

West Portal Station Safety and Community Space Improvements Evaluation Report



June 2026

[SFMTA.com/WestPortalProject](https://www.sfmta.com/WestPortalProject)





Contents

Executive summary	3
Introduction	5
Evaluation approach and objectives	7
Private vehicle collisions	8
Muni transit collisions	13
Vehicle speeds	14
Vehicles yielding to pedestrians crossing Ulloa Street at Wawona Street	17
Compliance with vehicle restrictions	18
Circulation of people walking in the station area	21
Perceptions of Safety	23
Frequency of customer visits to West Portal businesses	26
Feedback on station improvements	27
Sales tax receipts	30
Traffic volumes	31
Transit travel time and reliability	34
Bikeshare utilization	37
Qualitative feedback from the public and SFMTA transit operators	38
Equity	41
Conclusion	42



Executive summary

Between August 2024 and September 2025, the SFMTA implemented the West Portal Station Safety and Community Space Improvements Project to holistically improve safety near West Portal Station. Changes included:

- A flashing beacon to assist pedestrians crossing Ulloa Street at Wawona Street. People walking can activate flashing lights, which alert drivers to slow down and yield to pedestrians.
- Traffic calming to slow vehicles along three blocks of Wawona Street between Taraval Street and 14th Avenue, including speed cushions and tables.
- Traffic calming to slow vehicles along Ulloa Street, including centerline hardening and painted intersection markings.
- Improvements to the entrance of West Portal Station to welcome transit riders with murals, a bikeshare station and planters.
- A series of vehicle restrictions at the intersections of West Portal Avenue and Ulloa Street and West Portal Avenue and Vicente Street, as well as converting Lenox Way to one-way southbound. Altogether, these vehicle restrictions were designed to decrease vehicle through-travel in front of West Portal Station while maintaining the movements that are most important for customers to access West Portal businesses.

This project evaluation considers the following metrics to understand how well the project achieved its goals as well as to monitor potential impacts:

- Private vehicle collisions
- Muni transit collisions
- Vehicle speeds
- Yielding to pedestrians at the flashing beacon at the intersection of Ulloa Street at Wawona Street
- Compliance with vehicle restrictions
- Circulation of people walking through the West Portal Station area
- Perceptions of traffic safety
- Frequency of customer visits to West Portal Avenue
- Feedback on West Portal Station improvements
- Sales tax receipts
- Traffic volumes
- Transit travel time and reliability
- Bikeshare utilization
- Qualitative feedback from public and Muni operators



Overall, the evaluation found that the project provided neighborhood safety benefits and successfully enhanced West Portal Station, while maintaining economic vitality for the West Portal Avenue commercial corridor. Evaluation highlights include:

Neighborhood safety benefits

- Sixty percent reduction in injury collision rate within the project area
- Up to 60% reduction in speeding on Wawona Street
- Twenty percentage point increase in perceived safety at the intersection of Ulloa Street at Lenox Way, with over 70% feeling very or somewhat safe after project implementation

West Portal Station enhancements

- Seventy-five percent reduction in illegal U-turns on West Portal Avenue at Ulloa Street
- Seventy-five percent reduction in pedestrians crossing the West Portal Station entrance in the middle of tracks
- Fifty-seven percent of survey respondents strongly or somewhat like the station changes

Economic vitality

- Ninety-five percent of those surveyed report visiting West Portal businesses the same or more frequently than prior to implementation
- West Portal sales tax receipts have outpaced citywide performance before and after project implementation

More information about the project is available at [SFMTA.com/WestPortalProject](https://www.sfmta.com/WestPortalProject).

Introduction

The West Portal Station Safety and Community Space Improvements Project (“the project”) aimed to holistically improve safety near West Portal Station. In response to a collision that tragically killed a family of four waiting for the bus on Ulloa Street at Lenox Way on March 16, 2024, then Mayor Breed and Supervisor Melgar urged the SFMTA to quickly implement safety improvements near West Portal Station.

The project’s planning phase was launched in April 2024 both in response to this collision and in consideration of a broader context of community requests and City and agency priorities for the area including:

- Community requests to improve the intersection of West Portal Avenue and Ulloa Street to provide a more intuitive and simpler intersection
- Community requests for beautification and place-making within the West Portal Station area
- The importance of minimizing conflicts between Muni Metro, private vehicles and pedestrians in this location

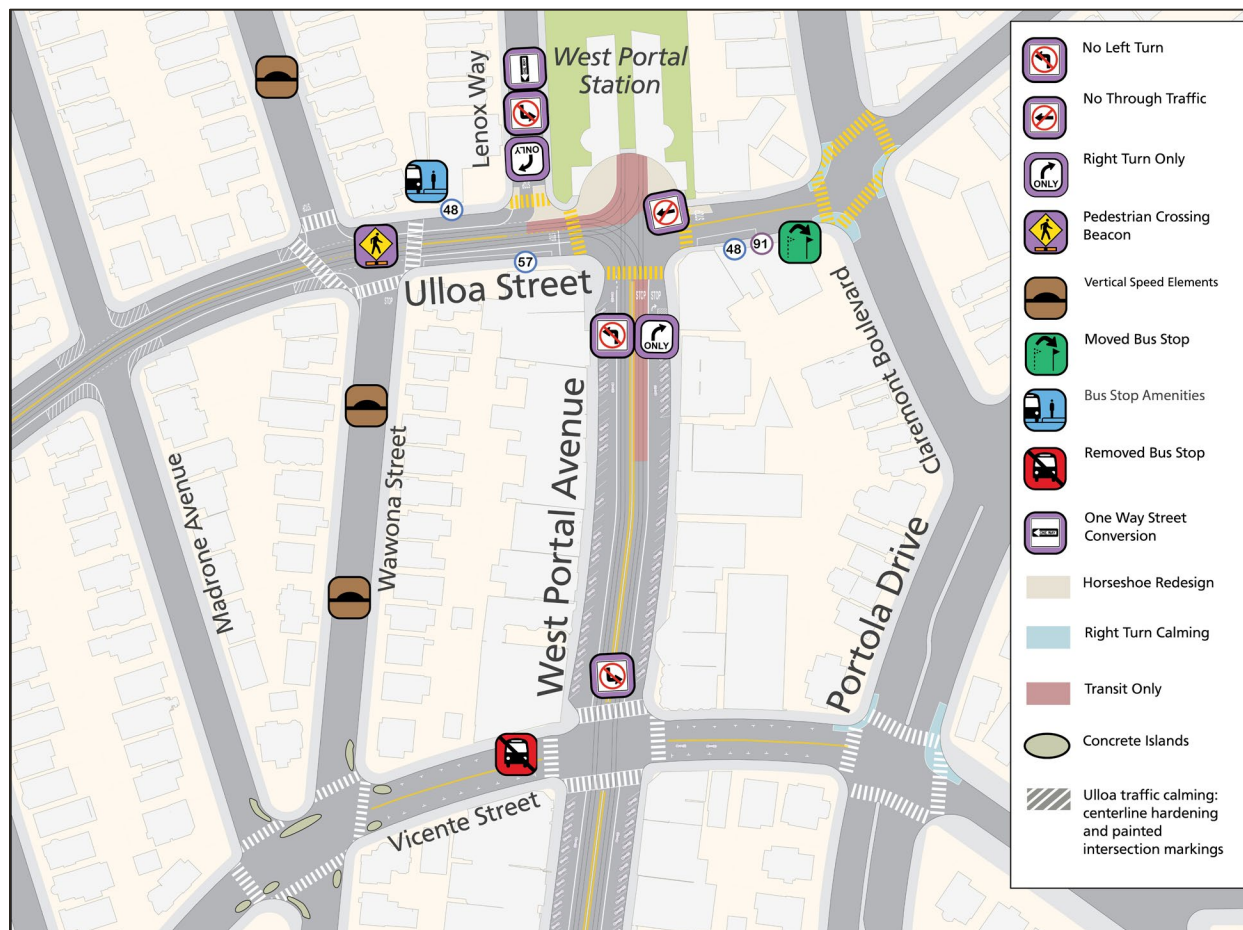


Figure 1 – General project area and overview of improvements

Figure 1 shows the general project area and improvements made. Project improvements included:

- A flashing beacon to assist pedestrians crossing Ulloa Street at Wawona Street. People walking can activate flashing lights, which alerts drivers to slow down and yield to pedestrians.
- Traffic calming to slow vehicles along three blocks of Wawona Street between Taraval Street and 14th Avenue, including speed cushions and tables.
- Traffic calming to slow vehicles along Ulloa Street, including centerline hardening and painted intersection markings.
- Improvements to the entrance of West Portal Station to welcome transit riders with wayfinding murals, a bikeshare station and planters. The redesign and improvements work together to define the pedestrian space and direct Muni riders to the best path to access the platforms.
- A series of vehicle restrictions at the intersections of West Portal Avenue and Ulloa Street and West Portal Avenue and Vicente Street, as well as converting Lenox Way to one-way southbound. Altogether, these vehicle restrictions were designed to decrease vehicle through travel in front of West Portal Station while maintaining the movements that are most important for customers to access West Portal businesses.



Figure 2 – A view of the West Portal Station entrance looking eastbound on Ulloa Street. Project changes here included planters, red transit lanes, street mural and decorative crosswalks, bikeshare station, and station wall murals.



Evaluation approach and objectives

The project set out to achieve four primary goals:

1. **Calm traffic in the West Portal neighborhood** to signal to people driving to slow down as they approach an area with significant pedestrian activity.
2. **Simplify the West Portal Avenue and Ulloa Street intersection** to discourage through-traffic and better define the right-of-way in this busy pedestrian area.
3. **Redesign the station entrance** to visually enhance it, provide more room for people and help direct riders to the best path of travel.
4. **Support a vibrant West Portal commercial corridor** to ensure customers traveling by all modes can easily access the commercial area.

Table 1 below summarizes each metric considered in the project evaluation. This framework was developed to quantify relevant metrics that relate to the four main project goals, as well as to monitor additional metrics that are of interest to the SFMTA and/or community stakeholders. This framework was developed with community input from the Welcoming West Portal Committee, the Greater West Portal Neighborhood Association and the SF Transit Riders.

Table 1: Evaluation metrics

Project goal	Evaluation metric
Calm traffic in the West Portal Neighborhood	Vehicle speeds
	Perceptions of safety
	Drivers yielding to people crossing Ulloa Street at Wawona Street
	Private vehicle collisions
	Muni transit collisions
Simplify the West Portal Avenue and Ulloa Street intersection	Vehicle volumes at the intersection of West Portal Avenue and Ulloa Street
	Compliance with vehicle restrictions
Redesign the station entrance	Circulation of people walking in the station area
	Public feedback from people who regularly pass through West Portal Station
Support a vibrant West Portal commercial corridor	Frequency of customer visits to West Portal businesses
	Sales tax receipts



Project goal	Evaluation metric
Additional metrics to monitor	Vehicle volumes on additional West Portal streets
	Transit travel time and reliability (K Ingleside, L Taraval, M Ocean View, 48 Quintara and 57 Parkmerced)
	Bikeshare station usage at West Portal Station
	Muni operator feedback
	Public feedback

Private vehicle collisions

Methods

The internal SFMTA TransBASE Dashboard displays the location and basic data for all traffic collisions in San Francisco involving injury or death. This data is provided by the SFMTA, San Francisco Police Department (SFPD) and San Francisco Department of Public Health (SFPDH). Collision data is updated quarterly, typically near the end of the following quarter.

Collisions were evaluated within the project area and a wider area around West Portal Station of approximately a one-half square mile area (see Figure 3). Time periods used were pre-project (October 2022 to March 2024) and post-project implementation (October 2024 to March 2026). For each time period, the number of collisions was normalized based on the time period to create an average rate, expressed as an average number of collisions within the project area per year.

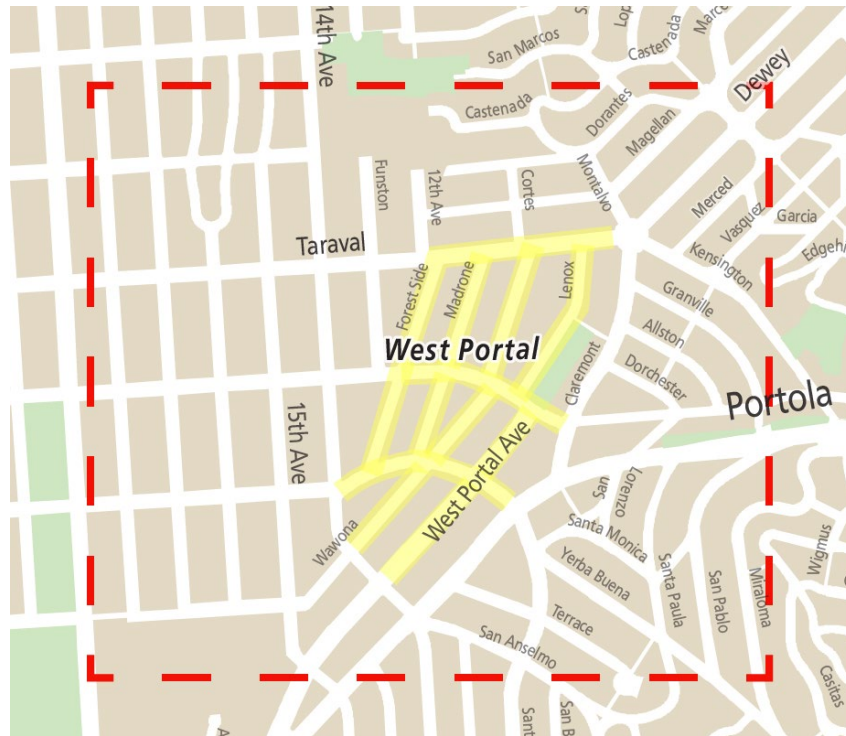


Figure 3 - Project area definition used for private vehicle collision analysis. Highlighted yellow is the immediate project area streets. The red dotted outline is approximately a .5 square mile area of the West Portal neighborhood used for a wider collision analysis.

This data should be treated carefully, as outside factors could affect collision rates beyond the project changes, including: re-introduction of L Taraval rail service, temporary traffic changes due to the ongoing construction at West Portal Elementary School or other construction projects, variation in vehicle volumes, weather events, driver behavior and road conditions. While the aggregated average annual rate comparison provides some indication of overall trends, several years of data following project completion will be necessary to better understand the extent that the project contributed to a reduction in traffic collisions in the project area. (Five years of collision data is the standard when engineers determine whether to propose traffic control devices). Additionally, the number of actual collisions in the project area and the greater West Portal neighborhood is comparatively low, and with such a short period of evaluation time, a few collisions can have a large impact on the findings.

