WALK**FIRST**

STREETSCAPE PRIORITIZATION

MARCH 2015

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WALKFIRST

STREETSCAPE PRIORITIZATION

MARCH 2015

OVERVIEW

This document contains a summary of the Streetscape Prioritization Project and includes the final project deliverables. This project was an inter-departmental effort and included representatives from the Planning Department, Public Works (DPW), San Francisco Municipal Transportation Agency (SFMTA), Controller's Office, Department of Public Health, Office of Economic and Workforce Development (OEWD), and Public Utilities Commission (PUC).

The project began in July 2014 and concluded in January 2015. This project stemmed from the WalkFirst Phase II project that used a data-driven approach to identify and prioritize pedestrian safety projects on the High Injury Network. This project took a similar data-driven approach to prioritize future streetscape improvements on the Streetscape Network. (See page 5 for the project timeline).

The City contracted with transportation consultants Fehr and Peers to provide services for the scenario planning tasks outlined in Chapter 2. Switchpoint Planning subconsultants completed a best practices report provided in Appendix A1.

A review of past plans was completed towards the beginning of the project to better understand the landscape of planned, completed and funded projects. The methodology is summarized in Appendix A2.

The Project Team collected and analyzed data to develop three potential strategies to determine locations for future streetscape projects (See Chapter 3). The City and consultants facilitated an internal charrette in October 2014 with City stakeholders from Public Works, Planning, MTA, PUC, OEWD, SF County Transportation Authority, and the Controller's Office. This group provided feedback to the City Team to identify which strategy and data inputs were most important to use for this prioritization effort. Based on the charrette feedback, the consultants and City Team developed a preferred scenario (See Chapter 3). The investment strategies and map of project locations were also shared at two stakeholder sessions with representatives from Citywide organizations.

Following the development of the preferred scenario, the City Team used block-level data to select 3 or 4 locations in each Supervisor District for future streetscape improvements (see Chapter 4). These project locations are not planned projects. Once funding becomes available designs would be developed in further detail. A technical memorandum summarizing the scenario planning approach is provided in Appendix A3.

To accompany the map of project locations, a master database was created with all of the data compiled throughout the project. The full set of variables available in the database, including their definitions and sources, is listed in Appendix A4. To complement the prioritization work, the City Team created a funding landscape listing and describing potential funding sources for streetscape projects (Chapter 5), which will continue to be updated as more information is available.

Contents

CHAPTER

1

Introduction

San Francisco's streets represent 25% of city land. Streets are our most important public resource, in large part because they are shared equally by all residents of San Francisco. Our streets are not just about transportation, but also recreation, social and economic activity, and ecological performance. The way in which we design our streets can help support these activities.

Over the years our streets have been transformed through efforts such as the Great Streets Project and the 2011 Road Repaving and Street Safety Bond. These projects have led to streetscape improvements across the city which enhance the public realm, improve the transportation function of the street, and create other economic, environmental and social benefits. Each streetscape project is tailored to the existing site conditions, can incorporate greening and plantings that are appropriate to the location, can include other amenities to celebrate the character of the street or neighborhood. The design and implementation of these projects is a collaborative effort among City agencies and community members.

The primary goal of this project is to identify where the City should make future streetscape improvements to have the greatest benefit, given limited funding. This project provides the City with a technical and data-driven approach to identify future streetscape projects and a framework to prioritize locations for implementation.

PROJECT PURPOSE

This is a multi-agency effort to identify locations for future streetscape improvements. This project builds on the Better Streets Plan, a comprehensive set of pedestrian-oriented policies and design guidelines for San Francisco's public streets and sidewalks, and coordinates with other efforts to improve and build complete streets.

The goals of the project are to:

- Identify where the City should make streetscape improvements to have the greatest benefit, given limited funding
- Get buy-in and agreement on priorities for future projects
- Ensure the City is well positioned when funding becomes available
- Build on pedestrian planning previous efforts and data driven approach
- Understand the funding picture for streetscape projects

BENEFITS & OUTCOMES

This project will benefit the City by:

- Achieving complete streets
- Optimizing our investments
- Minimizing disruption

PROJECT DELIVERABLES

This document integrates the following project deliverables:

- Best Practices Research
- Review of completed and funded streetscape projects
- Three investment strategies and preferred strategy
- List of potential locations for future streetscape improvements
- Database of streetscape variables
- Funding assessment

STREETSCAPE PROJECTS

…Improve the street environment for all people by providing space for mobility, social recreational, and commercial activities.

…Enhance the aesthetic and ecological qualities of the street, improve safety, and enrich the street's character and identity

…Include improvements such as sidewalk extensions, street trees, sidewalk landscaping, green infrastructure, street furniture, pocket parks, and other amenities.

BACKGROUND

This project builds on previous phases of WalkFirst, a program which sets out a framework to prioritize investments for pedestrian improvements. The timeline to the right explains the evolution of this project and how this project fits into other City efforts related to pedestrian safety and improving the public realm.

WALKFIRST PHASE I

In 2010, San Francisco received a grant from the California Office of Traffic Safety to fund the first phase of WalkFirst, a project to develop a framework for how the City would prioritize future pedestrian improvements. The Map of Key Walking Streets (streets where people are walking), and the map of Pedestrian High Injury Corridors (streets with the highest concentration of severe and fatal injuries) were developed as part of this project, identifying which streets to target for streetscape improvements and/or pedestrian safety improvements.

In December 2010, as WalkFirst was underway, then Mayor Newsom passed Executive Directive 10-03: Pedestrian Safety in San Francisco, directing City departments to implement solutions that would reduce pedestrian fatalities and severe injuries by 25 percent by 2016 and by 50 percent by 2021, increase the walkability of San Francisco and make all neighborhoods safer for people walking.

The Pedestrian Safety Task Force and Pedestrian Safety Steering Committee were formed and met on a regular basis to develop the Pedestrian Strategy, a document. The Pedestrian Strategy was published in 2013, outlines goals and strategies towards meeting the Pedestrian Directive's targets

WALKFIRST PHASE II

Having decided on an overall strategy for improving pedestrian safety and walkability, the City's next step was to identify and prioritize capital projects to carry out that strategy. WalkFirst Phase II, initiated in September 2013, took a data driven approach, looking at pedestrian injury statistics and crash profiles to identify locations where safety improvements were most needed. A variety of criteria were then used to develop a prioritized list of safety-related projects on the High Injury network, published in February 2014.

WALKFIRST PHASE III

This project is the remaining piece. The goal is to create a prioritized project list for future streetscape improvements, analogous to the prioritized pedestrian safety improvements list created in Phase II, so that the City will be ready to implement streetscape projects as funding becomes available. Similar to what was done in Phase II, WalkFirst Phase III starts with the Streetscape Street (identified in Phase I as the Key Walking Streets) and uses a data-driven process to identify and prioritize locations for future streetscape improvements.

PROJECT TIMELINE

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
①					② ③		④	⑤ ⑥ ⑦	
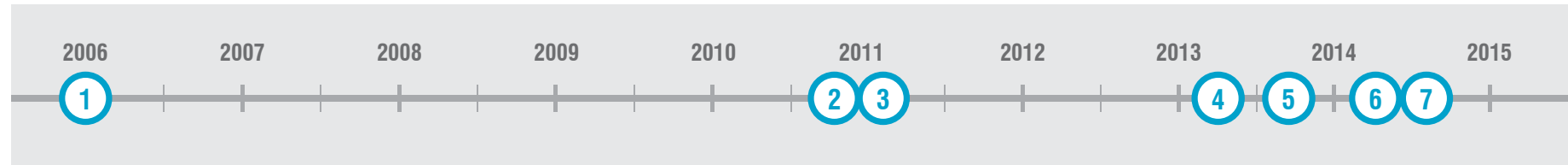
① Better Streets Plan
2006 – Adopted December 2010

DELIVERABLE
A unified set of standards, guidelines, and implementation strategies to govern how the City designs, builds, and maintains its pedestrian environment.

OUTREACH
Over 100 public meetings.

② WalkFirst Phase I
October 2010 – September 2011

DELIVERABLE
Map of key walking streets (streets where people are walking). Map of pedestrian high injury corridors (streets with the highest concentration of severe and fatal injuries). Draft General Plan Policies. Five case studies and designs.

OUTREACH
Online survey with 400+ participants. Focus groups. Regular PSAC meetings.

③ Executive Directive 10-03: Pedestrian Safety in San Francisco
December 2010

DELIVERABLE
Directed City departments to implement solutions that would reduce pedestrian fatalities and severe injuries by 25 percent by 2016 and by 50 percent by 2021, increase the walkability of San Francisco and make all neighborhoods safer for people walking.

④ Pedestrian Strategy
April 2013

DELIVERABLE
Outlined goals and strategies to meet the Executive Directive.

OUTREACH
Pedestrian Safety Task Force and Steering Committee formed, co-chaired by SFDPH and SFMTA. The Strategy was developed with input from the Task Force and Steering Committee.

⑤ WalkFirst Phase II
September 2013 – February 2014

DELIVERABLE
Prioritized list of pedestrian safety projects and programs. Ongoing implementation.

OUTREACH
Focus groups. Online tool with 300+ participants.

⑥ Vision Zero
March 2014 – Present

DELIVERABLE
Citywide commitment to reduce traffic fatalities to zero. Vision Zero 2-year Action Strategy released. 40 Projects identified to be implemented in 24 months.

OUTREACH
Pedestrian Safety Task Force reestablished as the Vision Zero Task Force. Vision Zero Committee of the Transportation Authority Board established. Ongoing meetings and public hearings.

⑦ Streetscape Prioritization
August – December 2014

DELIVERABLE
Prioritized list of locations for future streetscape improvements.

