



Frida Kahlo Quick-Build Project

Evaluation Summary
Spring 2026

Executive Summary

The Frida Kahlo Way Quick-Build Project constructed a two-way protected bikeway, pedestrian safety improvements, and transit improvements on Frida Kahlo Way/Judson Ave. The project was substantially completed in summer 2024 and following adjustments to the project in the fall and winter, a project evaluation was conducted in winter/spring 2025. The project evaluation consisted of the collection of quantitative data and distribution of a qualitative survey to capture user feedback on the project elements.

The quantitative data was collected in February 2023 (“pre-project”) and February 2025 (“post-project”) to support thirteen separate evaluation metrics. These metrics provide insight into how well the project has met its goals of improving safety for people walking and biking and improving transit access and reliability while supporting greater land use changes in the area. They also provide insight into impacts that the project may have had on traffic congestion and ease of finding parking.

Key findings from the quantitative evaluation include a 120% increase in bicycle volumes and 56% increase in pedestrian volumes. Vehicle volumes remained consistent while speeds fell 2 mph and travel time increased 30-40 seconds. Travel times remained consistent for the 43-Masonic bus route, which saw a 6-7% increase in ridership for the within the project area.

The evaluation survey was distributed through flyers along Frida Kahlo Way and Judson Ave and email notification to campus and neighborhood stakeholder groups. The evaluation questions asked members of the public to identify perceived changes in safety, mobility, and access due to the project and provided opportunities for respondents to leave free responses.

Key findings from the qualitative survey included an increase in perceived safety for people travelling the corridor, particularly those walking and biking, an increase in perceived difficulty of finding parking, and reported need for additional improvements to transit stop signage, signal timing, and bikeway connections. The small sample size (n=106) and underrepresentation of students and other user groups means that these results should be taken as only a snapshot of user feedback.

Although the results of the evaluation reflect substantial completion of the Project, a few changes that were included in the approved scope have not yet been constructed as of May 2026. Most notably, the southern terminus of the bikeway has not yet been completed with the construction of a transit boarding island and lead-in northbound bikeway. This change will



provide physical protection for users of the bikeway, shorten the pedestrian crossing of Frida Kahlo Way, provide a bus shelter and dedicated waiting space for transit users, and eliminate the need for the 43-Masonic bus to pull to and from the curb. In-lane bus boarding may increase delay for drivers waiting behind the bus. The project team will perform a second, more focused evaluation of the Frida Kahlo Way / Cloud Circle (South) intersection and vicinity once these changes are in place.

Key Findings

- Average daily vehicle volumes remained consistent (within 5% of pre-project conditions)
- Weekday average 85th percentile speed decreased by 2 mph, from 32 mph to 30 mph
- On average, bicycle volumes increased by an average of 120%.
- On average, pedestrian volumes increased by 56%.
- Zero vehicles were observed violating the U-turn prohibition at the intersection of Frida Kahlo Way and North Access Road (Lee Avenue).
- Bike positioning, or where people are bicycling on the street, was observed to be happening mostly in the bikeway, about 74% of the time, which is lower than other separated bikeways implemented in the city. Most riders not in the bikeway were travelling southbound in the shared lane.
- On average, the bicycle signal compliance rate was 63% and very mixed between the two intersections observed (i.e., one showed much lower compliance than the other)
- Bicycle-pedestrian interactions at the transit boarding island were very low (3 recorded during the total 4 hours of observation) and most pedestrians utilized the crosswalk to cross between the transit boarding island to the sidewalk (71% of the time).
- Vehicles conducting loading activities were doing so by double-parking 73% of the time, which is higher than desired.
- Median vehicle travel time in the project area, measured during the AM, off-peak, and PM peak periods, has gone up by about 30 to 40 seconds after project implementation.
- Average transit ridership increased 6-7% at the 43-Masonic stops within the project area (consistent with citywide transit ridership growth), and 12-16% for all Muni stops serving City College.
- Travel times along the project corridor did not increase for the 43-Masonic.
- Baywheels usage at the two bikeshares stations within the project area increased 194-780%.
- 45% of all survey respondents feel that the project area feels safer now than it did in 2024. 32% say it feels about the same and 23% say it feels less safe.
- Concerns about signal timing and clarity of traffic control devices (ex. bus stop signs, stop signs, bikeway pavement delineation) appear in multiple survey responses.
- Survey responses were split between vehicle parking being unaffected and it being harder to find than in 2024.
- Some survey comments refer to the need for more improvements at transit stops.
- The survey had a relatively small response sample, and most respondents were residents of the surrounding neighborhoods. City College students were notably underrepresented in the responses.

Evaluation Framework

Dates of Data Collection:

- Pre-implementation: February 2023
- Post-implementation: February 2025

The project was substantially completed and open for use in July 2024.

Metrics

Metric	Data Source
Average Daily Vehicle Volume	Pneumatic tubes
Typical Daily Vehicle Speed	Pneumatic tubes
Average Bicycle Volume	Turning movement count
Average Pedestrian Volume	Turning movement count
Frequency of Vehicle U-turns (U-turn restriction compliance)	Turning movement count
Bike Positioning	Observations
Bicycle Signal Compliance and Bicycle-Pedestrian Interactions	Observations
Bicycle-Pedestrian Interactions and Close Calls at Transit Boarding Island	Observations
Vehicle Loading Characteristics and Behavior (<i>frequency of vehicle double-parking</i>)	Observations
Vehicle Travel Time	Inrix
Transit Ridership	SFMTA data
Transit travel time	SFMTA data
Bikeshare usage	SFMTA data
A perception survey was also administered to qualitatively measure people's thoughts on safety and transportation in the project area after the project was implemented.	

Findings

Metric 1 – Average Daily Vehicle Volume

Vehicle volumes were measured for 48 hours during the pre-implementation and post-implementation data collection periods.

Weekday vehicle volumes in the project area decreased by an average of 5%, which is considered to be within the threshold of normal daily variation.

Average Daily Vehicle Volume

Location	Pre-Implementation	Post-Implementation	% Change
Frida Kahlo Way between Cloud-Science Circle (north) and mid-block x-walk	7,000	6,600	-6%
Judson Ave between Genessee St and Foerster St	4,800	4,700	-3.4%
Project Area Estimate	5,900	5,650	-5.0%

**Values are rounded to the nearest hundred*

Metric 2 – Typical Daily Vehicle Speed

Vehicle speeds were measured for 48 hours during the pre-implementation and post-implementation data collection periods. The average daily 85th percentile speed was calculated to analyze the change between the two conditions.

On average, weekday 85th percentile vehicle speeds decreased by 2 mph across all locations where vehicle speed data was collected.

Weekday Average 85th Percentile Vehicle Speed

Location	Weekday Avg. 85 th Percentile Speed (mph)		Difference
	Pre-Implementation	Post-Implementation	
Frida Kahlo Way between Cloud-Science Circle (north) and mid-block x-walk	31	29	-2
Judson Ave between Genessee St and Foerster St	32	31	-1
Project Area Estimate	32	30	-2

Metric 3 – Average Bicycle Volume

Pre-implementation and post-implementation bike volumes were collected using intersection turning movement counts. Counts were conducted for two days and for each day a total of 6 hours (2-hours during the AM, midday, and PM periods). Bike volume is the total counted bicyclists passing through a point at the intersection for all time periods. The average bicycle volume is the average of the total volume over two days.

To calculate through volumes, screenline volumes were calculated for each location using the corresponding roadway direction. For example, Foerster Street and Judson Avenue use eastbound and westbound screenlines (i.e., all applicable movements moving in that direction), whereas all the Frida locations use northbound and southbound screenlines.

Due to data issues with the pre-implementation data, one of the five intersections observed, Genessee Street at Judson Avenue, was omitted from the analysis.

On average, there was a 120% increase in bicycle volumes after project implementation.

Average Bicycle Volume

Location	Avg. Bicycle Volume		Difference	% Change
	Pre-Implementation	Post-Implementation		
Foerster St at Judson Ave	10	13	+3	+30%
Frida Kahlo Way at North Access Rd (Lee Ave)	33	72	+39	+118%
Frida Kahlo Way at Cloud/Science Cir (north)	30	71	+41	+137%
Frida Kahlo Way at Cloud/Science Cir (south)	25	62	+37	+148%
Project Area Estimate	25	55	+30	+120%

**Values are rounded to the nearest whole number*

Metric 4 – Average Pedestrian Volume

Pre-implementation and post-implementation pedestrian volumes were collected using intersection turning movement counts. Counts were conducted for two days and for each day a total of 6 hours (2-hours during the AM, midday, and PM periods). Pedestrian volume is the total counted pedestrians at all crosswalk legs at the intersection for all time periods. The average pedestrian volume is the average of the total volume over two days.

Due to data issues with the pre-implementation data, one of the five intersections observed, Genessee Street at Judson Avenue, was omitted from the analysis.

On average, there was a 56% increase in pedestrian volumes after project implementation.

Average Pedestrian Volume

Location	Avg. Pedestrian Volume		Difference	% Change
	Pre-Implementation	Post-Implementation		
Foerster St at Judson Ave	142	207	+65	+46%
Frida Kahlo Way at North Access Rd (Lee Ave)	466	1,585	+1,119	+240%
Frida Kahlo Way at Cloud/Science Cir (north)	752	1,110	+348	+46%
Frida Kahlo Way at Cloud/Science Cir (south)	1,668	1,826	+158	+9%
Project Area Estimate	757	1,180	+423	+56%

**Values are rounded to the nearest whole number*

Metric 5 – Frequency of Vehicle U-turns (U-turn Prohibition Compliance)

Vehicle U-turn prohibition was implemented at the intersection of Frida Kahlo Way at North Access Road (Lee Avenue). This metric looks at U-turn prohibition compliance or the frequency of vehicle U-turns.

