



Sunset Neighborways Project

Initial Outreach Summary April 2022

Introduction

This document summarizes outreach activities and feedback gathered from the public between the end of November 2021 through March 2022 about the Sunset Neighborways project. The summary includes results from a public survey that was available in English, Spanish, 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.

Key Findings from Initial Outreach

- Driver speeding and not fully stopping at Stop Signs or not enough Stop Signs (i.e., 2-way stop vs. 4-way stop intersections) were recurring traffic safety concerns in the feedback
- For each of the proposed Neighborways, general traffic safety and pedestrian safety were the highest ranked aspects, with more than 50% of respondents indicating them as priorities for successful Neighborways
- Speed humps and raised crosswalks were the most favored tools from the Neighborways traffic safety design tool kit from respondents in the initial outreach survey
- Intersection daylighting was commonly heard as a supported traffic safety measure from residents and community members at community-hosted meetings
- Respondents commonly confused Neighborways and the Slow Streets program with concerns about continued partial street closures and corridor wide traffic diversion with the Sunset Neighborways project
- Generally, traffic calming is desired, especially near schools; most respondents indicated favoring at least one of the treatments from the Neighborways tool kit
- 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

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 after the addition of traffic calming tools.

For more information on the project, Neighborway streets, or the Neighborways traffic safety design tool kit, please visit [SFMTA.com/SunsetNeighborways](https://sfmta.com/SunsetNeighborways).

Neighborways and Slow Streets

Similar to but unlike Slow Streets, Neighborways are not partial or full street closures. Additionally, Neighborways do not create walkways or recreation space for pedestrians in the active road, nor do they limit street access to local traffic only, which a Slow Street does.

Some of the proposed Neighborways for the Sunset Neighborways project are on existing Slow Streets in the Sunset neighborhood because this effort proposes to un-designate those existing Slow Streets, remove the associated traffic barricades, and convert them into a Neighborways.

Notification and Outreach

The initial outreach phase for the project spanned between end of November 2021 through March 2022.

The goal of the initial outreach phase was to introduce the project to the residents and community members of the Sunset Neighborhood and gather initial feedback on the Sunset Neighborway Proposals. Project outreach sought to inform residents of 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 for the proposed network¹, how to create a successful Neighborway, current traffic safety concerns or issues experienced on the selected streets, and thoughts on the Neighborway traffic safety design toolkit. The outreach and engagement effort did not seek to understand the neighborhoods support for specific Neighborway design proposals. That aspect will be measured during the design outreach phase of the project.

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

- A mailer/project postcard sent to all addresses in District 4
- Email/text updates sent to project subscribers
- Emails sent to community stakeholder groups and organizations in District 4
- Posters in English, Chinese, and Spanish posted along proposed Neighborway streets
- The project team attended 13 community meetings hosted by community organizations and three meetings with leadership from community groups
- Feedback was accepted by emails to the project team, phone voicemails via the project commenting phone line, the outreach survey, 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 District 4 Mobility Study - <https://www.sfcta.org/projects/district-4-mobility-study>

Initial Outreach Survey Findings

Total Responses: 1,468

The initial outreach survey was live between end of November 2021 through January 2022.

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

Proposed Neighborway Corridor	Percent	Responses
47th Avenue	42%	605
41st Avenue	51%	736
34th Avenue	33%	476
28th Avenue	34%	487
Kirkham Street	65%	935
Ortega Street	49%	715
Rivera Street	34%	487
Vicente Street	36%	515

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

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

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
28 th Avenue	48%	52%
34 th Avenue	41%	59%
41 st Avenue	35%	65%
47 th Avenue	39%	61%
Kirkham Street	38%	62%
Ortega Street	41%	59%
Rivera Street	48%	52%
Vicente Street	51%	49%

Corridor Specific Findings from Survey

47th Avenue

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
47 th Avenue	39%	61%

General Feedback from Free Response:

- Driver speeding, and drivers not fully stopping at Stop Signs or not enough Stop Signs on the street (i.e., 2-way stop vs. 4-way stop intersections) were traffic safety concerns reoccurring in the feedback
- Desire for increased pedestrian safety
- Concerns about existing turn restrictions on Lincoln Way and Sloat Boulevard
- Concerns about Great Highway Closure and impacts to surrounding neighborhood streets (i.e., increased traffic, traffic safety impacts, etc.)
- 47th Avenue at Judah and 47th Avenue at Lincoln are concerning intersections for traffic safety

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspects	Percent	Responses
Traffic safety in general	68%	360
Pedestrian safety	58%	303
Access to businesses	44%	231
Access to parks, playgrounds, and open space	43%	224
Neighborhood beautification (Greening)	42%	222
Bicycle infrastructure and safety	39%	204
Access to school(s)	28%	149
Skipped Question		91

Question: What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on 47th Avenue? Check all that apply:

Traffic Safety Design Tool	Percent	Responses
Speed Humps	36%	196
Raised Crosswalks	32%	173
Bike Lane	25%	134
Intersection Daylighting	24%	130
Neighborhood Traffic Circles	24%	129

Continental Crosswalks	18%	99
Pedestrian Islands	17%	93
Shared Lane Markings (Bike Sharrows)	15%	79
Median Traffic Diverter	11%	57
Left-Turn Restrictions	10%	54
Partial Traffic Diverter	9%	47
Other - Write In	41%	223
Skipped Question		79

41st Avenue

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
41 st Avenue	35%	65%

General Feedback from Free Response:

- Driver speeding, and drivers not fully stopping at Stop Signs were traffic safety concerns reoccurring in the feedback
- Intersection safety concerns
- Confusion over surveying effort and substantial association of Neighborways with Slow Streets program and concerns over assumed continued partial street closures and corridor wide traffic diversion with the Sunset Neighborways project
- Slow Street barricades keep getting moved or relocated, which allows for cars to bypass the non-local access restriction and speed down the street
- 41st Slow Street causing traffic impacts at 41st Avenue and Lincoln Way; confusion with existing Slow Street and traffic safety impacts
- Drivers not following the rules of the road (i.e., disobeying turn restrictions, etc.)
- Drivers disobeying existing Slow Street non-local access requirement

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspects	Percent	Responses
Traffic safety in general	68%	415
Pedestrian safety	57%	347
Access to parks, playgrounds, and open space	45%	273
Bicycle infrastructure and safety	41%	248
Access to businesses	40%	246
Neighborhood beautification (Greening)	39%	238

Access to school(s)	35%	215
Skipped Question		127

Question: *What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on 41st Avenue? Check all that apply:*

Traffic Safety Design Tool	Percent	Responses
Speed Humps	40%	254
Raised Crosswalks	33%	215
Bike Lane	30%	190
Intersection Daylighting	23%	147
Neighborhood Traffic Circles	22%	140
Pedestrian Islands	17%	106
Continental Crosswalks	16%	104
Shared Lane Markings (Bike Sharrows)	15%	93
Partial Traffic Diverter	11%	69
Median Traffic Diverter	11%	68
Left-Turn Restrictions	8%	54
Other - Write In	42%	271
Skipped Question		97

34th Avenue

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
34 th Avenue	41%	59%

General Feedback from Free Response:

- Driver speeding, and intersection conflicts were traffic safety concerns reoccurring in the feedback
- Asks for stop signs at cross streets (i.e., more 4-way stop intersections)
- Concerns about potential parking loss
- Keep street open to cars
- Traffic diversion is not supported by some respondents as a traffic safety tool due to concerns over increased traffic congestion in adjacent streets
- There is a reoccurring theme that 34th Avenue, in its current form, is already a calm street

