning\WesternAdditionCommunityBasedTransportationProject\04_MXD\Phase1_POT_Peds.mxd
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

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

Document Path: \\mtanas\sfmtagis\01_Projects\Planning\WesternAdditionCommunityBasedTransportationProject\04_MXD\Phase1_POT_Bike.mxd
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

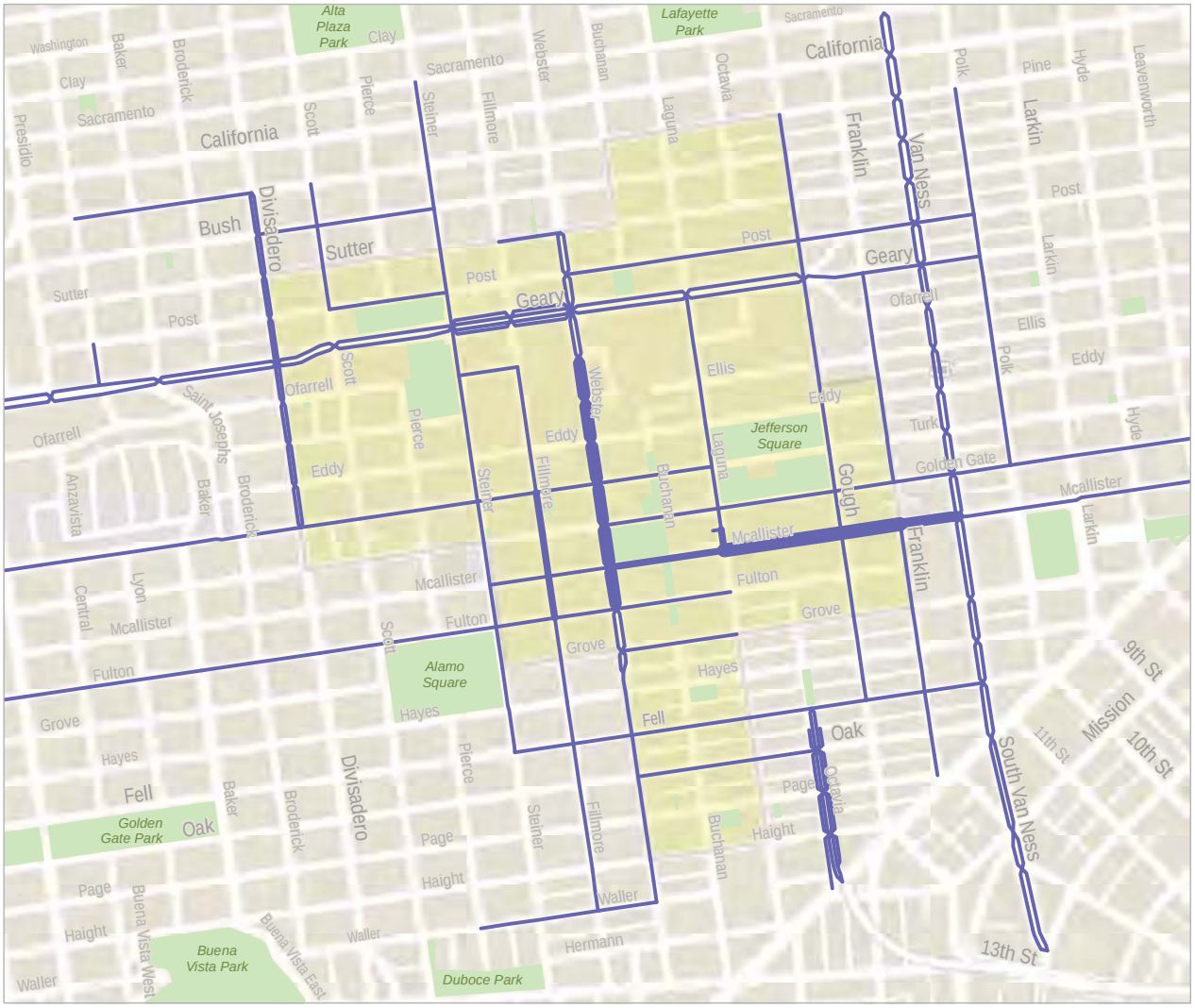
0.15 miles

Scale 1:9,740

Date Saved: 12/20/2016

For reference contact: Danielle.Harris@sfmta.com

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 river

- 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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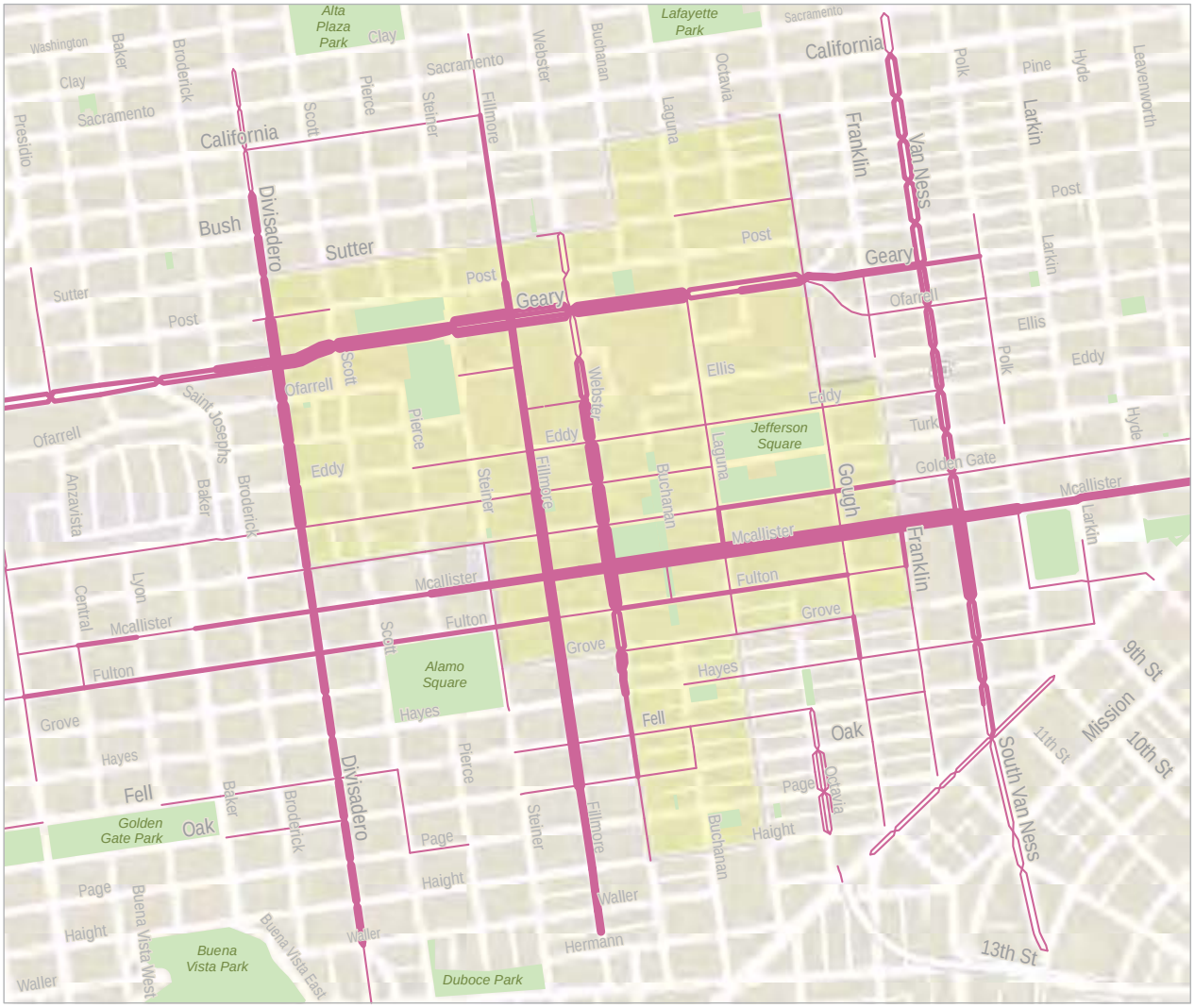
User Name: dharris1