CHAPTER

2

Streetscape Network

INTRODUCTION

This project aims to prioritize improvements on the 132 miles of road-way that comprise the Streetscape Network. The Streetscape Network was first developed as part of WalkFirst Phase I and has been further refined as part of this project. Streetscape streets (previously referred to as Key Walking Streets) represent places where people are walking or would walk if the conditions were better The factors used to define these streets include density of people, transit, land uses and priority pedestrian streets identified in streetscape plans.

In defining these streets, quantitative data was used in addition to qualitative observations about street qualities. During WalkFirst Phase I, the public was invited to provide input on their favorite street to walk along, their least favorite street and the qualities of the street environment that influence this choice. The feedback received was an early input into the streetscape network. The streetscape network and data inputs are explained in this section.

STREETSCAPE NETWORK

CRITERIA

The criteria used to define streetscape streets include:

LAND USES:

- Commercial land uses (defined by Better Streets Plan Street Types; Commercial Throughway, Neighborhood Commercial)

- Civic and institutional land uses: Streets fronting these land uses. (UCSF, USF, City Hall/Civic Center, SF General, Laguna Honda, Kaiser, Mission Bay)

TRANSPORTATION:

- MUNI Rapid transit network (E, F, J, KT, L, M, N, 1, 5, 8x, 9, 14, 22, 28, 30, 38, 47, 49, 71)

- Major Transit Nodes (MUNI Metro, BART, Caltrain)

"PRIMARY" PEDESTRIAN STREETS IDENTIFIED IN A STREETSCAPE PLAN:

- Candlestick Point/Hunters Point Shipyard Phase II Urban Design Plan & Transportation Plan

- Downtown Area Plan (Map 7 Pedestrian Network: Downtown District Pedestrian Oriented Streets)

- Fisherman's Wharf Public Realm Plan

- Parkmerced Vision Plan

CONNECTIONS BETWEEN STREET SEGMENTS

Where the above criteria is not present along an entire street and there is a gap of three blocks or shorter, the gap should also be included.

NEW DEVELOPMENT:

For new projects where there will be new streets, the relevant area plan or streetscape plan should be used as a guide.

CHAPTER

3

Prioritizing Locations for Future Streetscape Improvements

The scenario planning process is a way to identify how the City might select future locations for streetscape improvements. While streetscape improvements have been implemented across the city, the way that projects have been selected has varied by funding source and by program. At the beginning of this project, best practices research was conducted to better understand how other cities have approached this type of project. The findings from this report are included in Appendix A1. The project team also investigated current City practices for prioritizing streetscape improvements.

The scenario planning process began at the completion of the WalkFirst Phase II with the identification of three investment strategies highlighting three distinct sets of priorities for identifying the most important locations for improvements on the Streetscape Network. The three investment strategies were presented via a series of maps and infographics, to a group of key stakeholders from selected City agencies to solicit feedback on the approach and results. Feedback from the scenario charrette helped to guide the project team in its selection of a preferred investment strategy. This strategy highlights a set of blocks on the Streetscape Network that could be prioritized for streetscape improvements. This information helped the City to determine project locations.

METHODOLOGY

This project considers three different strategies for how the City could prioritize future projects.

- Strategy 1 - Invest Where People Walk: Locations with a high level of pedestrian activity.

- Strategy 2 - Tap into Economic Potential: Locations with a large number of underutilized buildings yet a high level of recent business growth.

- Strategy 3 - Target Physical Deficiencies: Locations with poor pedestrian infrastructure and environment, based on an approximated version of SFDPH's Pedestrian Environmental Quality Index (PEQI).

For each strategy, the City identified a strategy goal and data inputs. The definitions were refined to match available data and were modified and vetted until the set of prioritized blocks appropriately reflected the goals of each strategy. A map for each strategy highlights the streetscape network and the streets that rank the highest for that strategy.

Outcome metrics were also identified to facilitate an informed comparison of the three investment strategies using available data. Metrics were selected from a range of variables and were distinct from the data used in each strategy. The three investment strategies were then evaluated and compared based on these four categories:

- Target Population

- Stewardship

- Safety

- Efficiency

For each category, three to five outcome metrics were analyzed. The top-priority blocks (i.e., top 20% of blocks) within each strategy were evaluated in order to assess the impacts of selecting one set of blocks over another. Evaluation results were displayed in a summary infographic using charts and figures. These graphics provide a clear visual comparison of the performance of each strategy.

Based on feedback received, a preferred strategy was selected, using inputs from Strategy 1 and Strategy 3. This chapter includes a discussion of the three strategies, the preferred scenario, and the associated data, maps and infographics.

SCENARIO DEVELOPMENT METHODOLOGY

DEVELOP INVESTMENT STRATEGIES

Identify three potential investment strategies for how future projects could be selected

Identify data inputs

Identify metrics to compare across strategies
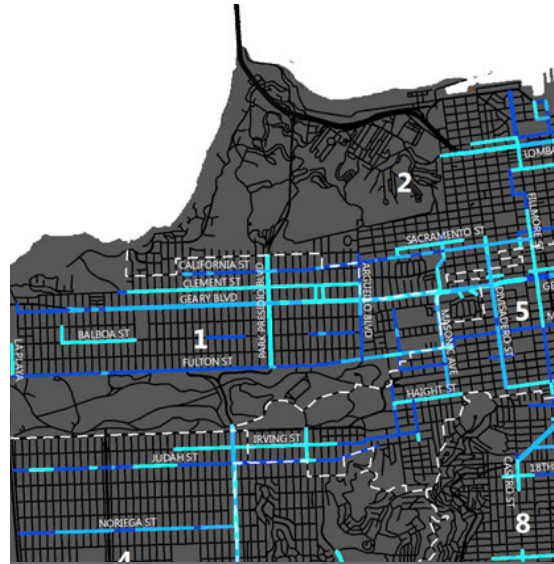
SELECT INVESTMENT STRATEGY

Prioritize blocks by Supervisor District

Aggregate blocks into corridors

DEVELOP PROJECT LIST

Design details to be determined once funding is secured

Identify funding sources and availability

SUMMARY OF INVESTMENT STRATEGIES

STRATEGY 1: INVEST WHERE PEOPLE WALK

Strategy Goal:
Prioritize locations with high levels of pedestrian activity (top 20%).

Data Inputs:
Pedestrian volumes: current + forecasted growth (x5)

Transit ridership at nearby stations

STRATEGY 2: TAP INTO ECONOMIC POTENTIAL

Strategy Goal:
Prioritize locations with underutilized buildings yet actively growing businesses (top 20%).

Data Inputs:
Presence of vacant storefronts and lots (x3)

Number of change of use permits, miscellaneous permits, and new business licenses

STRATEGY 3: TARGET PHYSICAL DEFICIENCIES

Strategy Goal:
Prioritize locations with poor pedestrian infrastructure and/or surrounding environment conditions (top 20%).

Data Inputs:
Score based on SFDPH's Pedestrian Environmental Quality Index (PEQI), approximated version, including traffic volume; speed limit; street/ sidewalk width; presence of buffers, street trees, pedestrian plazas, parks, empty lots

STRATEGY 1: INVEST WHERE PEOPLE WALK

STRATEGY GOAL:

- Prioritize locations with high levels of pedestrian activity (top 20%).

DATA INPUTS:

- Pedestrian volumes: current + forecasted growth (x5)
- Transit ridership at nearby stations

STRATEGY 1 EVALUATION METRICS INFOGRAPHIC

Total Population in Adjacent Census Blocks: 204,866

Total Employment in Adjacent Census Blocks: 386,738

Over 65 15%
Under 18 8%
Other 77%

Blocks in Downtown (C-3 Zoning District): 50% / 50%
Blocks in MTC Community of Concern: 70% / 30%
0% — 50% — 100%

TARGETED POPULATION

Pedestrian Collision Injuries: **6**

Bicycle Collision Injuries: **3**

Average Number of Collision Injuries per Block
(2007 - 2011)

Percentage of Blocks on **Pedestrian High Injury Network**: 35% / 65%

Percentage of Blocks on **Bicycle High Injury Network**: 58% / 42%

Average Prioritization Weight for Blocks on WalkFirst High Injury Network = 3.5

SAFETY

Blocks with Parklet within 1/8 Mile*
Parklet 36%
No Parklet 64%

Blocks within **Community Benefit District**: 53% / 47%

Blocks with **Sidewalk Landscaping** within 1/8 Mile*: 93% / 7%

STEWARDSHIP

*based on permit history

Streetscape Project Overlap
Completed 6%
Fully Funded 7%
Partially Funded 10%
Completed/Funded 23%
Unfunded/Undefined 77%

Blocks within a Priority Development Area (PDA): 98% / 2%
Blocks that overlap a future paving project (2019 and beyond): 2% / 98%
Blocks that overlap a project identified in a plan: 41% / 59%
0% — 50% — 100%
Coordination Opportunity

EFFICIENCY

STRATEGY 2: TAP INTO ECONOMIC POTENTIAL

Legend:
- Strategy 2 Blocks
- Streetscape Street Network

STRATEGY GOAL:

- Prioritize locations with underutilized buildings yet actively growing businesses (top 20%).

