

SAFER TAYLOR QUICK-BUILD



SFMTA

The Safer Taylor Street Project included a quick-build or near-term component to rapidly bring traffic safety improvements to protect vulnerable road users on one of the Tenderloin's most important streets. The quick-build project is critical to the City's Vision Zero goal to eliminate all traffic deaths. From 2011 to 2016, there were 109 collisions on this segment of Taylor Street from Market to Sutter streets, 69 of which involved pedestrians and cyclists. This means, on average, each month one person walking or biking is injured in a traffic collision within the project area.



New painted safety zones and travel lane reductions on Taylor Street

PROJECT FINDINGS - AT A GLANCE



Severe speeding decreased after the project was installed. Vehicles traveling over 30mph **decreased by 31%** while vehicles traveling over 40 mph **decreased by 94%**.



The project had little effect on driving time on the corridor with an increase of roughly **35 seconds** in the morning peak hours (observed February 2020).



In the west crosswalk at Taylor and Ellis, the number of vehicles yielding to pedestrians during the morning peak **increased by 58%** and close calls dropped from **14 to 0**.

The number of vehicles yielding to pedestrians increased by an **average of 25%** at the intersections of Taylor & Ellis and Taylor & Geary streets.



New left turn signal at Taylor and Ellis Streets

For more information, please visit:
[SFMTA.com/SafeStreetsEvaluation](https://www.sfmta.com/SafeStreetsEvaluation)

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Project Location

Taylor Street from Market Street to Sutter Street

Date of Implementation

Summer 2019

Project Elements

- Vehicle Travel Lane Reduction with new designated turn pockets
- Painted Safety Zones
- Wide Loading Lanes and Parking Buffers
- Left Turn Signal at Ellis & Taylor
- Left Turn Restriction at Eddy & Taylor
- Signal Timing Optimization

Key Evaluation Metrics

- Vehicle speeds
- Conflict behavior at key crosswalks
- Drive Time Study



TAYLOR STREET (BEFORE)



TAYLOR STREET (AFTER)



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