



**SFMTA**  
Municipal  
Transportation  
Agency

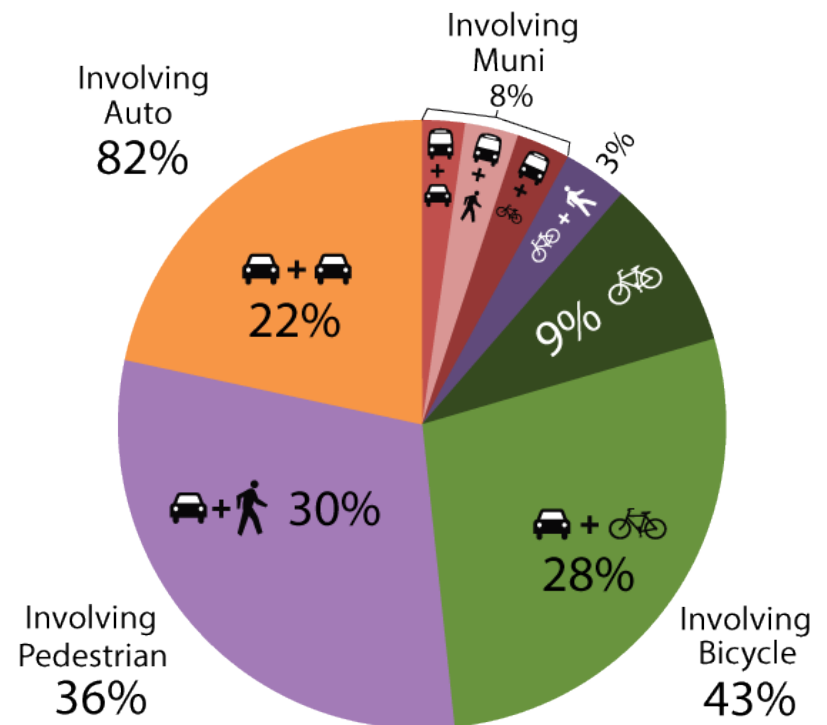
# Safer Market Street

November 10, 2015  
OCSC Meeting

# Key Messages: Vision Zero in Action

Proposals aim to mediate conflicts and create safer conditions for everyone, helping the city reach its Vision Zero goal

- Market Street identified as high-injury corridor
  - 162 injury collisions between 2012-2013 from 8<sup>th</sup> to 3<sup>rd</sup> streets
  - 4 of the top 20 intersections for pedestrian injury collisions
  - Top 2 intersections for bicycle injury collision



Break down of 162 injury Collisions

# Initial Outreach Efforts

- Intercept survey in summer 2014
  - Staff surveyed over 1,100 people on Market Street between 3<sup>rd</sup> and 8<sup>th</sup> streets
    - 84% of respondents arrived by means other than a car
    - Those that did, typically didn't drive on Market
- Community Meeting 1 Nov. 2014
  - Obtained feedback on the proposals and way-finding opportunities
- Community Meeting 2 Jan. 2015
  - Minor adjustments to the proposals to accommodate commercial loading
  - Way-finding dropped - to be pursued with the Better Market Street project

# GPS and TNC Communications

- Reached out to Google, Apple, MapBox, Inrix, TomTom and Garmin
  - Google maps updated their application Aug. 10, day before implementation of the restrictions
  - Apple updated Oct. 14
- TNC's were notified of the proposal
  - Despite initial opposition, team identified safe loading areas off of Market Street with Uber and Lyft



# Media Relations

- Social media posts on blog, facebook and twitter
- Press release and broadcast/ media coordination for board meeting and unveiling event
  - SF Chronicle cover story: “Market Street’s no place to drive”



# Feedback

## What we've heard

- Increased congestion on cross streets slowing down bus service
- Many drivers are disobeying the restrictions
- Safer conditions for people walking and biking!

## What we've done

- Additional transit-only lanes on O'Farrell and 7<sup>th</sup> streets
- Long-term roaming PCO to guide traffic in accordance with the restrictions
- Adjustments to PCO deployment protocol



**David Chiu** @DavidChiu · Aug 13

Back on a bike in SF! Biked Market 4 times today & already see major improvement thanks 2 #SaferMarketStreet project. [bit.ly/1Kkauyc](https://bit.ly/1Kkauyc)

# Next Steps

- Preliminary evaluation underway
  - Initial review of speed data and transit performance show minor improvements in bus service
  - More extensive evaluation in spring 2016 to include: transit performance, congestion, economic impacts, crime and collisions
- Updates posted on SFMTA blog Oct. 28
- Implementation of final turn restrictions when Ellis Street reopens
  - Outreach being coordinated with Central Subway