Results

Overall traffic collision rates within the project area have decreased by about 60%, including a 50% reduction in severe injury collisions (Figure 4). This translates to a change from 6.7 injury collisions per year before implementation to 2.7 per year after. Citywide rates during the same time period increased by 4%.

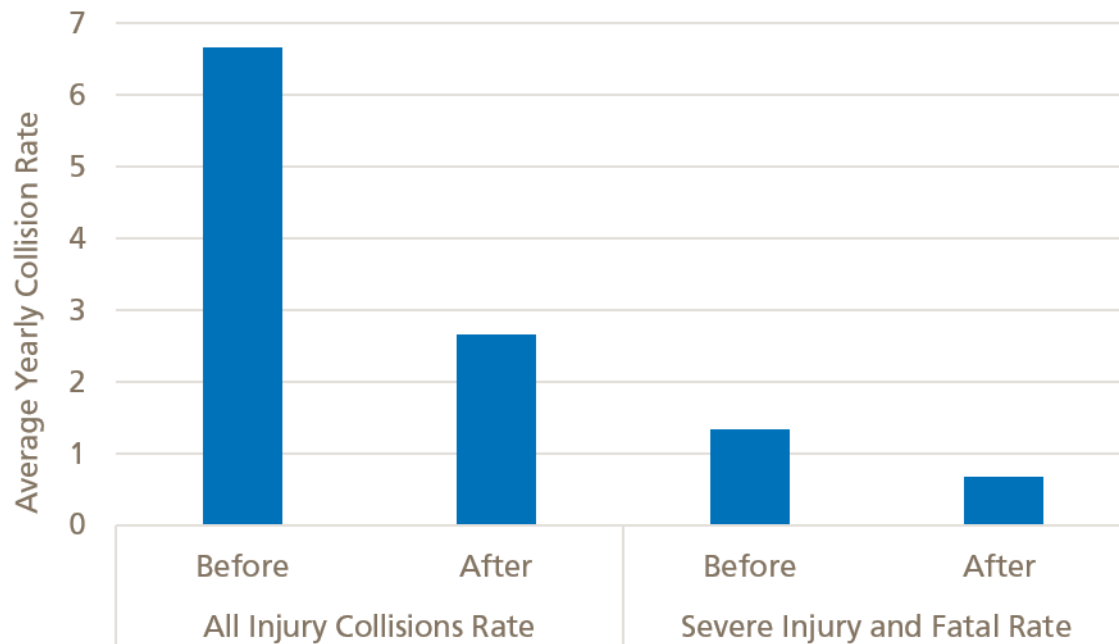


Figure 4 - Yearly collision rate within project area, before and after implementation of traffic calming and turn restrictions in September 2024. Source: SFMTA internal TransBase Dashboard. Before period includes October 2022 – March 2024. After period includes October 2024 – March 2026. The fatal March 2024 crash that killed four people is included as one crash in the “Severe Injury and Fatal Rate” “Before” bar. This is the only fatal collision included in both the before and after period data presented here.

Since implementation of the project, there have been four injury collisions within the project area, one of which resulted in serious injury. A brief summary of each of these collisions follows:

- December 2024: West Portal Avenue between 14th Avenue and Vicente Street - a person drove their vehicle onto the sidewalk and crashed into a storefront, resulting in “complaint of pain” injuries to one pedestrian and one passenger.
- April 2025: West Portal Avenue between 14th Avenue and Vicente Street - a rear end collision due to a person driving following another vehicle too closely, resulting in a “complaint of pain” injury for the person driving.
- February 2026: Vicente Street between 14th Avenue and Forest Side Avenue - a person driving distracted by an insect in their vehicle struck a person who was walking in the middle of the street outside of a crosswalk, resulting in a severe injury for the person walking.
- March 2026: intersection of Vicente Street and Portola Drive - a person driving at an unsafe speed rear-ended another vehicle, resulting in a “complaint of pain” injury for a person driving.

Within the broader ~0.5 square mile neighborhood area of analysis, the annual rate of collisions increased from 14 per year to 18 per year but further analysis indicated there is not significant evidence that the project changes contributed to this increase in collisions. To determine any potential connection to the West Portal project changes, we

analyzed the change in the number of collisions on the subset of streets that were most likely to experience diversions due to the project changes.

Table 2 summarizes the number of collisions for each of these streets before and after project implementation, including whether the street was the primary or secondary street where the collisions occurred. Altogether, there were 15 collisions on these streets in the before period and 18 in the after period (the numbers in the tables cannot be summed because there are three instances where a crash is included in both the primary and secondary roads analyzed here).

Table 2 - Number of crashes on streets that likely experienced diversions due to project changes

	Primary Road		Secondary Road	
	Before	After	Before	After
14th Ave	1	0	7	4
Claremont Boulevard	1	2	0	0
Taraval Street	3	4	1	1
Vicente Street	2	3	2	2
Wawona Street	0	1	1	0
Total	7	11	11	7

Crashes within West Portal neighborhood study area. Before period includes October 2022 – March 2024. After period includes October 2024 – March 2026.

Of these streets, the number of collisions (including both primary and secondary) increased in the after period on Claremont Boulevard, Taraval Street and Vicente Streets. For these streets, a brief summary of the collisions in the after period are provided.

Claremont Boulevard

1. November 2025: on Claremont Boulevard, south of the intersection with Ulloa Street, a person driving and making a right turn from Portola Drive into a driveway on Claremont struck a person bicycling, resulting in an “other visible” injury.
2. January 2026: at the intersection of Claremont Boulevard and Granville Way, a person driving on Claremont Boulevard struck a person walking in the crosswalk in a hit-and-run collision, resulting in a complaint of pain injury.

Taraval Street

1. November 2024: on 15th Avenue, south of the intersection with Taraval Street, a person ran into the street outside of a crosswalk and was hit by a person driving a private vehicle, resulting in a complaint of pain injury.

2. September 2025: at the intersection of Taraval Street and 18th Avenue, a broadside collision with a person riding a bike. The person driving made an unsafe right turn into the intersection, resulting in a complaint of pain injury for the person biking.
3. September 2025: at the intersection of Taraval Street and 15th Avenue, a collision between two people driving resulting in a complaint of pain injury due to the failure of one of the people driving to come to a complete stop at a stop sign while traveling northbound on 15th Avenue.
4. December 2025: at the intersection of Taraval Street and 17th Avenue, a broadside collision between a person riding a moped and person driving a vehicle. The person on the moped ran a red light, and the crash resulted in a complaint of pain injury.
5. March 2026: at the intersection of Taraval Street and 18th Avenue, a person driving a vehicle failed to yield to a person walking in a crosswalk. The pedestrian was verbally non-responsive and admitted to the hospital. This collision was classified as “other visible injury”.

Vicente Street

1. November 2024: at the intersection of Vicente Street and 18th Avenue at a four-way stop sign, a broadside collision between two people driving due to one person driving at an unsafe speed and not coming to a complete stop at the stop sign, resulting in a complaint of pain injury.
2. September 2025: at the intersection of Vicente Street and 15th Avenue, one person driving failed to yield to another person’s vehicle that was turning with the right of way, resulting in a broadside collision and complaint of pain injuries
3. February 2026: Vicente Street between 14th Avenue and Forest Side Avenue, a person driving distracted by an insect in their vehicle struck a person who was walking in the middle of the street outside of a crosswalk, resulting in a severe injury for the person walking.¹
4. March 2026: at the intersection of Vicente Street and Portola Drive, a person driving at an unsafe speed rear-ended another vehicle, resulting in a “complaint of pain” injury for the person driving.²
5. March 2026: at the intersection of Vicente Street and Portola Drive, a vehicle did not yield to a person walking in a crosswalk, resulting in a severe injury for the person walking.

¹ This collision occurred within the project area and is also summarized in the project area collision summary.

² Ibid.

Given the facts of these collisions, as well as the fact that there was no greater than a one collision increase on any street, there is not significant evidence that the project changes contributed to an increase in collisions within the broader neighborhood.

Similar to before the project, the project area is not a part of the High-Injury Network in San Francisco, where a disproportionate of severe and fatal collisions occur.

Muni transit collisions

Methods

Transit collisions were monitored in the project area and translated to annual rates. Time periods used were pre-project (January 2021 through September 2024) and post-Project implementation (October 2024 – September 2025). The data was taken from the SFMTA's internal System Safety database. This includes all collisions involving transit vehicles in revenue service, the majority of which do not cause injuries.³

Results

Transit collisions decreased 29% after the implementation of the project, and there have been no recorded transit collisions with private vehicles since project implementation (through September 2025) (see Figure 5). Generally, the project area is not a significant source of transit collisions. There were 17 collisions in total between January 2021 and October 2025, including nine that were "fixed object" collisions, such as a bus operator striking a parked vehicle or tree, five that were with a private vehicle, and three classified as "other" or "other SFMTA vehicle" (such as a collision with an SFMTA non-revenue vehicles). Project changes likely contributed to the reduction in Muni transit collisions with private vehicles. That's because the project decreased private vehicle travel along Ulloa Street by restricting northbound left turns from West Portal Avenue onto Ulloa Street and westbound through movements on Ulloa Street across West Portal Avenue. This makes it easier for bus and rail operators to safely navigate this complex busy area, particularly for the 48 Quintara and 57 Parkmerced.

³ Transit collision data is from SFMTA's transit incident database, including all instances that have been geo-coded by SFMTA staff between January 1, 2021 and October 1, 2025. About 20% of collisions are missing geo-coded locations and are excluded from the analysis. "All collisions" includes private motor vehicles, fixed object and an "other" category.

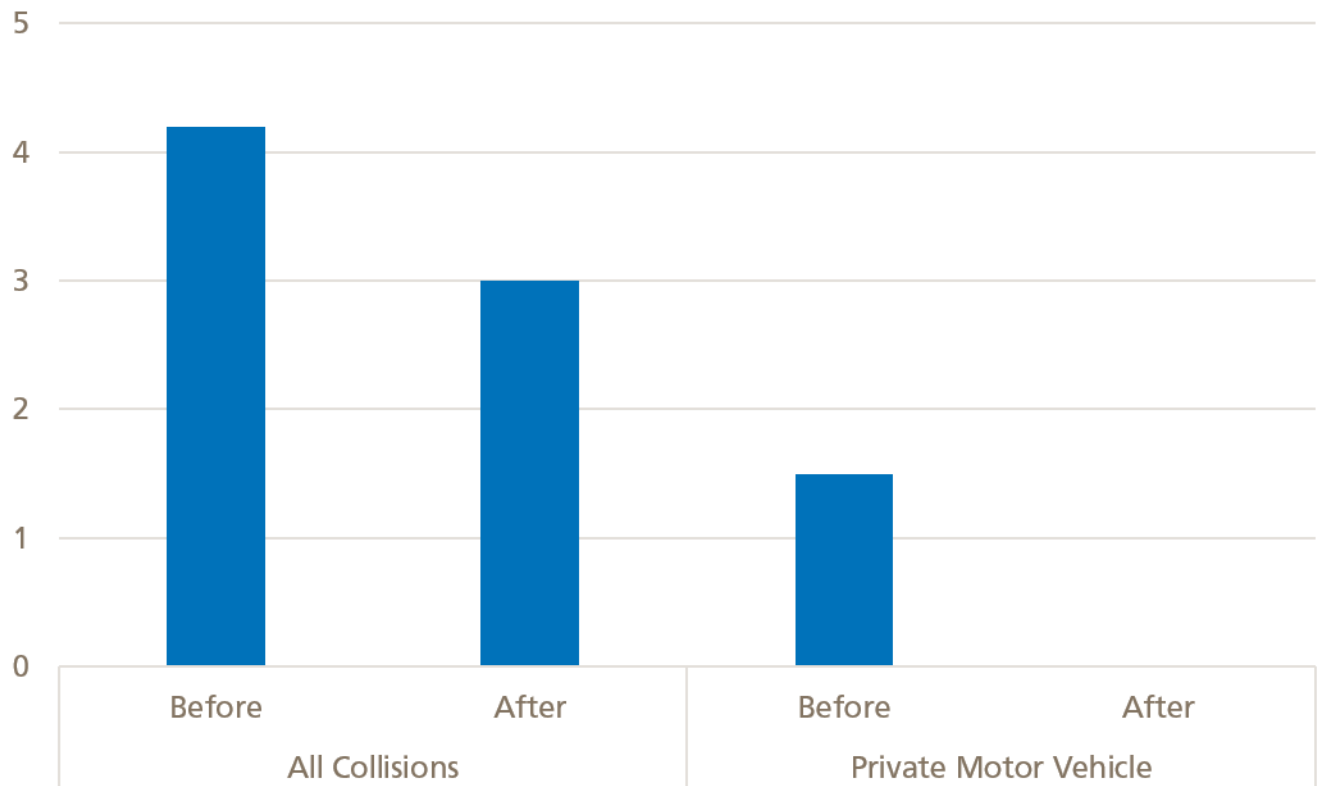


Figure 5 – Yearly rate of transit collisions within the project area. Source: SFMTA transit incident database, including all instances that have been geo-located between January 2021 and September 2025.

Vehicle speeds

Calming traffic by encouraging safe vehicle speeds in the West Portal neighborhood was one of the main goals of the project. The project implemented changes along Ulloa, Vicente and Wawona streets with the goal to encourage safe speeds on these streets. Vehicle speeds data from prior to project implementation indicated that Wawona Street, in particular, had relatively higher rates of vehicles exceeding the speed limit. That included over 19% of vehicles traveling on Wawona Street southbound between Taraval and Ulloa streets exceeding 30 mph (over 5 mph above the speed limit), with almost 14% exceeding 30 mph in the northbound direction.

Methods

Collisions at higher speeds are more likely to cause death or serious injury. The risk of death for people walking increases dramatically as collision speeds change from 20 mph to over 30 mph or higher. Changes to the speeds of the fastest vehicles tend to have the largest effect on collision severity. That’s why the analysis metric in this section focuses on the change in the percent of vehicles exceeding 30 mph (five miles per hour above the speed limit), which we refer to as speeding in the rest of this section. We also analyzed

85th percentile speeds⁴, a standard measure of traffic speeds that is often used to set speed limits.

Tube counts of traffic speeds were taken at multiple locations throughout the West Portal neighborhood in spring 2024 and spring 2025 including on both weekdays and weekends. Speeds along Ulloa Street between Madrone and Wawona streets were manually collected by staff in August 2024 and October 2025. Tube counts cannot be collected along streets with rail.

Results

Streets where traffic calming measures were implemented consistently saw a decrease in speeding, with up to a 60% decrease in speeding on Wawona Street (see Figure 6). Wawona Street showed the strongest decreasing trend, likely due to the speed tables and speed cushions implemented on these blocks and because it had higher levels of speeding before project implementation.