Pre-implementation and post-implementation vehicle turning movements were collected using intersection turning movement counts. Counts were conducted for two days and for each day a total of 6 hours (2-hours during the AM, midday, and PM periods). Frequency is shown for the total 6 hours and as an average of the two days.

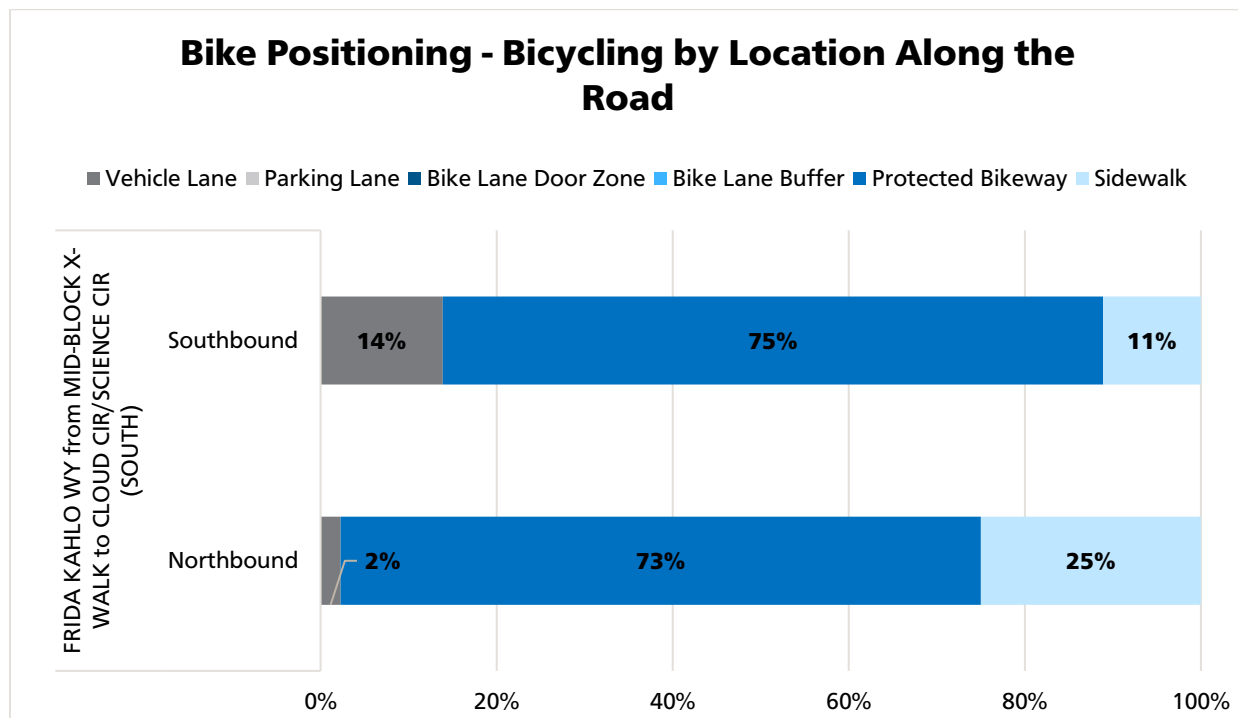
In post-implementation conditions, 0 vehicles were observed violating the vehicle U-turn prohibition. In pre-implementation conditions, vehicle U-turns were infrequent as well, with an average of 4 observed during the total six hour period. All of the observed U-turns in the pre-implementation condition were in the southbound direction.

Metric 6 – Bicycle Positioning

Bicycle positioning refers to the location of a bicyclist within the cross section of the street (i.e., within a bike facility, in a vehicle lane, in the curb lane, on the sidewalk, etc.). Bicycle position can be an indicator for the effectiveness of a bikeway in safety, comfort, and sizing. The ideal condition is a high proportion of people on bikes to be in the bikeway.

Bicycle positioning was observed after project implementation in the project area at one location to determine whether people riding bikes were doing so in the newly installed separated bikeway. Additionally, bicycle positioning was observed just south of the terminus of the two-way bikeway to determine path of travel for people exiting the bikeway. No bicycle positioning data was collected before project implementation.

On average, people on bikes were observed to be riding in the bikeway 74% of the time, which is lower than other separated bikeways implemented in the city. There is a higher than usual amount of people riding on the sidewalk (19%), and almost a tenth of people biking (8%) are doing so in the roadway or parking lane.



Metric 7 – Bicycle Signal Compliance and Bicycle-Pedestrian Interactions

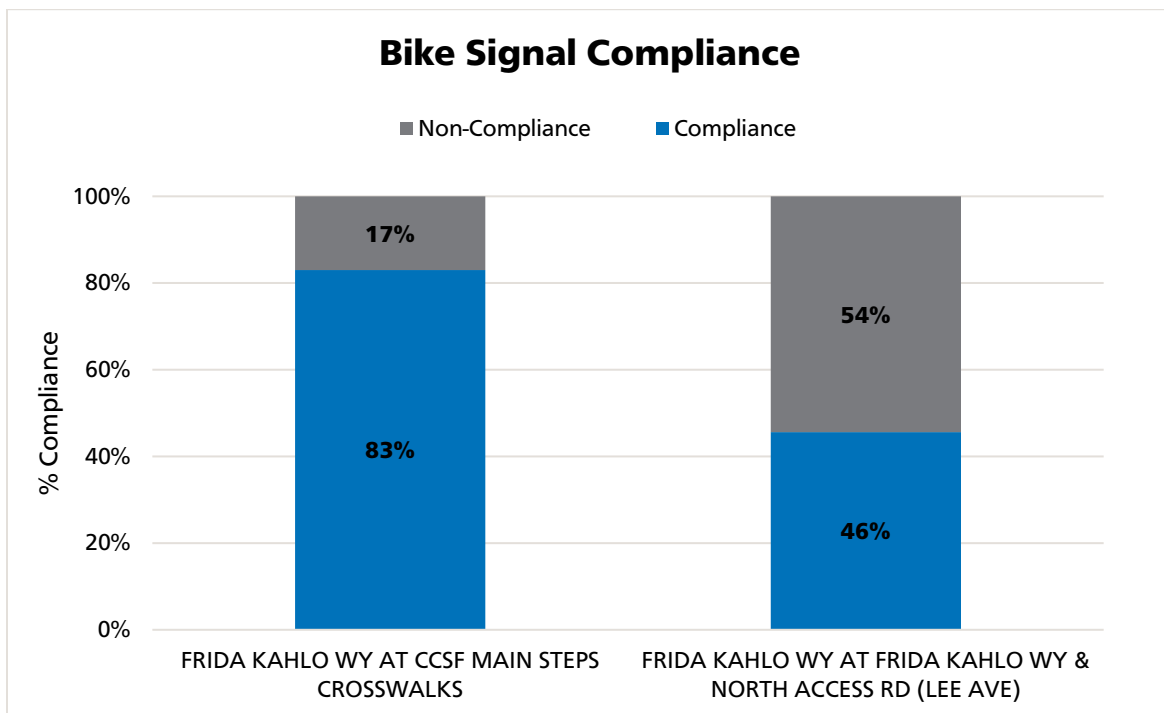
This metric measures signal compliance with a bike signal and potential bicyclist-pedestrian interactions at the intersection due to bike noncompliance with the traffic signal. Bike signals were installed as part of the projects to better facilitate bike crossings at the intersection.

Data was collected during the 2-hour AM and PM periods after project implementation at two intersections.

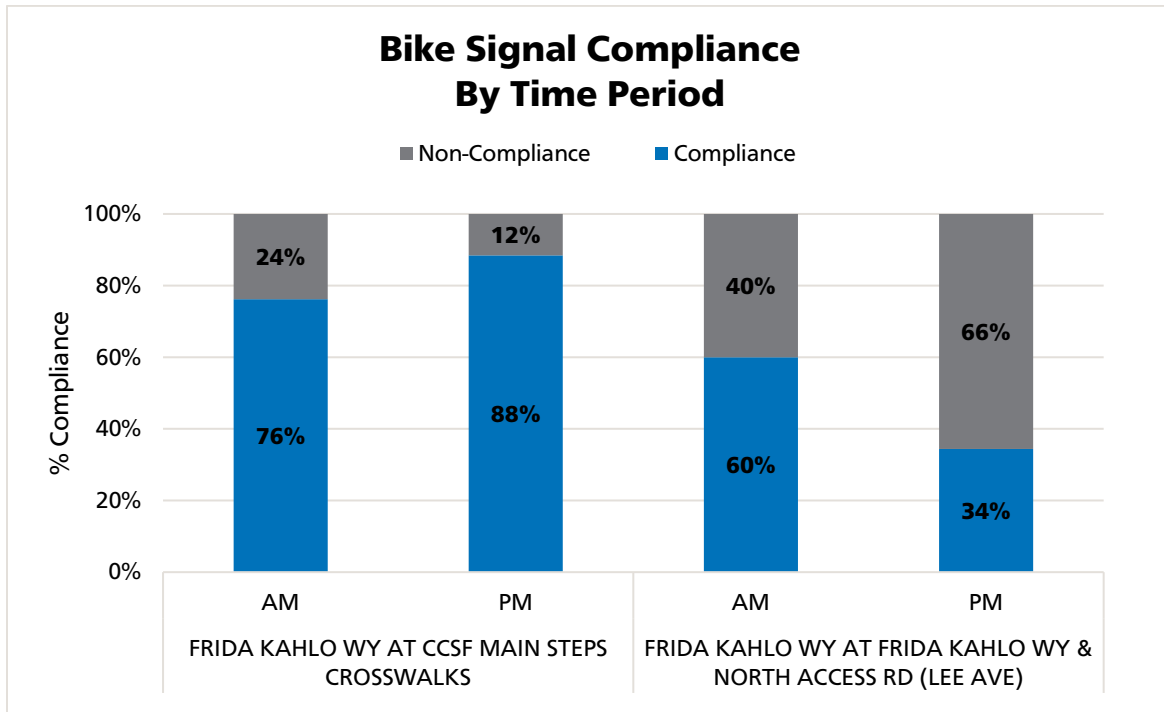
Bike Signal Compliance

A high compliance rate is important to the design because it minimizes potential conflicts at the intersection, specifically between through bikes and crossing pedestrians. A high compliance rate from bicyclists means they are only proceeding through when they have the right-of-way (green light from the bike signal).

