



Sunset Neighborways Project

Design Outreach Summary

August 2023

Introduction

This document summarizes design outreach activities and feedback gathered from the public between mid-April 2023 through mid-July 2023 about the Sunset Neighborways project. The summary includes results from a public comment card that was available in English and Chinese, as well as feedback collected from neighbors and stakeholders at meetings hosted by community groups, meetings with leadership from community groups, and through emails and voicemails sent to the project team. Approximately, 1,151 people have been reached through this second round of community outreach.

Key Findings from Design Outreach

- Support for each of the proposed Neighborway designs ranges from 60% to 43%, “not support” ranges from 45% to 32%, while the neutral stake ranges from 8% to 18%
- Drivers stopping in the bike lane when picking up/dropping off students at local schools was a traffic safety concern reoccurring in the feedback
- Dislike of bicyclists not obeying the rules of the road (i.e., running stop signs, speeding, etc.)
- Street closures and traffic diversion are not favored by some residents due to perceived impacts of increased congestion on adjacent streets, or perceptions of reduced vehicle access
- There is a sense of lack of parking and lack of traffic enforcement. Many respondents reported drivers speeding, running stop signs, and parking on sidewalks, in bike lanes, and in red zones
- Some respondents say there are too many stop signs and speed humps proposed along relatively short blocks (East-West), while other respondents say the current design is not robust enough and needs more traffic safety treatments (i.e., speed humps, daylighting)
- Dislike of speed cushions with cut outs due to the observation of drivers swerving toward the center of the roadway in an attempt to avoid the cushion; speed humps and speed tables are preferred, as well as four-way stops over traffic circles
- For a segment of non-supporters, there were questions regarding project need and agency priorities

Background

The Sunset Neighborways project proposes to implement a network of pedestrian and bicycle priority streets in the Sunset neighborhood. Neighborways are implemented on streets that are already low-stress or have the capacity to be low-stress (low vehicle speeds and volumes) after the addition of traffic calming tools. For more information on the project, Neighborway streets, the Neighborways traffic safety design toolkit, or the project design outreach, please visit [SFMTA.com/SunsetNeighborways](https://www.sfmta.com/SunsetNeighborways).

Notification and Outreach

The design outreach phase for the project spanned between mid-April 2023 through mid-July 2023.

The goal of the design outreach phase was to introduce the design proposals to the residents and community members of the Sunset neighborhood and gather feedback on the overall and street specific design proposals. The project team shared concept designs for the following proposed Neighborways:

- 34th Avenue between Lincoln Way and Vicente Street
- 41st Avenue between Lincoln Way and Vicente Street
- Kirkham Street between 19th Avenue and La Playa Street
- Ortega Street between 19th Avenue and 47th Avenue
- Vicente Street between 19th Avenue and 46th Avenue

Project outreach sought to clarify for residents what Neighborways are and the goals and objectives of a Neighborway network in the Sunset neighborhood. Additionally, the project team sought feedback from the neighbors on selected streets' designs for the proposed network¹. The design outreach and engagement effort sought to understand the residents and community members' opinion for specific Neighborway design proposals.

The SFMTA notified stakeholders and collected feedback during the design outreach with the following techniques:

- Emails sent to schools, community stakeholder groups, and organizations in the Sunset neighborhood
- Text and email updates sent to project subscribers via the Sunset Neighborways Signup Page
- The project team attended 13 community meetings hosted by community organizations, community leadership, and local schools, as well as 4 office hours hosted by the SFMTA
- Feedback was also received by emails to the project team, phone voicemails and texts via the project commenting phone line, the design outreach comment card, and during the team's attendance at community-hosted meetings or meetings with leadership from community groups

¹ The selected streets in the proposed Sunset Neighborway network are from the recommendations from the SFCTA's District 4 Mobility Study - <https://www.sfcta.org/projects/district-4-mobility-study>



Design Outreach Comment Card Findings

Total Responses: 1,468 (Initial Outreach: Nov 2021-Mar 2022) / **832 (Design Outreach)**

The design outreach comment card was live between May 2023 through mid-July 2023.

Question: Which proposed Neighborways do you want to provide feedback on? Check all that apply:

Proposed Neighborway	Initial Outreach (November 2021-March 2022)		Design Outreach (May-July 2023)	
	Percent	Responses	Percent	Responses
34th Avenue	33%	476	25%	208
41st Avenue	51%	736	27%	228
Kirkham Street	65%	935	35%	292
Ortega Street	49%	715	17%	144
Vicente Street	36%	515	25%	210

Question: What best describes your relationship to the proposed Neighborway Network?

Respondents Relation to Proposed Neighborway	Initial Outreach		Design Outreach	
	Percent	Responses	Percent	Responses
I live on a proposed Neighborway	28%	403	28%	126
I live on a street that intersects with a proposed Neighborway	46%	677	44%	198
I live elsewhere in the neighborhood	17%	251	18%	80
I own a business or work in the neighborhood	1%	15	1%	3
I am affiliated with a school in the Sunset neighborhood	2%	22	1%	5
I don't live in the neighborhood but travel through or visit often	4%	54	6%	27
I don't live in the neighborhood and rarely travel through or visit	0%	4	0%	0
Other	3%	42	2%	10

Question: Studies show that art projects on the asphalt at intersections can reduce crashes between vehicles and vulnerable road users like pedestrians and bicyclists. Would you be in favor of including asphalt art in Painted Safety Zones?