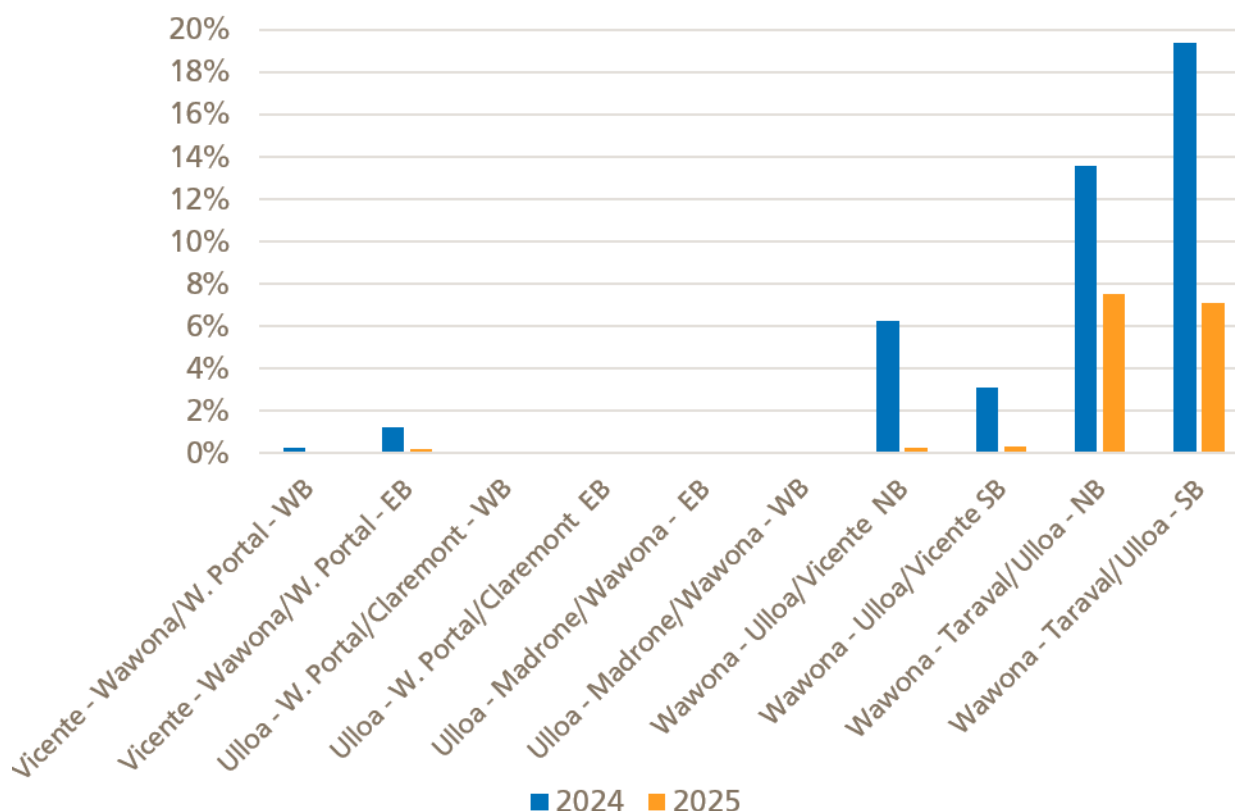


Figure 6 – “WB” for westbound and “EB” for eastbound. Percent speeds exceeding 30 mph (5 mph above speed limit) on streets where traffic calming was implemented. Source: One day of 24-hour weekday speed collected via tube counts in spring 2024 and spring 2025. Ulloa Street between Madrona and Wawona Street segment speeds were manually collected in August 2024 and October 2025.

⁴ The 85th percentile speed for a given segment of road is the speed that 85% of vehicles are traveling slower than.

While Figure 6 shows changes in weekday speeds, weekend speeds were also reviewed and showed similar trends. One notable difference is that weekend speeds on Wawona Street between Taraval and Ulloa streets decreased by an even greater amount. As shown in Table 3, less than 1% of vehicles were recorded speeding on these streets on weekends as compared to 7-8% that were recorded speeding on weekdays.

Table 3 – Percent speeds exceeding 30 mph on Wawona between Taraval and Ulloa: weekday vs. weekend

	Before	After	Before	After
	Weekday		Weekend	
Wawona Street northbound	13.6%	7.5%	13.1%	0.0%
Wawona Street southbound	19.3%	7.1%	19.6%	0.4%

Other West Portal neighborhood streets did not show clear trends in the change in speeding, with some streets showing increases and others showing increases (see Figure 7). Taraval Street between Wawona Street and Lenox Way had a relatively higher share of speeding than other streets surveyed. In the eastbound direction, the percent of vehicles speeding on this block of Taraval Street decreased from 15% to 9%, while in the westbound direction the percent speeding increased from 7% to 10%. Other streets like Claremont Boulevard between Dorchester and Ulloa streets saw a slight increase speeding in the northbound direction and a more significant reduction in the southbound direction. The variability in the change in speeding among different segments in the project area likely means that the relationship between the project and speeding along other neighborhood streets is small to negligible. Many other factors could have affected these trends such as overall trends of increasing vehicle travel as post-pandemic recovery continues, day-to-day variability, and/or changes in traffic patterns due to West Portal Elementary School construction and/or the re-opening of L Taraval rail service and the end of L Taraval construction.

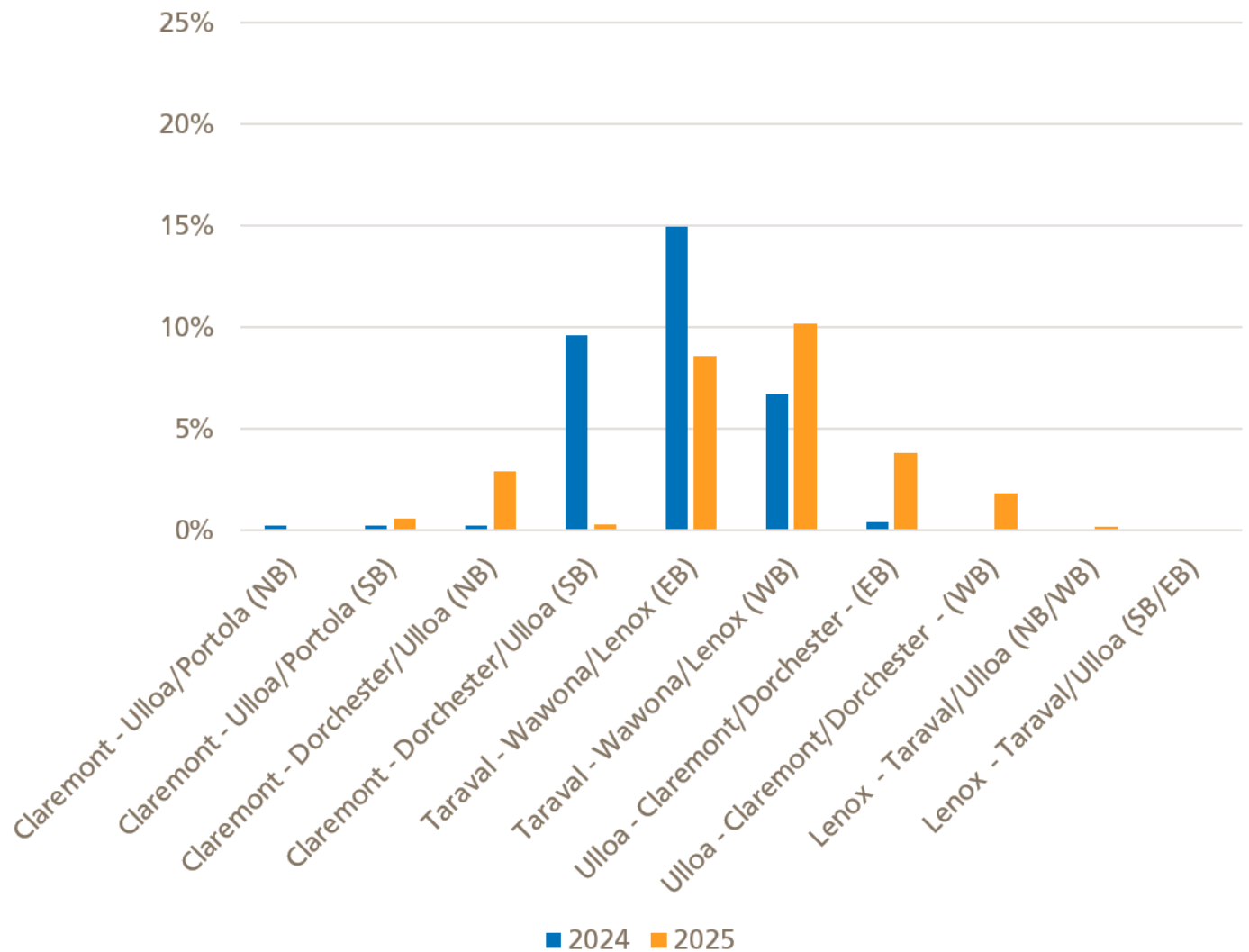


Figure 7 - Percent of speeds exceeding 30mph on select West Portal streets. Source – One day of 24-hour weekday speed data collected in spring 2024 and spring 2025 collected via tube counts.

Speeds on Lenox Way remain very low since conversion of the street to one-way. In 2024, Lenox Way's 85th percentile speed was 20 mph, and in 2025 it slightly decreased to 19 mph.

Vehicles yielding to pedestrians crossing Ulloa Street at Wawona Street

As described in the introduction, project changes included installation of a rectangular rapid flashing beacon (beacon) on the east leg of the intersection of Ulloa and Wawona streets. Staff evaluated the effectiveness of this beacon at increasing the share of drivers who yielded to people walking crossing Ulloa Street here.

Methods

Staff observed crossing activity and vehicle yielding instances for two one-hour periods: one weekday morning and one weekday afternoon in October 2024 and again in May 2025 at this intersection.

Results

During observations, when the flashing lights were activated, 100% of people driving yielded (see Figure 8). However, only 12% of people crossing here activated the flashing lights. The share of people driving who yielded without the flashing lights activated was similar in 2024 and 2025.

These results indicate that people driving are yielding when the lights are activated, which means the device is working as intended. That provides an opportunity for people crossing here to be more visible. Anecdotal observations from neighbors in the area indicate that those who use the beacon may be more likely to be families with children or crossing at dusk or nighttime, when increased visibility is particularly important.

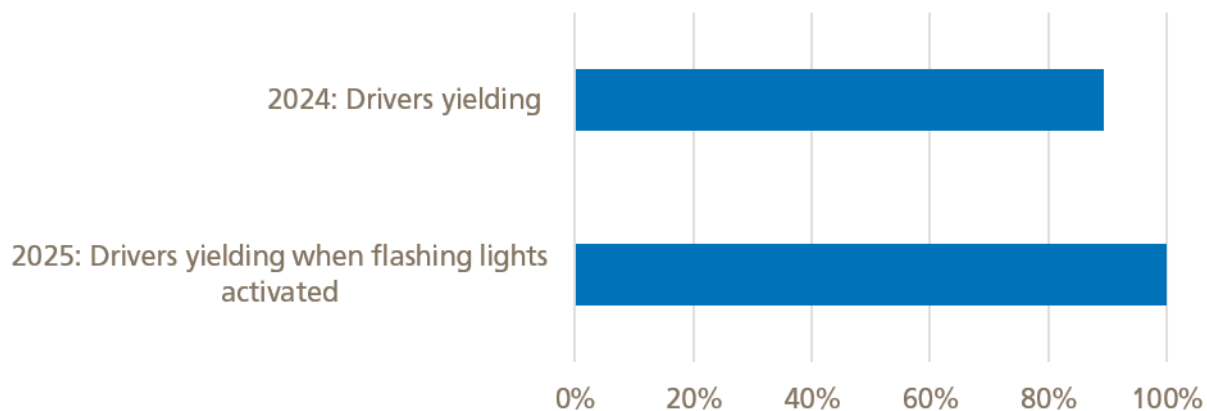


Figure 8 – Percent of people driving at the intersection of Wawona Street and Ulloa Street who yielded to pedestrians crossing Ulloa Street. Source: Staff observations during a one-hour period for one weekday morning and one weekday afternoon in October 2024 and May 2025 at the Wawona and Ulloa streets intersection.

Compliance with vehicle restrictions

As described in the introduction, three new vehicle restrictions were implemented as a part of project changes:

- Prohibition of northbound left turns from West Portal Avenue onto Ulloa Street
- Prohibition of westbound through movements crossing West Portal Avenue on Ulloa Street
- Prohibition of southbound left turns from West Portal Avenue onto Vicente Street

Additionally, there was a pre-existing prohibition of U-turns from West Portal Avenue northbound to West Portal Avenue southbound at Ulloa Street. This section of the evaluation assesses compliance with these pre-existing and new restrictions.

Methods

Video vehicle turning movement counts were collected during a two-hour weekday afternoon period (4 p.m.-6 p.m.) during spring 2024 and an average of two weekday periods (4-6 p.m.) in spring 2025.

Results

Over 97% of vehicle traffic passing through the intersections of West Portal Avenue and Ulloa Street and West Portal Avenue and Vicente Street are making compliant movements across both morning and afternoon periods (see Figure 9). At West Portal Avenue and Ulloa Street, that translates to about nine vehicles per hour violating one of the restrictions. As shown in Figure 10, of the three prohibited movements, the westbound through restriction is the most frequently violated with almost seven cars per hour making this movement. At West Portal Avenue and Vicente Street, 99% of cars passing through this intersection make compliant movements. However, since traffic volume through this intersection is higher, the 1% violation rate translates to slightly more hourly violations than at Ulloa Street, about 11 cars per hour.

