

What is the motivation for Safer Market Street?

Safer Market Street is a Vision Zero Safety in Action project and is one of over 24 projects identified by the SFMTA to be expedited to address the recent spike in fatalities along high-injury corridors such as Market Street. Vision Zero is the City's policy commitment to eliminate all traffic fatalities by 2024. Market Street hosts four of the top 20 intersections for pedestrian injury collisions citywide and the top two intersections for bicycle injury collisions. To help the City achieve its Vision Zero goal Safer Market Street would mediate conflicts between people walking, biking and driving by diverting traffic off of Market Street and improving safety conditions.

Who is exempt from the proposed turn restrictions?

Transit, Taxis, paratransit, bicycles and commercial and emergency vehicles would be exempt from the proposed turn restrictions.

Is wayfinding being put in place as a part of Safer Market Street to help private automobiles navigate the proposed changes?

The project team included wayfinding signage in its initial proposal for people traveling on Market Street; this program is no longer being pursued with this project due to a lack of consensus amongst survey respondents and preference to avoid excessive signage. Most drivers rely largely on smart phones and GPS for navigation as opposed to signs. The project team is collaborating with Google maps to ensure that these tools are updated prior to implementation. Additionally there is existing signage under the SF Park program to assist in navigating motorists to the 'last mile' of their destination to locations such as parking garages and major landmarks like Union Square. Parking bulletins will also be posted in these to provide rerouting options incorporating the proposed changes.

Are private automobiles banned from Market Street from 3rd – 8th Streets?

No, private automobiles cannot enter Market Street from 3rd – 8th streets, but are not banned. Private automobiles heading eastbound currently are subject to a required right turn at 10th and 6th streets; if entering on 9th Street and heading eastbound they would continue to be required to turn right at 6th Street. Westbound private automobiles can enter Market Street on any street east of 3rd Street and travel on Market Street. However, the project team advises private automobiles to use alternate streets, such as Mission, Howard, or Folsom Streets, if travelling eastbound or westbound.

How are Transit Network Companies (TNC's) such as Uber and Lyft affected by the proposed conditions?

TNC vehicles are private vehicles, so they would be subject to the proposed turn restrictions. In order to facilitate access to Market Street, the project is adding additional passenger loading zones on the cross streets near Market Street so that the restricted vehicles can continue to provide connectivity to Market Street.

How does Safer Market Street affect parking and loading on Market Street?

The proposed conditions include eight new white passenger loading zones, four new blue handicap parking zones and the conversion of one white zone to a yellow commercial loading zone. There will be a net loss of three

commercial metered spaces on 3rd Street to accommodate the extension of the existing transit only lane up to Market Street, which currently terminates at Jessie Street. The tow-away zone on the west side of 3rd Street would be removed and replaced by commercial loading. No passenger loading would be permitted on Market Street from 3rd – 8th streets. The white zone being converted to a yellow between 6th – 7th streets will be active loading only.

How would the proposed conditions impact traffic in the area?

While the project will reduce the traffic volumes on Market Street by up to 30-50%, the traffic impact to adjacent streets would be minimal as the traffic would be dispersed throughout the grid network. Parking control officers (PCOs) will be directing traffic during implementation to assist with navigation in addition to the resources developed by the project team.

How would the proposed conditions be enforced?

PCOs and variable message signs will be in place to notify motorists before and after implementation about the new traffic regulations. SFPD is aware of the new turn restrictions and once construction is complete will be ticketing motorists who violate the turn restrictions.

How did you get community input? How do I get more involved?

The project team has held two community meetings to engage the public and get feedback on the proposed conditions. Additionally, the project team has held briefings with hotel owners, merchants and other stakeholders to address their concerns. More information on the project and the materials presented at these meetings is available on the [Safer Market Street website](#). Any questions or concerns feel free to contact Kate Elliott at kate.elliott@sfmta.com or 415-701-2483.

What is the difference between the Safer Market Street and Better Market Street projects?

Safer Market Street and Better Market Street are two independent projects. Better Market Street is a comprehensive program to redesign Market Street from Octavia Boulevard to the Embarcadero, with multiple agencies working in collaboration with the public to develop a new vision for Market Street. Three alternatives are currently being explored in the environmental review phase. Safer Market Street is focused on improving safety, and not a visioning project. It has a clear objective under Vision Zero to reduce the number of collisions on Market Street between 3rd - 8th streets. More information on both the Better and Safer Market Street projects can be found by visiting the project websites <http://www.sfmta.com/safermarketst> <http://bettermarketstreetsf.org/>.