DATA INPUTS:

- Presence of vacant storefronts and lots (x3)
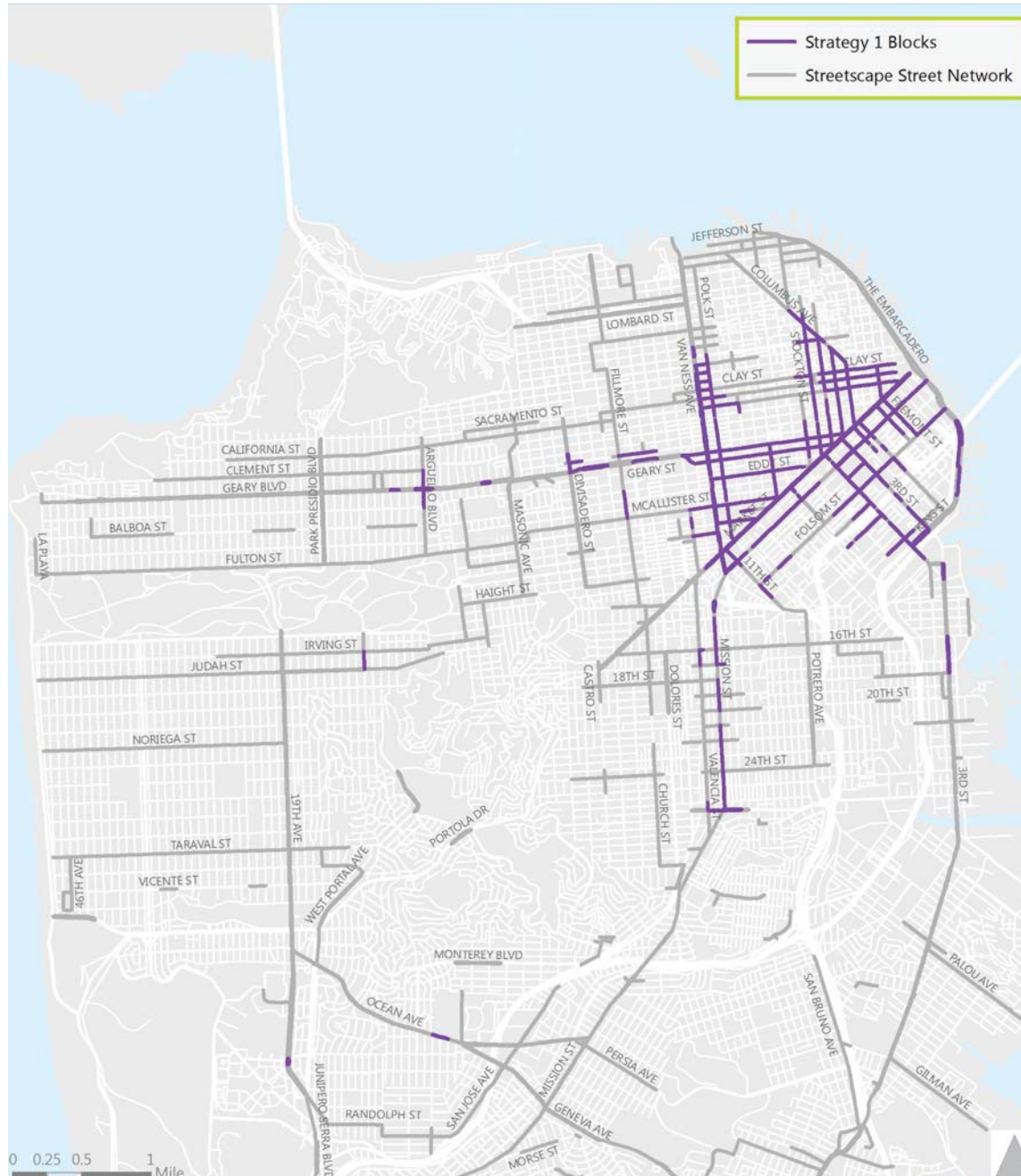- Number of change of use permits, miscellaneous permits, and new business licenses

STRATEGY 2: EVALUATION METRICS INFOGRAPHIC OF STRATEGY

Total Population in Adjacent Census Blocks: 267,477

Total Employment in Adjacent Census Blocks: 321,469

Over 65
14%

Under 18
11%

Other
75%

Blocks in Downtown (C-3 Zoning District): 36% | 64%

Blocks in MTC Community of Concern: 67% | 33%

0%   50%   100%

TARGETED POPULATION

Blocks with Parklet within 1/8 Mile*

No Parklet
51%

Parklet
49%

Blocks within **Community Benefit District**
62% | 38%

Blocks with **Sidewalk Landscaping** within 1/8 Mile*
82% | 18%

STEWARDSHIP   *based on permit history

Pedestrian Collision Injuries   **6**

Bicycle Collision Injuries   **3**

Average Number of Collision Injuries per Block (2007 - 2011)

Percentage of Blocks on **Pedestrian High Injury Network**
37% | 63%

Percentage of Blocks on **Bicycle High Injury Network**
68% | 32%

Average Prioritization Weight for Blocks on WalkFirst High Injury Network = 3.5

SAFETY

Streetscape Project Overlap

Completed/ Funded 23%

Completed 10%

Fully Funded 7%

Partially Funded 6%

Unfunded/ Undefined 77%

Blocks within a Priority Development Area (PDA): 89% | 11%

Blocks that overlap a future paving project (2019 and beyond): 2% | 98%

Blocks that overlap a project identified in a plan: 29% | 71%

0%   50%   100%

Coordination Opportunity

EFFICIENCY

STRATEGY 3: TARGET PHYSICAL DEFICIENCIES

STRATEGY GOAL:

- Prioritize locations with poor pedestrian infrastructure and/or surrounding environment conditions (top 20%).

DATA INPUTS:

- Score based on SFDPH's Pedestrian Environmental Quality Index (PEQI), approximated version, including traffic volume; speed limit; street/sidewalk width; presence of buffers, street trees, pedestrian plazas, parks, empty lots
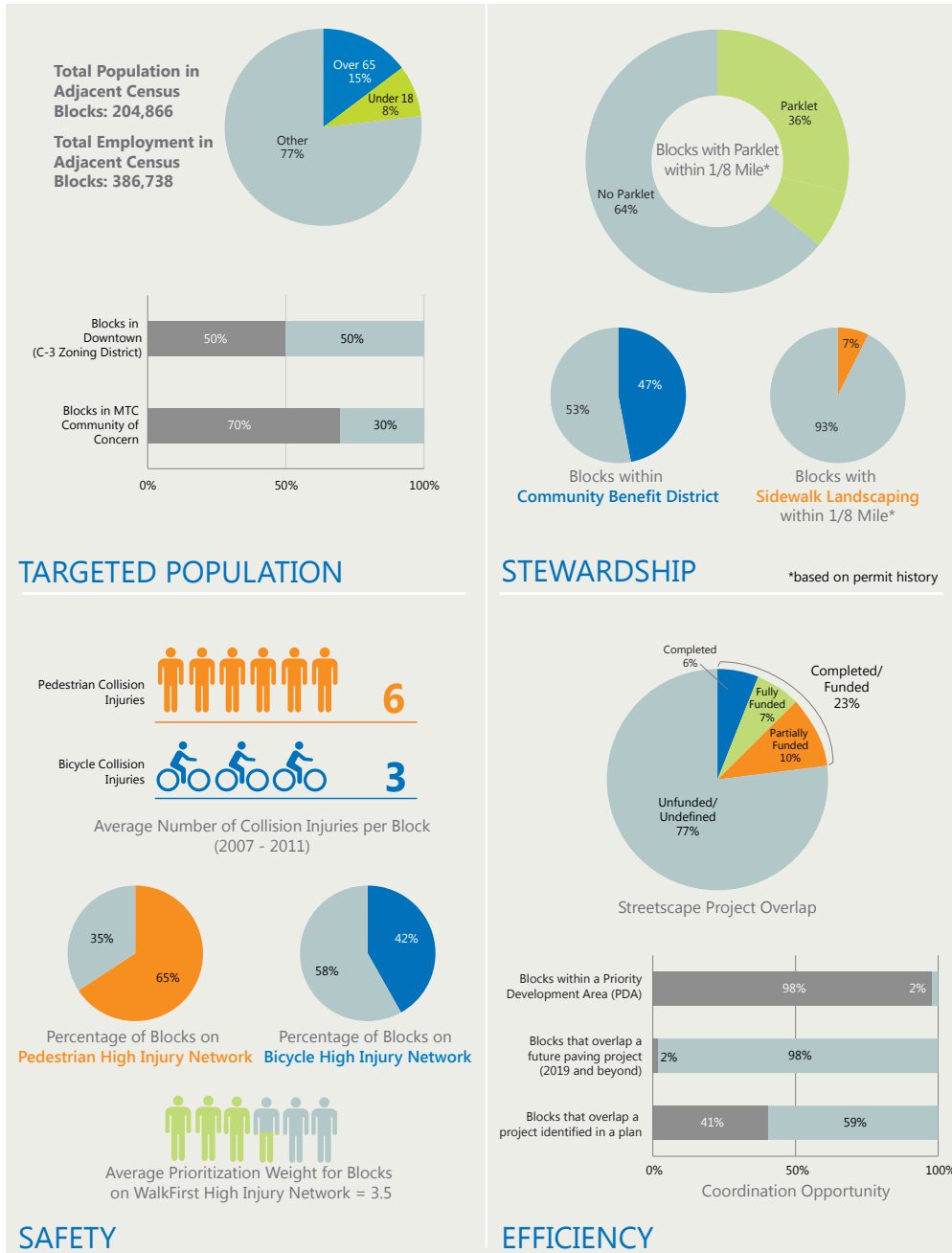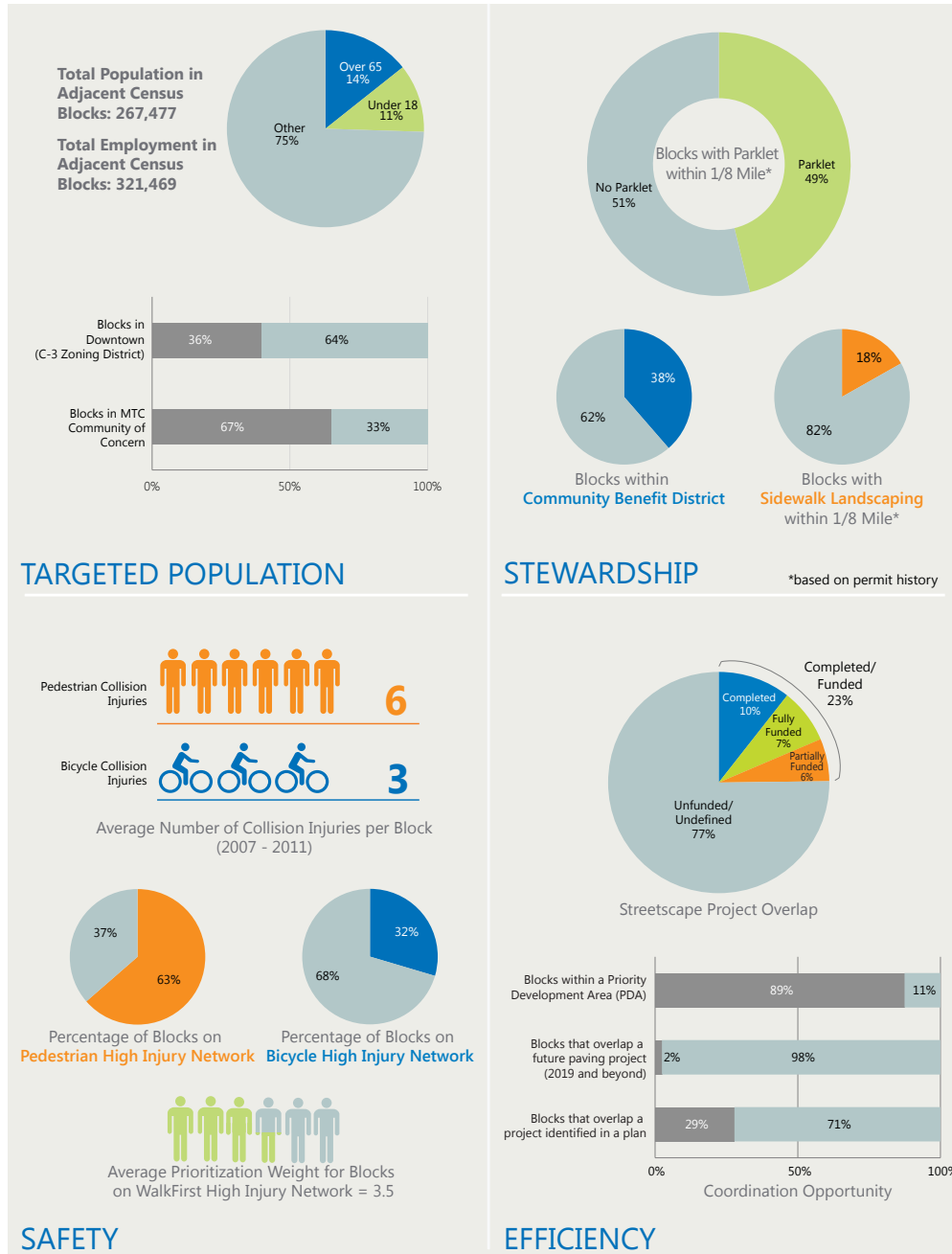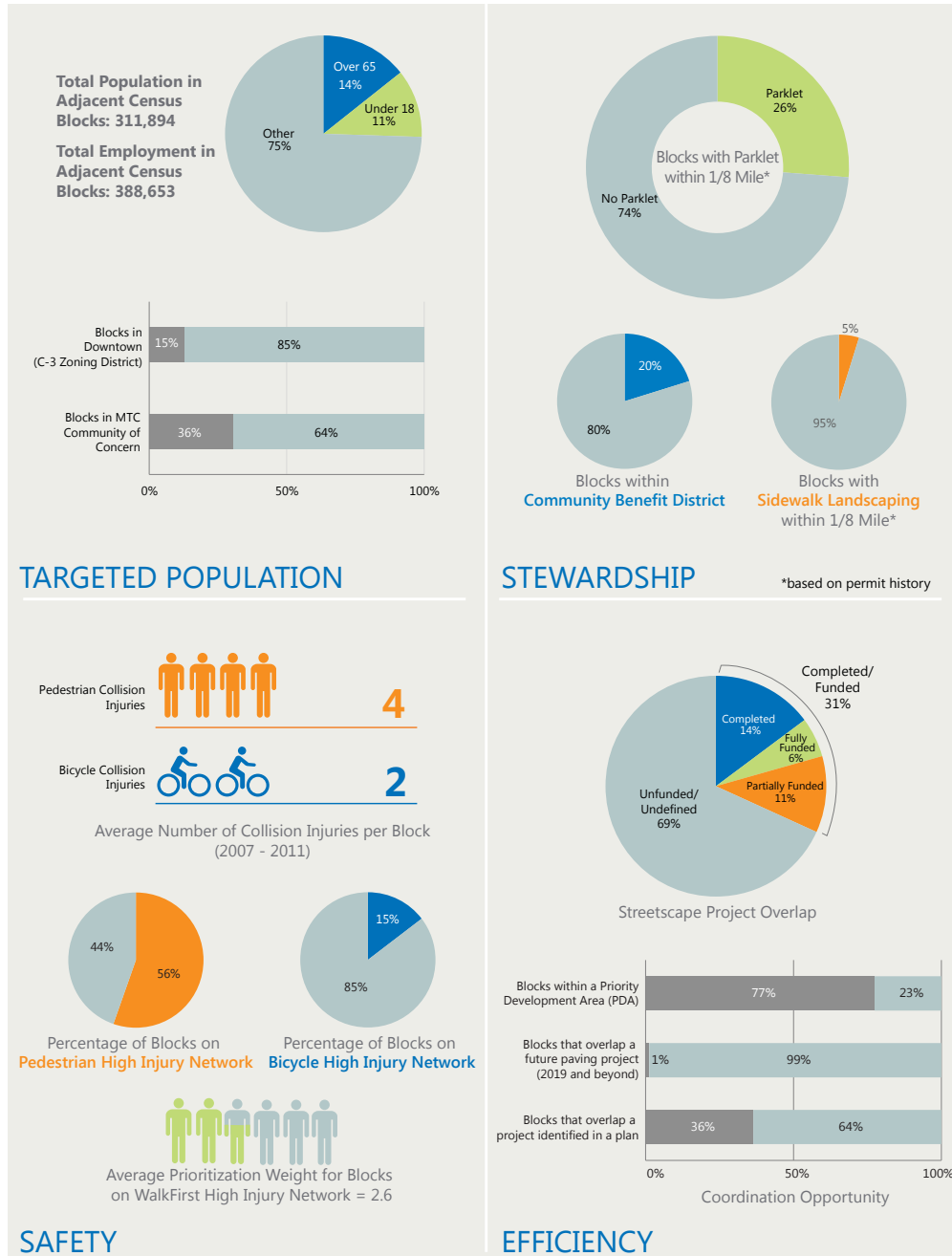
STRATEGY 3 : EVALUATION METRICS INFOGRAPHIC

Total Population in Adjacent Census Blocks: 311,894

Total Employment in Adjacent Census Blocks: 388,653

Over 65
14%

Under 18
11%

Other
75%

Blocks in Downtown (C-3 Zoning District): 15% | 85%

Blocks in MTC Community of Concern: 36% | 64%

0%   50%   100%

TARGETED POPULATION

Parklet
26%

No Parklet
74%

Blocks with Parklet within 1/8 Mile*

Blocks within **Community Benefit District**: 20% / 80%

Blocks with **Sidewalk Landscaping** within 1/8 Mile*: 5% / 95%

STEWARDSHIP   *based on permit history

Pedestrian Collision Injuries   **4**

Bicycle Collision Injuries   **2**

Average Number of Collision Injuries per Block (2007 - 2011)