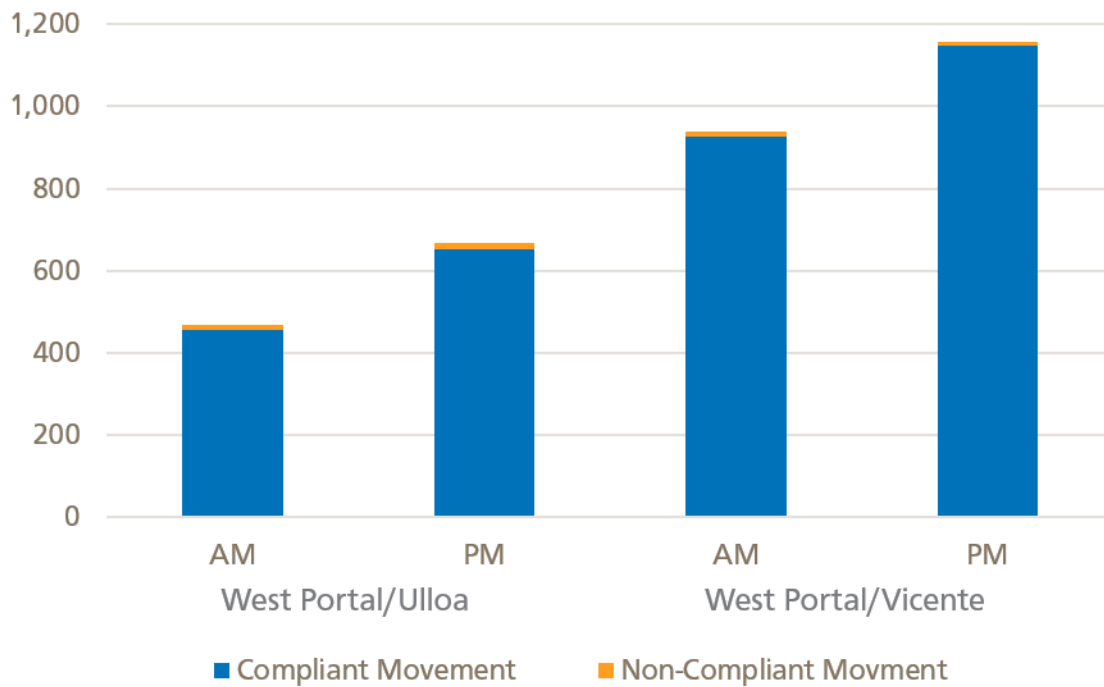


Figure 9 – Hourly compliant and non-compliant movements at West Portal and Ulloa and West Portal and Vicente. Source: Two-hour weekday afternoon (4 p.m.-6 p.m.) all vehicle turning movement video counts collected in spring 2024, and the average of two 2025 weekday turning movement video counts in spring 2025

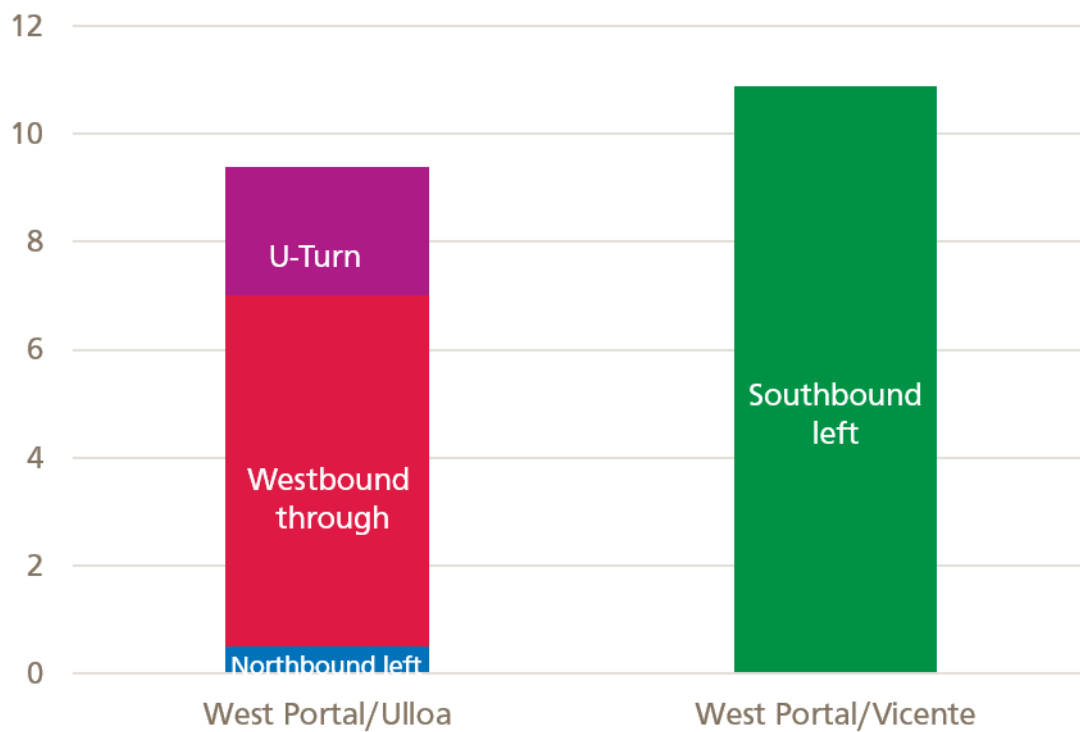


Figure 10– Hourly violations, AM and PM peak hours. Source: Two-hour weekday afternoon (4pm – 6pm) all vehicle turning movement video counts collected in spring 2024, and the average of two 2025 weekday turning movement video counts in spring 2025

Additionally, since implementation of the project there was a 75% reduction in illegal U-turns on West Portal Avenue at Ulloa Street (see Figure 11). It is likely that the project's implementation of the northbound red transit lane and lane striping changes increased the legibility of the pre-existing U-turn restriction, which contributed to this significant reduction.

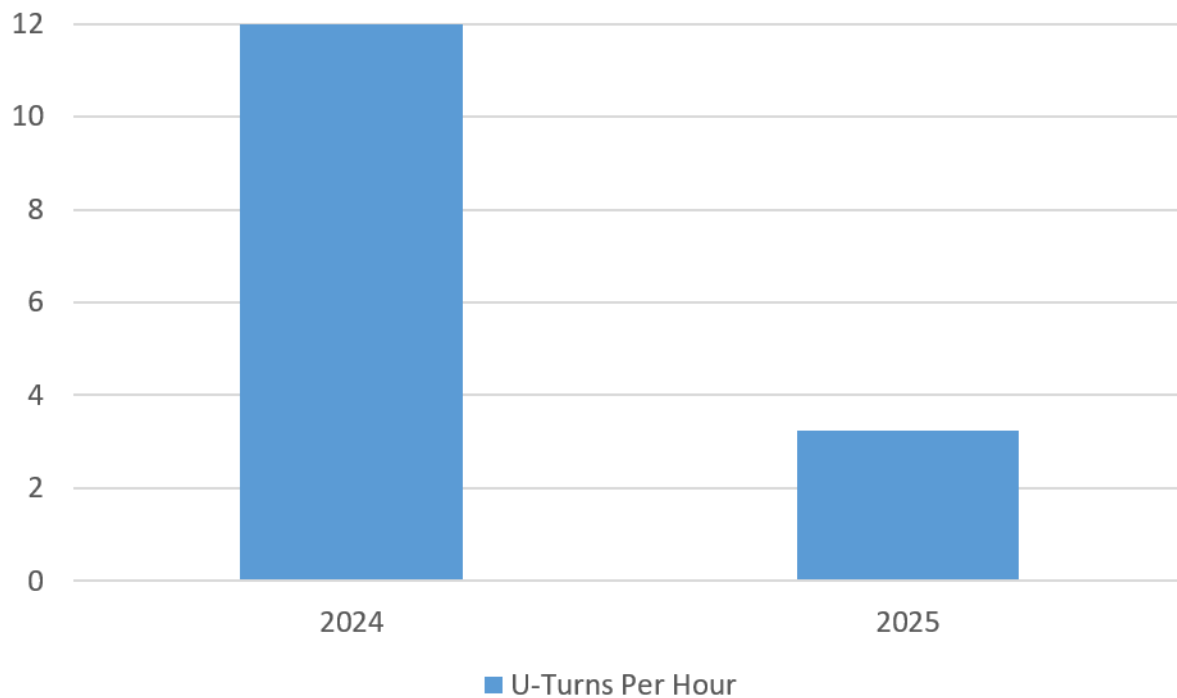


Figure 11 – Hourly U-turn violations, PM peak weekday, West Portal Avenue northbound at Ulloa Street. Source: Two-hour weekday afternoon (4pm – 6pm) video turning movement counts collected in spring 2024, and the average of two 2025 weekday turning movement video counts in spring 2025

While these results do show that a very high share of vehicles passing through these intersections are complying with the restrictions, public feedback (discussed further beginning on p. 38) indicates that many residents and stakeholders are still concerned about compliance and are asking for more enforcement of vehicle restrictions. This makes sense given the violation rate of between nine and eleven cars per hour. That means that someone passing through the area is likely to regularly see people driving violating these restrictions.

Circulation of people walking in the station area

As described in the introduction of the report, the project included a series of changes in front of West Portal Station. New elements included planters, a street mural, and a new bikeshare station that were designed to work together to define the pedestrian space

and direct Muni riders to the best path to access the platforms. One of the goals of these changes was to decrease incidences of pedestrians crossing through the middle of the tracks. This section of the evaluation assesses how well this goal was achieved.

Methods

Staff observed pedestrian circulation in front of West Portal Station at the intersection of Ulloa Street and West Portal Avenue in October 2024 (after the reintroduction of the L Taraval rail) and then later in November 2025 after the implementation of the project improvements in front of the station entrance.

For purposes of assessing whether the changes decreased incidences of pedestrians crossing the middle of the tracks, three main categories of pedestrian movements in front of the station were considered (see Figure 12).

1. Crossed into the middle of the tracks (shown in red)
2. Crossed just south of designated crossing (shown in yellow)
3. Crossed at designated crossing (showed in green)

Only the first two movements (crossed in the middle of the tracks and crossed just south of designated crossing) were counted due to the high volume of pedestrians using the designated crossing. Staff observations were conducted once in the morning (8 a.m. – 9 a.m.) and once in the afternoon (3 p.m.-4 p.m.), in both the before and after period.

- — Crossed in middle of tracks (counted)
- — Crossed just south of designated crossing (counted)
- — Crossed at designated crossing (not counted)

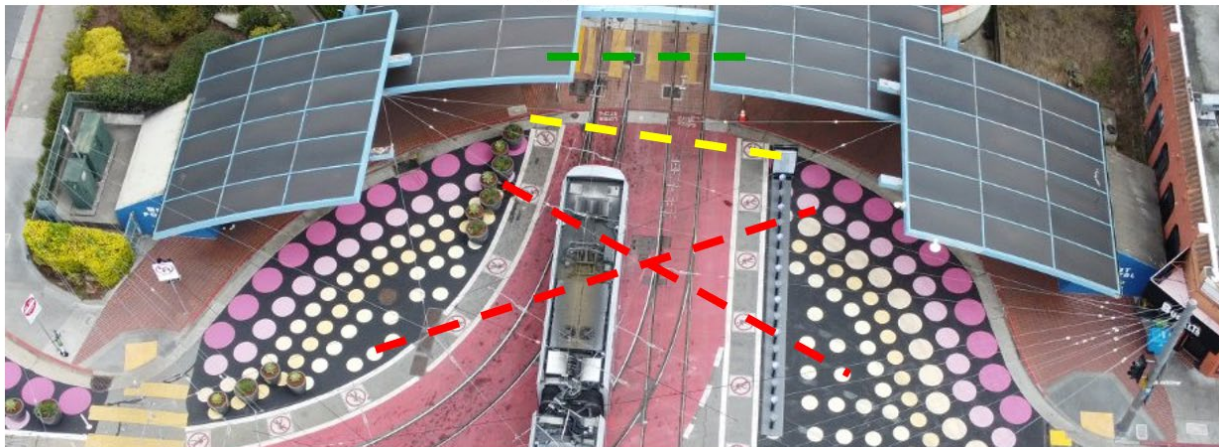


Figure 12 –West Portal station area, with the three pedestrian crossing movements considered.

Results

Pedestrians crossing the middle of the tracks has decreased considerably since implementation of the project, with an overall decrease of 78% (a decrease of 73% in the morning, and a decrease of 90% in the evening) (see Figure 13).

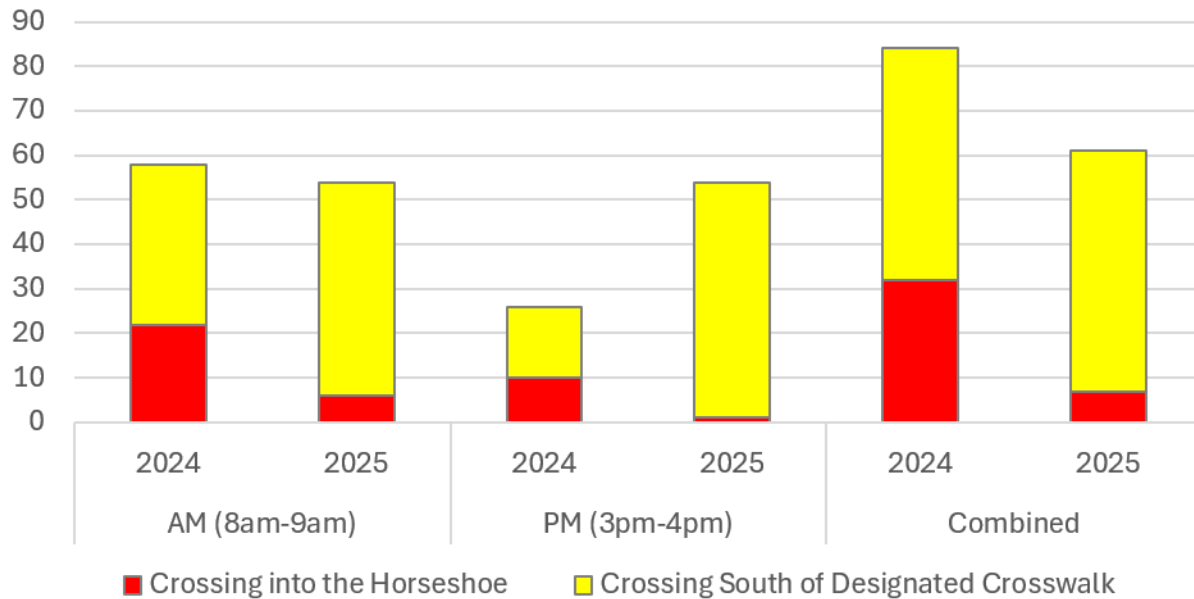


Figure 13 – Pedestrian crossing behavior at West Portal Station. Source: Staff observations at the West Portal Station on one weekday in October 2024 and November 2025, 8am – 9am and 3pm to 4pm.

There was a slight increase in the number of pedestrians crossing south of the designated crosswalk, with a combined increase after project implementation of about 4% across both morning and afternoon period. The project did not explicitly seek to decrease pedestrians crossing directly south of the designated crosswalk. And, it is likely that the project’s station improvements shifted pedestrians who may have been predisposed to crossing in the middle of the tracks to instead cross directly south of the crosswalk – a comparatively preferable movement. Although the exact numbers were not counted here, most pedestrians entering and exiting West Portal Station use the designated crossing (green in Figure 12).

