

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



Project Timeline

2016-2018
Planning



2019
Approval



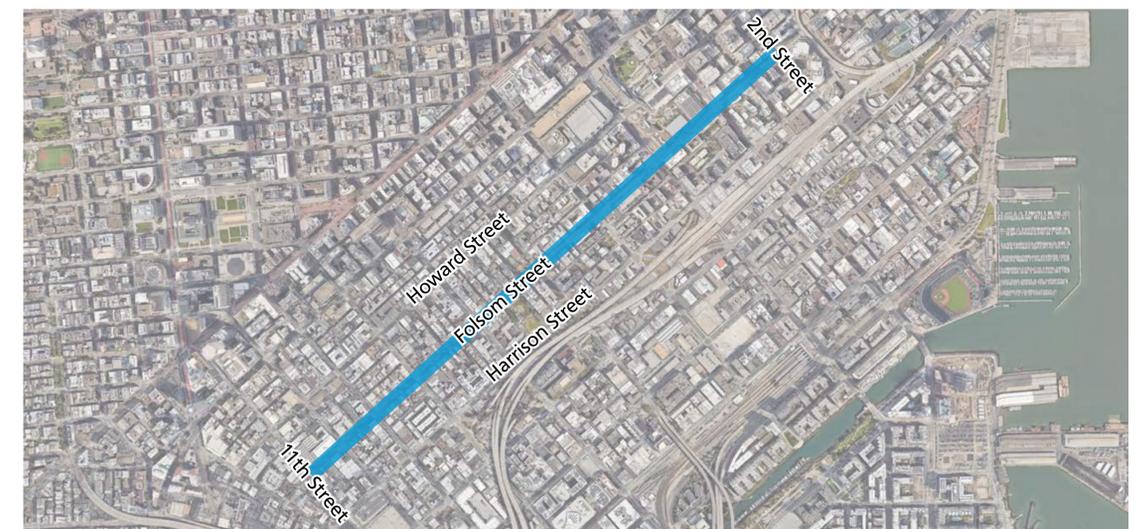
2020-2023
Design and Contract Award



2024-2026
Construction*



**Visit the Construction Timeline Board for more details*



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

Safety

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



- » New Transit Boarding Islands
- » Traffic Signal Upgrades + 3 New Traffic Signals
- » 19 Shortened Crossings/Bulbouts
- » 78 Upgraded Curb Ramps and 72 New Curb Ramps
- » Raised Crosswalks at Alleys
- » Two-way bikeways

Community/Public Realm

- » Reflect the cultural diversity and vibrancy of SoMa by improving the public realm and landscape



- » Pedestrian and Roadway Lighting Improvements
- » Landscaping Improvements including 65 New Trees
- » 24 New Decorative Crosswalks
- » 17 New Historical Sidewalk Plaques
- » 17 New Benches

Complete Street

- » Prepare for future growth in the neighborhood



- » Roadway Base Repair & Resurfacing
- » Roadway Repaving
- » Electrical Utility Improvements
- » Sewer and Drainage Improvements
- » Water Utility Improvements

