

Safer Taylor | PROJECT OVERVIEW

ABOUT THE PROJECT

In collaboration with the Tenderloin community, the San Francisco Municipal Transportation Agency (SFMTA) and San Francisco Public Works (SFPW) has developed a new vision for Taylor Street between Market and Sutter streets that improves transportation safety and livability for all users of this corridor. The project was approved by the SFMTA Board of Directors and will begin construction in 2020.

SAFER TAYLOR & VISION ZERO

Every year, 30 people are killed and 200 more are seriously injured in San Francisco traffic crashes. Vision Zero is a commitment by the City of San Francisco to end all traffic deaths.

Taylor Street is home to one of the densest and most diverse concentrations of residents, businesses, and community organizations in San Francisco. We know that every street in the Tenderloin are on our **Vision Zero High Injury Network** - the 13% of streets with more than 75% of the city's severe and fatal injuries.

From Jan 2005 to Mar 2019

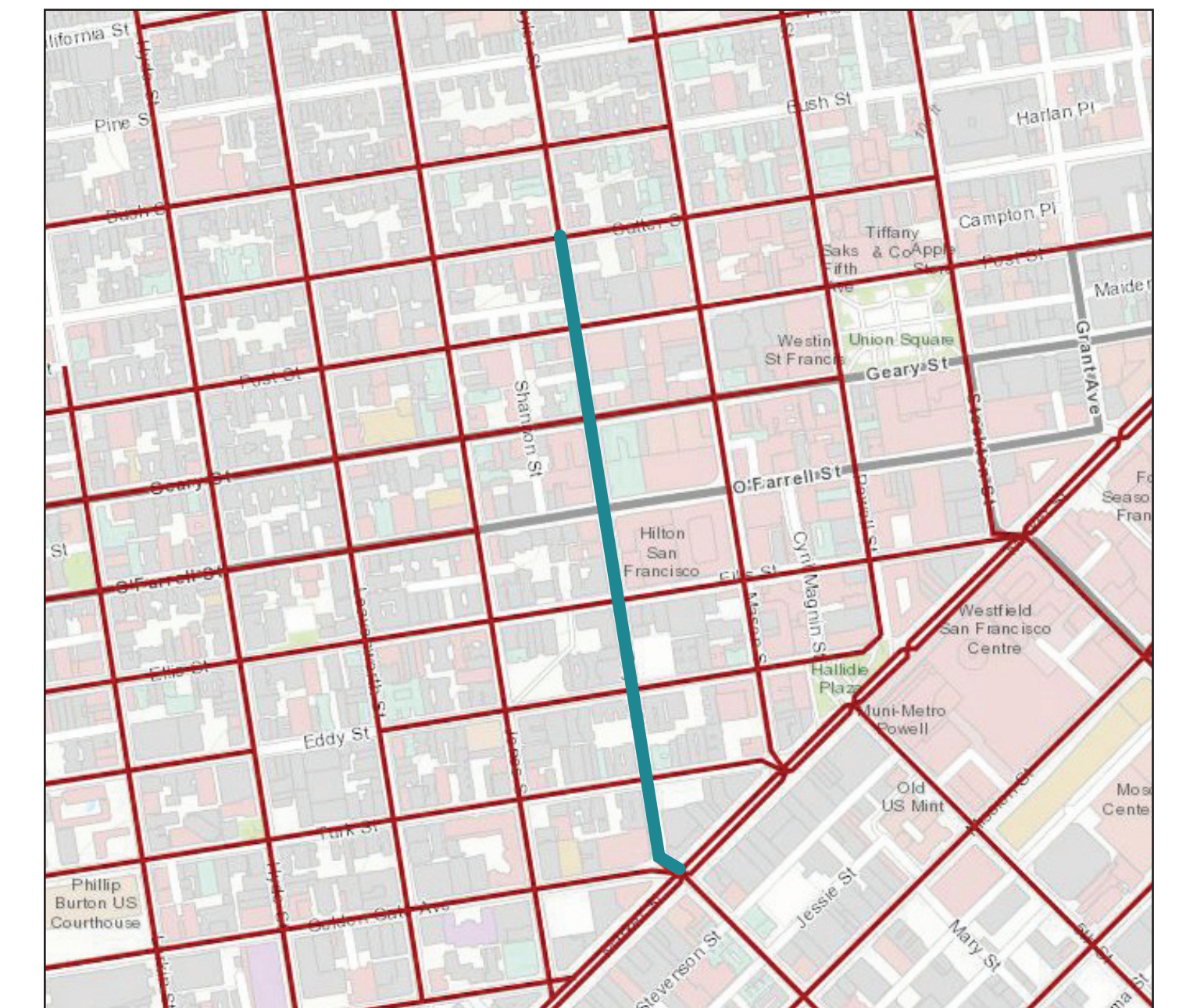
301 injury collisions occurred on Taylor St.