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

For reference contact: Danielle.Harris@sfmta.com

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

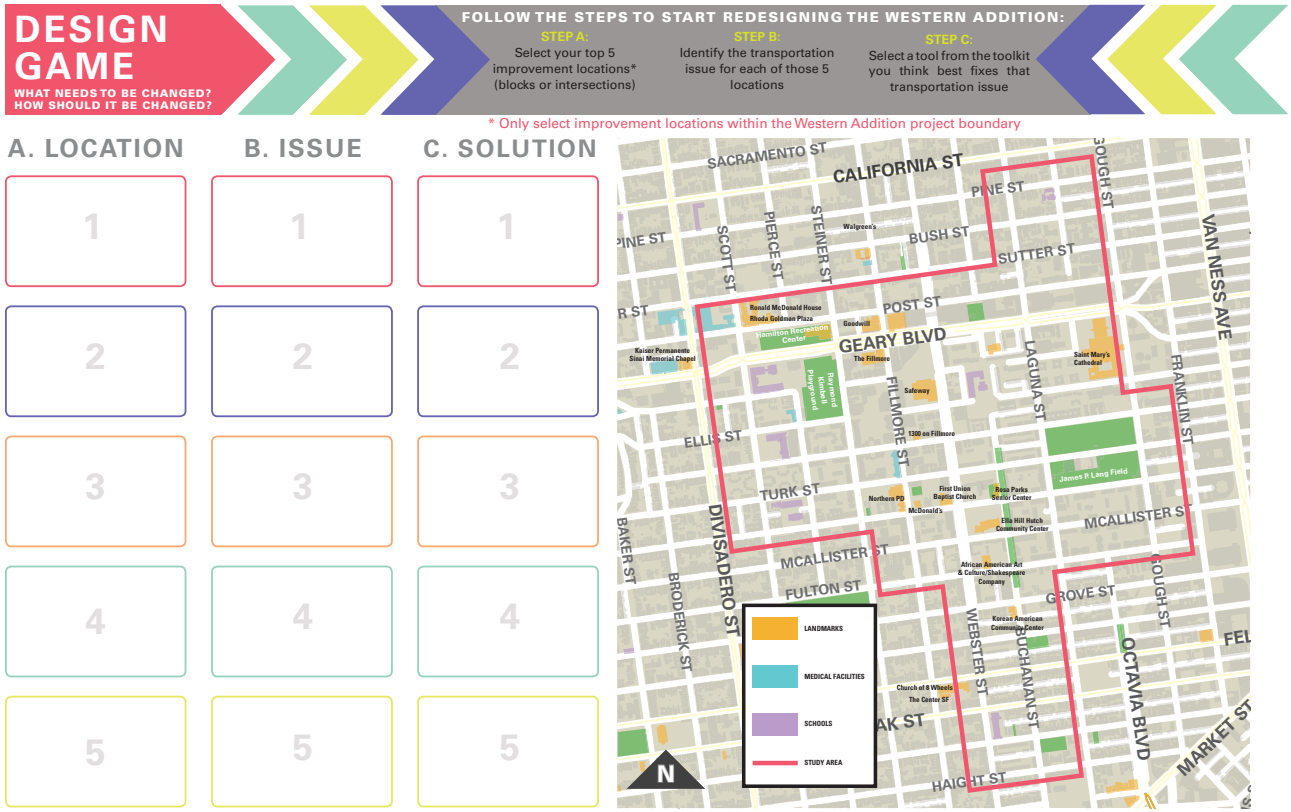
Transit Bulbs
Transit bulbs are sidewalk extensions at the location of a transit stop, typically about the same width as the adjoining parking lane. Transit bulbs can reduce transit travel times on bus routes by eliminating the need for buses to exit and re-enter the flow of traffic to access curbside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