Perceptions of Safety

Methods

This metric was one of three assessed using an intercept survey. The intercept survey methodology is described further in the grey box. To understand how the project improvements affected people’s perceptions of safety, survey respondents were asked “how safe do you feel NOW compared to A YEAR AGO, in terms of avoiding a collision.”

Respondents were asked this question for three specific locations: at the intersections of: West Portal Avenue and Ulloa Street, Ulloa Street and Lenox Way, and at West Portal Avenue and Vicente Street.

Intercept Survey

The project team conducted an intercept survey after the project was implemented to collect three of the project's evaluation metrics: changes in perceptions of safety, changes in frequency of customer visits to West Portal businesses and feedback on station improvements.

The SFMTA retained a professional surveying firm, Ewald & Wasserman, to conduct the survey. It was conducted in fall 2025, focusing on the busiest hours of both weekends and weekdays.

A total of 609 surveys were completed. Surveys were conducted in English, Spanish and Chinese. Sixty-two percent of surveys were collected at the intersection of West Portal Avenue and Ulloa Street and 38% at the intersection of West Portal Avenue and Vicente Street.

Figure 14 summarizes how survey respondents had traveled to West Portal on the day they were surveyed. **Over 73% of respondents walked or rode transit to reach West Portal Avenue** for their visit. Forty-eight percent reported walking, 25% reported taking the transit and 24% reported driving. A small number reported using other modes including bike, motorcycle, scooter, rideshare or taxi.

How did you travel to West Portal today?

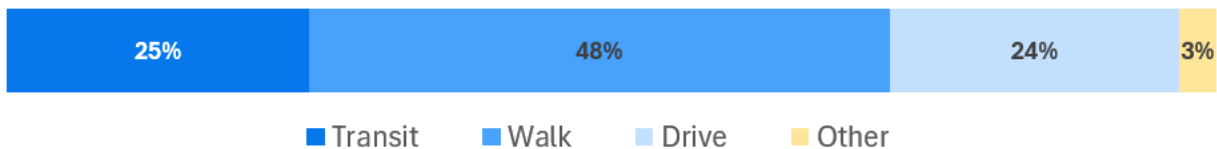


Figure 14 - Response to "How did you travel to West Portal today?" (n=595)

Results

The share of respondents who reported feeling "very safe" or "somewhat safe" increased at all three intersections as compared to a year prior, with 72%

reporting feeling very or somewhat safe at the intersection of Ulloa Street and Lenox Way. As shown in Figure 15, the greatest increase in perceived safety was at the Ulloa Street and Lenox Way intersection, where the number of people who felt somewhat or very safe increased by 22 percentage points. The intersection of West Portal Avenue and Ulloa Street experienced a similar significant increase, with the number of people who felt very or somewhat safe increasing by 19 percentage points, from 42% to 61%. There was a smaller increase in people’s reported perceptions of safety at the intersection of West Portal Avenue and Vicente Street, where the number of people who felt very or somewhat safe increased by six percentage points from 52% to 58%.

For the following locations, how safe do you feel NOW compared to A YEAR AGO, in terms of avoiding a collision?

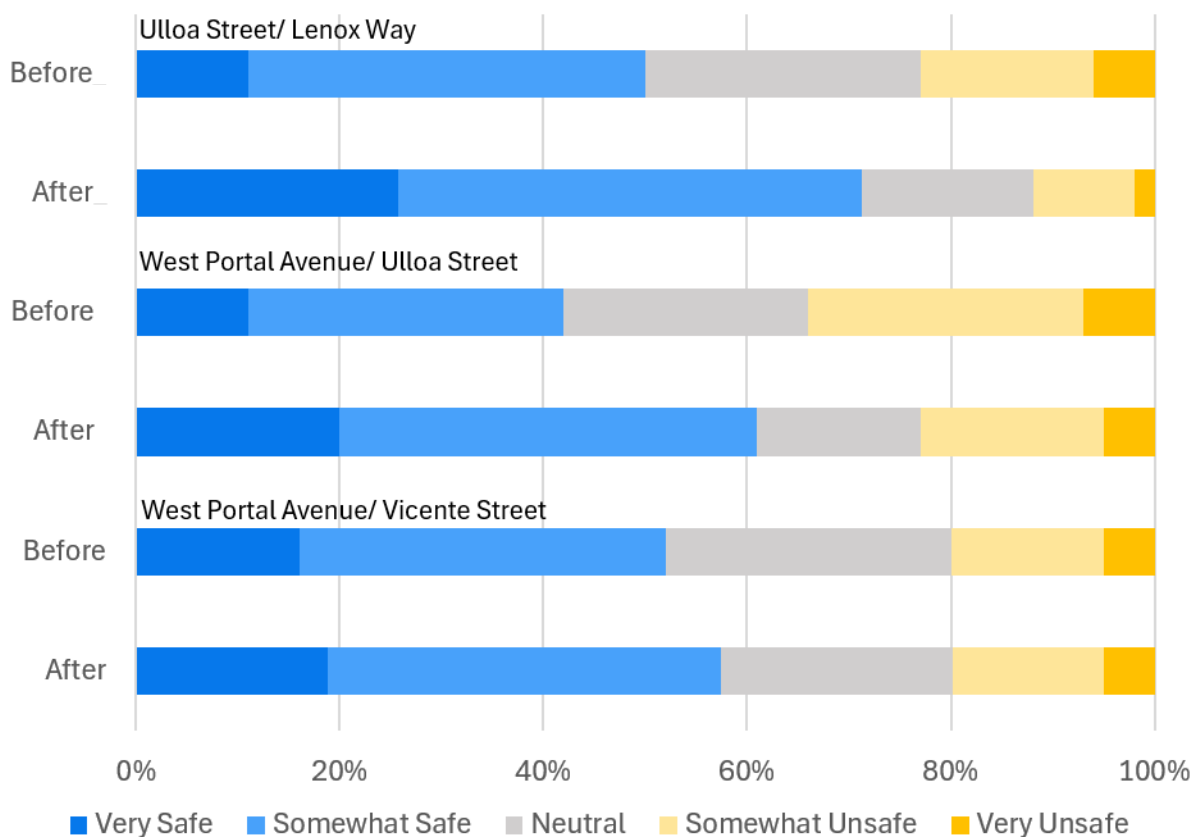


Figure 15 - Response to “For the following locations, how safe do you feel NOW compared to A YEAR AGO, in terms of avoiding a collision? (n=545)

Altogether, these findings indicate that the project was successful in improving perceptions of safety in the neighborhood, with greater improvements where more

changes were made. Additionally, during the project's planning phase, community members expressed concern that vehicle restrictions at West Portal Avenue and Ulloa Street could increase traffic at West Portal Avenue and Vicente Street, deteriorating safety at this intersection. In light of this feedback, some of the originally proposed restrictions at West Portal Avenue and Ulloa Street were dropped, and the southbound left turn restriction from West Portal Avenue onto Vicente Street was added. The findings that perceived safety improved marginally at the West Portal Avenue and Vicente Street intersection provides an indicator that the project was successful in avoiding deteriorated conditions in this location.

Frequency of customer visits to West Portal businesses

Methods

This metric is the second of three assessed using an intercept survey. The intercept survey methodology was described in the prior section. To understand how the project improvements affected people's frequency of visiting West Portal businesses, survey respondents were asked "How often do you visit West Portal businesses compared to the previous year?"

Results

Most respondents reported visiting West Portal businesses as often or more often than before. Eighty-two percent reported visiting West Portal businesses about as often as the year before, while more respondents reported visiting more frequently (13%) than less frequently (5%) (see Figure 16). These trends were similar regardless of what mode of transportation the respondents used to get to West Portal. For example, for people who reported driving to West Portal, 79% indicated they were visiting as frequently as before, 15% indicated they were visiting more frequently, and 6% indicated they were visiting less frequently.

How often do you visit West Portal businesses compared to the previous year?

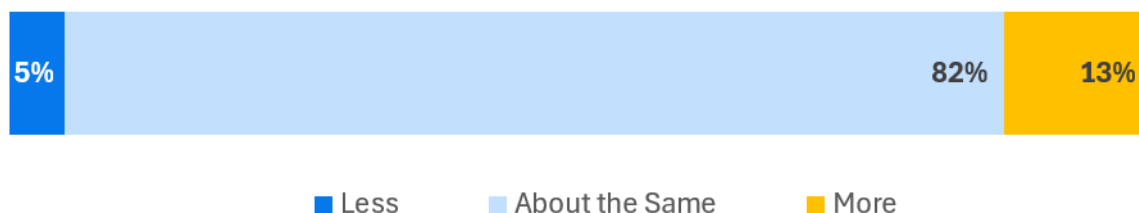


Figure 16 - Response to “How often do you visit West Portal businesses compared to the previous year?” (n=595)

Most people surveyed visited West Portal businesses multiple times per week.

Thirty-five percent visited five or more times per week, 31% visited two to four times per week, 16% about weekly and 16% once per month or less (see Figure 17). Among those surveyed who were in West Portal to go to businesses or services, 84% reported visiting West Portal once a week or more.

How often do you visit businesses or services on West Portal Avenue?

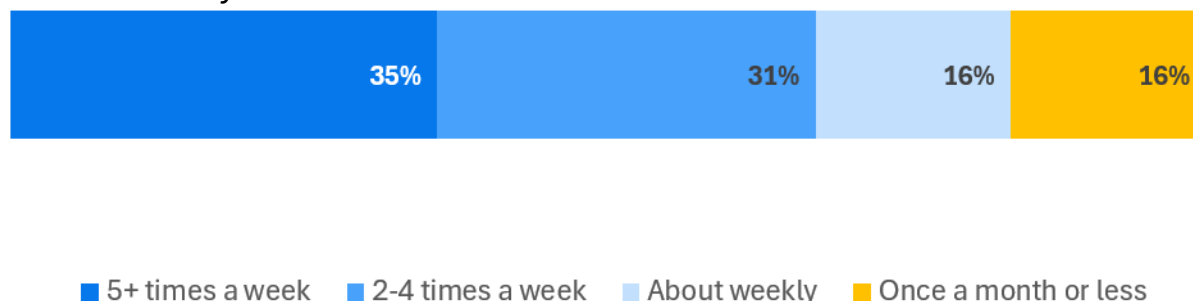


Figure 17 - Response to “How often do you visit businesses or services on West Portal Avenue?” (n=595)

Feedback on station improvements

Methods

Station improvements were the third topic that was assessed using an intercept survey. The intercept survey methodology was described in the prior section. To gauge how people who regularly pass through West Portal felt about the recent station area improvements, survey respondents were asked, “Have you noticed the changes in front of West Portal Station such as the new planters, bikeshare station, street and wall

murals at the station entrance?” For those who were familiar with these changes, they were then asked, “How do you feel about these recent changes to West Portal Station?”

Results

Most respondents were aware of the project improvements. Seventy-nine percent reported they were aware of the changes, 14% were not aware and 7% were not sure.

The majority of respondents liked the changes at West Portal Station. Fifty-seven percent of survey respondents strongly or somewhat liked the changes. Twelve percent somewhat disliked the changes and 11% strongly disliked the changes.

How do you feel about these recent changes to West Portal Station?

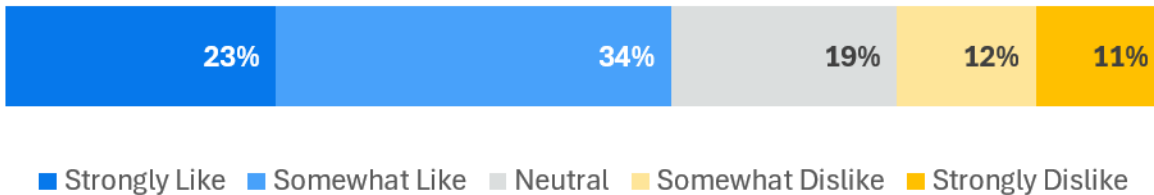


Figure 18 - Responses to “How do you feel about these recent changes to West Portal Station?” (N=493)

Sentiment about station changes is similar between those who live in West Portal and those who visit from outside the neighborhood. As shown in Figure 19, 62% of survey respondents visiting from other neighborhoods strongly or somewhat liked the changes, versus 54% of survey respondents living in the greater West Portal neighborhood (zip codes 94127 and 94116).

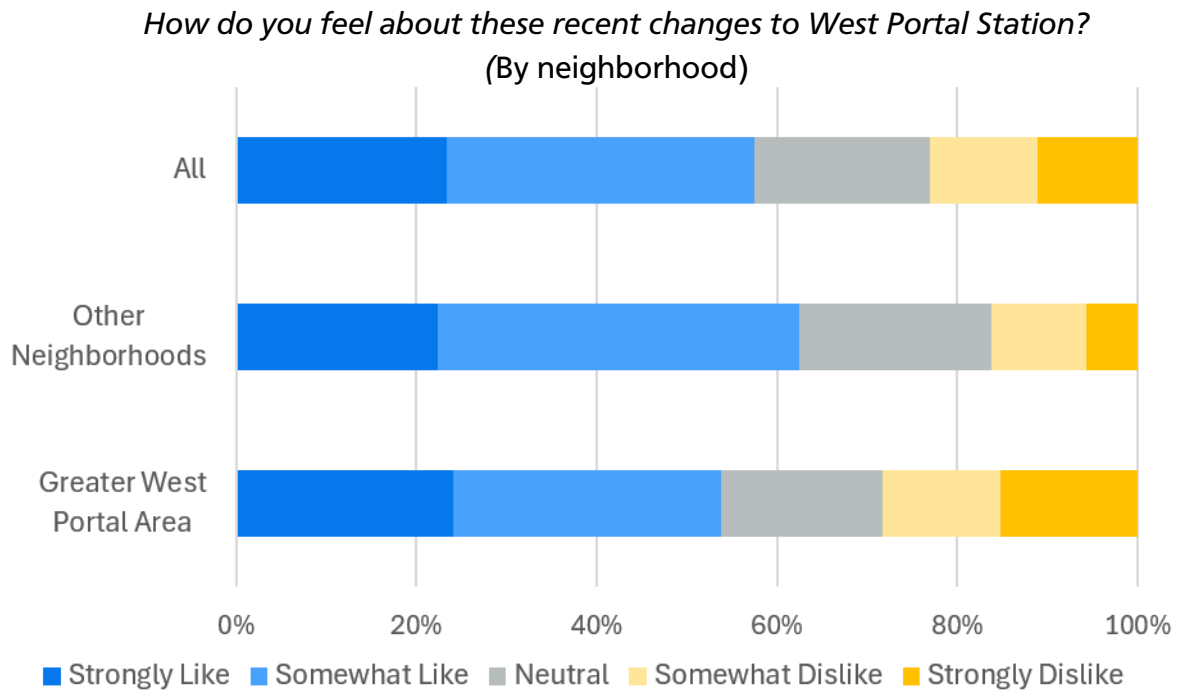


Figure 19 - Responses to “How do you feel about these recent changes to West Portal Station?” (N=493). Greater West Portal Area is defined as residing in 94127 or 94116.