Overall, the bicycle signal compliance rate was mixed between the two intersections, with an average rate of compliance of 63%. At the first location, Frida Kahlo way at the CCSF Main Steps crosswalk, compliance was about 83% of the time, which is less than the citywide average of 85%. At the Frida Kahlo way and North Access Road (Lee Avenue) location, compliance was at a very low rate of 46% of the time. This means that more than half the time, people on bikes were proceeding through without having the right-of-way.

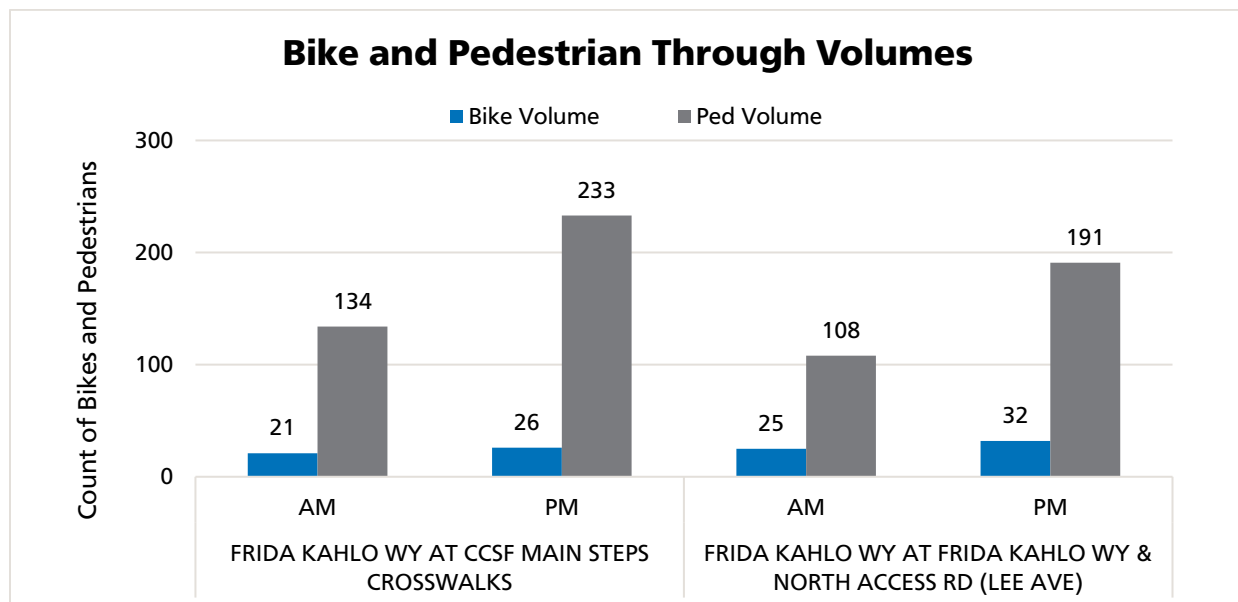


Due to the unusually low compliance, other factors such time of day, bike and pedestrian volumes, and bike direction of movement were also assessed.

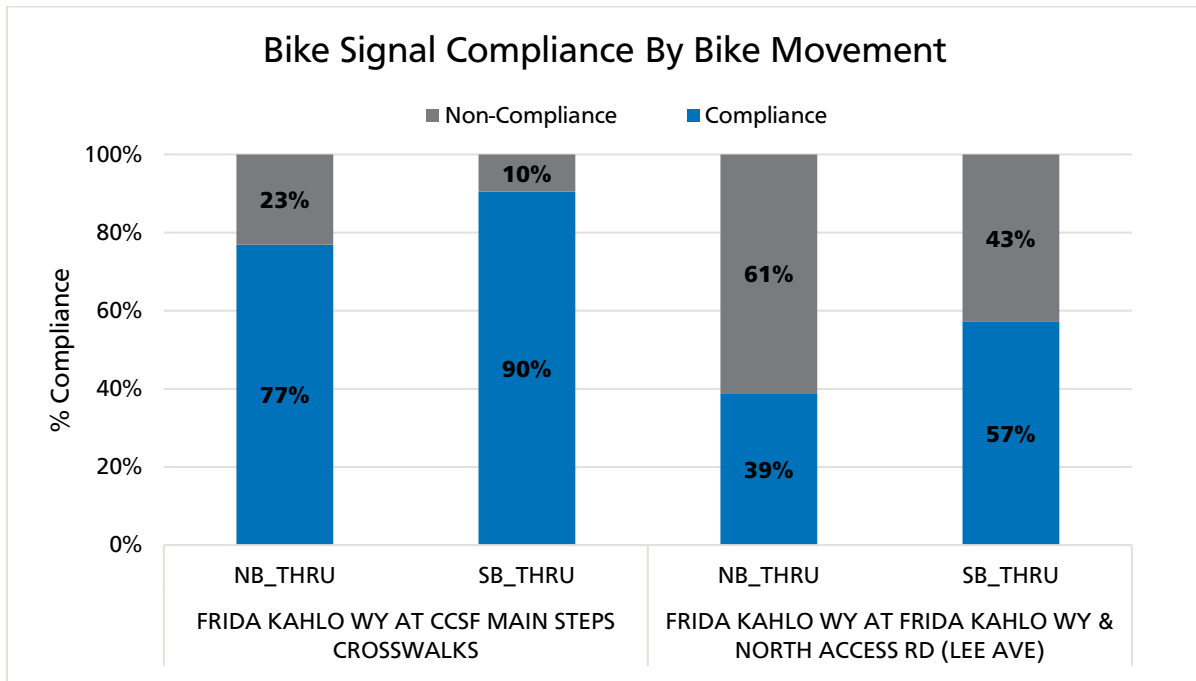


Regarding time of day, there was no discernable pattern between the two locations. For the more problematic location, Frida Kahlo way at North Access Road (Lee Avenue), bike signal compliance was a lot lower during the 2-hour PM period.

Bike and pedestrian volumes also did not appear to influence bike signal compliance. Pedestrian volume is the highest in the PM time period, but bike volume is about the same throughout the two periods observed. Bike signal compliance in the PM is only worse for one of those locations. So, it is not likely that the higher presence of pedestrians is impacting bike signal compliance.



With bike movement, specifically at the more problematic location, compliance was lower in the northbound direction.



Bicyclist-Pedestrian Interactions and Outcomes

Outcomes of interactions due to noncompliance by people on bikes were also observed. Interactions observe the number of times two different modes come into conflict with each other at a given point or space along the roadway. After an interaction occurs one of the parties must yield to the other, otherwise a close call/near miss or traffic collision occurs. This analysis looks at the number of interactions and the outcome of those interactions. **Overall, interactions were low, with only 1 recorded bike-ped interaction during each 2-hour observation period at the two intersections (4 total).** From the pedestrian volume data, it is estimated that on average, 1% of crossing pedestrians are expected to interact with a through noncomplying bicyclist per hour.

Of the four recorded bike-pedestrian interactions, 75% of the time the person bicycling yielded, and there were zero observed close calls or collisions.

Metric 8 – Bicycle-Pedestrians Interactions and Close Calls at Transit Boarding Island

Bicycle and pedestrian interactions between the transit boarding island and sidewalk were observed at the newly built transit boarding island during the 2-hour AM and PM periods. To get to the sidewalk from the transit boarding island, pedestrians cross either by going through the bikeway or by moving toward the crosswalk and using that, which is the preferred method.

Therefore, this crossing creates a potential conflict point between crossing pedestrians and bicyclist proceeding through.

Between the two periods there were a total of 136 pedestrians crossing from the transit boarding island onto the sidewalk, regardless of them crossing at the crosswalk or through the bikeway. For people on bikes, there were 98 bicyclists proceeding through.

Overall, bicyclist-pedestrian interactions were very low and only three interactions were observed at this point of conflict. Zero close calls occurred from the bicycle-pedestrian interactions. Of the three bike-pedestrian interactions, 1 of those the pedestrian yielded to the passing bicyclist and the other 2 were a bicyclist yielding to the crossing pedestrian. All interactions occurred in the PM period and from pedestrians utilizing the crosswalk to cross.