161 injury collisions involved pedestrians

34 injury collisions involved bicyclists

108 injury collisions occurred between automobiles

Vision Zero High Injury Network Map (2017)



PROJECT GOALS AND OBJECTIVES



SAFETY

Develop a community-based plan for transportation safety improvements on Taylor Street



COMMUNITY

Ensure the final plan represents community interests and is responsive to its needs



LIVABILITY

Use the expertise of City partners, including the SF Department of Public Health and the SF Planning Department, to **integrate public health and public space best practices**

Integrate national and international best practices and develop innovative approaches to community engagement, design, and evaluation of the project

COMMUNITY ENGAGEMENT APPROACH

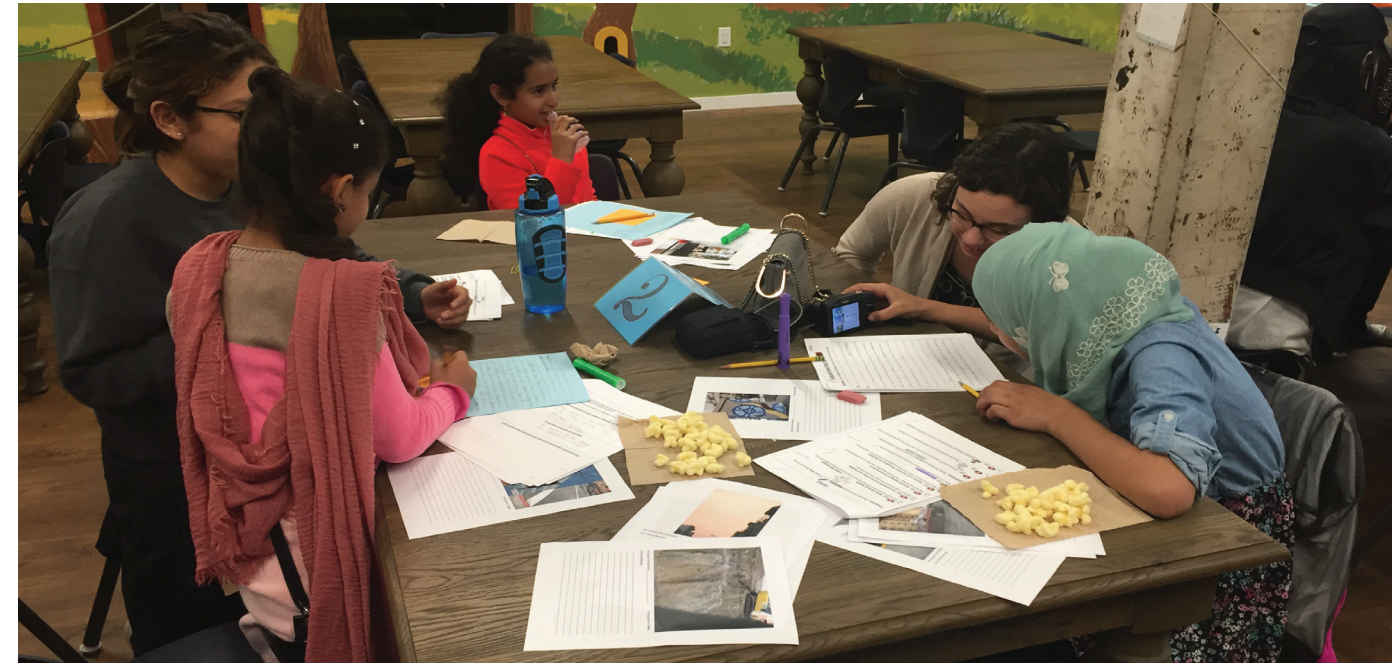


- Leveraging expertise of residents, community leaders, and businesses
- Empowering community to make important design decisions
- Creating spaces for productive discussion around project tradeoffs
- Prioritizing the most vulnerable users of the street
- Experimenting with non-traditional outreach methods

