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## **CHAPTER 1. EXECUTIVE SUMMARY**

This document presents a summary of extensive community input, data collection and data analysis that have been compiled over the last year and a half. Drawing from these analyses, it also presents detailed, preliminary recommendations for addressing traffic calming issues throughout the Excelsior study area. It draws from numerous meetings with the Community Working Group and key local stakeholders, including:

- The local community
- Muni
- Department of Parking and Traffic (DPT)
- Department of Public Works (DPW)
- Fire Department
- Police Department
- Excelsior District Improvement Association (EDIA)
- Excelsior Action Group (EAG)
- Outer Mission Residents Association (OMRA)
- Excelsior Neighborhood Community Redevelopment Group (ENCoRe)
- San Francisco County Transportation Authority
- The local district supervisor's office

The Excelsior Traffic Calming Plan began after neighborhood representatives and several residents from various parts of the Excelsior contacted the MTA requesting traffic calming on their block. These were combined to form an area-wide traffic calming project so that the residents can work with each other to address their concerns with the MTA's Traffic Calming Program personnel.

The proposed improvements to the Excelsior neighborhood will aim to improve access and safety for pedestrians, cyclists, transit users and motorists within the area bounded by Silver Avenue, Mission Street, Geneva Avenue and McLaren Park. Traffic calming measures such as speed humps and chokers, pedestrian enhancements like curb bulb-outs and pedestrian islands, will encourage people to use alternative forms of transportation by increasing safety and comfort levels of those modes. The sidewalk bulb-outs, new street trees, chokers and other streetscape enhancements will add to the overall pedestrian experience and improve the connections between the residential area, the corner stores and the Mission Street commercial corridor.

The Excelsior is a mostly residential neighborhood with a mix of schools and corner grocery stores, and surrounded by three arterials that can get congested at peak times. Persia Avenue is a residential street going through the heart of the Excelsior that also acts as a major route through McLaren Park connecting

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the west and east parts of the southern areas of San Francisco. This may encourage drivers to cut-through the Excelsior to find ways around the arterials. By making the proposed changes in this plan, drivers using the Excelsior streets will be encouraged to respect them as residential streets, and the people will be safer as they enjoy the quiet residential neighborhood that the Excelsior area was meant to be.

## RECOMMENDED LOCATIONS

Based on the existing conditions data gathered in the Excelsior study area, the following are recommended locations for traffic calming measures, along with the factors influencing the selection of each location. In order for a street to qualify for a traffic calming recommendation, there must be a quantifiable traffic problem such as speeding, high traffic volumes, cut-through traffic, reported collisions, or a major pedestrian generator where access needs improvement. The locations that met these criteria correspond with the streets identified through neighborhood input as having the most critical traffic problems.

**FIGURE 1 RECOMMENDED LOCATIONS FOR TRAFFIC CALMING**

Location	Limits	Factor
Silver Avenue at Lisbon and Madrid Streets	Intersections	Pedestrian and motorist safety from turning vehicles
Lisbon Street	Peru to Avalon Avenues	High speeds
Madrid Street	Peru to Avalon Avenues	High speeds
Moscow Street	Excelsior to Brazil Avenues	High speeds
Madrid Street	Brazil to Persia Avenues	Extra wide street
Persia Avenue at Paris Street and Munich Street	Intersections	Improve pedestrian crossing
Persia Avenue at Dublin Street	Intersection	High speeds coming out of park
Madrid Street	Persia to Russia Avenues	High speeds
Madrid Street at Russia Avenue	Intersection	Improve pedestrian access to playground
Athens Street at Italy Avenue	Intersection	High speeds
Athens Street	France to Italy Avenues	High speeds
Moscow Street	France to Italy Avenues	High speeds
Moscow Street at Geneva Avenue	Intersection	Pedestrian and motorist safety from turning vehicles

**FIGURE 2 RECOMMENDED TRAFFIC CALMING MEASURES**

<b>Location</b>	<b>Traffic Calming Measure</b>	<b>Impacts and Issues</b>
Silver Avenue at Lisbon and Madrid Streets	Gateway treatment	Some parking loss
Lisbon Street: Peru to Avalon Avenues	Speed hump or choker	Chokers will cause loss of parking
Madrid Street: Peru to Avalon Avenues	Speed hump	
Moscow Street: Excelsior to Brazil Avenues	Speed cushion and choker	Choker will cause loss of parking
Madrid Street: Brazil to Persia Avenues	Median island	Driveway access
Persia Avenue at Paris Street and Munich Street	Bulb-outs	Parking loss and loss of right turns in parking lane
Persia Avenue at Dublin Street	Gateway treatment	Some parking loss
Madrid Street: Persia to Russia Avenues	Speed hump	
Madrid Street at Russia Avenue	Bulb-outs	Parking loss
Athens Street at Italy Avenue	Traffic Circle	Fire department and bicyclists concerns
Athens Street: France to Italy Avenues	Speed hump	
Moscow Street: France to Italy Avenues	Speed cushion	
Moscow Street at Geneva Avenue	Gateway treatment	Some parking loss

## **CHAPTER 2. BACKGROUND AND COMMUNITY INPUT**

MTA planning staff worked from fall of 2005 to winter of 2006 to develop a comprehensive traffic calming plan for the Excelsior neighborhood. During the course of this study, the team completed the following tasks:

- Collected detailed traffic speed and volume data throughout the study area and compared it with historic data
- Worked closely with a Community Working Group comprised of local residents
- Organized three Working Group meetings
- Published two newsletters for the entire study area
- Developed a project website

### **GOALS AND OBJECTIVES**

As a result of all this data analysis and community input, the team was able to obtain consensus on a set of objectives and performance measures.