Question: *Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:*



Aspect	Percent	Responses
Traffic safety in general	66%	247
Pedestrian safety	55%	206
Bicycle infrastructure and safety	40%	150
Access to businesses	39%	146
Access to parks, playgrounds, and open space	38%	143
Neighborhood beautification (Greening)	34%	129
Access to school(s)	29%	110
Skipped Question		101

Question: *What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on 34th Avenue? Check all that apply:*

Traffic Safety Design Tool	Percent	Responses
Speed Humps	33%	128
Raised Crosswalks	32%	122
Bike Lane	28%	109
Neighborhood Traffic Circles	22%	86
Intersection Daylighting	22%	84
Continental Crosswalks	18%	70
Pedestrian Islands	17%	66
Shared Lane Markings (Bike Sharrows)	13%	49
Median Traffic Diverter	13%	49
Partial Traffic Diverter	10%	37
Left-Turn Restrictions	8%	31
Other - Write In	39%	151
Skipped Question		89

28th Avenue

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
28 th Avenue	48%	52%

General Feedback from Free Response:

- Driver speeding, and drivers not yielding or fully stopping at Stop Signs were traffic safety concerns reoccurring in the feedback
- Part of the proposed route is steep
- Concerns about potential parking loss
- Keep street open to cars
- Traffic diversion as a traffic safety tool is not supported by some respondents due to perceived impacts to adjacent streets; fear of increased congestion on adjacent streets and concerns over this effort implementing a Slow Street or creating a non-local access restriction on 28th Avenue
- Traffic circles as a traffic safety tool is not supported due to inconvenience to drivers

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspect	Percent	Responses
Traffic safety in general	67%	261
Pedestrian safety	54%	209
Bicycle infrastructure and safety	40%	158
Access to businesses	38%	149
Access to parks, playgrounds, and open space	32%	126
Neighborhood beautification (Greening)	31%	122
Access to school(s)	30%	117
Skipped Question		98

Question: What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on 28th Avenue? Check all that apply:

Traffic Safety Design Tool	Percent	Responses
Speed Humps	35%	135
Raised Crosswalks	34%	131
Bike Lane	24%	94
Continental Crosswalks	21%	82
Intersection Daylighting	21%	81
Neighborhood Traffic Circles	20%	76
Pedestrian Islands	18%	71
Shared Lane Markings (Bike Sharrows)	12%	48
Median Traffic Diverter	11%	41
Partial Traffic Diverter	10%	39
Left-Turn Restrictions	7%	26

Other - Write In	41%	160
Skipped Question		100

Kirkham Street

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
Kirkham Street	38%	62%

General Feedback from Free Response:

- Driver speeding, and drivers not fully stopping at Stop Signs or not enough Stop Signs on the street (i.e., 2-way stop vs. 4-way stop intersections) were traffic safety concerns reoccurring in the feedback
- Aggressive drivers on the street or drivers not following the rules of the road (i.e., disobeying turn restrictions, etc.)
- Confusion over surveying effort and substantial association of Neighborways effort with Slow Streets program and concerns over assumed continued partial street closures and corridor wide traffic diversion with the Sunset Neighborways project
- Asks for the removal of the Kirkham Slow Street and “opening” of the street because of concerns over existing non-local access restriction implemented by the Slow Street and impacts to adjacent street from existing corridor wide traffic diversion
- Traffic diversion as a traffic safety tool is not supported by some respondents due to perceived impacts to adjacent streets

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspect	Percent	Responses
Traffic safety in general	68%	529
Pedestrian safety	59%	455
Bicycle infrastructure and safety	42%	327
Neighborhood beautification (Greening)	37%	287
Access to businesses	37%	286
Access to parks, playgrounds, and open space	35%	268
Access to school(s)	29%	222
Skipped Question		162

Question: What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on Kirkham Street? Check all that apply:

Traffic Safety Design Tool	Percent	Responses
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Speed Humps	39%	314
Raised Crosswalks	36%	288
Bike Lane	32%	256
Neighborhood Traffic Circles	28%	226
Intersection Daylighting	25%	202
Pedestrian Islands	24%	191
Continental Crosswalks	19%	153
Median Traffic Diverter	15%	118
Shared Lane Markings (Bike Sharrows)	14%	108
Partial Traffic Diverter	12%	95
Left-Turn Restrictions	10%	82
Other - Write In	36%	290
Skipped Question		136

Ortega Street

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
Ortega Street	41%	59%

General Feedback from Free Response:

- Driver speeding and drivers not fully stopping at Stop Signs were traffic safety concerns reoccurring in the feedback
- Desire for increased pedestrian safety
- Association of the Neighborways effort with the Slow Streets program and concerns over assumed partial street closures and corridor wide traffic diversion with the Sunset Neighborways project
- Asks for the removal of the Ortega Slow Street because of concerns over existing non-local access restriction implemented by the Slow Street and impacts to adjacent street from existing corridor wide traffic diversion
- Double parking and loading issues, specifically at schools and near the library; some expressed concerns over double parking and how school loading blocks the existing bike lane

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspect	Percent	Responses
Traffic safety in general	66%	389
Pedestrian safety	57%	336

Access to parks, playgrounds, and open space	39%	228
Bicycle infrastructure and safety	38%	223
Access to school(s)	35%	207
Access to businesses	34%	203
Neighborhood beautification (Greening)	31%	184
Skipped Question		124

Question: *What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on Ortega Street? Check all that apply:*

Traffic Safety Design Tool	Percent	Responses
Raised Crosswalks	38%	225
Speed Humps	38%	224
Bike Lane	28%	167
Intersection Daylighting	27%	158
Neighborhood Traffic Circles	26%	155
Pedestrian Islands	22%	132
Continental Crosswalks	19%	112
Median Traffic Diverter	14%	80
Partial Traffic Diverter	11%	67
Shared Lane Markings (Bike Sharrows)	11%	64
Left-Turn Restrictions	10%	61
Other - Write In	36%	215
Skipped Question		126

Rivera Street

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
Rivera Street	48%	52%

General Feedback from Free Response:

- Driver speeding, and drivers not fully stopping at Stop Signs or not enough Stop Signs on the street (i.e., 2-way stop vs. 4-way stop intersections) were traffic safety concerns reoccurring in the feedback
- Dislike and suggested removal of the existing traffic circle at the intersection of Rivera Street and 28th Avenue

- Displeasure with people on bikes not obeying the rules of the road (i.e., running stop signs, etc.) and pedestrians not looking both ways while crossing
- Concerns about traffic safety on Santiago due to SFMTA’s work on Taraval Street
- Concerns about double parking and traffic near schools on Rivera Street was a common comment, specifically St Ignatius School
- Numerous respondents suggested outreaching to Lincoln High School and ensuring the project does not have negative impacts to school operations

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspect	Percent	Responses
Traffic safety in general	66%	243
Pedestrian safety	51%	186
Access to businesses	36%	133
Bicycle infrastructure and safety	34%	124
Neighborhood beautification (Greening)	34%	124
Access to parks, playgrounds, and open space	31%	114
Access to school(s)	30%	111
Skipped Question		121

Question: What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on Rivera Street? Check all that apply:

Traffic Safety Design Tool	Percent	Responses
Raised Crosswalks	32%	123
Speed Humps	31%	121
Intersection Daylighting	24%	91
Bike Lane	23%	88
Neighborhood Traffic Circles	21%	80
Continental Crosswalks	19%	72
Pedestrian Islands	18%	71
Shared Lane Markings (Bike Sharrows)	11%	43
Median Traffic Diverter	10%	37
Partial Traffic Diverter	7%	26
Left-Turn Restrictions	6%	22
Other - Write In	43%	165

Skipped Question		99
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Vicente Street