Responses	Support	Not Support	Neutral
832	29%	18%	53%

Question: What are your general thoughts on the overall Sunset Neighborways proposal?

Responses	Support	Not Support	Neutral
832	59%	34%	7%

Corridor Specific Findings

34th Avenue

Responses	Support	Not Support	Neutral
208	60%	32%	8%

General Feedback from Free Response:

Existing Conditions

- Driver speeding and intersection conflicts were recurring traffic safety concerns
- There is a reoccurring theme that 34th Avenue, in its current form, is already a calm street

Proposed Design

- Respondents believing the proposed design would divert vehicle traffic to adjacent streets
- General shared idea that speed cushions with cut outs lead drivers to drive through them and in the middle of the roadway
- More four-way stops were especially requested by a large group of respondents on 34th Avenue
- Four-way stops are preferred over traffic circles (e.g., 34th Avenue and Ortega Street)
- Speed dips before and after raised crosswalks at intersections were especially brought up at 34th Avenue instead of speed humps
- Other treatments suggested to slow down traffic are traffic diversion, more four-way stops (especially at 34th and Ortega and at 33rd and Ortega), raised crosswalks, traffic circles, more daylighting, greening and plants, pedestrian islands, or protected bike lanes, among others

41st Avenue

Responses	Support	Not Support	Neutral
228	47%	42%	12%

General Feedback from Free Response:

Existing Conditions

- Driver speeding and intersection conflicts were recurring traffic safety concerns
- Several comments identified concerns about traffic safety at the intersection and proximities of 41st Avenue and Lincoln Way (i.e., traffic light, crosswalks, etc.)
- Lack of crosswalks on intersections, so cars often do not stop where pedestrians need to cross
- 41st Avenue serves as the access point into and out of Golden Gate Park for Sunset residents and traffic congestion is observed most mornings going north and most evenings going south

Proposed Design

- Several respondents identified concerns related to potential traffic diversion to adjacent streets
- Another large number of respondents suggested hard traffic diverters to manage traffic volumes and ensure safety for people walking and biking
- Some requested adding four-way stop signs and enforce them, as well as adding daylighting to all the intersections, especially the ones with bus stops

- Other treatments suggested to slow down traffic are traffic diversion, more four-way stops, raised crosswalks, traffic circles, more greenery and plants, or protected bike lanes, among others

Kirkham Street

Responses	Support	Not Support	Neutral
292	45%	43%	12%

General Feedback from Free Response:

Existing Conditions

- Driver speeding and intersection conflicts were recurring traffic safety concerns
- Drivers not stopping at Stop signs, thus request of traffic circles instead of four-way stops
- Drivers stopping in the bike lane when picking up/dropping off students at local schools
- There is a sense of lack of parking and lack of traffic enforcement. Hence drivers speeding, running stop signs, and parking on sidewalks, in bike lanes, and in red zones

Proposed Design

- There is a lack of stop signs in the East/West direction on either side of Sunset Boulevard
- Respondents believing the proposed design would divert vehicle traffic to adjacent streets
- Traffic diversion and more greenery were especially requested by a large group of respondents
- Other treatments suggested to slow down traffic are four-way stops, traffic diversion, greenery and medians with trees, bulb-outs, raised crosswalks, traffic circles, or protected bikeways

Ortega Street

Responses	Support	Not Support	Neutral
144	43%	39%	18%

General Feedback from Free Response:

Existing Conditions

- Double parking and loading issues, specifically at schools and near the library; some respondents expressed concerns over double parking and how school loading blocks the existing bike lane
- Driver speeding and drivers not fully stopping at Stop signs are traffic safety concerns

Proposed Design

- Dislike of speed cushions due to the thought of drivers swerving toward the center of the roadway in an attempt to avoid the cushion; speed humps are preferred
- Respondents believing the proposed design would divert vehicle traffic to adjacent streets
- Desire for increased pedestrian safety with brighter and re-positioned streetlights
- Four-way stops are preferred over traffic circles (e.g., Ortega Street and 34th Avenue)
- More four-way stops were especially requested by a large group of respondents on Ortega St
- Other treatments suggested to slow down traffic are four-way stops, traffic diversion, traffic circles, greenery, raised crosswalks, speed humps, or pedestrian islands, among others

Vicente Street

Responses	Support	Not Support	Neutral
210	47%	45%	8%

General Feedback from Free Response:

Existing Conditions

- Vicente St is a major street funneling traffic east-west in and across the neighborhood and some respondents suggest alternative corridors (e.g., Ulloa St, Santiago St, Taraval St)
- Driver speeding and intersection conflicts were recurring traffic safety
- Concerns about double parking, blocking the bike lane and traffic near schools on Vicente St
- Displeasure with people on bikes not obeying the rules of the road (i.e., running stop signs, etc.)