Percentage of Blocks on **Pedestrian High Injury Network**: 44% / 56%

Percentage of Blocks on **Bicycle High Injury Network**: 15% / 85%

Average Prioritization Weight for Blocks on WalkFirst High Injury Network = 2.6

SAFETY

Completed/Funded 31%

Completed 14%

Fully Funded 6%

Partially Funded 11%

Unfunded/Undefined 69%

Streetscape Project Overlap

Blocks within a Priority Development Area (PDA): 77% | 23%

Blocks that overlap a future paving project (2019 and beyond): 1% | 99%

Blocks that overlap a project identified in a plan: 36% | 64%

0%   50%   100%

Coordination Opportunity

EFFICIENCY

PREFERRED SCENARIO: HIGH PEDESTRIAN ACTIVITY, POOR PEDESTRIAN ENVIRONMENT, NEIGHBORHOOD COMMERCIAL AND TOURIST CORRIDORS
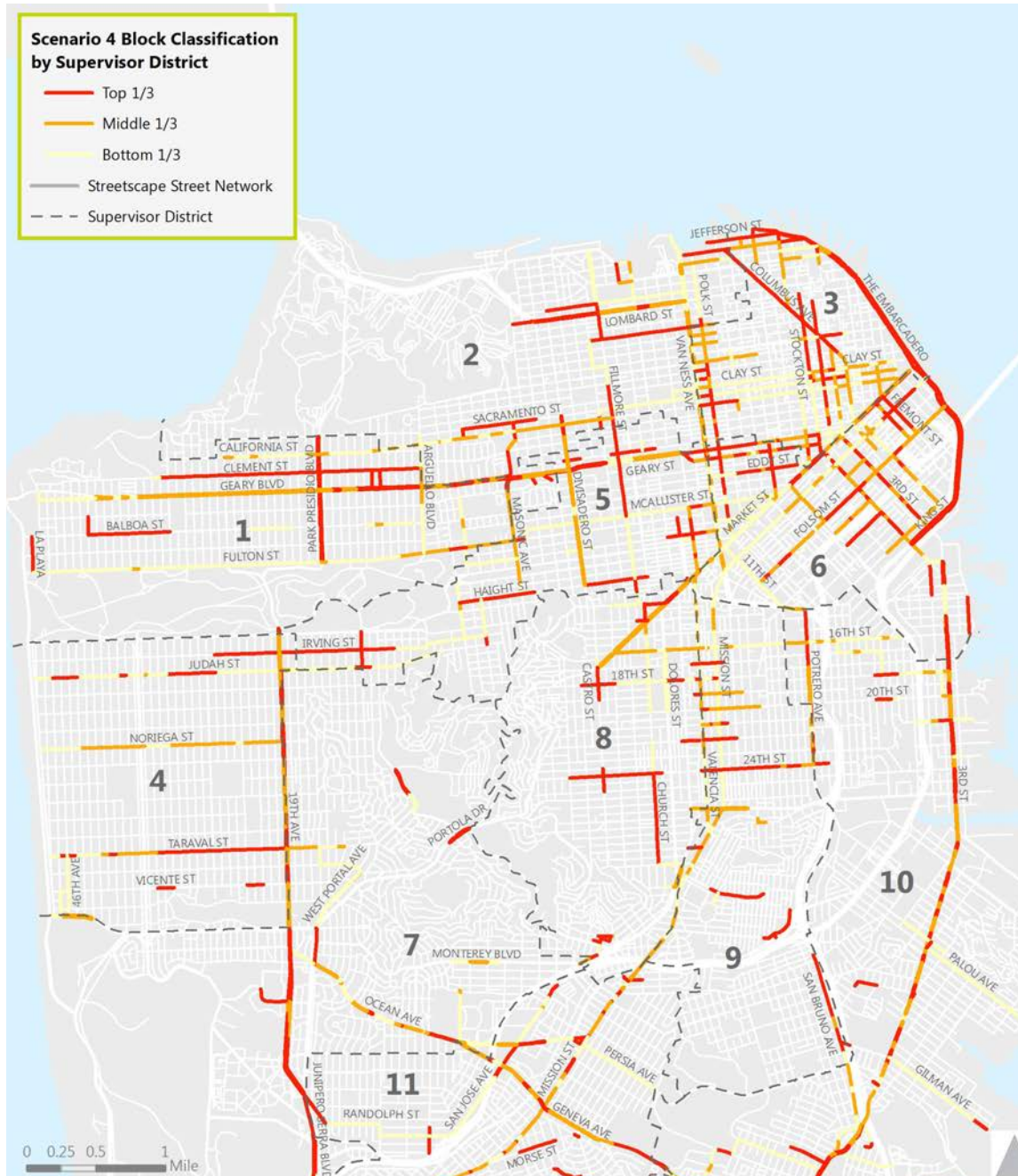
Scenario 4 Block Classification by Supervisor District

— Top 1/3
— Middle 1/3
— Bottom 1/3
— Streetscape Street Network
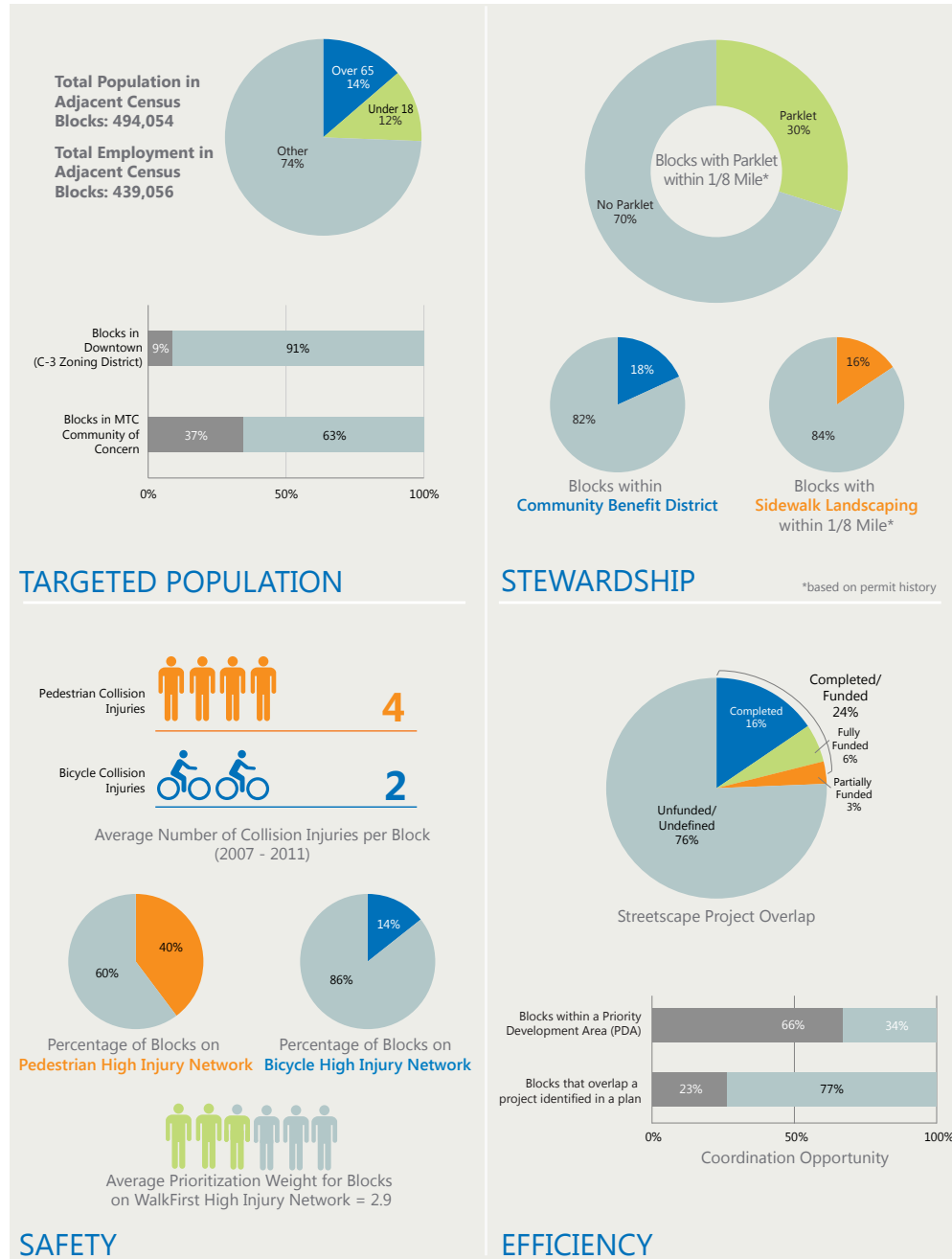--- Supervisor District

STRATEGY GOAL:

- Prioritize locations with poor pedestrian infrastructure and/or surrounding environment conditions (top 20%).

DATA INPUTS:

- Pedestrian volumes: current + forecasted growth

- Pedestrian Tourist corridors

- Score on SFDPH's Pedestrian Environmental Quality Index (PEQI), approximated version

- Neighborhood Commercial corridors

The preferred scenario utilizes data inputs from Strategy 1 and Strategy 3. The map highlights the set of blocks on the Streetscape Street Network that would be prioritized for future streetscape improvements. Blocks were prioritized by Supervisor District instead of across the City. This helped to provide a more even geographic distribution. Based on a block's calculated score, the block was assigned a ranking category within the Supervisor District: top 33%, middle 33%, or bottom 33%. The blocks with the highest scores are shown in red as the top 33% of the network.

PREFERRED SCENARIO: EVALUATION METRICS INFOGRAPHIC

Total Population in Adjacent Census Blocks: 494,054

Total Employment in Adjacent Census Blocks: 439,056

Over 65
14%

Under 18
12%

Other
74%

Blocks in Downtown (C-3 Zoning District): 9% | 91%

Blocks in MTC Community of Concern: 37% | 63%

0%   50%   100%

TARGETED POPULATION

Blocks with Parklet within 1/8 Mile*

Parklet 30%

No Parklet 70%

Blocks within **Community Benefit District**
18%
82%

Blocks with **Sidewalk Landscaping** within 1/8 Mile*
16%
84%

STEWARDSHIP
*based on permit history

Pedestrian Collision Injuries   **4**

Bicycle Collision Injuries   **2**

Average Number of Collision Injuries per Block (2007 - 2011)

Percentage of Blocks on **Pedestrian High Injury Network**
40%
60%

Percentage of Blocks on **Bicycle High Injury Network**
14%
86%

Average Prioritization Weight for Blocks on WalkFirst High Injury Network = 2.9

SAFETY

Completed/Funded
24%

Completed 16%

Fully Funded 6%

Partially Funded 3%

Unfunded/Undefined 76%

Streetscape Project Overlap

Blocks within a Priority Development Area (PDA): 66% | 34%

Blocks that overlap a project identified in a plan: 23% | 77%

0%   50%   100%

Coordination Opportunity

EFFICIENCY

CHAPTER

4

Locations for Future Streetscape Improvements

OVERVIEW

A key deliverable of the project is a list of priority locations for future improvements. The preferred scenario presented in Chapter 3 highlights the blocks with the greatest need for streetscape improvements based on the available data inputs. The next step in the project was to take the preferred scenario and develop a map of priority locations for streetscape projects based on available funding. Blocks were grouped together to form potential project boundaries. Three or four project locations were identified in each supervisorial district. These locations represent priorities for future streetscape improvements as funding becomes available.

The map on the next page illustrates which streets the City could prioritize for streetscape improvements. The map doesn't tell us what type of improvements might be included in each project. The design details and proposed project elements have yet to be determined. These details will depend largely on funding as well as existing conditions and input from community members, and would be determined through a separate process, using the Better Streets Plan as a guide.

STREETSCAPE PROJECTS

The specific improvements will depend on a number of factors including the project budget, existing conditions of the street and community feedback. The table below illustrates the types of improvements you might see, depending on the specifics of the project.

VERY LIGHT

Examples of streetscape elements:

Infill street tree planting, bike lane striping, median planting, and upgrades to existing street lights.

