Thank you for participating in today’s Folsom Streetscape Project Open House.

Project Timeline

2016-2018 Planning

2019 Approval

2020-2023 Design and Contract Award

2024-2026 Construction*

*Visit the Construction Timeline Board for more details
The Folsom Streetscape Project will make the South of Market Neighborhood (SoMa) a safer and more inviting place to walk, bike, shop, and take transit.

**Safety**
- Improve safety for all users
- Make biking, walking and riding transit in SoMa more comfortable

**Community/Public Realm**
- Reflect the cultural diversity and vibrancy of SoMa by improving the public realm and landscape
- Pedestrian and Roadway Lighting Improvements
- Landscaping Improvements including 65 New Trees
- 24 New Decorative Crosswalks
- 17 New Historical Sidewalk Plaques
- 17 New Benches

**Complete Street**
- Prepare for future growth in the neighborhood
- Roadway Base Repair & Resurfacing
- Roadway Repaving
- Electrical Utility Improvements
- Sewer and Drainage Improvements
- Water Utility Improvements
**Vision Zero**

Folsom Street is part of San Francisco’s High Injury Network, or the 12% of the city streets that account for 68% of the city’s traffic collisions.

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**2019 to 2023 Collisions**

- **134 Injury Collisions**
  - Zero Fatalities
- **19 Vehicle/Pedestrian**
  - 14 in Crosswalks
- **24 Vehicle/Bicycle**

**Vision Zero Collisions**

- Running Red Light (28)
- Speeding (15)
- Turns and Lane Changes (14)
- Failure to Yield at Crosswalks (9)
- Following too closely (8)
COMMUNITY DRIVEN PLANNING

The SFMTA has worked in close collaboration with neighbors, local businesses, community groups and users of the Folsom Street corridor since initiation of the project. In 2019, the SFMTA Board approved the project.

**PROJECT IMPROVEMENTS**

- NEW TRANSIT BOARDING ISLANDS
- TRAFFIC SIGNAL UPGRADE
- BULBOUTS
- RAISED CROSSWALK AT ALLEYS
- PUBLIC REALM IMPROVEMENTS
- LANDSCAPING IMPROVEMENTS (SUPPLEMENT/INFILL TREE PLANTINGS)
- PEDESTRIAN LIGHTING IMPROVEMENTS
- ROADWAY BASE REPAIR & RESURFACING
- UTILITY AND DRAINAGE IMPROVEMENTS
- TWO-WAY BIKEWAYS

**FEEDBACK FROM PREVIOUS OUTREACH**

- NEW TRANSIT BOARDING ISLANDS
- TRAFFIC SIGNAL UPGRADE
- BULBOUTS
- RAISED CROSSWALK AT ALLEYS
- PUBLIC REALM IMPROVEMENTS
- LANDSCAPING IMPROVEMENTS (SUPPLEMENT/INFILL TREE PLANTINGS)
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- ROADWAY BASE REPAIR & RESURFACING
- UTILITY AND DRAINAGE IMPROVEMENTS
- TWO-WAY BIKEWAYS

**Roadway pedestrian lighting, street trees, and raised crosswalks at alleys are the priorities for the public realm.**
THE VISION REALIZED: PROJECT BENEFITS

- Protected, raised bikeway and separated signal phases
- High-visibility and raised crosswalks, midblock signals and crosswalks
- Trees and landscaping
- Bulb-outs
- Transit only lane, upgraded islands and shelters, increased service on the corridor
THE VISION REALIZED: PROJECT BENEFITS

Replacement of a 100-year old brick sewer, improvements of water laterals, improving drainage and overland water flow, overhead contact wires

Civic amenity zones, benches, custom street name signs, commemorative sidewalk plaques, pole and cabinet wraps

Decorative crosswalks

Pedestrian-scale street lights

Repaving of the road, signal visibility and timing improvements, road diet
DECORATIVE CROSSWALKS

SoMa Pilipinas

Leather District

Yerba Buena Community Benefit District

DESCRIPTION:
DELAYED PROOF APPROVALS MAY DELAY ORDER
NO JOB WILL PROCEED WITHOUT A SIGNED PROOF.
CHANGE REQUESTS AFTER PROOF APPROVAL MAY RESULT IN SHIPMENT DELAY AND/OR CHANGE FEES.

COLORS MAY VARY ON DIFFERENT MONITORS
COLOR SAMPLES CAN BE PROVIDED UPON REQUEST.
PREFORMED THERMOPLASTIC MATERIAL.

KINDLY APPROVE AS NOTED...........

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APPROVED AS NOTED...............