Proposed Design

- Respondents believing the proposed design would divert vehicle traffic to adjacent streets
- Dislike of speed cushions/humps by bicyclists as devices do not have a cutout for the wheel
- More four-way stops were especially requested by a large group of respondents at Vicente St
- Other treatments suggested are four-way stops, traffic diversion, raised crosswalks, greenery and plants, traffic circles, daylighting, protected bike lanes, pedestrian islands, or speed dips.

Community-Hosted Meetings Summary

During the design outreach phase, the project team attended 13 community-hosted meetings, five of them with local schools and eight of them with community groups and leadership to present the design proposals, answer questions, and gather feedback on the overall and corridor-specific designs. The community groups included merchant groups, neighborhood associations, Sunset neighborhood school parent teacher associations, and neighborhood advocacy groups. Around 250 people were reached.

General themes from the feedback heard during these meetings include:

- Some residents are not aware of the Neighborway selection process that was developed at [SFCTA's District 4 Mobility Study](#) between 2019-2021
- For some, there are too many stop signs and speed humps along relatively short blocks; for others, the current design is not robust enough and needs more traffic safety treatments
- Fear of traffic diversion towards adjacent streets after Neighborways' completion
- Demands to compensate for the loss of parking from daylighting
- Ask for traffic safety updates and coordination with the Lincoln Way Quick-Build Project
- Some residents asked for confirmation that vehicles will not be prohibited to drive through
- Schools do not want traffic disrupted around them since they have buses coming to/from schools and cars dropping off and picking up students, but speed management and intersection safety improvements were desired or supported
- Consideration of alternative streets to the proposed network (i.e., 45th Ave instead of the proposed 47th Ave, Santiago St over Rivera St, Ulloa St over Vicente St...)
- Questions about the need for the project and the need for pedestrian and bicycle routes, and opinion that people in the neighborhood would never bike or bike to commute

Office Hours Summary

During the design outreach phase, the project team also organized four office hours to gather further questions or comments specific to a corridor or the entire project. Attendance was low (around 20 people), but participants were generally supportive of the effort. The meetings were the following:

1. May 23, 6:00 - 7:15 pm: East-West corridors (Kirkham St, Ortega St, Vicente St)
2. June 21, 6:00 - 7:15 pm: East-West corridors (Kirkham St, Ortega St, Vicente St)
3. May 18, 6:00 - 7:15 pm: North-South corridors (34th Avenue and 41st Avenue)
4. June 14, 6:00 - 7:15 pm: North-South corridors (34th Avenue and 41st Avenue)

General themes from the feedback heard during these meetings include:

- Perceived impacts of increased congestion on adjacent streets and concerns about parking loss
- Consideration of road diets, chicanes or bulb-outs to plant trees, and benches to make the roads more inviting for pedestrians and bicyclists instead of just focusing on reducing vehicle speeds
- More four-way stop signs and enforce them, more daylighting to all the intersections
- Request to build speed humps with cutouts for bicycles, but no cutouts on the road for cars
- Concerns about the lack of traffic enforcement for this project to be successful

Feedback from Emails and Voicemails

Between May 2023 through mid-July 2023, feedback was also received from emails (47) to the project team and through voicemails (12) using the project comment phone line.

General themes from feedback received through emails and voicemail include:

- Perception that the Neighborways effort had a goal of continuing the non-local access restrictions and maintaining the traffic barricades associated with Slow Streets
- Street closures and traffic diversion are not favored by some residents due to perceived impacts of increased congestion on adjacent streets, while Neighborways would benefit from lite traffic
- Driver/bicyclists speeding, ignoring traffic laws, not fully stopping at Stop Signs or not enough Stop Signs (i.e., more four-way stop intersections) were recurring traffic safety concerns
- Request to build speed humps with cutouts for bicycles, but no cutouts on the road for cars
- Make Kirkham St and 26th Ave a four-way stop for a safer intersection and daylight all bus stops
- Add greenery and medians with trees, as well as more trees around the Sunset Reservoir

Next Steps and Project Timeline

- Public Hearing and Project Approvals – late Fall 2023
- Implementation of Kirkham St and Ortega St – early 2024
- Project next steps for remaining six corridors – 2024 and beyond

After much consideration, the project team is prioritizing project delivery for the Kirkham Street and Ortega Street proposed Neighborways. Due to funding availability, the other three Neighborways discussed in this most recent phase of outreach (34th Avenue, 41st Avenue, and Vicente Street) will be revisited upon the completion of the project delivery process for the Kirkham Street and Ortega Street. The other three Neighborways in the original proposed network from the [SFCTA's District 4 Mobility Study](#) (28th Avenue, 47th Avenue, and Rivera St) will be explored after that.

The project team is currently working on revising and finalizing designs for the Kirkham Street and Ortega Street Neighborways based on the feedback received. The project team is also working closely with the San Francisco Department of Public Works to explore greening options with the existing concept designs for the Sunset Neighborways moving forward for approvals (Kirkham Street and Ortega Street). Final proposed designs for these two Neighborways will be share with the public in Fall 2023.

For more information, please visit the project webpage at [SFMTA.com/SunsetNeighborways](https://www.sfcta.com/SunsetNeighborways)