People who traveled to the project area via public transit had the most positive response to the changes with 77% of respondents strongly or somewhat liking the changes (Figure 20). Those that walked or drove to the project area had very similar responses with 50% each liking or strongly liking the changes.

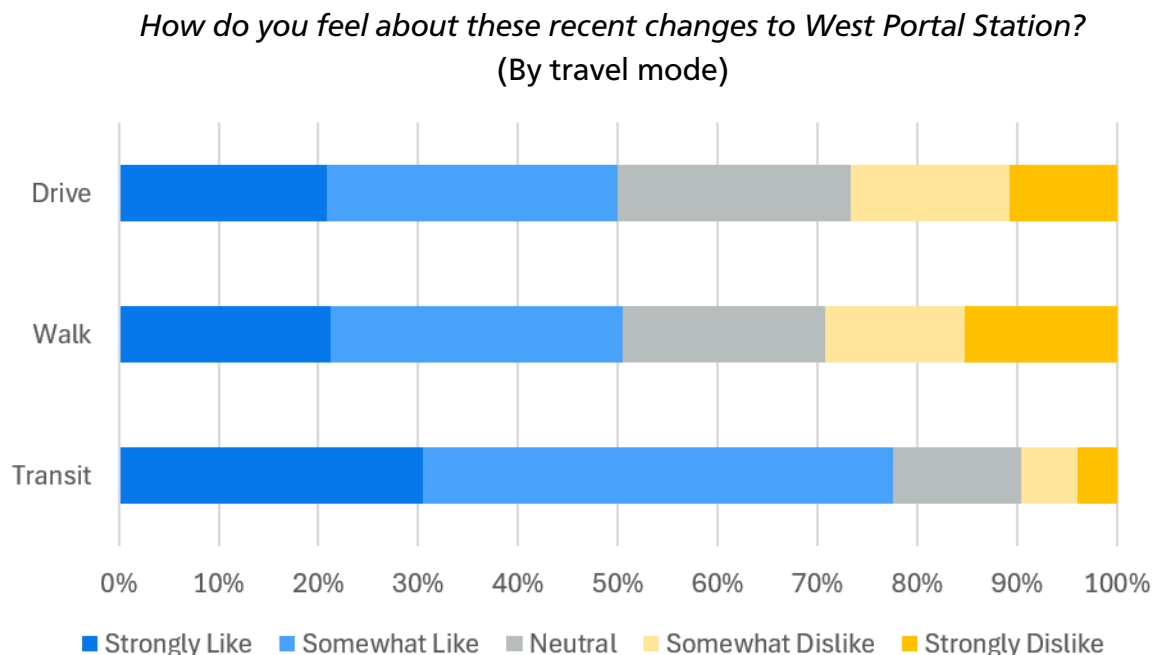


Figure 20 - Responses to “How do you feel about these recent changes to West Portal Station?” (N=493)

Sales tax receipts

Some West Portal business owners and residents were concerned that street and traffic circulation changes from the project could impact the ability of customers to reach their businesses by car and therefore result in declining sales. That's why an assessment of sales tax receipts is included in the project evaluation.

Methods

Sales tax receipts collected by the San Francisco Controller's Office were used to gauge overall sales in the West Portal neighborhood⁵. Sales tax data for San Francisco is available by census block from the DataSF [Open Data Portal](#). Sales tax data is aggregated, using Census Block boundaries. However, the Controller's Office combines some geographic boundaries to maintain the anonymity of businesses based on Taxation Code Section 7056. Additionally, business payers with multiple locations (for example chain stores) are excluded because sales tax cannot be tied back to the location where it was collected. Change in sales tax receipts by quarter were analyzed between April 2023 and April 2025.

Results

West Portal sales tax receipts have outpaced citywide trends before and since project implementation. Since January 2024, the West Portal commercial district has outperformed San Francisco in sales tax receipts. For example, even before the implementation of the West Portal Safety Project, between April and June 2024, West Portal outperformed the city of San Francisco by 21%. After implementation of the turn restrictions and traffic calming, in April 2025, citywide tax receipts were approximately 100% of the April 2023 baseline. In comparison, West Portal sales tax receipts continued to outperform with 129% of baseline tax receipts by April 2025 (see Figure 21). While there are a variety of factors that affect sales tax receipts beyond the project changes, this data is an indicator that the West Portal commercial district is performing well economically at this time.

⁵ West Portal neighborhood was defined by the following census blocks: 60750308001004, 60750308001009, 60750308001003, 60750308001010, 60750308001015, 60750308003001, 60750308003000, 60750308004008, 60750308001016, 60750308004000, 60750308004009, 60750308003012, 60750308003011

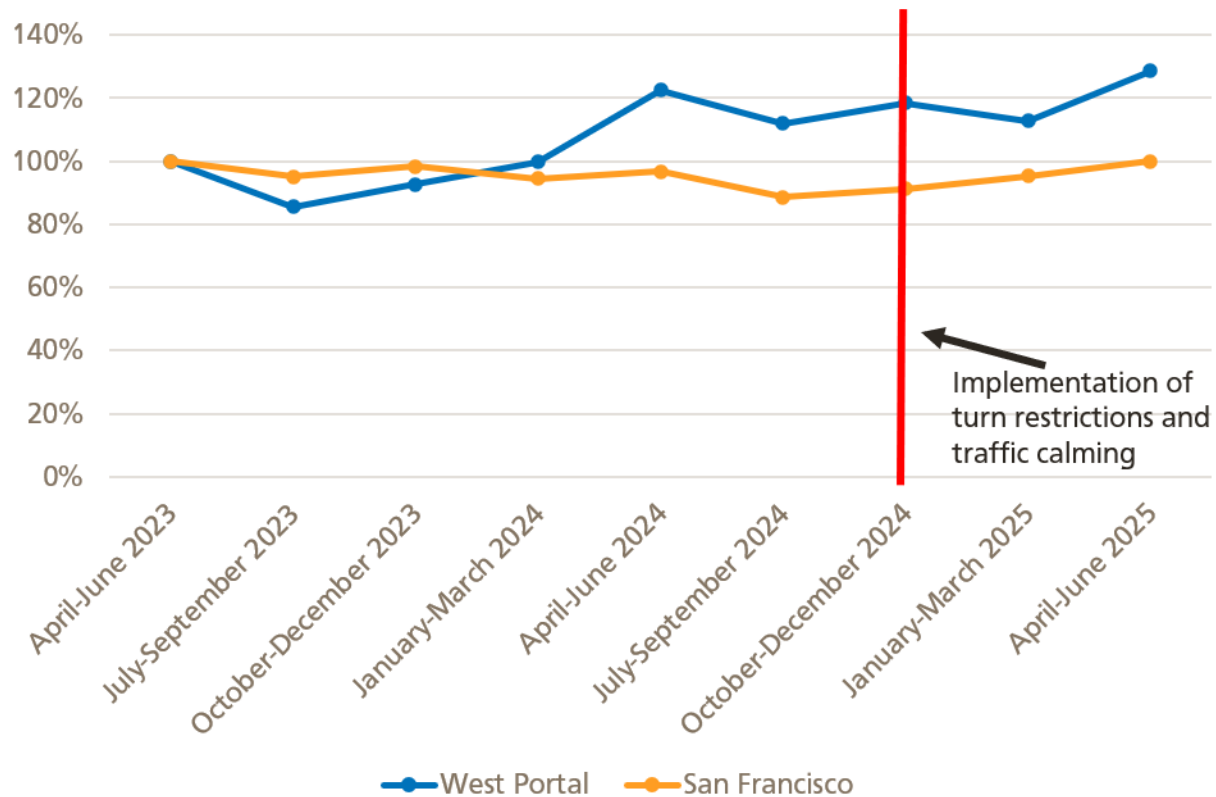


Figure 21 – Change in tax receipts since April 2023. Source: Data SF, Regional sum of quarterly sales tax by Census Block, data last updated 2/10/2026.

Traffic volumes

Traffic volumes through the intersection of West Portal Avenue and Ulloa Street were monitored to gauge how effective the project was in decreasing traffic through this intersection. In addition, because the project implemented vehicle restrictions, there was community interest in understanding where diverted traffic would re-direct to. Therefore, the evaluation monitored traffic volumes on select other streets throughout the neighborhood before and after project implementation.

Methods

Automated 24-hour vehicle volume counts were collected in spring 2024 via tube counts and again in spring 2025 via tube counts and video counts. Due to an issue with tubes undercounting volumes, 2024 data was adjusted based on the factor of tube to video counts collected in 2025.

More detailed turning moment counts were also captured with video during one two-hour weekday afternoon period (4 p.m. – 6 p.m.) in spring 2024, and two weekday afternoon periods (also 4 p.m. – 6 p.m.) in spring 2025.

Results

Traffic decreased along Ulloa Street, consistent with the project’s goal to discourage through traffic on this street. As shown in Figure 22., traffic volumes decreased by about 4% on the block of Ulloa Street between West Portal Avenue and Claremont Boulevard, about 10% on the block of Ulloa Street between Claremont Boulevard and Dorchester Way, and about 13% on the block of Claremont Boulevard between Dorchester Way and Ulloa Street.

Additionally, as shown in Figure 23, West Portal Avenue and Ulloa Street evening peak intersection traffic volumes decreased by 17% overall. Among the different movements at West Portal Avenue and Ulloa Street, there were increases of about 13% for eastbound through movements and about 18% for both westbound left-turns and northbound right turns. Altogether, the general reductions in traffic through this intersection indicates support for the project’s goal to discourage through traffic along Ulloa Street in front of West Portal Station.

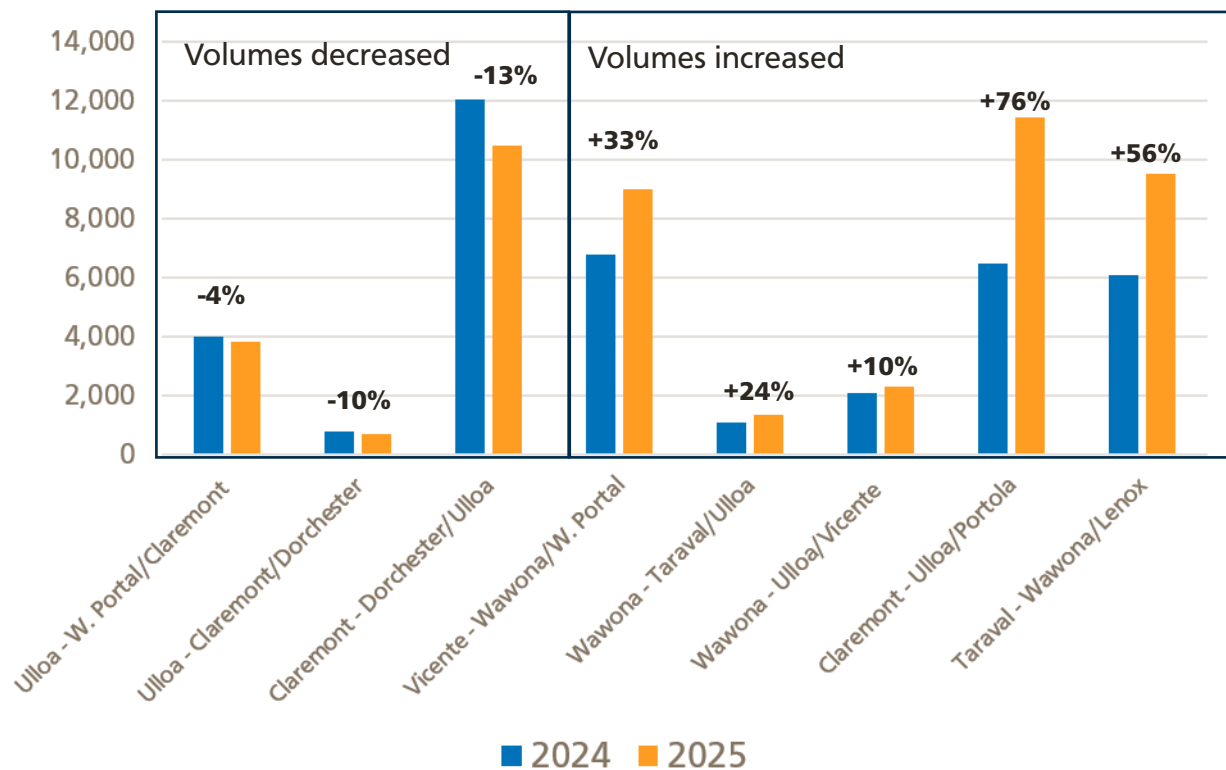


Figure 22 – Change in average daily traffic volumes on selected project area streets. Source: one day of 24-hour weekday data collected in spring 2024 via tube counts and in spring 2025 via tube and video counts. Due to an issue with tubes undercounting volumes, 2024 data has been adjusted based on the factor of tube to video data collected in 2025.

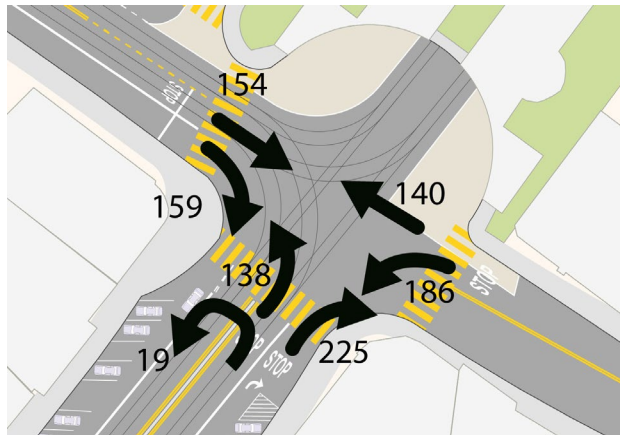
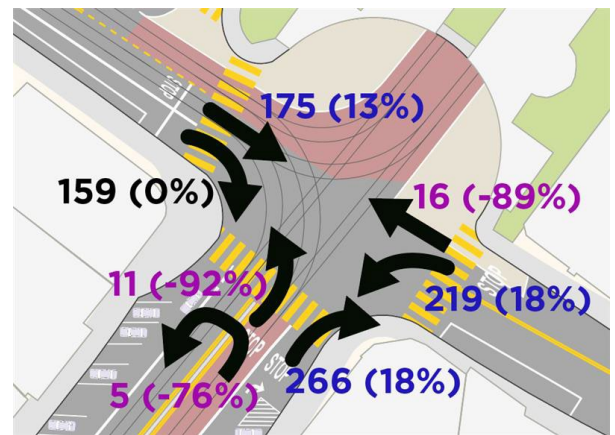
2024

2025


Figure 23 - Traffic volumes by movement, 4-6 p.m., weekdays at the intersection of West Portal Avenue and Ulloa Street. Source: Two-hour weekday afternoon (4 p.m. – 6 p.m.) all vehicle turning movement video counts collected in spring 2024, and the average of two 2025 weekday turning movement counts in spring 2025

Volumes on Wawona Street remain consistent with a low volume neighborhood street, despite an increase in traffic volume after project implementation.