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Trees and Landscaping

- Magnolia grandiflora
- Lophostemon confertus
- Bougainvillea
- Agave Spp.
- Lavender & Fox
- California fuchsia
- Hibiscus

Cultural District Signage and Commemorative Plaques

- Cultural Plaque

Benches

- Bench

Bike Racks

- Bike Rack

Flag Painting on Poles

- Bike Flag

Pedestrian Lighting

- Philips Urbanscape Post-Top Lights with 16' Poles

SFMTA.COM/FOLSOMHOWARD

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## PARKING & CURB MANAGEMENT

**Doubled yellow commercial loading zones** in response to business needs

**All new white passenger loading zones** will have accessible curb ramps

**More ADA blue loading zones** (2% of all metered parking) in compliance with PROWAG guidance

**Daylighting/red zones** in compliance with new state law AB 413

### COLOR CURB GUIDE

<table>
<thead>
<tr>
<th>Curb Color</th>
<th>Vehicles allowed</th>
<th>Doing what</th>
<th>For how long</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Vehicles with commercial plates</td>
<td>actively loading*</td>
<td>30 mins max</td>
</tr>
<tr>
<td></td>
<td>Commercial vehicles with 6 or more wheels</td>
<td>actively loading*</td>
<td>30 mins max</td>
</tr>
<tr>
<td></td>
<td>Any vehicle</td>
<td>actively loading*</td>
<td>5 mins max</td>
</tr>
<tr>
<td></td>
<td>Check signage</td>
<td>actively loading*</td>
<td>Check signage</td>
</tr>
<tr>
<td></td>
<td>Any vehicle</td>
<td>parking</td>
<td>Check signage</td>
</tr>
</tbody>
</table>
|            | Vehicles with valid disabled placard | parking | N/A

*SActive loading means that you are in the process of loading something or someone.

"Dual use" zones have two different regulations at different times of the day. Check signs for hours of operation.

There are no exceptions to time limits in loading zones. This includes vehicles with disabled placards. All vehicles are subject to citation and towing in any loading zone during operational hours. Commercial loading zones may be used by vehicles without commercial plates for up to 3 minutes for active loading.

For more information about color curb visit www.sfmta.com/getting-around/drive-park/color-curbs

### HOW TO USE NEW TYPES OF DELIVERY ZONES

**DUAL-USE ZONES**

Two different regulations in one zone depending on time of day (I.E. commercial loading during the day and general loading at night)

The curb will be painted white at dual-use zones

Zones vary in hours so check signs for hours

**GENERAL LOADING ZONES**

Any vehicle may load and leave vehicle unattended for up to 5 minutes, no vehicle (including placard holders) may stay beyond 5 minutes and will be subject to citation or tow

5-MINUTE LOADING ONLY

22 PM to 12 PM DAILY
Construction on Folsom Street will not take place along the entire corridor at the same time, but essentially be broken out in multiple segments:

Segment 3 - 11th St to 8th St (beginning Spring 2024)
Segment 2 - 8th St. to 5th St.
Segment 1 - 5th St. to 2nd St.

Scheduled Work Hours
7am to 6pm, Monday - Friday (weekends allowed but not scheduled)

Phases of Construction
» First, underground utilities (sewer, drainage and water improvements)
» Then, surface utilities and hardscape (overhead contact system, traffic signals, street lighting, curb-ramps, bulbouts, medians)
» Last, roadway resurfacing, landscaping and street furnishing (public realm improvements, street furnishing, trees and landscaping, striping)
Communication/Project Updates
Public Works Community Relations:
Dadisi Najib
626-271-2245
dadisi.najib@sfdpw.org

» Monthly E-mail Newsletters to stakeholders
» Project Webpage visit: https://www.sfpublicworks.org/FolsomSOMA
» Establishment of Merchant and Stakeholder Support Working Group
  » Monthly meetings
  » Marketing and branding resources to local businesses
  » SFMTA and OEWD support

What Happens During Special Events?
Public Works Community Relations Liaison along with the contractor will work with merchants and organizers in advance to coordinate construction activity around events including:

» Demobilization of major equipment and staging materials
» Housekeeping and removal of construction debris
» Sweeping and site-inspection, walk-through with stakeholders before event

The project team has partnered with SF Public Works’ Streetscape Program team to deliver the Folsom Streetscape Project. This team has delivered several SFMTA projects such as:

» Page Street Neighborway Project
» Upper Market Corridor Safety Improvements Project
» 19th Avenue Combined City Project
» Lombard Street Vision Zero Project
The City of San Francisco recognizes the particular difficulties that arise for businesses during periods of construction and the challenge to maintain business as usual along our commercial corridors. The Office of Economic and Workforce Development (OEWD) leverages partnerships between City agencies and non-profits to enhance and strengthen neighborhood commercial corridors around San Francisco.

Visit oewd.org to learn about the many programs and services we offer that can help your business succeed and thrive.

Business Resource Contact
Jada Jackson, Program Manager
Office of Economic & Workforce Development
(415) 554-6477 | jada.jackson@sfgov.org

OEWD Small Business Development Center
» Training
» Specialized one-on-one consulting
» Business strategy
» Marketing
» Financial management
» Capital sourcing
» Lease negotiation

Office of Small Business
» One on one help
» Permitting
» Licensing
» Regulations
» Accessibility laws
» Access to grants

Schedule an appointment here!
SFSBDC.org
415.937.7232

sfgov.org/osb
415-554-6134

Thriving during construction
We’ve got your back.

Schedule an appointment here!
COME VIEW THE PLAN HERE

Stay up to date: SFMTA.com/FolsomHoward
sfpublicworks.org/FolsomSOMA
Contact: Folsom@sfmta.com

Construction questions:
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