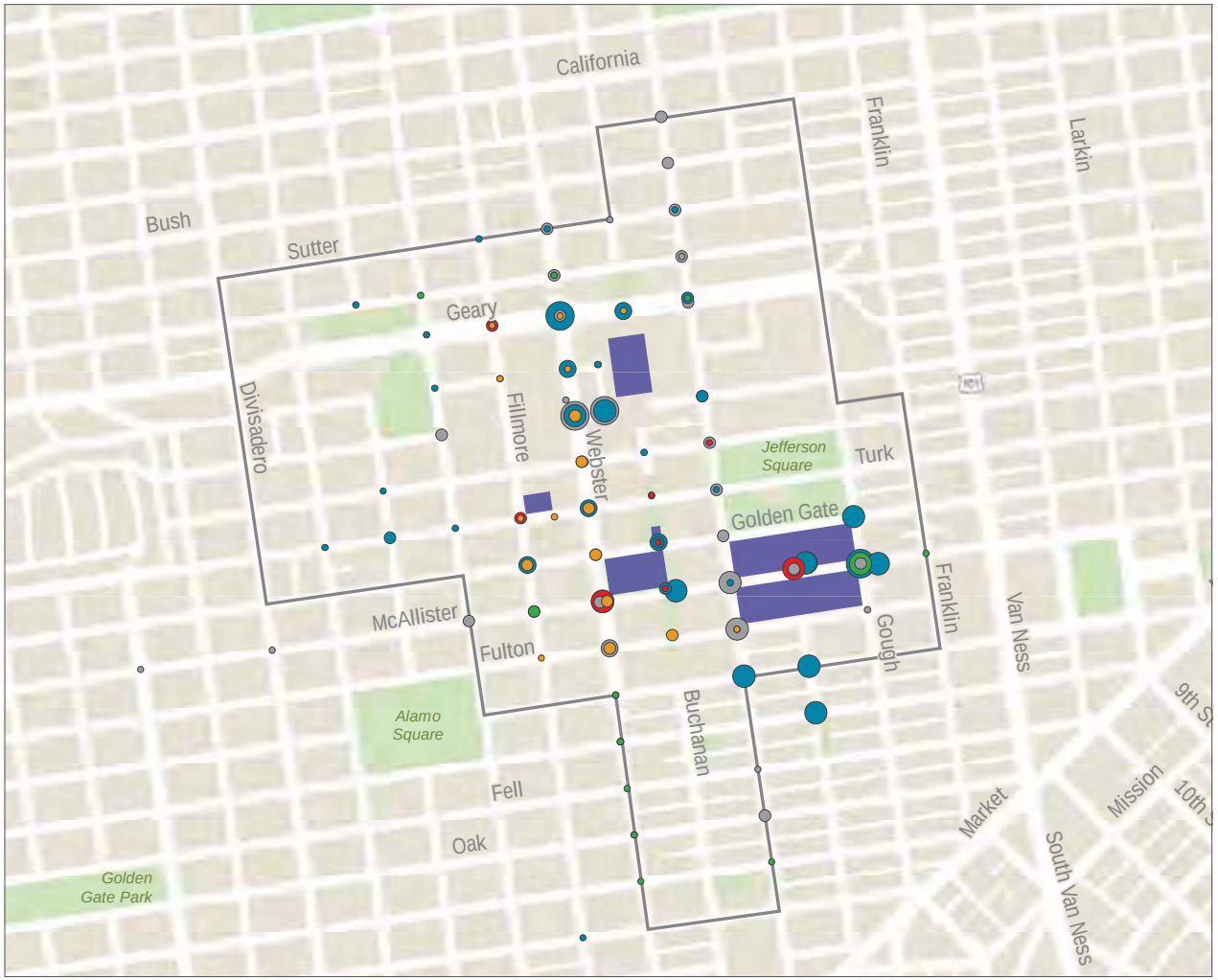
COMMUNITY OUTREACH PHASE II RESULTS

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

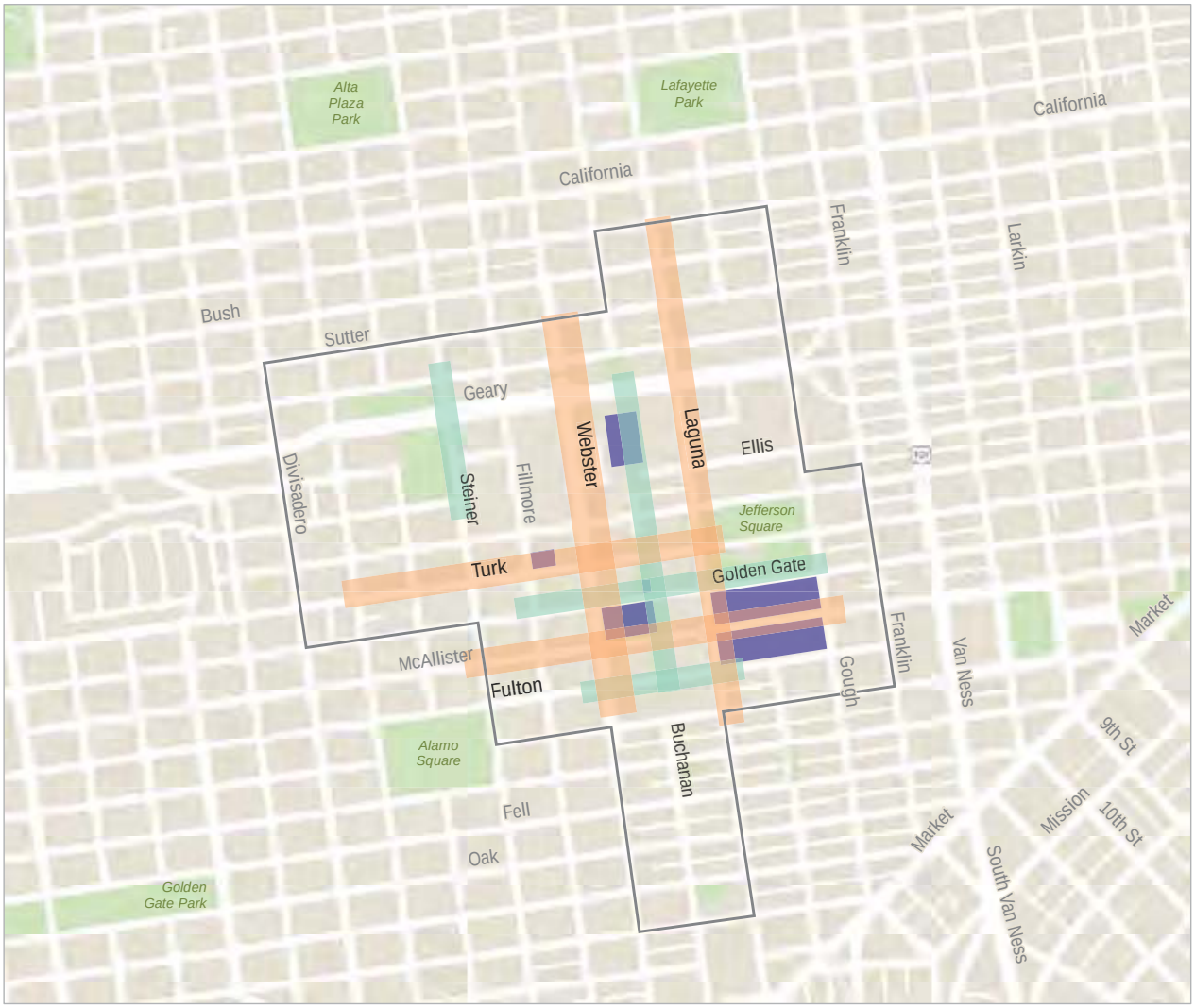
Figure 4-12: Community Design Game Issue Locations, Western Addition CBTP Phase 2 Results

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.



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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

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.