As a part of the project’s planning phase, a traffic study found that Wawona Street and Vicente Street were the most likely streets to see increased volumes due to the project changes. Due to Wawona Street being a residential street, the project included traffic calming elements to mitigate a potential increase in traffic caused by the vehicle restrictions. While Wawona Street traffic did increase between 10 and 24% depending on the block as predicted, volumes – at about 2,300 vehicles per day on the block between Ulloa and Vicente streets and less than 1,400 vehicles per day on the block between Taraval and Ulloa streets – are still consistent with its roadway classification as a low volume neighborhood residential street.

Traffic increased primarily on streets designed for higher volumes, including Claremont Boulevard, Taraval Street and Vicente Street. Traffic volumes increased by 33% on the block of Vicente Street between Wawona Street and West Portal Avenue, by 76% on the block of Claremont Boulevard between Ulloa and Portola streets and by 56% on the block of Taraval Street between Wawona Street and Lenox Way.

At the intersection of West Portal Avenue and Vicente Street, evening peak intersection turning movement counts show a more nuanced story. Overall traffic volumes through this intersection decreased by about seven percent, but some movements showed increases (see Figure 24). These include a 30% increase in eastbound through movements on Vicente Street crossing West Portal Avenue, a 27% increase in southbound right turns from West Portal Avenue onto Vicente Street and a 10 percent increase in southbound through movements on West Portal Avenue crossing Vicente Street.

Claremont Boulevard, Taraval Street and Vicente Street, are all designed for higher volume traffic based on San Francisco’s Better Streets Plan roadway classifications. Because the increases in traffic on these streets are significantly larger than the decreases in volumes along Ulloa Street reported above, it is likely that these increases are only partially explained by the project’s traffic restrictions. Other factors, such as an overall increase in vehicle travel as post-pandemic economic recovery continues, as well as shifting traffic patterns in the neighborhood due to the resumption of L Taraval rail service and the ongoing construction at West Portal Elementary School, also are likely contributors to these overall increasing trends.

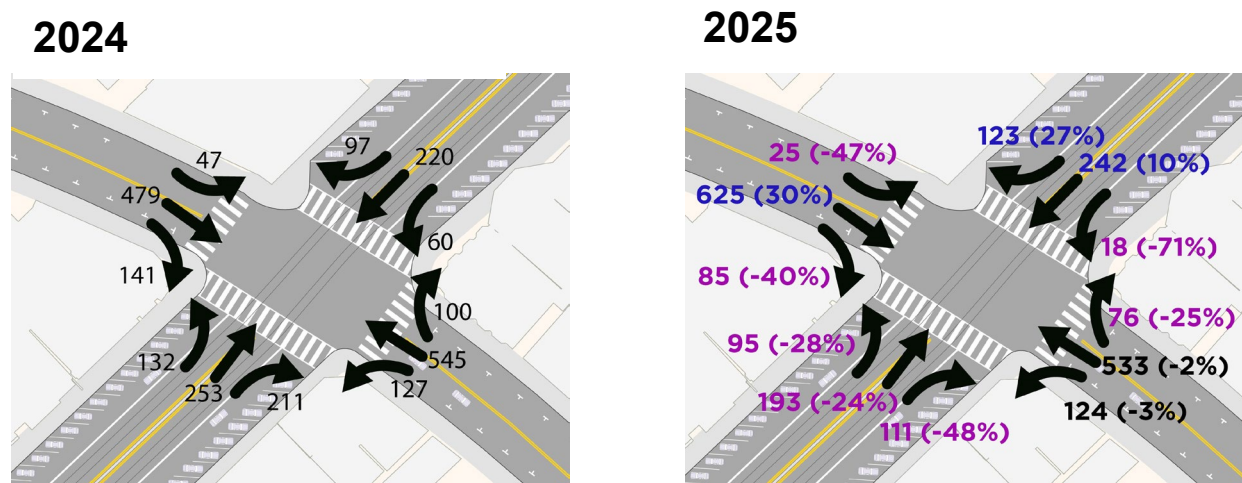


Figure 24 - Traffic volumes by movement, 4- 6 p.m., weekdays at the intersection of West Portal Avenue and Vicente Street in 2024 and 2025. Source: Two-hour weekday afternoon (4 p.m. – 6 p.m.) all vehicle turning movement video counts collected in spring 2024, and the average of two 2025 weekday turning movement counts in spring 2025

Transit travel time and reliability

Methods

Transit travel time data for transit lines that pass through the project area (the K Ingleside, L Taraval, M Ocean View, 57 Parkmerced and 48 Quintara) were processed from automated people counters (APC) installed in Muni bus and light rail vehicles. Fiftieth percentile (median) travel times were calculated, which approximate the typical passenger experience. Additionally, reliability was calculated, defined as the difference between the 90th and 50th percentile travel time. This number represents the range of time between the average time a transit vehicle takes to travel along a particular segment and its upper range. A larger number means that there is a lot of variability in travel time for that segment, and the time it takes is not very predictable. Travel times

include dwell times (the time that transit vehicles have their doors open at stops). Each direction was analyzed separately: inbound and outbound.

Results

Overall, there were no significant changes in transit travel time and reliability since implementation of the project. For the K Ingleside and M Ocean View, travel time and reliability remained relatively constant between West Portal Station and Ulloa Street and 14th Avenue, despite more trains passing through West Portal Station after the return of L Taraval rail service in fall 2024 (See Figure 25 and Figure 26).

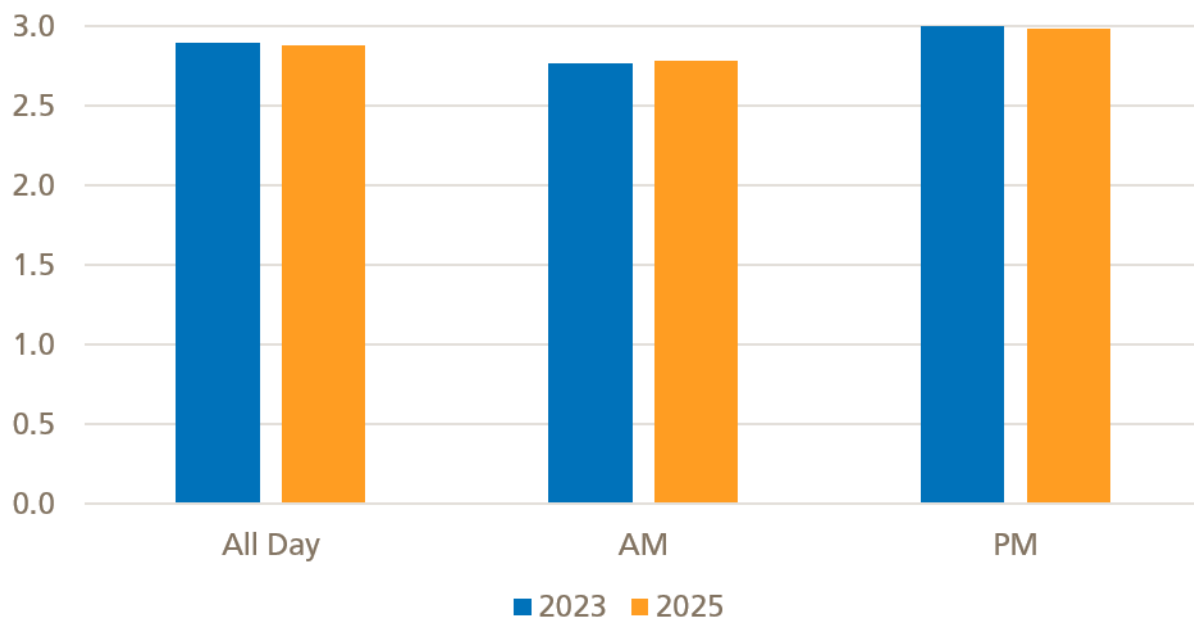


Figure 25 – Inbound M Oceanview and K Ingleside median travel time in minutes between West Portal Station and the West Portal Ave and 14th Street stop. 2023 before period includes 10/1/23 – 10/31/23. 2025 period includes 10/2/2025 – 10/31/2025. Transit travel time processed from automated vehicle location (AVL) data collected in Muni's OrbCAD system.

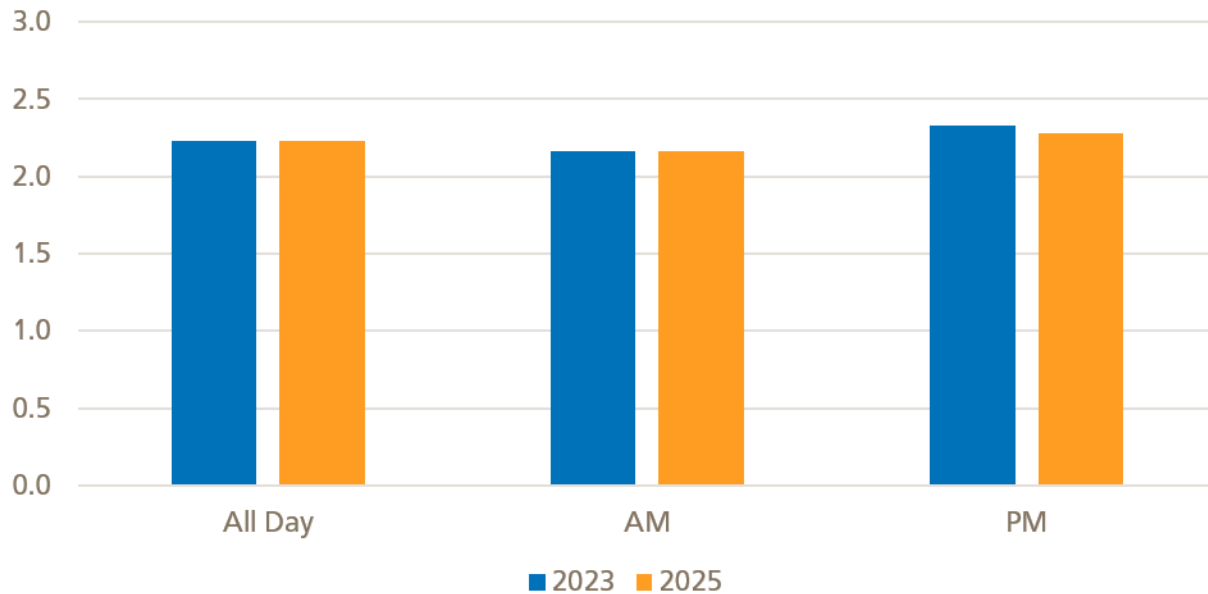


Figure 26 - Outbound M Oceanview and K Ingleside median travel time in minutes between West Portal Station and the West Portal Ave & 14th Street stop. 2023 before period includes 10/1/23 – 10/31/23. 2025 period includes 10/2/2025 – 10/31/2025. Transit travel time processed from automated vehicle location (AVL) data collected in Muni's OrbCAD system.

The L Taraval showed slightly faster travel times between West Portal Station and Ulloa Street and 14th Avenue, but this was based on only the first four weekdays of L Taraval rail service before project implementation (see Figure 27 and Figure 28). This could likely be related to more cautious driving by rail operators during the first days of service. Finally, no significant travel time or reliability trends were found for the 57 Parkmerced or 48 Quintara. Data showed some directions and time periods with slight increases in travel time and/or reliability and others with slight decreases in these metrics during the time periods analyzed.

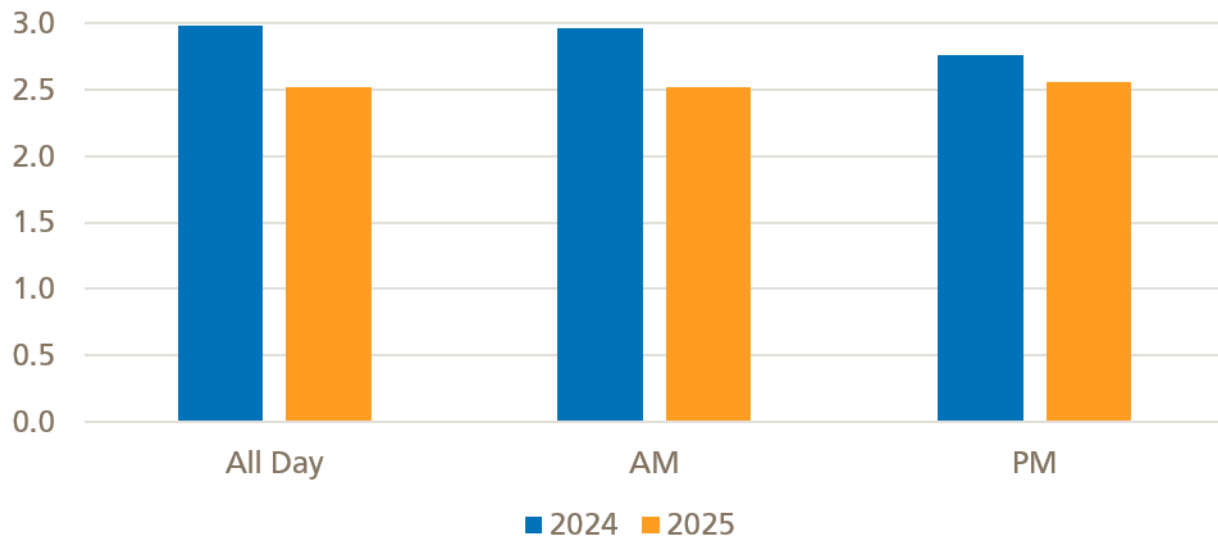


Figure 27 - Inbound L Taraval median travel time in minutes between West Portal Station and the Ulloa St. & 14th St. stop. 2023 before period includes 9/30/2024 – 10/3/2024. 2025 period includes 9/30/2025 – 10/31/2025. Transit travel time processed from automated vehicle location (AVL) data collected in Muni's OrbCAD system.