Vision Zero

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

2019 to 2023 Collisions



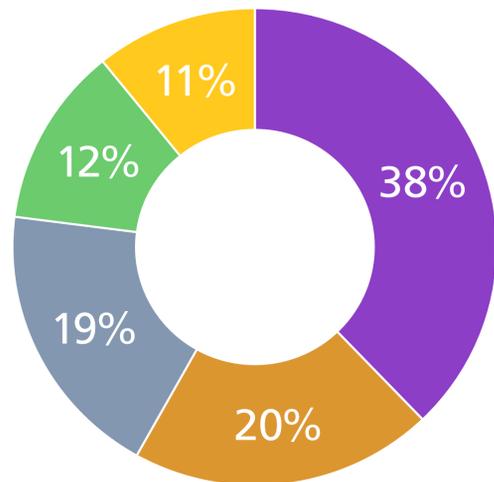
134 Injury Collisions
Zero Fatalities



19 Vehicle/Pedestrian
14 in Crosswalks



24 Vehicle/Bicycle



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

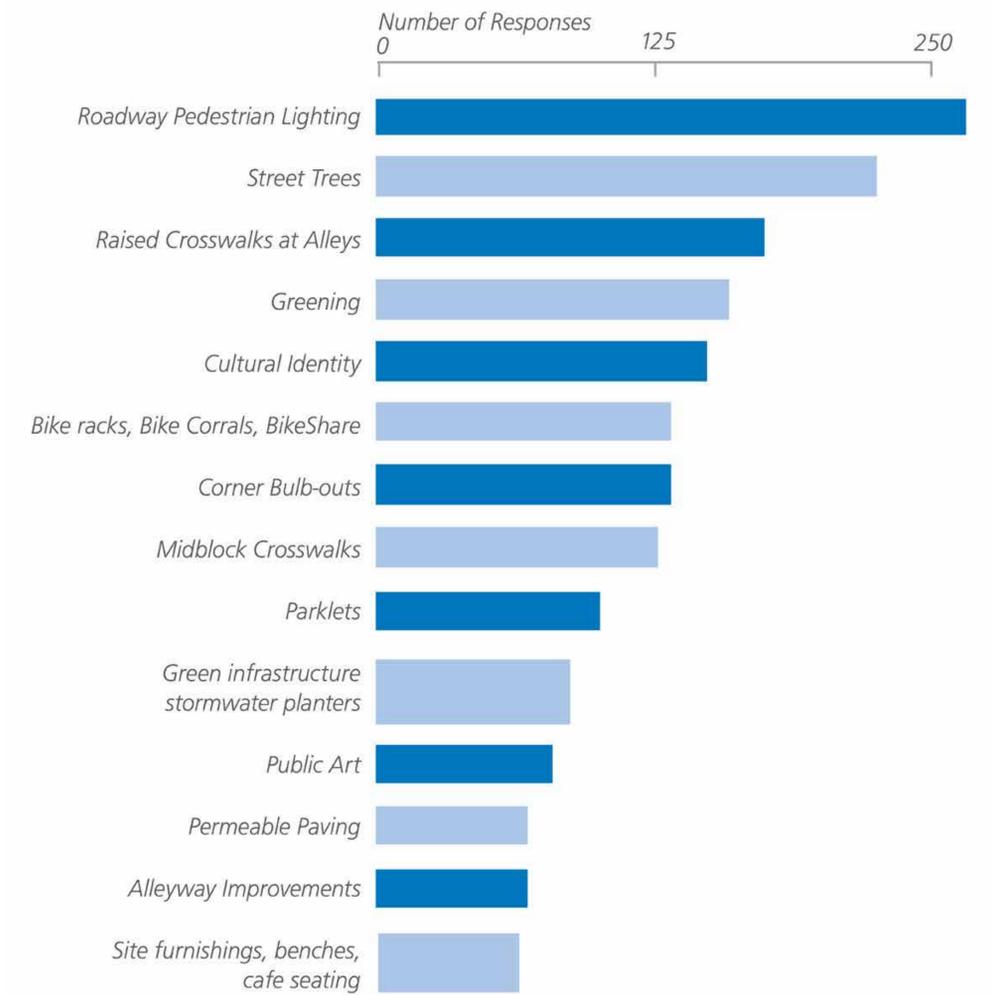


COMMUNITY DRIVEN PLANNING

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

In 2019, the SFMTA Board approved the project.

Roadway pedestrian lighting, street trees, and raised crosswalks at alleys are the priorities for the public realm.