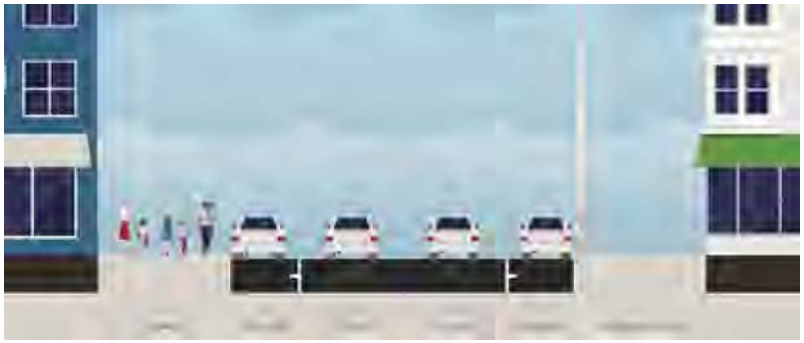
STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

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

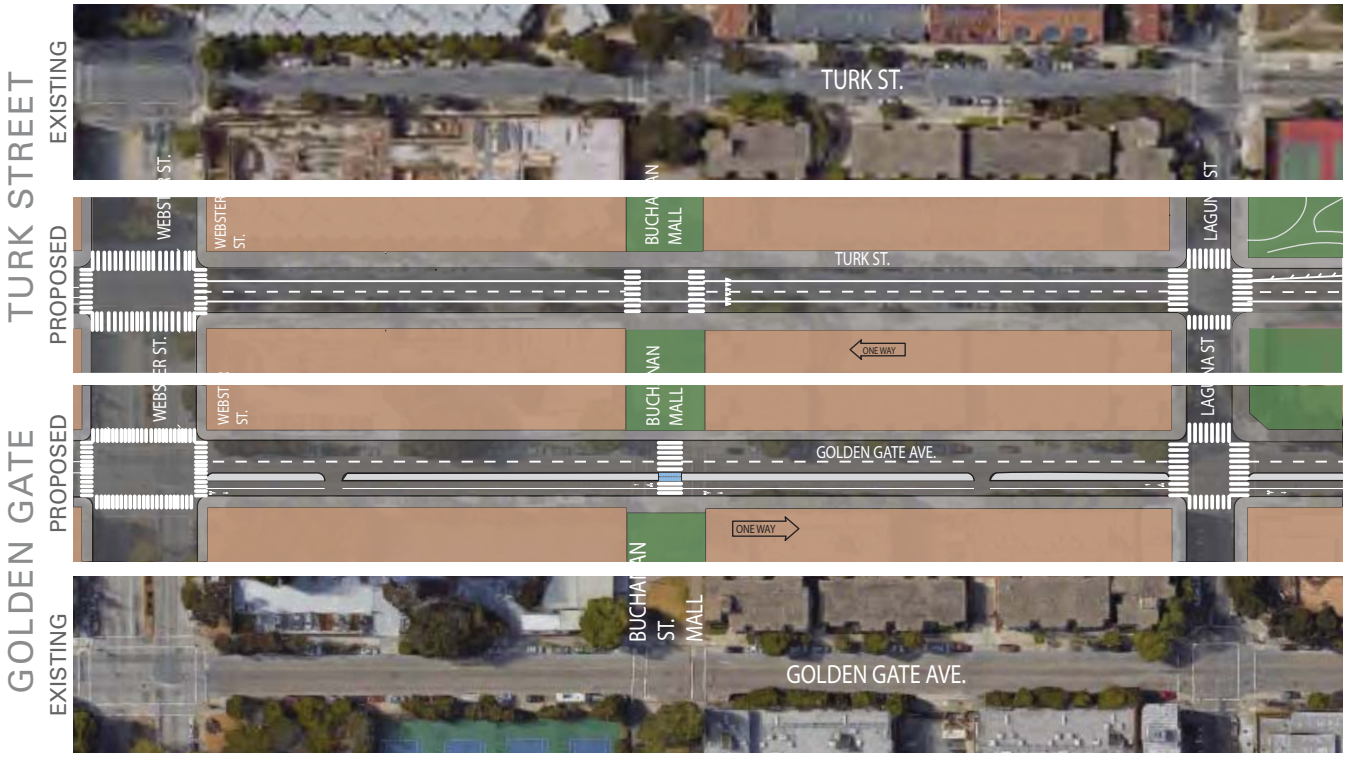
TURK STREET + GOLDEN GATE AVENUE OPTION A