Safer Taylor | YOUTH PHOTOVOICE PROJECT

PHOTOGRAPHY & WRITING

Youth from the Boys & Girls Tenderloin Clubhouse walked the Taylor Street corridor, photographed issues and inspiration for improving Taylor Street, and wrote messages to accompany their favorite photographs with help from 826 Valencia, the Department of Public Health, and the San Francisco Municipal Transportation Agency. The project team used the participants' work to inform the design phase of the project.



KEY FINDINGS

Using their walk around the neighborhood and the toolkit, the youth came up with the following desired changes to Taylor Street:

Preferred Street Improvements (Votes)

Street Trees (7)	Bicycle Racks (5)	Widened Sidewalks (5)
High Visibility Crosswalks (6)	Smooth Sidewalk (5)	Toilets (5)
Pedestrian-Scale Lighting (6)	Green Infrastructure (5)	Decorative Lights (5)

KEY THEMES

Sidewalk and Street Conditions

Need for smoother sidewalks, public bathrooms, and trash cans, especially those that can double as artwork



"I see trash blowing through the air. As I walk some more, I see piles of trash dumped on the sidewalk. It makes the sidewalk unsafe to walk through."

- Abrar Z, Age 10

Green Infrastructure and Public Art

Need for more greenery, trees, and flowers on the sidewalks and well-maintained public art including murals and creative street lighting



"Changes I want to see is a pop of color on the streets mostly on the trash."

- Malak A, Age 12

Better Public Spaces

Need for more clear sidewalk space, especially in places where a lot of people gather or where debris makes it narrower



"The people in the street act like they are cool and all that, but it just annoys me ... It makes me want to go on the other street (which I do) because I don't feel safe around big groups of people playing poker or whatever."

- Omar E, Age 11



"Something I don't like in my neighborhood is ...homeless throwing needles on the floor and it is not safe because you can step on it by accident."

- Marwa A, Age 11



"These murals bring life to this street making even the dirtiest and the darkest of the shadows come out and play. These murals bring joy and happiness to all, taking them from under the bridge to on the bridge and dancing. These artworks make this street better, brighter and more beautiful. They make me feel good and safe knowing someone out there wants to bring joy to a place that is pushed around and bullied..."

- Paulina C, Age 13



"When I walk through the narrow, middle [sidewalk] that always reminds me of how clean [sidewalks] should be. I think to myself widening the[m] and cleaning it would be safer. How do I feel safe and get a feel of safer in an environment which always smells like trash and poop and looks messy."

- Eric R, Age 17

Safer Taylor | PUBLIC LIFE STUDY




WHAT IS A PUBLIC LIFE STUDY?

A public life study uses observation surveys to understand if, and how, public spaces serve the needs of people. Common pedestrian needs include comfort, safety, and ease of movement for all ages and abilities.





WHY CONDUCT A PUBLIC LIFE STUDY?

A public life study provides key insights on when, where, and how pedestrians use public spaces. This information can inform ideas and designs for improvements that allow public space to function better.

Who Was Observed on Taylor Street?

-  About 9% of observed pedestrians were over 65 or under 15 years of age
-  Over 60% of observed pedestrians were male
-  About 4% of observed pedestrians had impaired mobility

What Were People Doing on Taylor Street?

-  4% gathering/socializing
-  7% using their cell phones
-  3% sleeping
-  5% smoking

Movement Activity







Stationary Activity



Movement Type







Building Activation

-  Walls with Limited Activation (e.g. murals/art)
-  Walls/Unactivated Frontages
-  Vacant Storefronts
-  Construction/Boarded-Up Windows

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Safer Taylor | PROJECT TIMELINE



QUICK BUILD

In summer 2019, SFMTA implemented the following traffic safety improvements in advance of the larger streetscape project:

- Road Diet
- Wide Loading & Parking Buffers
- Left Turn Signal
- Left Turn Restriction

The SFMTA was able to deliver critical improvements swiftly primarily using paint markings, signs, and signal timing.



FOR MORE INFORMATION

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