Bike-Pedestrian Interactions

Location and Interaction Outcomes	AM Period	PM Period	Grand Total
BTWN TRANSIT BOARDING ISLAND TO SIDEWALK			
Total Number of Bike/Ped Interactions	0	0	0
Collision	0	0	0
Ped Yields	0	0	0
Bicyclist Yields	0	0	0
Close call	0	0	0
BTWN TRANSIT BOARDING ISLAND/X-WALK			
Total Number of Bike/Ped Interactions	0	3	3
Collision	0	0	0
Ped Yields	0	1	1
Bicyclist Yields	0	2	2
Close call	0	0	0
Total of Total Number of Bike/Ped Interactions	0	3	3
Total of Collision	0	0	0
Total of Ped Yields	0	1	1
Total of Bicyclist Yields	0	2	2
Total of Close call	0	0	0

In addition to interactions, crossing location was also analyzed to determine which path pedestrians were more likely to use. From the analysis, most pedestrians are crossing via the crosswalk, rather than crossing directly through the bikeway, especially during the PM time period.

Pedestrian Crossing Location

Location	AM Period	PM Period	Grand Total
BTWN TRANSIT BOARDING ISLAND TO SIDEWALK	48%	13%	29%

BTWN TRANSIT BOARDING ISLAND/X-WALK	52%	87%	71%
-------------------------------------	-----	-----	-----

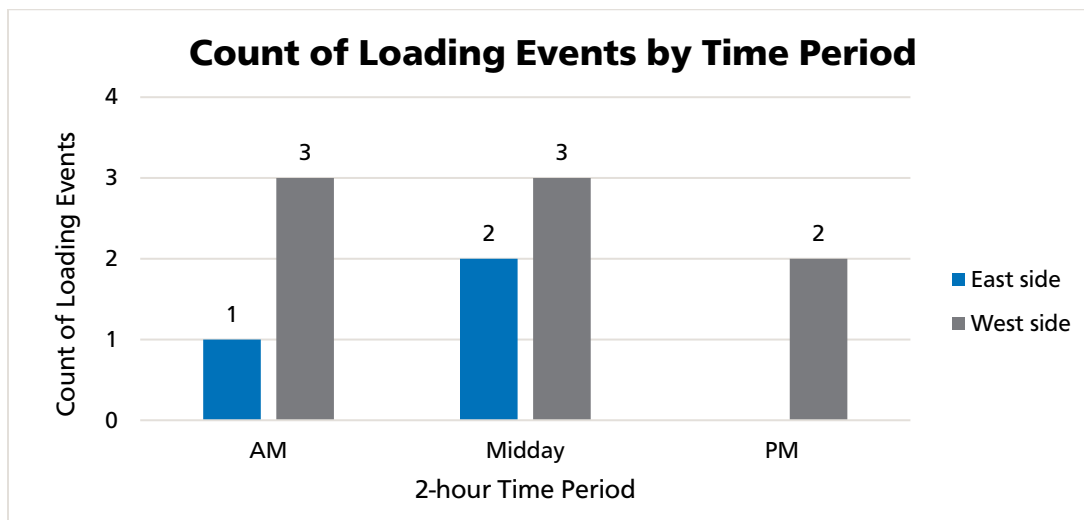
Metric 9 – Vehicle Loading Characteristics and Behavior (Frequency of Vehicle Double-Parking)

Vehicle loading was observed after project implementation on one block in the project area. Observations were conducted during the 2-hour AM, midday and PM periods.

Vehicle Loading Characteristics

Loading characteristics constitute the number of loading events, types of vehicle conducting loading, and the type of loading that occurred (i.e., goods, people, pick-up, drop-off, etc.).

During the observation period, loading events were infrequent (total events during the 6-hours of observation: 11).



From the data, 45% of loading events occurred during the midday time period. The least active time is the PM period. In terms of vehicle types, the majority of vehicles (64%) were TNCs (i.e., Uber and Lyft) and passenger vehicle represented the second highest group (18%). The remaining 18% was an autonomous vehicles and a city garbage truck. In regards to loading activity, 91% of the events were related to people pick-up (55%) or drop-off (36%).

Vehicle Loading Behavior (Frequency of Vehicle Double-Parking)

With vehicle loading behavior, frequency of double-parking was analyzed. It is a primary metric used to assess the efficacy of the curb management plan. Double-parking typically occurs when there is not enough space for vehicles to pull up to the curb, either because the curb is fully occupied, and/or because the curb does not provide sufficient space for the vehicle to easily and

quickly pull in and out of the curb. The result is a vehicle illegally and temporarily parked in the bicycle lane or travel lane.

The analysis showed that vehicles are double-parking 73% of the time for their loading activities and 13% of those events are in the bikeway, which is higher than desired. The ideal outcome is a majority of vehicles loading at the curb or in designated loading spots.

Vehicle Loading Location

Loading Location	East side	West side	Block Total
Curb	33%	25%	27%
Bike Lane	33%	0%	9%
Vehicle Travel Lane	33%	75%	64%

Moreover, double-parking is about the same regardless of the side of the street it is occurring and there is no clear relationship between double-parking frequency and time of day. On the west side of the street, all three time periods show double-parking at least 50% of the time. On the east side, there were no PM loading events, and all events in the AM period occurred at the curb.

Vehicle Loading Location by Side and Time of Day

Side of Street and Time of Day	Curb	Bike Lane	Vehicle Travel Lane
East side	33%	33%	33%
AM	100%	0%	0%
Midday	0%	50%	50%
West side	25%	0%	75%
AM	0%	0%	100%
Midday	33%	0%	67%
PM	50%	0%	50%

It should also be noted that because the majority of vehicle types conducting loading activities are TNCs (i.e., Ubers and Lyfts), high levels of double-parking may not be due to the curb management plan. Historically, this vehicle type has shown low compliance with legal loading behaviors, and it may be more of an issue with operational education than provided infrastructure.

Metric 10 – Vehicle Travel Time

Vehicle travel time was measured to evaluate possible impacts from the project’s design on vehicle congestion. Median vehicle travel time was measured, and the data was obtained using mobile phone and GPS data. Data was aggregated between August 2023 through December

2023 to create the pre-implementation condition and for post-implementation, it was the same months but during year 2024.

The findings from the analysis showed that median vehicle travel time has slightly increased in the project area. In the northbound direction, median vehicle travel time has increased by an average of almost a half a minute between the three time periods observed and in the southbound direction it is about 40 seconds. For both directions, the highest increase is coming in the AM peak.

Difference in Median Vehicle Travel Time Minutes (Pre-to-Post)

Time Period	Northbound	Southbound
AM peak	+0.50	+0.68
OFF PEAK	+0.46	+0.65
PM peak	+0.48	+0.62
Average	+0.48	+0.65

Metric 11 – Transit Ridership

Transit ridership data was collected for Muni routes serving City College of San Francisco. Stop-level data from Muni buses and light-rail vehicles were aggregated over one- to two-month long booking periods between August 2023 and February 2025 to create the pre-implementation and post-implementation condition for two different time periods within the City College academic calendar. Data was collected for the 43-Masonic buses serving stops on Frida Kahlo Way and Judson Avenue as well as for all Muni routes at stops directly serving City College on Ocean Avenue and at the City College bus terminal (43, K, K-Bus, 8, 8BX, 49, and 29 routes).

The findings from the analysis showed that ridership of Muni routes serving City College increased. Ridership for the 43-Masonic increased by 6.7% between August-October booking periods and 7.3% between January-March booking periods. For all routes serving City College, ridership increased by 16.4% between August-October booking periods and 12.3% between January-March booking periods.

Average Daily Boardings + Alightings for the 43 Masonic

Time Period	Pre-Project	Post-Project	Change
August-September	1,356	1,448	+6.7%
January-February	1,262	1,354	+7.3%

Average Daily Boardings + Alightings for All City College Stops

Time Period	Pre-Project	Post-Project	Change
August-September	7,967	9,275	+16.4%
January-February	7,257	8,151	+12.3%

*43, K, K-Bus, 8, 8BX, 49, and 29 routes

Metric 12 Transit Travel Time

Bus travel time data was collected for the 43-Masonic between the “City College Bookstore” and “Judson Avenue & Genessee Street” stops in both directions. This data measures the average time between door open/arrival at the preceding stop and door open/arrival at the succeeding stop. It was aggregated for a six-month pre-implementation condition between August 2023 and February 2024 and a six-month post-implementation condition between August 2024 and February 2025. This data accounts for the removal of the “City College Ocean Campus” stops in both directions, the relocation of the “Frida Kahlo Way & Judson Ave” stops south of North Access Road, and construction of transit boarding islands at the inbound “Frida Kahlo Way & Judson Avenue” and “Judson Avenue & Genessee Street” stops. It does not account for the construction of the transit boarding island for the inbound “City College Bookstore” stop, which was not completed during the data collection period.

The findings from the analysis showed that the average travel time for the 43-Masonic decreased slightly between the northern and southern stops within the project area. In the northbound direction, median vehicle travel time has decreased by an average about 10 seconds between the two time periods observed and in the southbound direction it is about 20 seconds.

Difference in Average Bus Travel Time Minutes (Pre-to-Post)

Time Period	Northbound	Southbound
AM peak	-0.03	-0.41
PM peak	-0.27	-0.17
Average	-0.15	-0.29

Metric 13 – Bikeshare usage

The SFMTA collects usage data for all bikeshare stations. The project relocated two existing bikeshare stations within the project area to improve access.

The data shows that usage increased between 194 to 780% between the two stations.