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

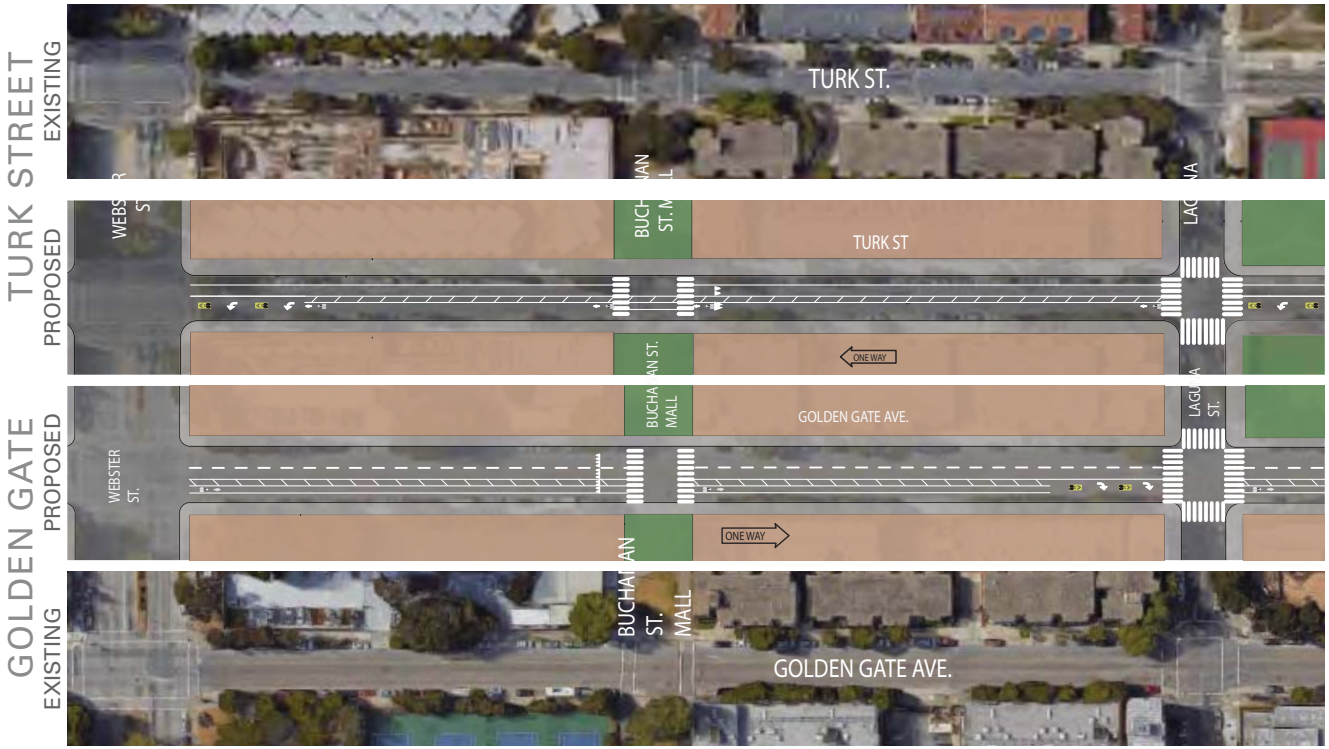
TURK STREET + GOLDEN GATE AVENUE OPTION B

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?

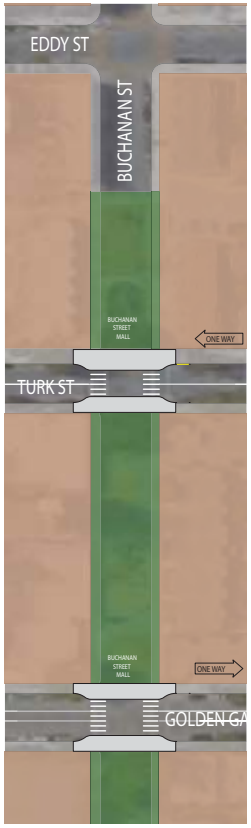
BUCHANAN FROM TURK TO GOLDEN GATE
FULTON STREET AT WEBSTER

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

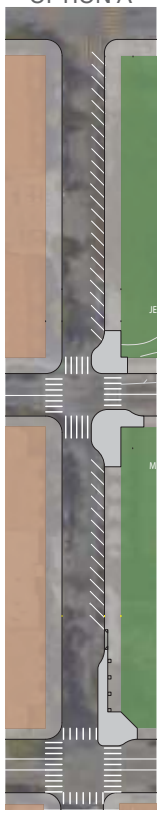
STREET DESIGN REVIEW
WHAT NEEDS TO BE CHANGED?
HOW SHOULD IT BE CHANGED?

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

LAGUNA STREET

EXISTING

PROPOSED OPTION A



PROPOSED OPTION B

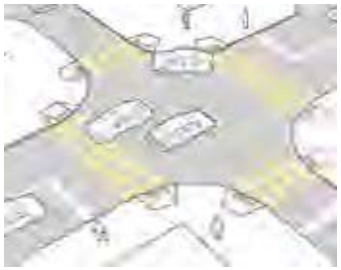
COMMUNITY CONCERNS
- Pedestrian Safety
- Speeding
- Congestion/ Cut-Through

COMMUNITY AMENITY
- Margaret Hayward Park
- Freedom West Homes

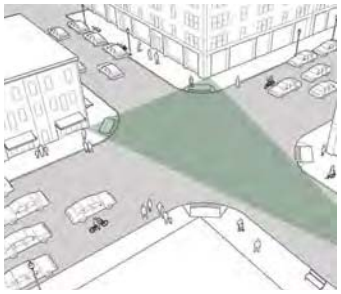
PROPOSED IMPROVEMENTS
- **Pedestrian Bulbs**
  Location: Turk St + Golden Gate
  Purpose:
  - Reduce pedestrian crossing distance
  - Increase visibility of pedestrians
  - Reduce vehicle speeds
- **OPTION A: Angled Parking**
  Location: between Eddy and Golden Gate Avenue
  Purpose:
  - Increase visibility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