Examples:

Lower Polk, Van Ness Avenue, San Bruno Avenue, 19th Avenue Median and Point Lobos.

LIGHT

Examples of streetscape elements:

Repaving, infill street tree planting, a limited number of bus bulb-outs, ADA improvements, bike lane striping, median reconstruction, and upgrades to existing streetlights.

Examples:

Folsom Street (19th to Cesar Chavez), Divisadero Street (Geary to Haight)

FULL

Examples of streetscape elements:

Substantial pedestrian and bike improvements (such as sidewalk widening and separated bike lanes), street greening, street lighting, transit station upgrades, and reconfigured traffic patterns.

Examples:

Castro, Valencia, Jefferson, Masonic, 2nd Street Streetscape projects.

PRIORITY LOCATIONS FOR STREETSCAPE IMPROVEMENTS (PENDING FUNDING)
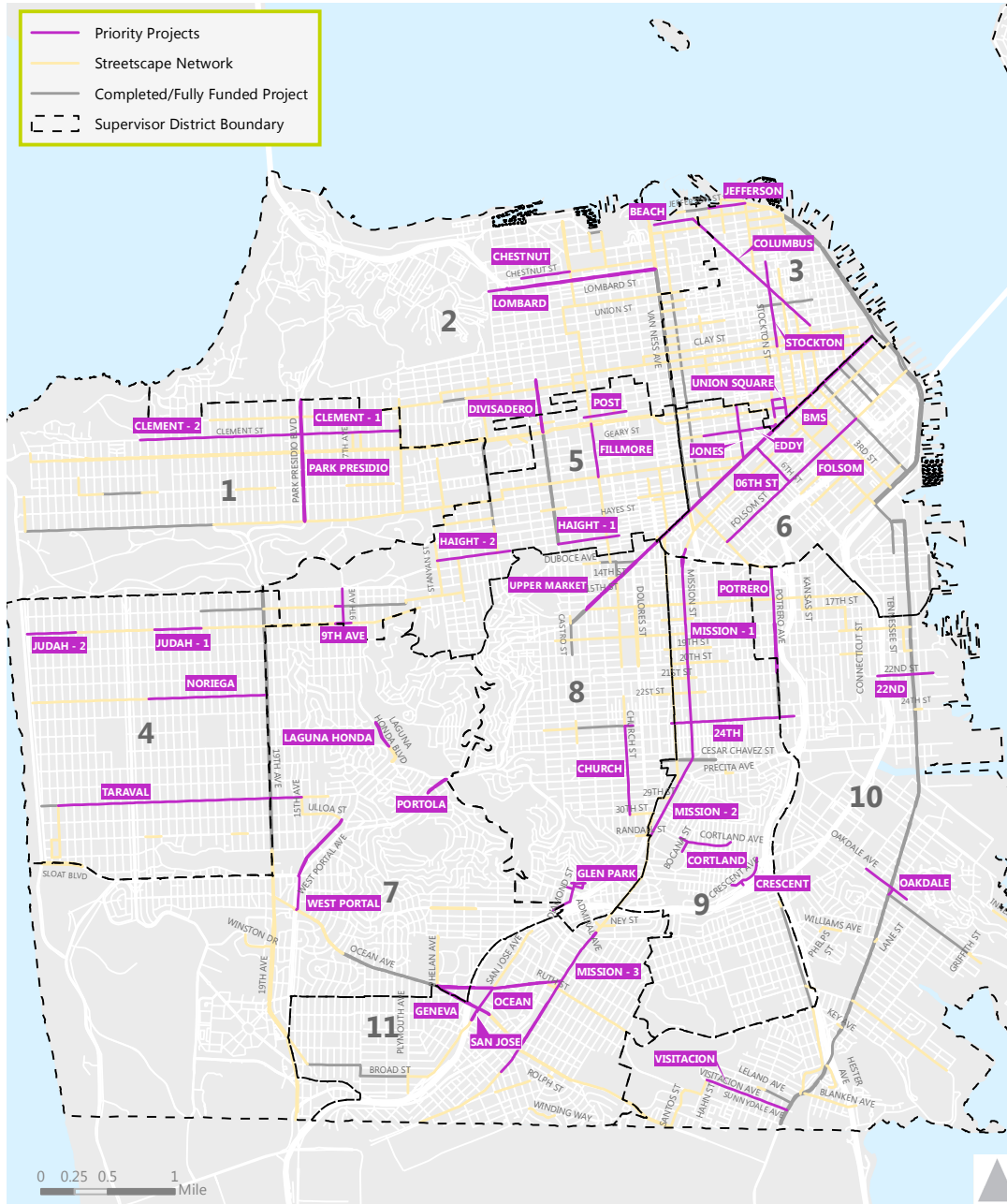
The map to the left shows priority locations for streetscape improvements (in purple). Note, this is not a list of funded projects. Streetscape projects that have been funded or completed are shown in gray.

POTENTIAL LOCATIONS FOR FUTURE STREETSCAPE IMPROVEMENTS

PROJECT	DISTRICT	NOTES
06TH ST	6	High volumes of pedestrian activity. Need for pedestrian safety improvements.
22ND	10	Community vetted design. Leverage impact fees. Neighborhood commercial street.
24TH	9	Neighborhood commercial street. Invest in Neighborhoods corridor.
9TH AVE	5	Neighborhood commercial street. Transit corridor. Community ideas for plaza on 9th Ave. Adjacent to Golden Gate Park.
BEACH	2	Identified in Fisherman's Wharf Public Realm Plan. Major tourist activity.
MARKET STREET	3/6	Citywide Priority.
CHESTNUT	2	Neighborhood commercial street. Transit corridor.
CHURCH	8	Neighborhood commercial street. Transit corridor.
CLEMENT – 1	1	Neighborhood commercial street.
CLEMENT – 2	1	Neighborhood commercial street.
COLUMBUS	3	Neighborhood commercial street. Transit corridor.
CORTLAND	9	Neighborhood commercial street. Transit corridor.
CRESCENT	9	Public Realm opportunity adjacent to farmers market.
DIVISADERO	2/5	Extend Divisadero Street improvements.
EDDY	6	Transit corridor.
FILLMORE	5	Neighborhood commercial street. Transit corridor.
FOLSOM	6	Important east-west bicycle connection. Leverage impact fees.
GENEVA	11	Deficient pedestrian conditions. Community vetted design. Opportunity to coordinate with future BRT project.
GLEN PARK	8	Transit hub. Identified in Glen Park Area Plan.
HAIGHT – 1	5	Opportunity to add streetscape enhancements in coordination with transit project.
HAIGHT – 2	5	Opportunity to add streetscape enhancements in coordination with transit project.
JEFFERSON	3	Extend Jefferson St improvements. Identified in Fisherman's Wharf Public Realm Plan. Major tourist activity.
JONES	6	Conceptual design developed as part of Green Connections.
JUDAH – 1	4	Neighborhood commercial street. Transit corridor. Opportunity to add streetscape enhancements in coordination with transit project.

PROJECT	DISTRICT	NOTES
JUDAH – 2	4	Neighborhood commercial street. Transit corridor. Opportunity to add streetscape enhancements in coordination with transit project.
LAGUNA HONDA	7	Transit hub.
LOMBARD	2	Opportunity to add streetscape enhancements in coordination with repaving and sewer project.
MISSION – 1	9	Opportunity to add streetscape enhancements in coordination with transit project. Major transportation corridor
MISSION – 2	9	Opportunity to add streetscape enhancements in coordination with transit project. Major transportation corridor
MISSION – 3	9	Opportunity to add streetscape enhancements in coordination with transit project. Major transportation corridor
NORIEGA	4	Neighborhood commercial street. Wide right-of-way.
OAKDALE	10	Conceptual design developed as part of Green Connections. Build on funding allocated from 2011 Streets Bond.
OCEAN	7/11	Community vetted design. Adjacent to major transit corridor and transit station.
PARK PRESIDIO	1	Deficient pedestrian conditions.
PORTOLA	7	Neighborhood commercial street.
POST	5	Identified in Japantown Plan. Neighborhood commercial street.
POTRERO	10	Extend Potrero Ave improvements. Transit corridor.
SAN JOSE	11	Adjacent to transit hub. Deficient pedestrian conditions.
STOCKTON	3	High volumes of pedestrian activity. Major transit route. Opportunity to add streetscape enhancements in coordination with transit improvements.
TARAVAL	4	Opportunity to add streetscape enhancements with rail replacement.
UNION SQUARE	3	High volumes of pedestrian activity.
VISITACION	10	Connect to Hope SF development. Opportunity to add streetscape improvements and build on planned transit improvements.
WEST PORTAL	7	Neighborhood commercial street. Adjacent to major transit corridor and station.