**FIGURE 3 PROJECT OBJECTIVES AND PERFORMANCE MEASURES**

<b>Objective</b>	<b>Performance Measurement</b>	<b>Measurement Tools</b>
<b>First Tier Objectives</b>		
Encourage through traffic to remain on arterials and collector streets like Geneva, Silver, Persia Aves and Mission St	Overall traffic on residential streets should not change much or be lower than before the study	Before and after hose counts
Avoid shifting of traffic on one residential street to another residential street	There should be no more traffic volume on non-traffic calmed parallel streets than before the study	Before and after hose counts on parallel routes
Calm the neighborhood streets	Reduce the 85th percentile speeds to below 29 MPH on all streets	24 hour speed and volume count
Improve safety for all users of the neighborhood streets	Increase the comfort levels of pedestrians and cyclists	Neighborhood perception study
<b>Second Tier Objectives</b>		
Accommodate Muni and emergency vehicles	Minimize vertical displacement devices. Ensure other devices accommodate vehicle size and turning requirements	Agreement by Muni and emergency services
Enhance the streetscape	Use trees and other urban design features in traffic calming devices	Neighborhood perception study

**FIGURE 4 APPROACH TO NEIGHBORHOOD CONSENSUS**

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<b>Task</b>	<b>Goal</b>	<b>Results</b>
Neighborhood Survey and Newsletter #1	Introduce project, collect survey data, invite to Community Meeting #1	Strong guidance on key streets to be addressed and key problems to be solved
Data collection	Collect initial round of data	Data corresponds with community survey
Community Meeting #1	Present primary data, introduce traffic calming concepts	High degree of consensus achieved on priorities
Form Working Group	Get dedicated group of individuals to represent various streets and interest groups	Working group represents full breadth of community
Working Group Meeting #1	Present data and interpret. Go over traffic calming toolbox.	Clear priorities agreed upon by working group
Working Group Meeting #2	Present more data and fine tune locations and goals of project.	Group suggested traffic calming measures and areas of concentration
Working Group Meeting #3	Presented draft traffic calming plan	Group reached consensus and phasing plan
Newsletter #2	Present plan to community and invite them to community meeting	Sent to residents
Community Meeting #2	Presented draft traffic calming plan to the community	One or two places need to be looked at. Overall, consensus was reached to move forward with plan.

## **CHAPTER 4. RECOMMENDED IMPLEMENTATION PLAN AND PHASING**

There are three key issues that determine the best phasing strategy for implementing traffic calming in the Excelsior:

- Recognizing that there is limited funding available, the most cost effective solutions should be implemented first, along with solutions for the most serious traffic safety problems.
- Recognizing that there is rarely universal support or understanding among residents for any traffic calming project, low-cost temporary installations may be preferable over the short term to test certain ideas. For example, temporary bulb-outs can be done with paint and safe-hit posts first, before the installation of expensive and permanent concrete islands.
- Finally, it is important that traffic calming efforts on one street do not simply push the problem to another street. This is especially true in a large grid pattern street design that is in the Excelsior area. While spillover may not be completely avoidable, we should establish a tolerance level that some spillover to parallel streets is acceptable. As the installation of traffic calming devices is installed, an after study is planned for parallel streets to gauge any spillover.

To achieve these key points, the following phasing strategy is recommended:

### **PHASE 1**

Phase 1 improvements seek to address the worst speeding and pedestrian safety concerns in the neighborhood in the most affordable manner. Projects include:

- **Moscow Street speed cushions.** Install two speed humps on Moscow Street – one between France and Italy Avenues just south of the SFFD Fire Station (approved by SFFD), one between France and Russia Avenues, and one on the flatter portion of the block between Excelsior and Brazil Avenues.
- **Madrid Street speed humps.** Install two speed hump on Madrid Street - one between Persia and Russia Avenues, and one between Peru and Avalon Avenues.
- **Athens Street speed hump.** Install one speed hump on Athens Street between France and Italy Avenues.

## PHASE 2

Phase 2 improvements continue to address the speeding and pedestrian safety concerns in the neighborhood but may be a bit more costly than Phase I. Projects include:

- **Madrid Street median island.** Install a median island on Madrid Street between Persia and Brazil Avenues.
- **Moscow Street choker.** Install a choker on the steep portion of Moscow Street between Excelsior and Brazil Avenues.

## PHASE 3

Phase 3 improvements also seek to address the speeding and pedestrian safety concerns in the neighborhood but these are the most expensive traffic calming devices to construct. Grants will be applied for to help offset the costs. Projects include:

- **Gateway treatments.** Install gateway treatments where large cut-through volume exists. Gateway treatments should be installed on Lisbon and Madrid Streets at Silver Avenue. An additional treatment should be installed on Persia Avenue at Dublin Street at the entrance to McLaren Park.
- **Persia Avenue bulb-outs.** Install two bulb-outs on each near-side of traffic on Persia Avenue at Paris Street and Munich Street.
- **Madrid Street and Russia Avenue bulb-outs.** Install bulb-outs at each corner of the intersection of Madrid Street at Russia Avenue.