Average Daily Baywheels Trips (Frida Kahlo Way at CCSF Parking Lot Entrance Station)

Time Period	Pre-Project	Post-Project	Change
September	2.03	6.43	+317%
February	0.76	5.93	+780%

Average Daily Baywheels Trips (Judson Ave at Genessee St Station)

Time Period	Pre-Project	Post-Project	Change
September	1.73	5.90	+341%
February	2.17	4.23	+194%

Perception Survey Findings

The evaluation survey (n=106) was distributed through flyers along Frida Kahlo Way and Judson Ave and email notification to campus and neighborhood stakeholder groups. The evaluation questions asked members of the public to identify perceived changes in safety, mobility, and access between Spring 2024 and Spring 2025 and provided opportunities for respondents to leave free responses.

An in-depth analysis of the survey responses is attached to this evaluation summary as Appendix A.

Key Findings

- 45% of all respondents feel that the project area feels safer now than it did in 2024. 32% say it feels about the same and 23% say it feels less safe.
- Concerns about signal timing and clarity of traffic control devices (ex. bus stop signs, stop signs, bikeway pavement delineation) appear in multiple responses.
- Responses were split between vehicle parking being unaffected and it being harder to find than in 2024.
- Some comments refer to the need for more improvements at transit stops.
- The survey had a relatively small response sample, and most respondents were residents of the surrounding neighborhoods. City College students were notably underrepresented in the responses

Next Steps

- **Complete remaining project elements and subsequent evaluation.** A transit boarding island will be constructed at the southeast corner of the Frida Kahlo Way/Cloud Circle (South) intersection, along with a (northbound only) protected bike lane from Ocean Ave, in summer 2026. Following completion of these elements, the project team will collect additional data to evaluate how well these improvements meet their objectives.
- **Continue to monitor vehicle incursion of the bikeway, double parking, illegal U-turns, bicyclist yield compliance at pedestrian crossings and other dangerous user behaviors.** Quantitative metrics and public feedback in 2025 indicated patterns of unsafe behavior. It is possible that users have grown more accustomed to the conditions on the corridor such that behaviors have improved. It may also be that new and revised design elements are needed to further discourage unsafe behaviors.
- **Continue to explore bikeway connections to and across Ocean Avenue.** A common theme in the survey responses was that the bikeway does not connect well to Ocean Avenue or to the bike routes to the south. Additional capital investments will be needed to complete this connection. The project team will advance planning and

funding strategies to realize medium- to longer-term solutions as well as near-term measures such as improved bike wayfinding.

- **Coordinate stakeholder outreach to consider potential adjustments to the corridor with Public Works' repaving project and the opening of the Diego Rivera Theater, both expected in 2028.**

Appendix A: Frida Kahlo Way Evaluation Survey Report

Evaluating a two-way protected bikeway, pedestrian safety improvements, and transit improvements on Frida Kahlo Way/Judson Ave.

Spring 2026



Overview

The Frida Kahlo Way Quick-Build Project constructed a two-way protected bikeway, pedestrian safety improvements, and transit improvements on Frida Kahlo Way/Judson Ave. The project was substantially completed in summer 2024 and following adjustments to the project in the fall and winter, a project evaluation was conducted in spring 2025. The evaluation survey (n=106) was distributed through flyers along Frida Kahlo Way and Judson Ave and email notification to campus and neighborhood stakeholder groups. The evaluation questions asked members of the public to identify perceived changes in safety, mobility, and access between Spring 2024 and Spring 2025 and provided opportunities for respondents to leave free responses.

Key Findings

- 45% of all respondents feel that the project area feels safer now than it did in 2024. 32% say it feels about the same and 23% say it feels less safe.
- Concerns about signal timing and clarity of traffic control devices (ex. bus stop signs, stop signs, bikeway pavement delineation) appear in multiple responses.
- Responses were split between vehicle parking being unaffected and it being harder to find than in 2024.
- Some comments refer to the need for more improvements at transit stops.
- The survey had a relatively small response sample, and most respondents were residents of the surrounding neighborhoods. City College students were notably underrepresented in the responses.

Data Analysis

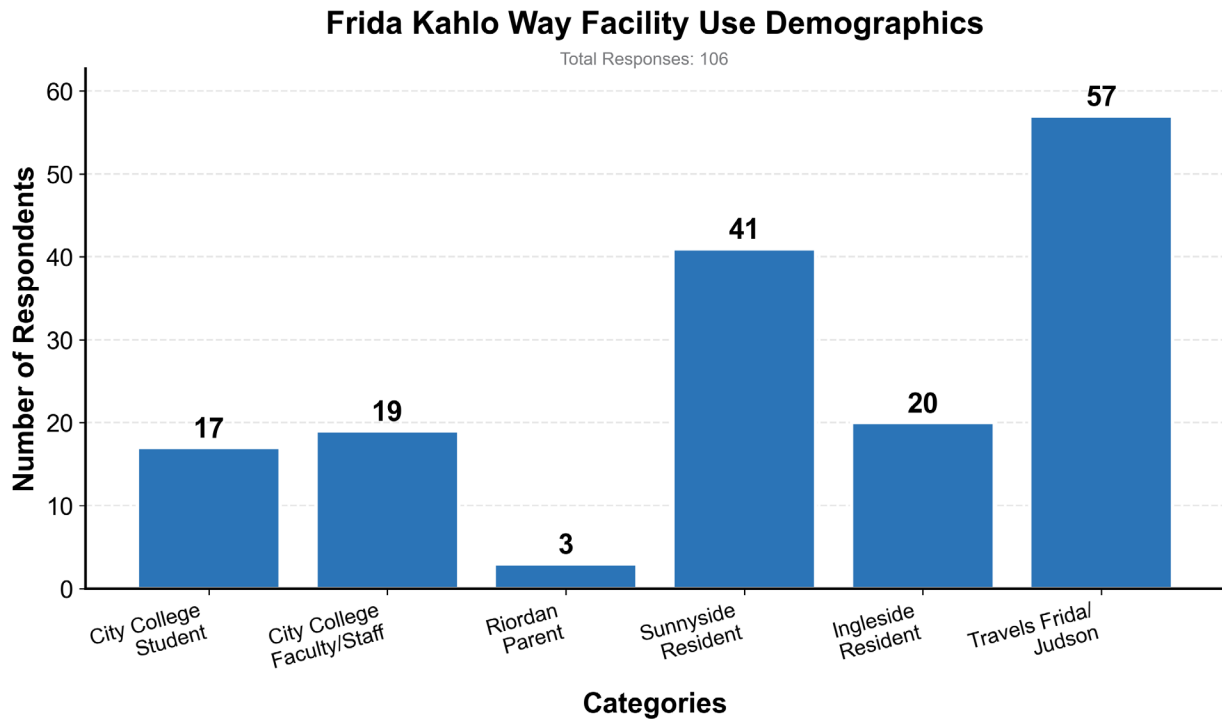
This data analysis is broken down into two parts, the first dealing with multiple choice questions in the survey and the second dealing with open ended questions that were presented to respondents based on which modes of transportation they indicated they use.



Multiple Choice Questions

Question 1: "Which describes you" (Relationship to project area)

This question asked respondents to identify their relationship with the Frida Kahlo Way/Judson Avenue corridor, such as being a resident of an adjacent neighborhood or a teacher, faculty, or student at City College or Archbishop Riordan High School.

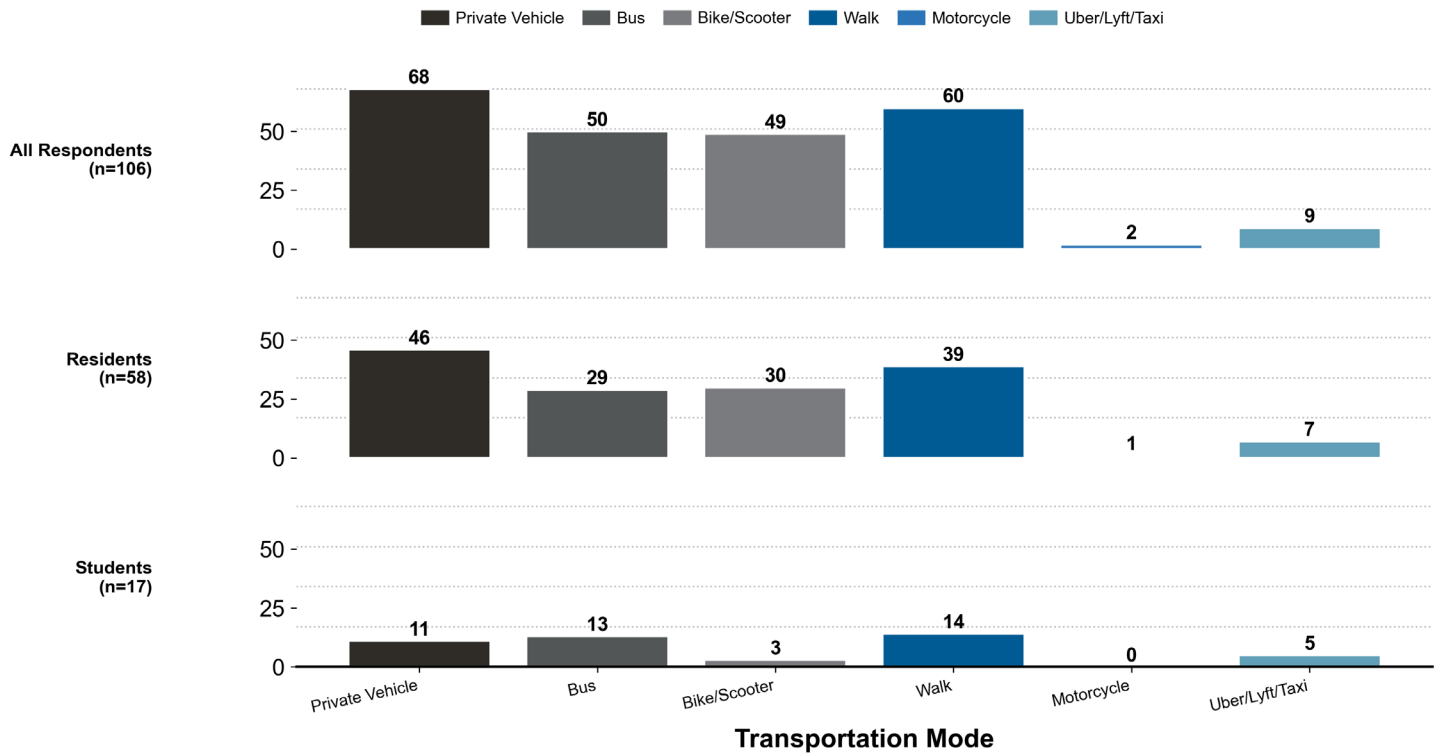


58% of respondents identified as residents of the Sunnyside or Ingleside neighborhood, whereas only 34% identified as faculty, staff, or students at City College. Students in particular were underrepresented (15.5% of respondents), despite being a primary user group within the project area.