OVERLAP:
PRIORITY LOCATIONS & COMPLETED PROJECTS

OVERLAP:
PRIORITY LOCATIONS & FUNDED PROJECTS
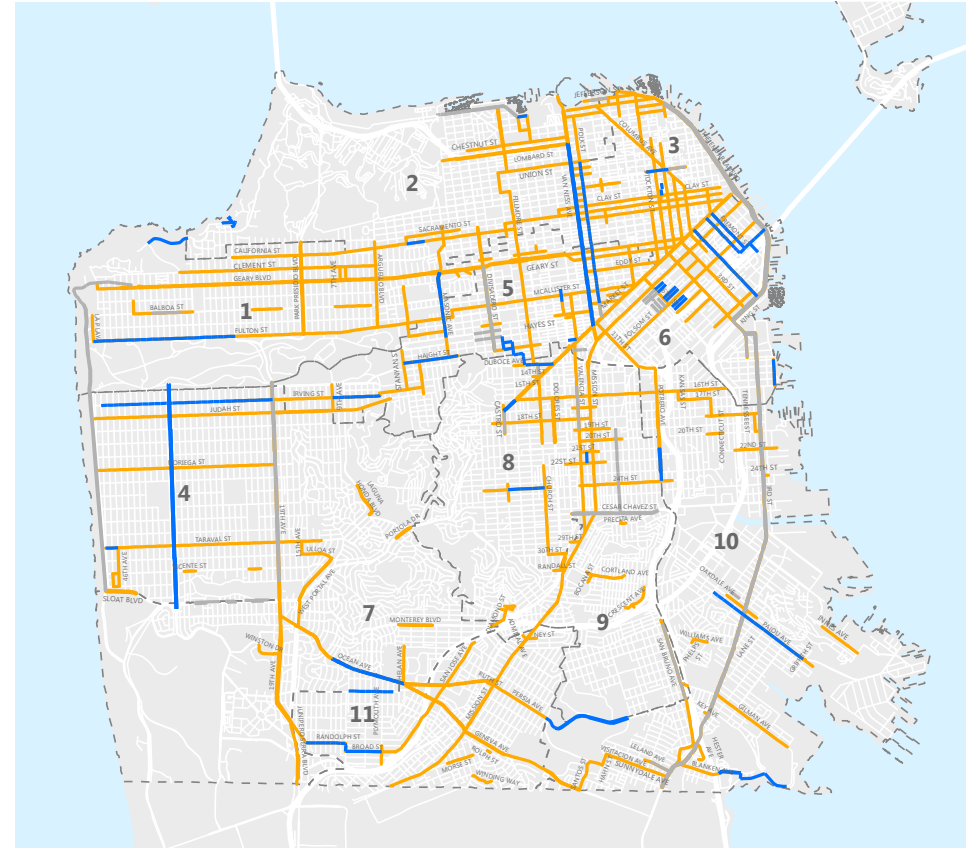
OVERLAP:
PRIORITY LOCATIONS & COMPLETED & FUNDED PROJECTS


DISTRICT SUPERVISORS

DISTRICT	SUPERVISORS
1	Eric Mar
2	Mark Farrell
3	Julie Christensen
4	Katy Tang
5	London Breed
6	Jane Kim
7	Norman Yee
8	Scott Wiener
9	David Campos
10	Malia Cohen
11	John Avalos

OVERLAP WITH VISION ZERO NETWORK

The map to the right illustrates the overlap between the potential project locations and the Vision Zero Network.

The maps on these pages illustrate how the proposed project locations intersect with other citywide projects.
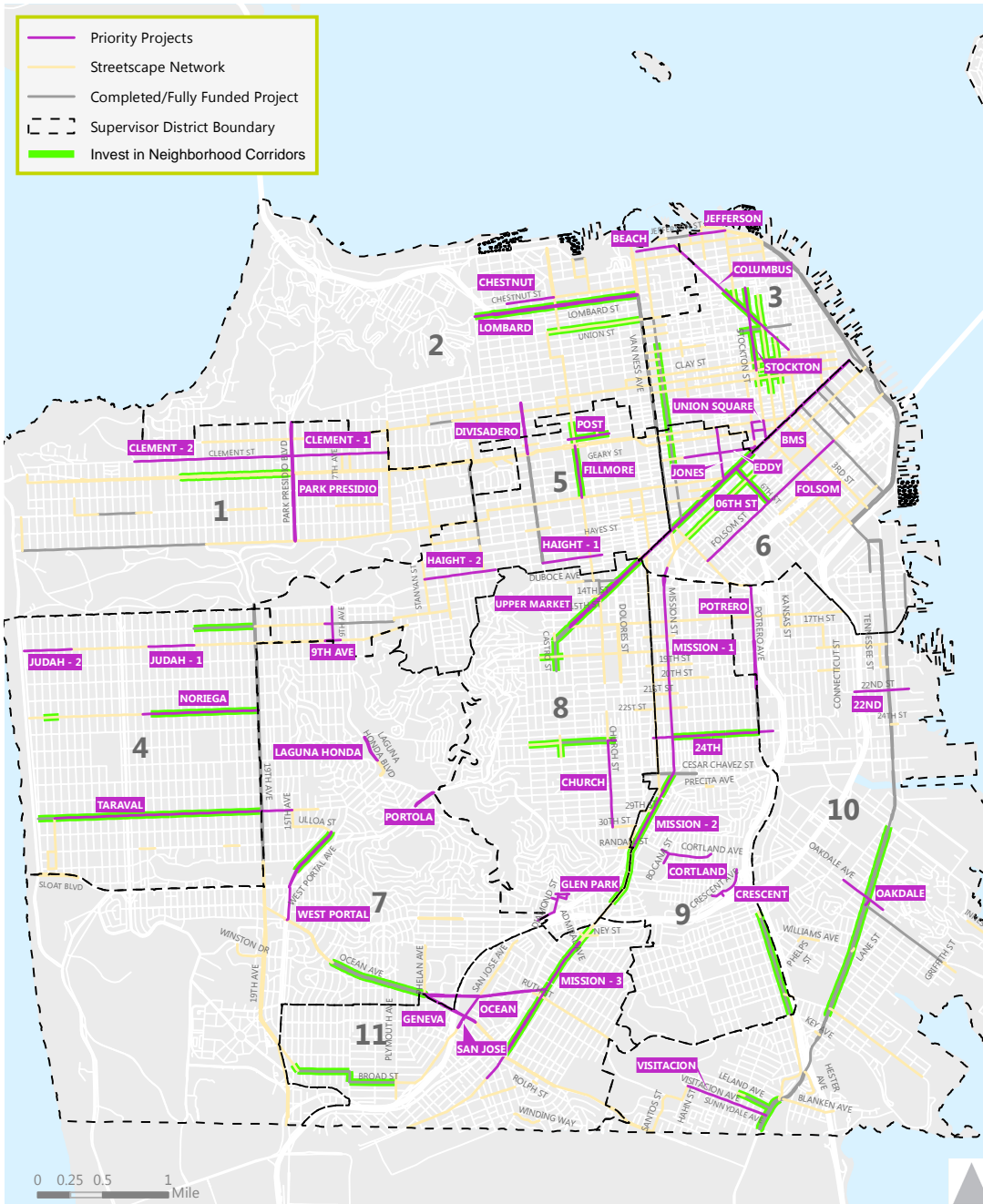
OVERLAP WITH INVEST IN NEIGHBORHOOD CORRIDORS

The map to the left illustrates the overlap between the potential project locations and the Invest in Neighborhoods Corridors.

CHAPTER

5

Funding Landscape

OVERVIEW

Streetscape improvements in San Francisco have been implemented through various programs, and specific elements have been successfully added to projects with supplemental funding. However, unlike other types of projects, there is not a dedicated funding source specific to streetscape improvement. Below is a summary of potential funding opportunities for streetscape improvements.

ONE BAY AREA GRANT

The OneBayArea Grant (OBAG) Program is the Metropolitan Transportation Commission's (MTC) funding approach that integrates the region's federal transportation program with California's climate law (Senate Bill 375) and the Sustainable Communities Strategy. The OBAG program allows flexibility to invest in transportation categories such as Transportation for Livable Communities, bicycle and pedestrian improvements, local streets and roads preservation, and planning activities, while also providing specific funding opportunities for Safe Routes to School and Priority Conservation Areas.

OBAG is currently the largest Federal source of funds for streetscapes in San Francisco. In the first round of OBAG, $38 million was available in San Francisco to fund multi-modal, complete street projects over three years. Funds were distributed in a competitive call by the San Francisco County Transportation Authority (SFCTA) to all entities in the City who are eligible to expend federal transportation funds.

The City was required to spend at least $24.5 million of the $38 million available on projects in Priority Development Areas, along eastern and south-eastern San Francisco, and $2.5 million was set aside for projects improving safety around schools. The dollar value and focus of subsequent OBAG rounds will be shaped by Federal transportation policy, as the Federal legislation which enabled the first round, Moving Ahead for Progress in the 21st Century (MAP-21), expires October 1, 2014. The priorities of the SFCTA and MTC will also guide what types of projects are most competitive for future founds of OBAG.

ACTIVE TRANSPORTATION PROGRAM

The Active Transportation Program (ATP) was established in 2013 by the California Legislature to encourage increased use of active modes of transportation, specifically bicycling and walking. ATP combines funds from a variety of federal and state sources. The program's goals include increasing mode share and safety of non-motorized users; advancing greenhouse gas reduction goals; and improving public health.

ATP funds are distributed through a statewide competitive call for projects evaluated by the California Transportation Commission and a regional competitive call for projects evaluated by MTC. Infrastructure and non-infrastructure projects were eligible. Of the $3 million awarded to San Francisco in the first competitive state-wide call for projects, $514,000 went towards infrastructure improvements to enhance the streetscape near a school. At least 25% of all ATP funds were directed to projects that benefit disadvantaged communities, and all projects in those locations scored more highly in the competition.

PROPOSITION K

In November 2003, San Francisco voters approved Prop K, extending the existing half-cent local sales tax for transportation and approving a new 30-year Expenditure Plan identifying projects and programs to be funded by the sales tax. Prop K generates about $77 million annually in revenue. Prop K dollars are distributed based on the categories laid out in the voter-approved measure. Categories include everything from signals to streetcars, bicycles to boulevards, and pedestrian safety improvements to street cleaning equipment. Every five years, project sponsors (e.g. SFMTA, DPW, BART) work with the SFCTA to identify projects to fully or partially fund over the next five years. In 2014, the SFCTA approved the latest five-year expenditure plan, programming funds through fiscal year 2018-2019.