1,300 questionnaire responses

Meetings with 20 community groups

550 people attended open houses

Knocked on 165 businesses' doors

110 meetings with local businesses

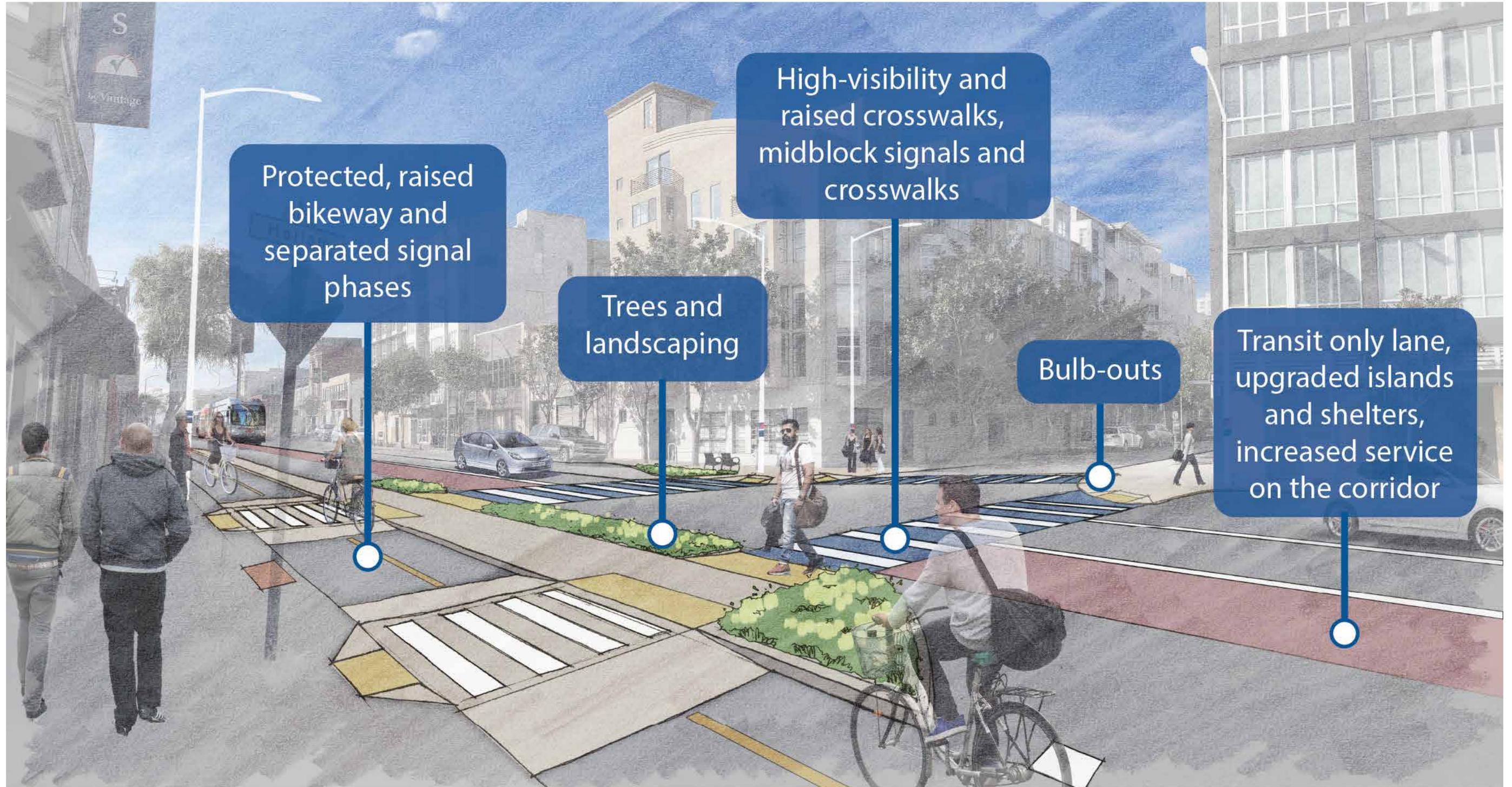
150 business loading surveys completed

27,000 open house notification postcards delivered

Distributed 600 open house notification posters

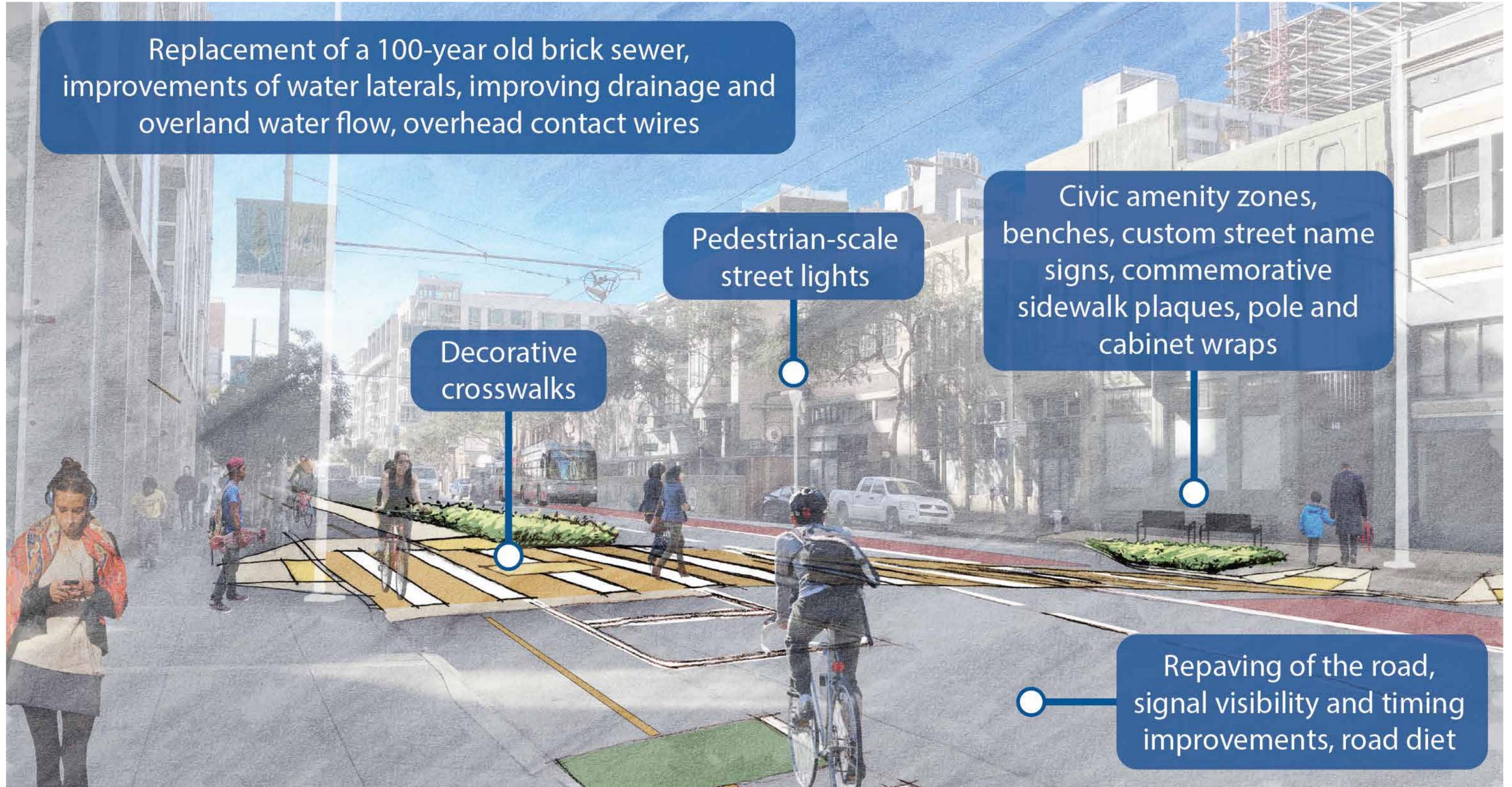
100s of hours of staff outreach

THE VISION REALIZED: PROJECT BENEFITS



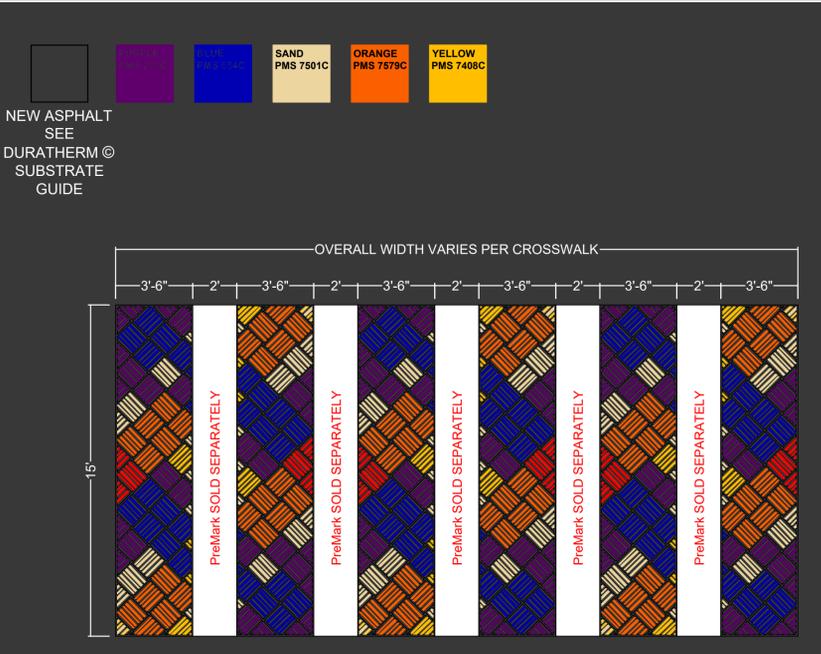
THE VISION REALIZED: PROJECT BENEFITS

SFMTA.COM/FOLSOMHOWARD

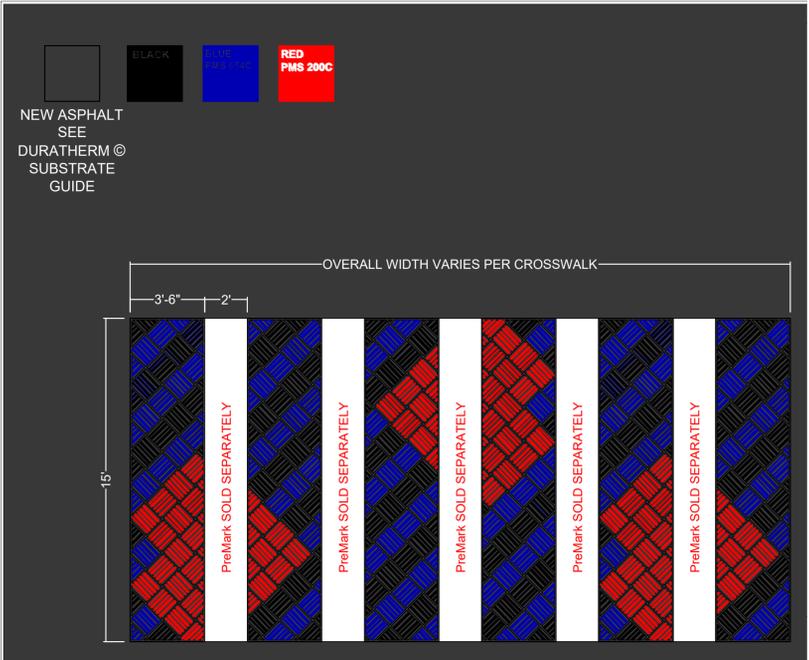


DECORATIVE CROSSWALKS

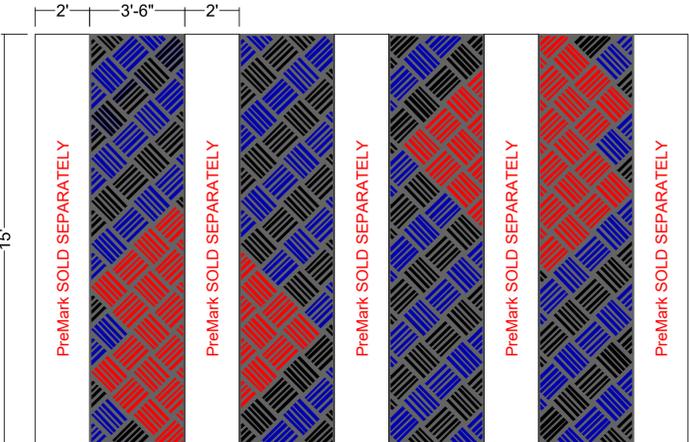
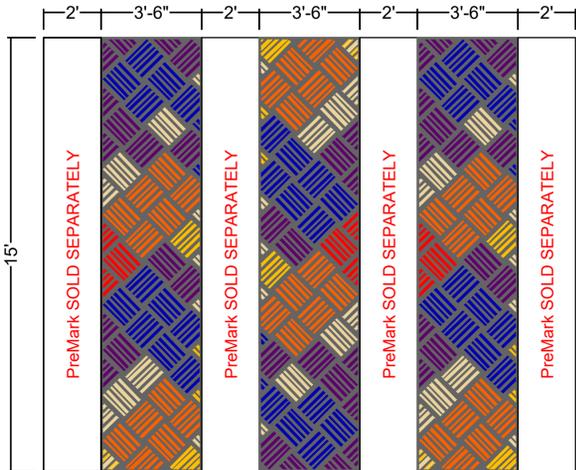