2. How do you travel on Frida Kahlo Way / Judson Avenue? (Mode Choice)

This question asked respondents to identify the various means by which they travel along the Frida/Judson corridor. The question allowed respondents to select multiple modes, and **67% of respondents reported using multiple modes of transport.**

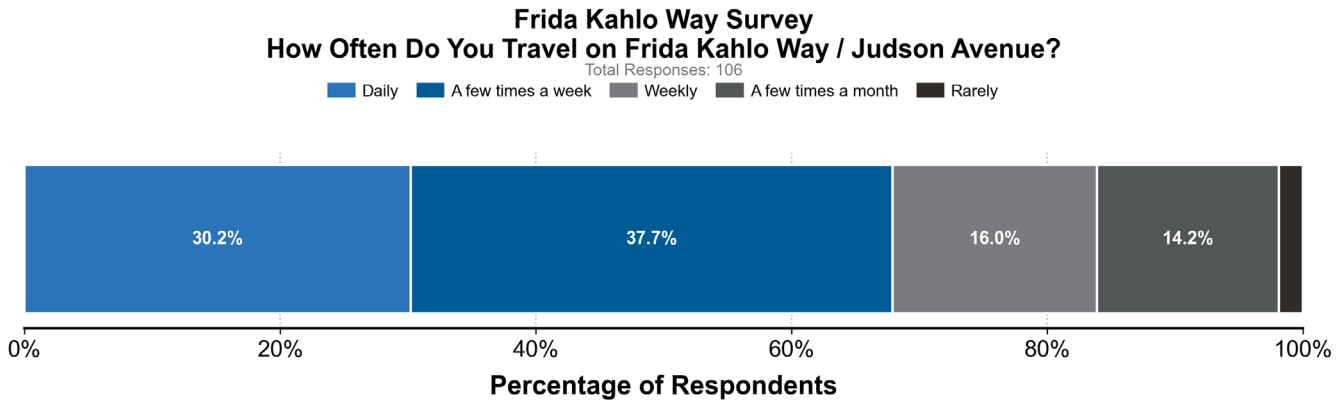
**Frida Kahlo Way Survey
Transportation Mode Usage Comparison**



Overall, 64% respondents (68 responses) use private vehicles (i.e. cars) to travel on Frida Kahlo Way/Judson Avenue. This is followed by walking, riding the bus, and biking/rolling. Because of the small sample size of the survey, it is difficult to say whether this is representative of the underlying population’s modes of usage.

Question 3: How often do you travel on Frida Kahlo Way / Judson Avenue?

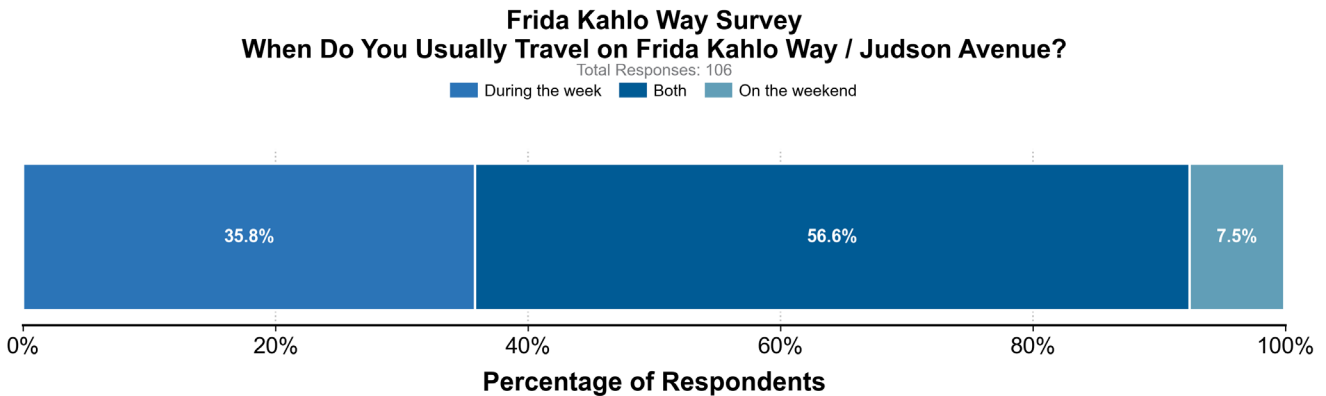
This question was asked to help characterize responses to other questions, allowing for other responses to be filtered by frequency that the respondent travels the corridor.



About 68% of respondents report using the roadway at least a few times a week, indicating that the majority of the respondents are regularly exposed to traffic conditions in the area.

Question 4: When do you usually travel on Frida Kahlo Way / Judson Ave?

This is another question that was used to filter and assess other responses.

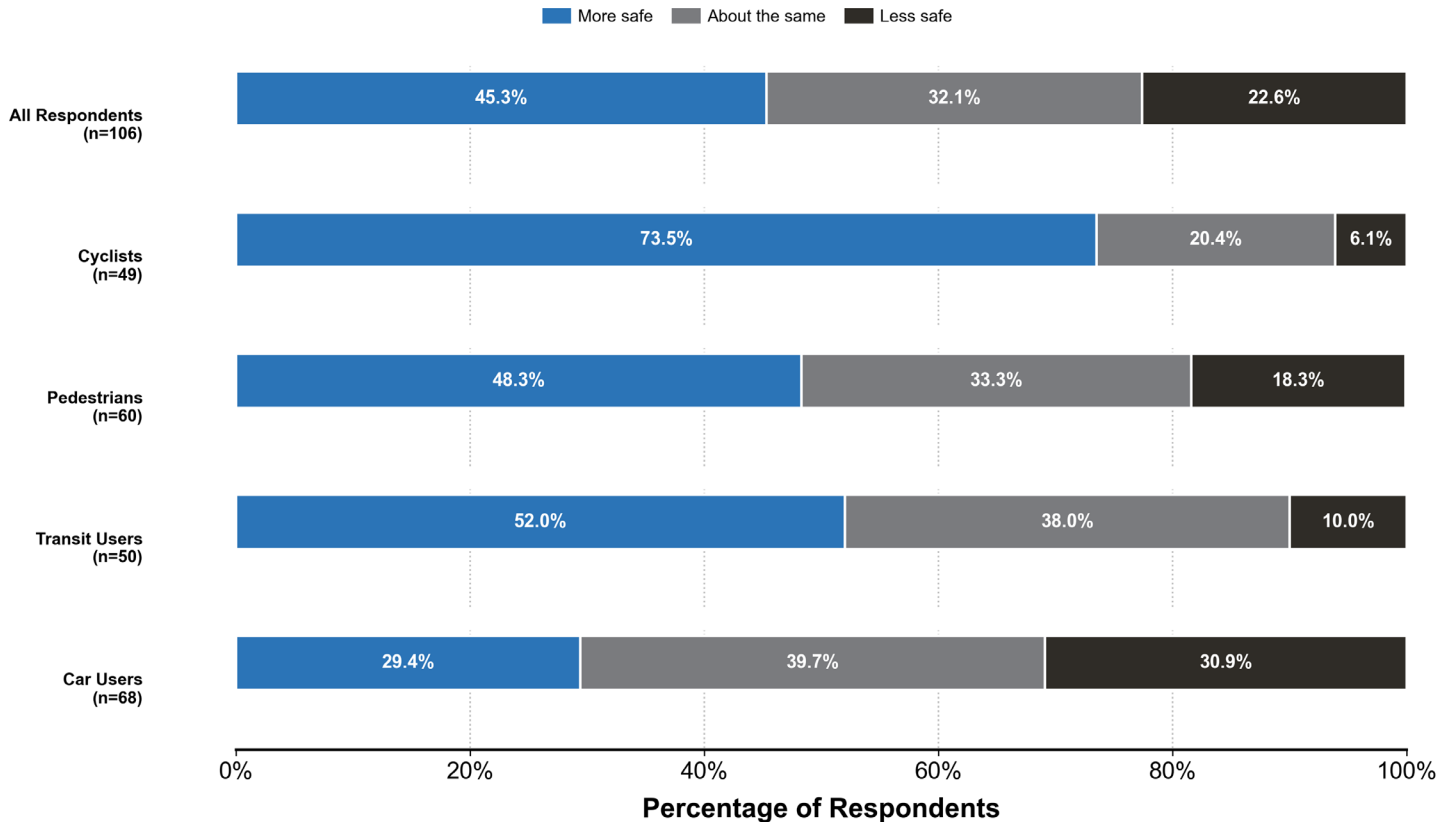


It indicates that **more than half of respondents use the roadway on both weekdays and weekends.**

Question 5: How safe do you feel while travelling on Frida Kahlo Way / Judson Avenue compared to Spring 2024?