Proposed Neighborway	Do Not Support Any Traffic Safety Treatments	Support At Least One Traffic Safety Treatment
Vicente Street	51%	49%

General Feedback from Free Response:

- Driver speeding, and drivers not fully stopping at Stop Signs or not enough Stop Signs on the street (i.e., 2-way stop vs. 4-way stop intersections) were traffic safety concerns reoccurring in the feedback
- Some respondents recommended Ulloa Street as a possible east-west alternative corridor
- Strong opposition against a street closure on Vicente Street and associated this effort with Slow Streets partial closures or other full street closure efforts; keep street open to cars
- Concerns about double parking, blocking the bike lane and traffic near schools on Vicente Street was a common comment
- Displeasure with people on bikes not obeying the rules of the road (i.e., running stop signs, etc.)

Question: Which of the following aspects of Neighborways are most important to you in creating a successful Neighborway? Check all that apply:

Aspect	Percent	Responses
Traffic safety in general	64%	252
Pedestrian safety	45%	178
Access to businesses	45%	178
Access to parks, playgrounds, and open space	39%	153
Access to school(s)	34%	135
Neighborhood beautification (Greening)	33%	129
Bicycle infrastructure and safety	32%	128
Skipped Question		118

Question: What design tools within the Neighborways Toolkit do you think will be effective to address your traffic safety concerns on Vicente Street? Check all that apply:

Traffic Safety Design Tool	Percent	Responses
Speed Humps	30%	122
Raised Crosswalks	30%	122
Bike Lane	25%	101
Intersection Daylighting	21%	85



Pedestrian Islands	18%	74
Continental Crosswalks	17%	68
Neighborhood Traffic Circles	16%	65
Shared Lane Markings (Bike Sharrows)	9%	36
Median Traffic Diverter	9%	35
Partial Traffic Diverter	7%	30
Left-Turn Restrictions	7%	27
Other - Write In	44%	178
Skipped Question		106

Community-Hosted Meetings Summary

During the initial outreach phase, the project team attended 13 community-hosted meetings, three meetings with community group leadership, and one meeting with a technical advisory group to present the project, answer questions, and gather initial feedback on the proposed network. The community groups entailed merchant groups, neighborhood associations, Sunset neighborhood school parent teacher associations, and neighborhood advocacy groups.

General themes from the feedback heard during these meetings include:

- Dislike of the existing Slow Streets network in the Sunset neighborhood; stakeholders did not favor any sort of road closure
- Association and confusion of Slow Streets with the Neighborways effort and confusion over the two different pedestrian and bicycle priority streets; for those that understood the difference between the two, they believed that a Neighborway would be more beneficial to the neighborhood than Slow Streets
- Ask for the removal of the existing Slow Streets in the Sunset neighborhood because of the perception of negative impacts like congestion on adjacent streets and overall access concerns
- Consideration of alternative streets to the proposed network (i.e., 45th Avenue instead of the proposed 47th Avenue)
- Do not want the project to limit vehicle access
- 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
- Specific comments regarding certain tools in the Neighborway toolkit – opposition towards traffic diversion and neighborhood traffic circles; however, there was general support or requests for more intersection daylighting
- Speed management, especially near schools, was desired or supported

Feedback from Emails to Project Team and Project Comment Voicemail

Feedback was also received from emails to the project team and through voicemails using the project comment phone line.

General themes from feedback received through emails and voicemail include:

- Substantial association and confusion of Slow Streets with the Neighborways effort and confusion over the two different pedestrian and bicycle priority streets; belief that the Neighborways effort had a goal of continuing the non-local access restrictions and maintaining the traffic barricades associated with Slow Streets
- Dislike of the existing Slow Streets network in the Sunset neighborhood. Residents did not favor any sort of road closure due to perceived impacts of increased congestion on parallel routes or limiting vehicle access
- Removal of the Kirkham Slow Street and asks for “reopening” of the street