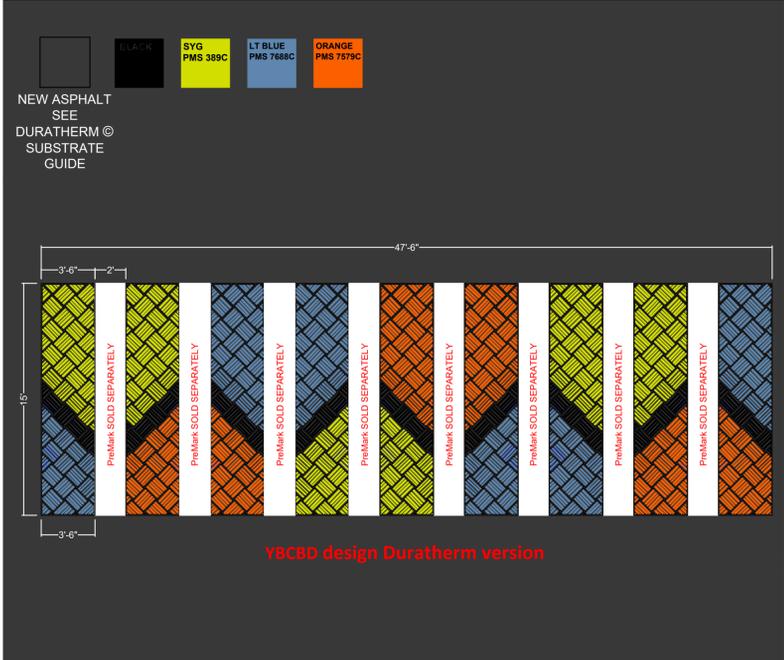
SoMa Pilipinas



Leather District



Yerba Buena Community Benefit District



Trees and Landscaping



Magnolia grandiflora



Lophostemon confertus



Bouganvillea & Agave



Bouganvillea



Trachelospermum jasminoides



Hibiscus



Agave Spp.



Lavender & Flax



California fuchsia

Benches



Bench



Bench



Bench

Bike Racks



Bike Rack

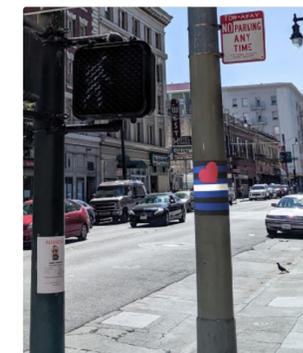
Cultural District Signage and Commemorative Plaques



Cultural Plaque



Flag Painting on Poles



Pole Flag

Pedestrian Lighting



Philips Urbanscape Post-Top Lights with 16' Poles

Doubled yellow commercial loading zones in response to business needs

All new white passenger loading zones will have accessible curb ramps