EXAMPLES OF FUNDING FOR STREETSCAPE PROJECTS

2005 GREAT STREETS PROGRAM (TLC FUNDS)

Federal and state funds, Roughly one project in each District

Example:
Divisadero Street, Leland Avenue

2011 ROAD REPAIR & STREET SAFETY BOND

$55M for Streetscape Projects Citywide

Example:
Polk Street, Taraval Street, Castro Street

2012 ONE BAY AREA GRANT (OBAG)

38M allocated to seven projects citywide

Example:
Broadway, 2nd Street, Masonic Avenue

OTHER SOURCES

Impact fees, grants, etc…

Of the $77 million available annually, approximately $5.9 million is available for enhancements that could be part of streetscape projects, such as upgraded traffic signals or enhanced bicycle facilities. Remaining funds are for named transit and transportation projects, equipment, or other activities not performed in conjunction with streetscape projects.

PROPOSITION AA

Proposition AA is a $10 countywide vehicle registration fee that was passed by San Francisco voters in 2010. Prop AA generates about $5 million in revenues each year, used to fund smaller, high impact street repair and reconstruction, pedestrian safety, and transit reliability and mobility improvement projects throughout the city. Any City agency is eligible to receive funds. To maximize leveraging opportunities, minimize disturbances to neighborhoods, and build off of existing project prioritization processes and community planning efforts, Prop AA funds will ideally be expended on projects that are part of existing plans, such as Public Works 5-year Paving Program and MTA's WalkFirst Program. Prop AA prioritizes using funds from all categories as part of complete street projects. Prop AA funds have been programmed through fiscal year 2016-2017.

DEVELOPMENT IMPACT FEES

Over the past several years, the City has developed and adopted a number of Area Plans to guide land use changes and development and identify capital infrastructure needs, including plans for Balboa Park Station Area, Eastern Neighborhoods, South of Market, Mission, Showplace Square/Potrero Hill, Central Waterfront, Market and Octavia, Rincon Hill, Transit Center District, and Visitation Valley. Most Area Plans include development impact fees charged to new development to fund the infrastructure necessary to serve new residents and workers in these areas.

Guided by the adopted Area Plans, City departments work with Citizens Advisory Committees (CACs) to allocate impact fee revenues to specific projects, including streetscape improvements. The City's Interagency Plan Implementation Committee develops an annual report and recommendations to the Board of Supervisors on the expenditure of impact fee revenues. The Board of Supervisors approves the appropriation of funds through the annual appropriation process.

The projected annual revenue for the streetscape/transportation improvement impact fee category is projected to range from $15 million to $40 million a year over the next five years (2015 to 2019). Impact fees must address the impacts of new growth, and are limited to capital projects (not maintenance or operations). Generally, impact fees must be spent within the boundaries of the Area Plan from which they are collected.

BOND PROGRAMS

San Francisco General Obligation (G.O.) Bonds: The City has the ability to issue debt against the full faith and credit of the General Fund. This enables the City to make larger-scale capital investments and pay them off over a longer period of time. The City maintains internal financial policies that limit the amount of debt that it can issue; newly proposed G.O. bonds will not increase resident's long-term property tax rates above FY 2006 levels. Therefore new G.O. bonds are typically used as existing approved and issued debt is retired and/or the property tax base grows.

G.O. Bonds may be proposed by the Mayor or Board or Supervisors, and the Board must then elect to put any bond on the ballot for a public vote. The voter-approved 2011 Road Resurfacing and Street Safety Bond included $50 million over three years for streetscape improvements. The proposed 2014 Transportation and Road Improvement, which will go before voters in November 2014, would provide $5.2 million per year for streetscape improvements. Bond funds may be spent anywhere in the City, but must result in lasting, capital improvements.

POTENTIAL FUNDING SOURCES FOR STREETSCAPE ELEMENTS IN SAN FRANCISCO

FUNDING SOURCE	ESTIMATED ANNUAL FUNDING	USES	GEOGRAPHIC LIMITATIONS?	RESTRICTIONS ON STREETSCAPE ELEMENTS ELIGIBLE?	PROGRAMMING AUTHORITY	NOTES ON TIMING
One Bay Area Grant	$11,700,000	All elements of streetscapes and safe routes to schools projects	Yes	No	Metropolitan Transportation Commission	Next call for projects expected end of 2015/early 2016, with funding decisions made Fall of 2016. MTC will likely program multiple years of funds. (Prior OBAG was 3 years of projects).
Bonds	$0–$16,000,0000*	All elements of streetscapes	No	No	Bond Holder: e.g. City and County of San Francisco or SFMTA	N/A – unless MTA has any timing info to share on when streetscape project funding will be implemented.
Proposition K	$5,900,000**	Funding for enhancements to specific modes of travel or to be local match to a grant. Uses for much of this funding has been identified in 5-year plan.	No	Yes	San Francisco County Transportation Authority	Requests possible monthly, if use is included in current 5-year plan. Next full update of 5-year plan will start in approximately 3 years.
Proposition AA	$5,000,000	Street repair and reconstruction, pedestrian safety, and transit reliability.	No	Yes	San Francisco County Transportation Authority	Requests possible monthly, if use is included in current expenditure plan.
General Fund	$0–$2,200,000	Varies. Often for a Board-specified streetscape projects of citywide importance.	No	No	Board of Supervisors	Department Capital Budget requests due annually in mid January. Budget approved in August.
Development Impact Fees	$15,000,000–40,000,000	All elements of streetscapes. Named projects for most of the funding are already identified through area plans.	Yes	No	Board of Supervisors	Funds are programmed annually, and expenditures are approved as part of the City Budget each August. Funds vary widely year to year based on timing of development.
Active Transportation Program	$3,000,000	Infrastructure and non-for streetscapes and other pedestrian and bike safety projects.	Yes	Yes	California Transportation Commission and Metropolitan Transportation Commission	Next call for projects anticipated 3/26. Requests due 6/1. Will program next 3 years of funds.
Sewer System Improvement Program	TBD	Funds must be used for on-site stormwater management (i.e. green infrastructure) or other sewer system improvement projects.	Yes	Yes	San Francisco Public Utilities Commission	N/A

* The 2011 voter-approved Road Repaving and Street Safety Bond included $50 million for streetscape improvements. The proposed 2014 Transportation and Road Improvement would provide $5,200,000 year for these types of improvements.

** Based on average Proposition K programmed for upgrades to major arterials, signs and signals, traffic calming, bicycle and pedestrian circulation and safety, transportation demand management, and transportation/land use coordination.

MTA REVENUE BONDS

Similar to G.O. Bonds, SFMTA can issue debt against the full faith and credit of SFMTA. San Francisco voters authorized the SFMTA to issue revenue bonds in 2007 with the passage of Proposition A, and the SFMTA issued its first set of revenue bonds for new projects and financing existing debt in 2012. SFMTA Revenue Bonds provide funding for state of good repair projects and capital improvement programs such as Muni Transit Safety and Spot Improvements, Facility Improvements, Transit Fixed Guideway Improvements, Pedestrian Safety and Traffic Signal Improvements and Muni Light Rail Vehicle Procurement. SFMTA Revenue Bonds can be used to fill in funding gaps where other funding sources have traditionally not been available and to finance state of good repair and priority projects.

To date, SFMTA Revenue Bonds have not been used to fund streetscape projects, except as those elements are included within the scope of a Capital Improvement Program as described above. As SFMTA issues additional Revenue Bonds, streetscape projects would be eligible for funding and streetscape elements could be included as part of SFMTA Capital Improvements Projects along streetscape streets.

SAN FRANCISCO GENERAL FUND – CAPITAL BUDGET

General fund monies are appropriated by the Board of Supervisors annually for capital improvements during the budget process, which is informed by the City's 10-year Capital Plan and Mayor's proposed budget. In the past, general fund dollars have been appropriated to supplement or match streetscape grants, fully fund a small number of streetscape projects, and construct small neighborhood safety improvement projects.

The amount of general fund dollars directed toward streetscapes has varied over past years, averaging $2.6 million per year. This average does not include general fund dollars which were appropriated for small spot improvements and street safety improvements, which will enhance streetscapes, but not in the form of continuous improvements.

SEWER SYSTEM IMPROVEMENT PROGRAM – GREEN INFRASTRUCTURE FUNDS

The Sewer System Improvement Program (SSIP) is a 20 year, multi-billion dollar capital improvement program to upgrade San Francisco's aging sewer infrastructure. Projects include green infrastructure (rain gardens, permeable pavement, etc.) as well as grey infrastructure (pipe upsizing, treatment plant upgrades, etc.) SSIP is funded through rate-payer dollars; future funding for green infrastructure projects is contingent on future rate increases. Initial funding for green infrastructure through the SSIP included $57M for a set of early implementation projects, currently in planning and design.

Funding for future green infrastructure projects will be programmed through the Urban Watershed Assessment planning process based on priority locations for stormwater management. Funds will be used for performance-based projects with physical conditions that are appropriate for green infrastructure and which maximize the ability of the SFPUC to meet the Wastewater Enterprise Levels of Service. Generally, SSIP funds for green infrastructure must result in assets that can be capitalized by the San Francisco Public Utilities Commission.

Urban Watershed Assessment will prioritize interagency streetscape projects which present opportunities for significant cost-sharing. Good candidates for green infrastructure inclusion include streetscape projects projected to cause significant disturbance to the streetscape through curb replacement, grading, etc.

OTHER POTENTIAL SOURCES

Other sources of funds which could potentially contribute toward streetscape projects include California cap and trade revenue funds and Federal HUD Community Development Block Grants. However, these sources are either too new for their expenditure plans to be finalized or have not historically been used for these purposes in San Francisco. Cap and Trade will generate substantial revenue and some streetscape elements will be eligible under the Affordable Housing and Sustainable Communities Program (AHSC). Preliminary draft guidelines for AHSC indicate that the funds will have geographic limitations to focus on disadvantaged communities and will require projects to have a strong nexus with affordable housing developments.

San Francisco has been successful in getting targeted state and federal grant funds for capital efforts, particularly greening projects, from the federal EPA or the state's Strategic Growth Council for example. But these grants are generally only large enough to fund a portion of a capital project and are best used to augment larger capital investments.