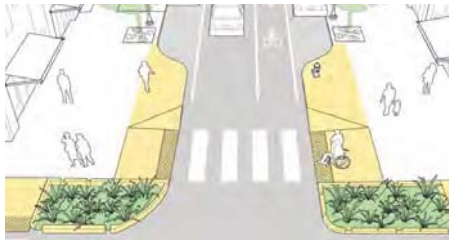
INTERSECTION SPOT IMPROVEMENT PACKAGE

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.

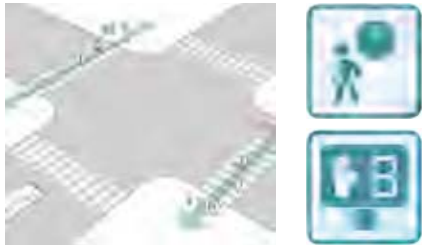


Daylighting creates a clear space near intersections to increase visbility to all roadway users and give better view of potential conflicts.





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

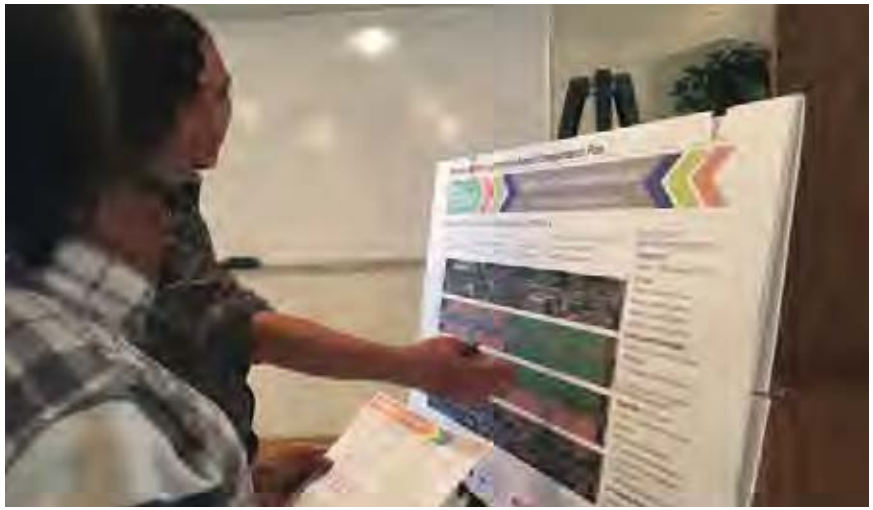
May 3, 2016
Freedom West Homes

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

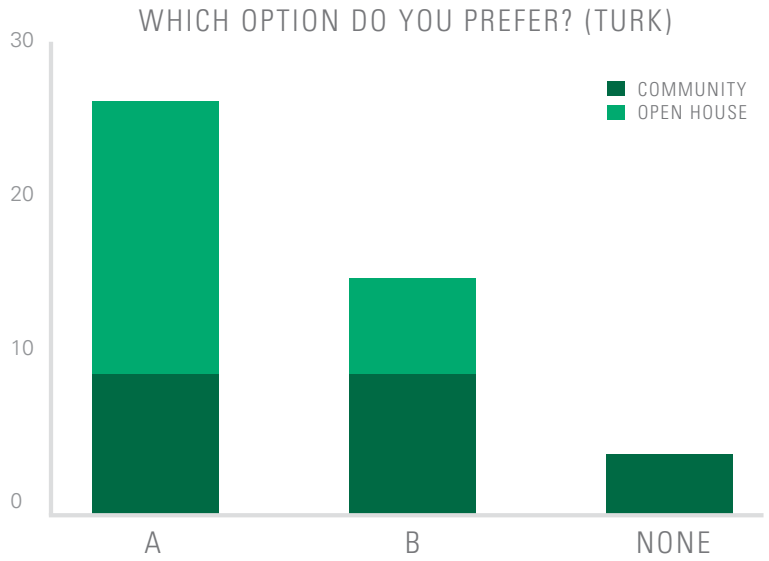
Using Excel, the project team quantified the detailed feedback from the scorecards completed by the community. From this analysis, project team understood the community's level of approval to specific design components of the designs. For instance the project team was able to determine the number of 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.