This question aims to establish a more generalized perception of the changes in safety between the pre- and post-project conditions. Overall, **45% of all respondents feel that the project area feels safer now than it did in 2024**, and perceptions vary significantly by mode of transportation.

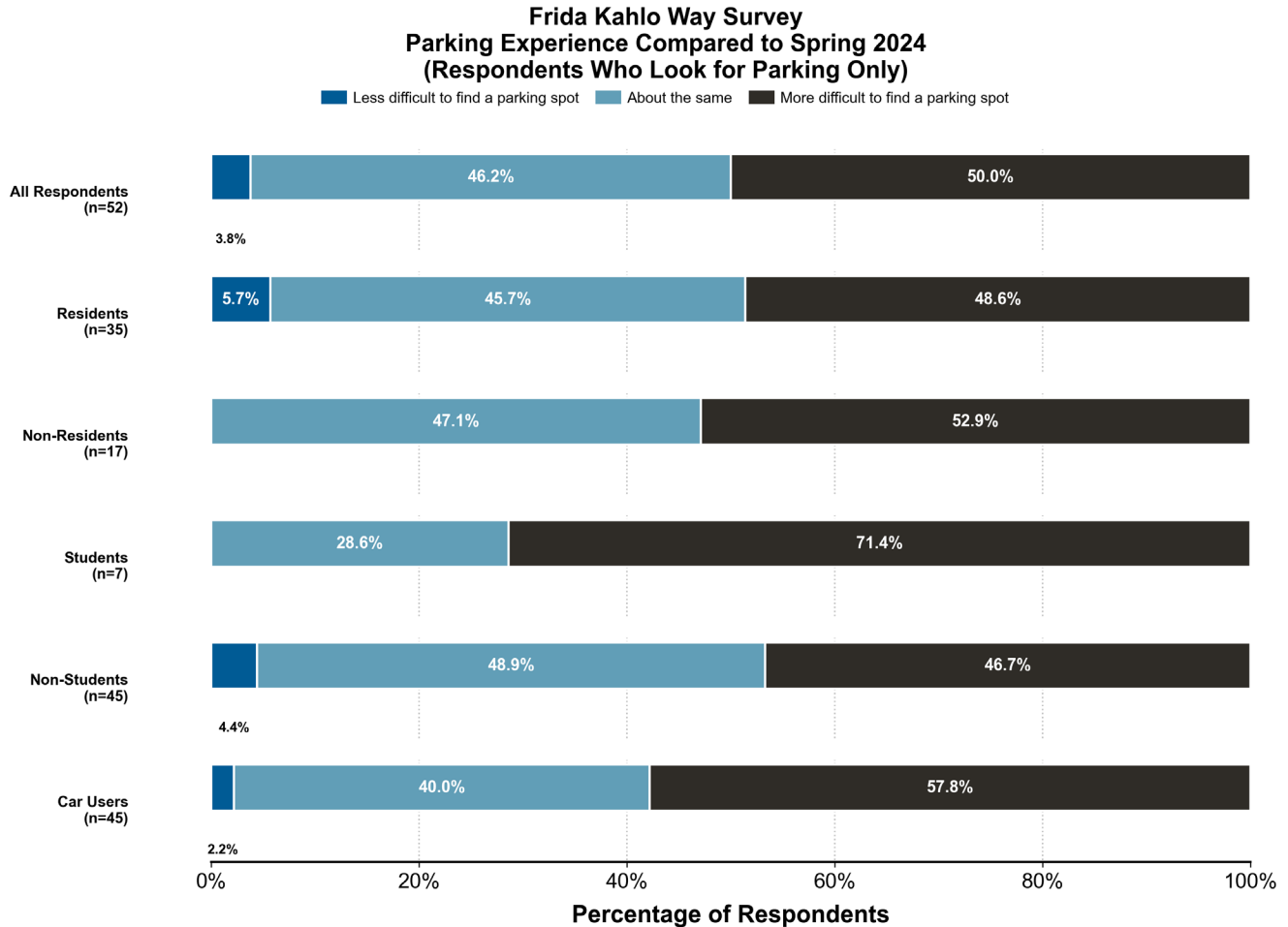
How Safe Do You Feel on Frida Kahlo/Judson Compared to 2024?



Looking mode by mode, **74% of those who report using a bike to travel on the corridor, 48% of those walk, 52% of Transit Users, and 29% of car users felt that the project area was more safe following implementation of the Quick-Build.** Overall, most respondents (76%) indicated that they felt more safe or about the same as before the project was constructed. These results indicate that the Frida Kahlo Way Quick-Build was generally successful in achieving its goal of improving safety for active transportation users.

Question 6: How does the experience of finding parking at your destination near Frida Kahlo Way / Judson Avenue feel compared to Spring 2024?

This question sought to understand perceived changes in parking availability for the City College and Archbishop Riordan communities and residents of surrounding neighborhoods. The Project removed 33 on-street parking spaces and concurrent and subsequent City College construction removed several hundred additional off-street parking spaces.



50.9% of survey respondents reported looking for parking in the Frida Judson Area. Overall, respondents who park in the area are split exactly equally (24.5%/24.5%) on whether or not parking is more difficult in the area now than in 2024. **66.2% of Car Users report looking for parking in the area, and more than half (57.7%) of those users report more difficulty in finding parking. 60.3% of residents report looking for parking in the area, and less than half (48.5%) of those residents found it more difficult to find parking in the area.** While residents nominally had more positive responses compared to non-residents, with such a low sample size it is difficult to tell whether residents actually perceive parking availability more favorably. Out of the only 17 City College students that responded to the survey, 10 did not look for parking along Frida Kahlo, but 5/7 (~70%) of the student respondents that parked found parking more difficult than it was in 2024.

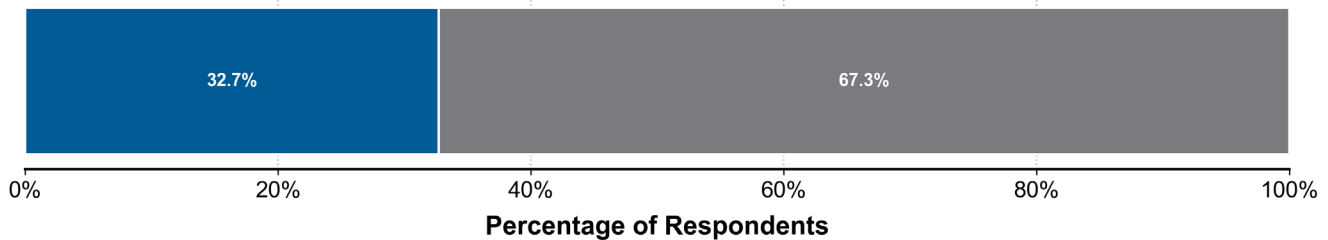
[Question 7: Has the way you travel on Frida Kahlo Way / Judson Avenue changed now compared to Spring 2024 \(ex: drive or take the bus more; travel at different times\)?](#)

This question asks whether respondents have changed their travel patterns since the Quick Build began, trying to understand the impact of the intervention on people’s mode choices.

Frida Kahlo Way Survey
Has Your Travel Pattern Changed Since Spring 2024?

Total Responses: 104

■ Yes (please explain) ■ No



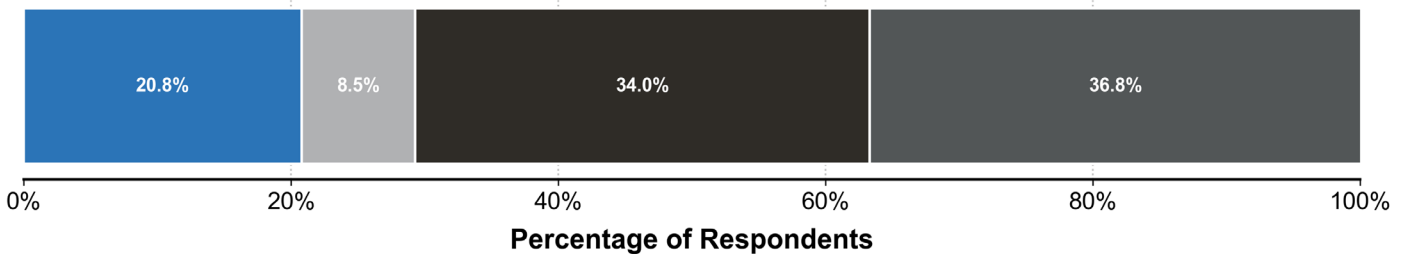
33% of respondents reported having changed transport modes since the project was completed. **19 out of 33 (58%) of those that changed mode usage mention having started biking, suggesting that the Project may have encouraged the mode shift.**

Question 8: Is there anything else you want to share?

Frida Kahlo Way Survey
Sentiment Analysis: "Is there anything else you want to share?"