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

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

COLOR CURB GUIDE

Curb Color	Vehicles allowed	Doing what	For how long
 commercial	Vehicles with commercial plates	actively loading*	30 mins max
 6-wheel commercial	Commercial vehicles with 6 or more wheels	actively loading*	30 mins max
 Passenger or general	Any vehicle	actively loading*	5 mins max
 "Dual use"	Check signage	actively loading*	Check signage
LOADING ZONES			
 Green meters or zones	Any vehicle	parking	Check signage
 Blue zones	Vehicles with valid disabled placard	parking	N/A
PARKING			

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

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

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

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



HOW TO USE NEW TYPES OF DELIVERY ZONES

DUAL-USE ZONES

TWO DIFFERENT REGULATIONS IN ONE ZONE DEPENDING ON TIME OF DAY (I.E. COMMERCIAL LOADING DURING THE DAY AND GENERAL LOADING AT NIGHT)

THE CURB WILL BE PAINTED WHITE AT DUAL-USE ZONES

ZONES VARY IN HOURS SO CHECK SIGNS FOR HOURS



GENERAL LOADING ZONES

ANY VEHICLE MAY LOAD AND LEAVE VEHICLE UNATTENDED FOR UP TO 5 MINUTES, NO VEHICLE (INCLUDING PLACARD HOLDERS) MAY STAY BEYOND 5 MINUTES AND WILL BE SUBJECT TO CITATION OR TOW



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

Segment 3 - 11th St to 8th St
(beginning Spring 2024)

Segment 1 - 5th St. to 2nd St.