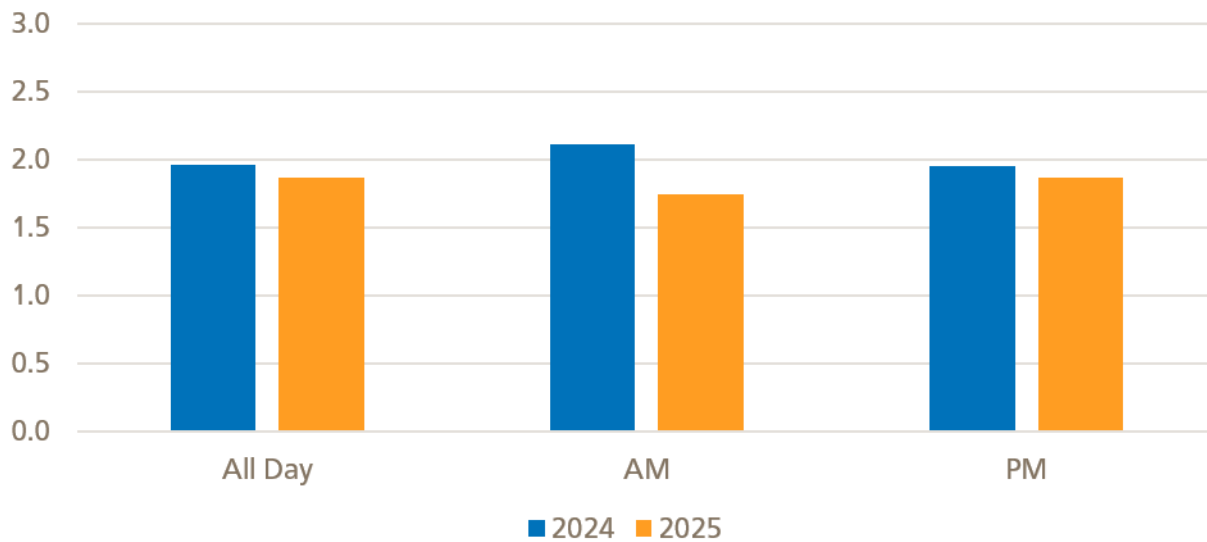


Figure 28 - Outbound L Taraval median travel time in minutes between West Portal Station and the Ulloa St. & 14th St. stop. 2023 before period includes 9/30/2024 – 10/3/2024. 2025 period includes 9/30/2025 – 10/31/2025. Transit travel time processed from automated vehicle location (AVL) data collected in Muni's OrbCAD system.

Bikeshare utilization

The project included installation of a bikeshare station within the West Portal Station entrance, implemented in August 2025. The evaluation assesses usage of this station.

Methods

Anonymized and aggregated bikeshare station utilization data provided by the Bay Area’s bikeshare operator—Bay Wheels—was analyzed for the new station. The data included the number of trips that began and ended at West Portal Station from implementation in August 2025 through March 2026.

Results

Results show that over 2,000 bikeshare trips have started or ended at West Portal Station since installation in August 2025 (see Figure 29). This utilization is consistent with what would be expected for a newer station in this area of the city. The rise and fall of utilization through the fall of 2025 and winter of 2026 is consistent with typical seasonal trends citywide. Overall San Francisco Baywheels ridership has been breaking month over month records since 2022 and the expanding network of stations is one potential contributor to these trends.

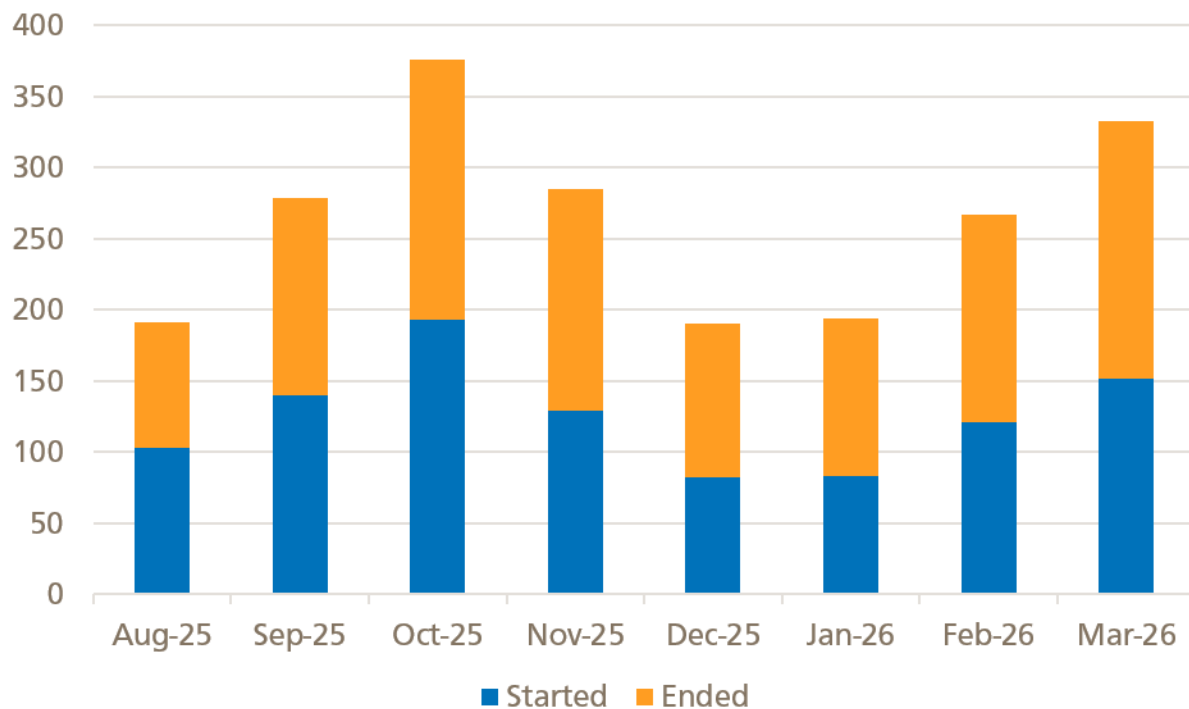


Figure 29 – Bikeshare station trips starting and/or ending at West Portal Station by month. Source: Bikeshare data provided by Bay Wheels.

Qualitative feedback from the public and SFMTA transit operators

Qualitative feedback from both the public and SFMTA’s transit operators was assessed as a complement to quantitative feedback to comprehensively understand more about how people who regularly pass through the area view the project changes.

Methods

This section synthesizes feedback from three different sources:

- Members of the public who emailed or called the project team to provide feedback since project implementation.
- Members of the public who participated in the intercept survey and provided free response feedback at the end of the intercept survey, when survey respondents were asked “Is there anything else you would like to briefly add?”
- Feedback provided by Muni rail and bus operators of the lines that pass through West Portal Station. This feedback was collected through project team presentations at Division Safety Committee (DSC) meetings. DSC meetings are a monthly meeting that transit operators are invited to join to get a wide range of agency updates. Among other purposes, these meetings are a forum for project teams to hear project feedback from operators. The team joined the Woods Division Safety Committee meeting on October 22, 2025. This Division includes the 48 Quintara, 57 Parkmerced and 91 Owl lines that operate through the project area. And, the team joined the Muni Metro East/Green Division Safety Committee meeting on November 4, 2025. These Divisions include the K Ingleside, L Taraval and M Ocean View lines that operate through the project area.

To illustrate the key themes, some direct quotes from these sources are also included.

Results

Six major themes emerged from this qualitative feedback.

1. Appreciation for changes that made the area feel safer

Many expressed overall appreciation for the perceived safety benefits of the changes. People noted that the changes cleaned up the intersection in front of the station and improved pedestrian flow. As one commenter put it, *“The changes made drivers more careful.”*

Bus operators also reported that the vehicle restrictions improved the ease with which they can operate along Ulloa Street.

2. Desire for more enforcement

However, many also expressed desire for more enforcement of the vehicle restrictions. For example, one person commented that *"I observe at least one motorist ignoring the signage and driving the wrong way West on Ulloa [daily]."*

Operators discussed enforcement concerns related to illegal pick-ups and drop-offs in front of the station.

3. Aesthetic improvements to West Portal Station entrance are welcome

Many people's responses indicated a sense of pride for the beauty and treatment of the station. For example, one person noted: *"As a driver, I haven't minded the traffic calming solutions that were implemented. Thank you for all of your work. I love the murals."*

4. Lenox Way-specific feedback

Passenger loading zones and Muni authorized parking locations were modified a few times after initial project implementation to respond to helpful feedback from neighbors who live along Lenox Way and West Portal Branch Library staff.

5. More could be done to discourage people from lingering too close to the tracks at the West Portal Station entrance

While staff observations did show a reduction in pedestrians crossing the middle of the tracks, the results do acknowledge that this activity is still occurring. Rail operators indicate that it is stressful to operate rail vehicles in close proximity to areas with significant pedestrian activity. The project team will look for additional opportunities to address this concern in possible future project improvements in the area.

6. Traffic on other streets, including 14th Avenue, Taraval Street and Vicente Street

Members of the community have written to us to note their perception of increased congestion on neighboring streets following the implementation of turn restrictions near the West Portal Station. Some of the streets mentioned include 14th Avenue, Taraval Street and Vicente Street. For example, one person wrote, *"traffic has become heavily congested traveling southbound on 14th Avenue between Wawona and Portola, at the Yerba Buena/Santa Clara merge across Portola onto Vicente, and on Taraval Street leading to Dewey Circle."*

Equity

Equity is one of the SFMTA’s core organizational values and therefore each project evaluation considers potential equity benefits and impacts. For this evaluation, equity is considered in a few different ways:

- The Muni Service Equity Strategy identifies the Muni Metro K Ingleside and M Ocean View lines as “Equity Routes” vital for the Oceanview and Ingleside neighborhoods. Therefore, project changes were evaluated to assess any changes in travel time and reliability on these lines. They found there was no negative effect.
- We looked at how results for the intercept survey question regarding whether people liked or did not like the changes in front of West Portal Station varied by ethnicity, finding that people of color “strongly like” or “somewhat like” the changes (65%) at a higher rate than white respondents (53%) (See Figure 30).

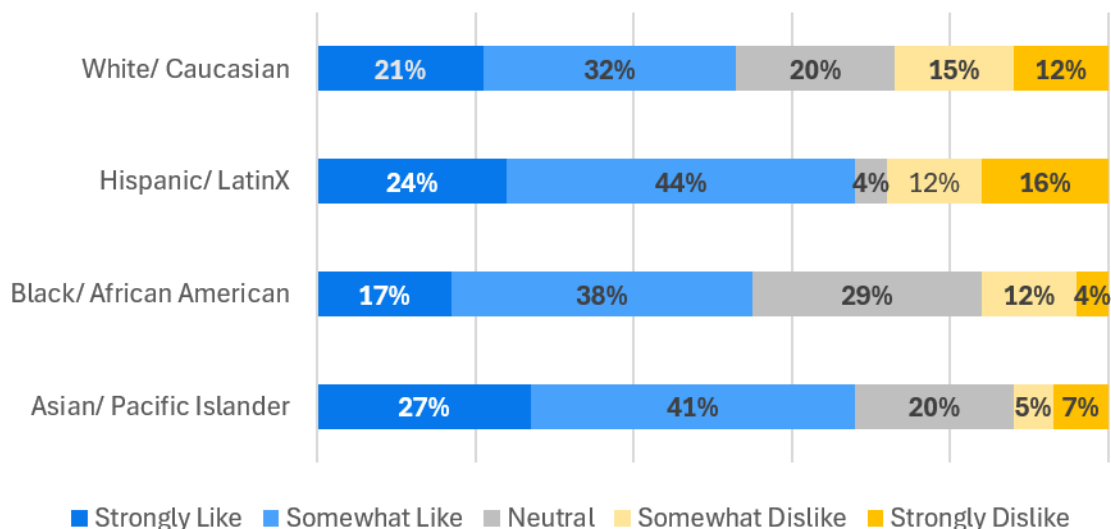


Figure 30 - Responses to “How do you feel about these recent changes to West Portal Station?” (N=493)

- Finally, considering the safety benefits described in earlier sections (reduced collision rate, reduced speeds, increased yielding to pedestrians at Ulloa Street and Wawona Street), these safety benefits will accrue to some of the significant vulnerable populations that frequently pass through the project area, including young children and seniors. Major trip attractors in the area include West Portal Elementary School, the West Portal Branch Library and a regular senior lunch program at the West Portal Clubhouse.

Conclusion

Table 4 summarizes the results for each evaluation metric, finding neutral to positive trends for each evaluation metric. Overall, this evaluation finds that the project successfully achieved the goals it set out to while producing minimal impacts.

Table 4 - Summary of metrics

Metric	Desired Outcome	Results
Auto speeds	Decreased incidences of speeding	☑ Streets with significant levels of speeding in 2024 (Wawona Street) decreased
	No significant increases in speeds	☑ No clear trends of significant speed increases due to project changes
Perceptions of safety	Perceptions of improved safety after implementation of project improvements	☑ Overall, a majority of respondents felt safer after project implementation, with greater increases on Ulloa Street
Drivers yielding to people walking at Ulloa/Wawona streets	Higher vehicle compliance yielding to people walking	☑ 100% of drivers yielded to people walking when flashing lights were activated during observations
Automobile volumes	Reduced volumes through the West Portal Avenue/Ulloa Street intersection	☑ Volumes decreased by 17%
Vehicle restriction compliance	Compliance with restricted movements at West Portal Avenue/Ulloa Street and West Portal Avenue/Vicente Street	☑ 97% of vehicles at West Portal Avenue/Ulloa Street and 99% of vehicles at West Portal Avenue/Vicente Street made legal movements
Collisions	A reduction in rate of injury collisions in the project area	☑ The rate of injury collisions in project area has decreased since implementation.



Metric	Desired Outcome	Results
Pedestrian circulation in the station area	Fewer pedestrians crossing tracks at locations other than the designated crossing	☑ Observations show a 75% reduction in pedestrians crossing in the middle of the tracks
Public feedback from people who regularly walk through the horseshoe	Sentiment that the re-design has positively enhanced the station area	☑ 57% of survey respondents strongly or somewhat liked the changes at West Portal Station
Frequency of customer visits to West Portal businesses	Maintain or improve frequency of customer visits to West Portal businesses	☑ 95% of those surveyed report visiting West Portal businesses the same or more frequently than prior to implementation
Sales tax receipts	Sales tax receipt trends that are similar or better than citywide trends	☑ West Portal sales tax receipts have outpaced citywide performance before and after project implementation