Total Responses: 106

■ Positive ■ Neutral ■ Negative ■ Did Not Respond



53.7% of those that chose to share additional feedback had negative sentiments. While some recurring themes about a lack of outreach, confusing striping, and observations of low bike traffic emerge in a small set of these responses, the majority express more general negative sentiments about bike lanes, traffic, and SFMTA programs. **Out of those that shared positive feedback, several specifically supported the tradeoff between fewer parking spaces and safer bike lanes.**

Mode Specific Open-Ended Responses

Upon indicating which modes, they used to travel on Frida Kahlo Way/Judson Avenue, respondents were prompted to share feedback specific to the changes related to those modes. These responses provide indication of how well the changes are working for users of the corridor by different modes.

[Car Drivers: Please share any thoughts on traffic circulation changes.](#)

Drivers who use this road daily indicate that traffic seems about the same as before the project, although congestion persists during pickup and drop-off times for Riordan High School. Less frequent drivers complain about green light times being too short, particularly at Ocean and Frida Kahlo.

Outside of the evaluation question, broader concerns about traffic safety emerge in multiple responses to this question. **Both Pedestrians and drivers indicate that lane markings delineating the car and bikeway are unclear.** One respondent writes that, "Initially very confusing, as the bus stop and bike lane at the corner of Judson and Genesee we're not clearly delineated. We actually drove on the bike lane side, several times without realizing it."

[Transit Users: Please share any thoughts on the new bus boarding islands.](#)

The general tone of feedback on the bus boarding islands is positive to neutral, with transit users reporting that they support their addition. Most complaints relate to the absence of a soon-to-be-installed bus shelter in front of the student success center. There are a few complaints, however, of a lack of clarity around the bus signage on the Riordan High School side of the street.

It is important to note that not all of the boarding islands and signage have been put up as of the close of this survey due to the ongoing construction of the Student Success Center at Frida Kahlo Way and Ocean Ave.

[Pedestrians: Please share any thoughts on modified pedestrian crossings and changes to pedestrian signals.](#)

The most common complaint in response to this question has to do with the timing of pedestrian signals along the project area. Pedestrians complain of long waits at lights even when there are no cars present in the roadway. One respondent specifies that they wait "(typically 2-3 minutes) for a walk signal." Multiple users call for sensors to be installed to automatically change the lights when a cross button is pushed in the absence of cars. **Overall, pedestrians are not satisfied with the timing of the signals in this project area.**

While most pedestrians do not comment on safety at crossings, the few that do describe conflicts with cyclists more often than cars. These pedestrian responses are consistent with driver responses to question 3 stating that cyclists often fail to yield at crossings and intersections. This indicates that striping and signage improvements at mid-block crossings may be needed to ensure that cyclists yield to other road users.

[Cyclists: Please share any thoughts on the new bikeway.](#)

The vast majority of feedback was positive, with cyclists appreciating the extra space and safety the bikeway provides. The main feedback was about issues "getting from Lee Ave south of Ocean onto the bikeway," due to the abrupt ending of the protected zone. This leads to sidewalk riding near Philz and Whole Foods on the south_side of the project area. One response indicates similar transitioning issues around Foerster St as well.

Motorcyclists: Please share any thoughts on changes to motorcycle parking zones.

This question was asked to assess the efficacy of new motorcycle parking zones, but only two people responded to it. One of the comments indicates that riders were being ticketed for parking in empty buffer zones despite a lack of traffic conflicts.

Rideshare Users: Please share where you mostly commonly get dropped off and/or picked up along the Frida Kahlo Way / Judson Avenue corridor.

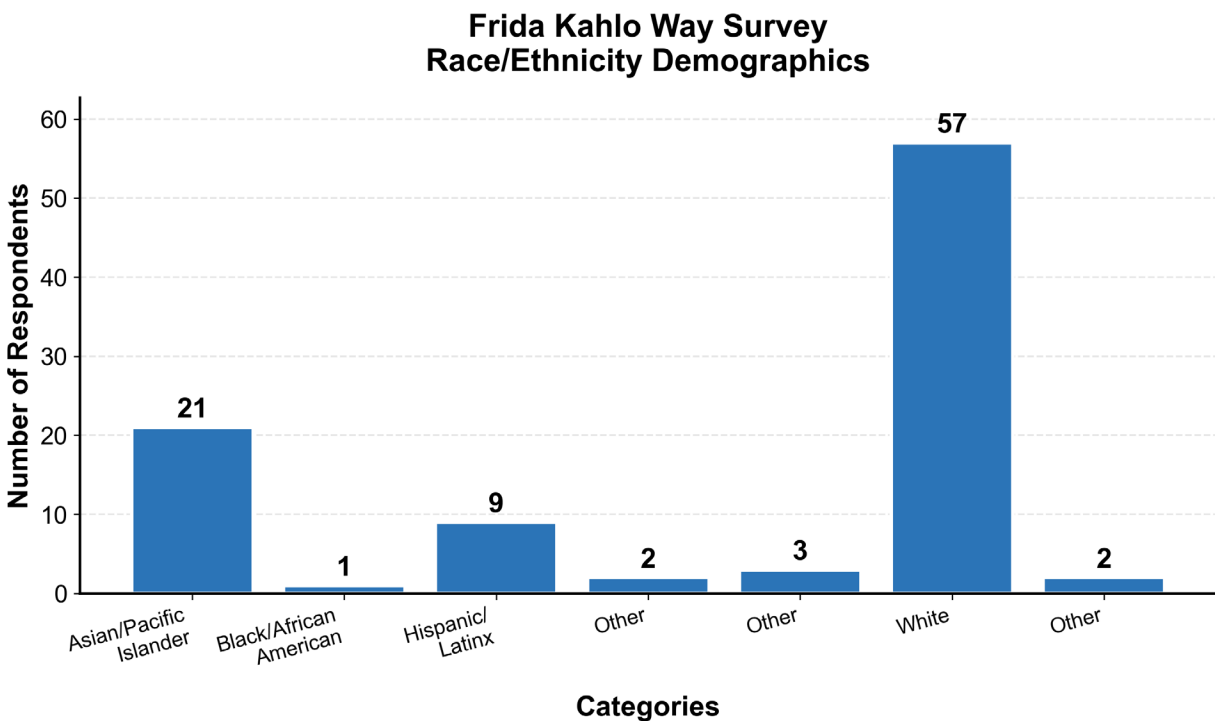
This question was asked to understand the behavior of rideshare users. **Only 8 people responded to this question with no clear pattern on drop-off behavior**, with one user noting, "There are no drop off locations so it feels illegal and as if I'm blocking traffic. As such most drop offs take place on the north right before the street turns right. Across from the high school. It feels dangerous to be dropped off on this street."

Demographic Questions

The SFMTA includes a standard set of optional demographic questions with every public survey. These questions provide important context for how representative response samples are and how well the survey meets the agency’s equity goals. This section summarizes a selection of relevant demographic responses.

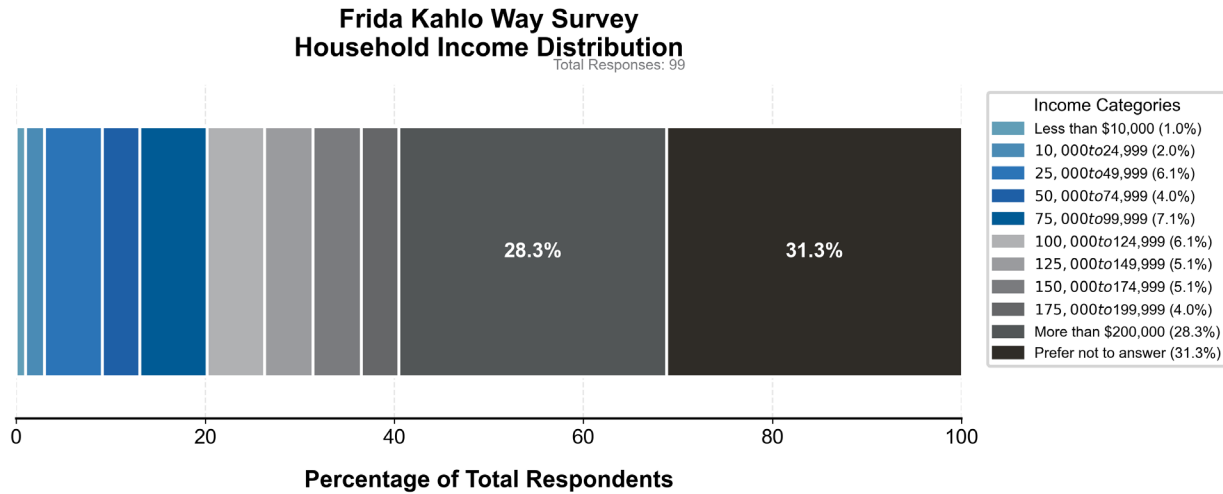
Which race and/or ethnicity do you identify as? (Select all that apply)

This provides information that allows us to consider whether the demographics of survey respondents align with those of the surrounding communities.



Overall, 60% respondents to this question were white. The Sunnyside (94127) and Ingleside (94112) zip codes do have a majority of census block groups with majority White and Asian/Pacific Islander residents, with a few isolated plurality Hispanic/Latinx block groups, showing alignment with our response demographic.

What is the total annual income (before taxes) of everyone in your household?



The plurality of respondents chose not to reveal their income. As most of the respondents are local residents, it makes sense that the plurality of those that chose to reveal household income (28.3% of respondents) are from a household that makes more than \$200,000 per annum. This is consistent with the estimated median income census data for the Sunnyside (94127) and Ingleside (94112) for households between 2019-2023, which are \$205,429 and \$130,906 respectively. This means that, despite a lack of a statistically significant sample size, **survey respondents are generally consistent with the socioeconomic makeup of the surrounding neighborhoods.**