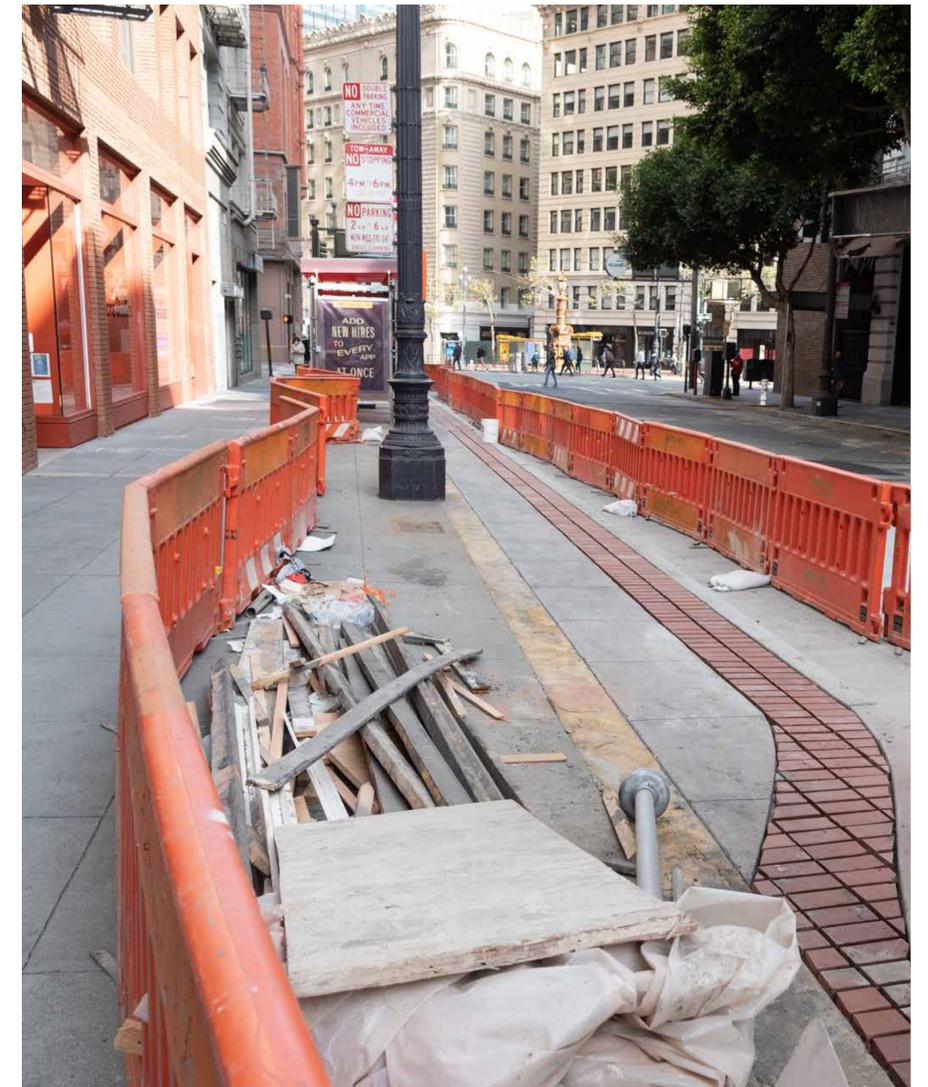
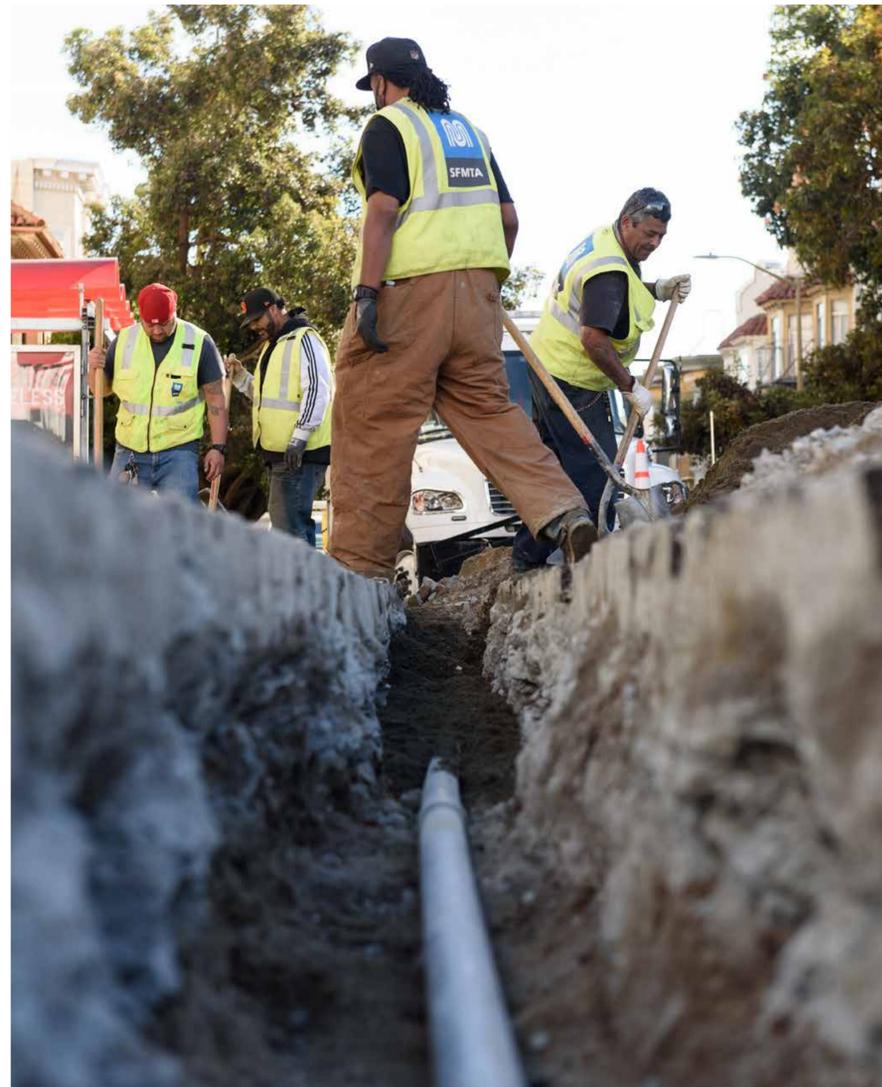
Segment 2 - 8th St. to 5th St.