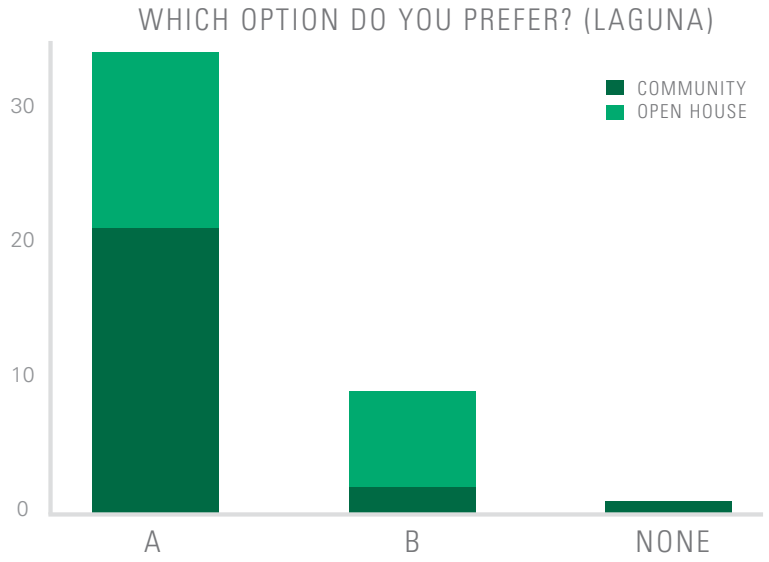
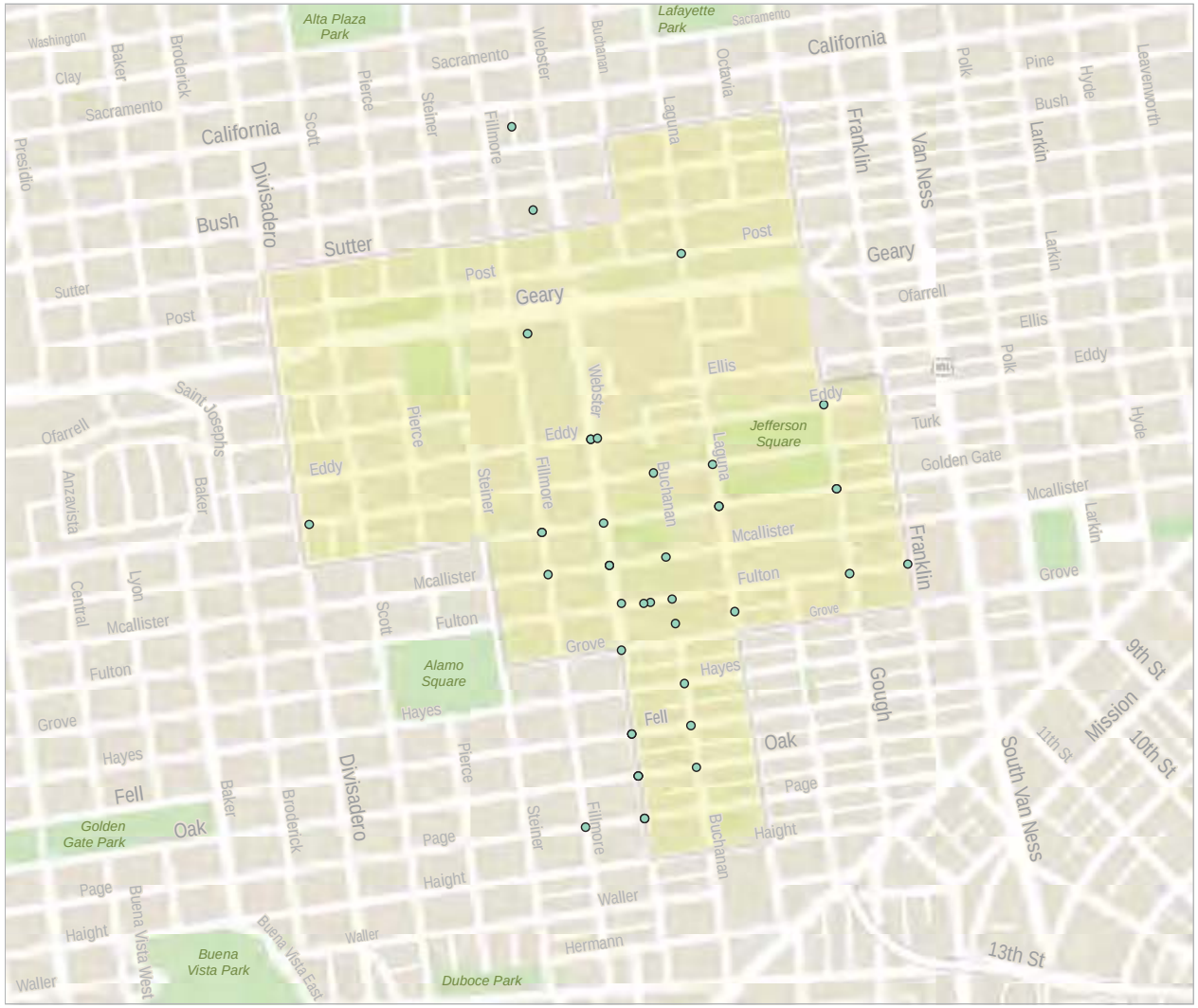


Figure 4-21: Analysis of Community Design Scorecard Feedback on Turk/Golden Gate and Laguna Street Conceptual Designs, Western Addition CBTP Phase 3 Results

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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User Name: dharris1

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

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.