Scheduled Work Hours

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

Phases of Construction

- » **First, underground utilities** (sewer, drainage and water improvements)
- » **Then, surface utilities and hardscape** (overhead contact system, traffic signals, street lighting, curb-ramps, bulbouts, medians)
- » **Last, roadway resurfacing, landscaping and street furnishing** (public realm improvements, street furnishing, trees and landscaping, striping)





Communication/Project Updates

Public Works Community Relations:

Dadisi Najib

626-271-2245

dadisi.najib@sfdpw.org

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

*Sign up for
construction
updates here!*



[sfpublishworks.org/FolsomSOMA](https://www.sfpublishworks.org/FolsomSOMA)

What Happens During Special Events?

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

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

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

- » Page Street Neighborway Project
- » Upper Market Corridor Safety Improvements Project
- » 19th Avenue Combined City Project
- » Lombard Street Vision Zero Project



OFFICE OF ECONOMIC AND WORKFORCE DEVELOPMENT (OEWD)

Thriving during construction

The City of San Francisco recognizes the particular difficulties that arise for businesses during periods of construction and the challenge to maintain business as usual along our commercial corridors. The Office of Economic and Workforce Development (OEWD) leverages partnerships between City agencies and non-profits to enhance and strengthen neighborhood commercial corridors around San Francisco.



OEWD Small Business Development Center

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

Schedule an appointment here!



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Office of Small Business

- » One on one help
- » Permitting
- » Licensing
- » Regulations
- » Accessibility laws
- » Access to grants

Schedule an appointment here!



sfgov.org/osb
415-554-6134

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



COME VIEW THE
PLAN HERE

Stay up to date: SFMTA.com/FolsomHoward
sfpublicworks.org/FolsomSOMA

Contact: Folsom@sfmta.com

Construction questions:

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