



Valencia Bikeway Improvements Project

Mid-Valencia Pilot Outreach Summary

November 2022

Introduction

This document summarizes various public outreach efforts and feedback gathered on the mid-Valencia Pilot beginning July 2022 through September 2022. The summary includes feedback collected from conversations with the public at a Sunday Streets event, door-to-door visits with businesses, input from community leaders during stakeholder meetings, and comments submitted via email, comment card, and office hours during the online open house.

Initial Outreach Phase

The initial outreach phase of the mid-Valencia pilot spanned between July 2022 through the end of summer 2022. The goal of this outreach phase was to re-introduce the [Valencia Bikeway Improvements Project](#), propose an 18-month pilot on mid-Valencia, and gather general thoughts about some of the design elements before proposing a comprehensive design. Additionally, the curb management team reached out to existing and new businesses to learn more about their loading needs and whether they would be applying to the permanent Shared Spaces program. This information would help develop a curb management plan that complements the proposed bikeway design and balances curb access for all users.

Methods of Initial Outreach Communications

During the initial outreach phase, the project team notified and collected feedback from residents and community members in the following ways:

- Updates to the project website
- A mailer/postcard including a parking/loading survey sent to all addresses within the project area and the adjacent side streets
- Email and text blasts including a parking/loading survey sent to project subscribers, Shared Spaces permit holders, and community stakeholder groups
- Door-to-door visits to and calls with businesses along the project area
- Tabling at July 2022 Sunday Streets
- Meetings with community leaders and community groups

Sunday Streets Summary

The first outreach event took place at the Sunday Streets on Valencia on July 10, 2022. The project team tabled the event and distributed factsheets communicating the restart of the project, proposed design elements, and the pilot timeline. The public had the opportunity to speak directly with the project team, sign up for project updates, and provide comments through both virtual and paper comment forms. Overall, the project team received positive feedback from table visitors. Many showed strong interest in the

idea of improving traffic safety and transportation along Valencia Street and were intrigued by the proposed center-running protected bikeway concept. Some displayed confusion about the project's "pilot" status, timeline, and scope. The project team took this into account and further elaborated on these elements during the open house following the initial outreach period.

Stakeholder Meetings Summary

The project team identified 14 stakeholder groups in the project area and conducted 10 meetings to give a brief presentation about the project, answer questions, and discuss concerns. The remaining four stakeholder groups were contacted three times but did not respond to invitations for a meeting. The stakeholders included community groups, neighborhood organizations, merchant groups, and faith institutions. With a few exceptions, attendees were generally supportive of the proposed pilot and understood the need for balancing out diverse needs on the corridor.

Design Outreach Phase

During this phase of outreach, the project team launched a virtual open house, which was live between September 16, 2022, and September 30, 2022. The goal of the open house was to share project progress, provide detailed information on various project elements, showcase the proposed design on a block level between 15th and 24th streets, and gather public feedback on the proposal. The project team published an interactive open house online using ArcGIS StoryMaps to explain project purpose and goals, the design toolkit, cross sections, block-by-block designs, legislation and construction schedule, and public commenting options.

The public had options to provide their feedback through the virtual comment card and/or joining virtual office hours via Zoom. During the open house period, the project team hosted two 1.5 hour-long office hours to directly hear and address feedback from the public. The project team also made themselves available to meet with additional community groups interested in learning more about the project. The public also had the option to view open house materials in-person at two SFMTA garages located near the project limits (16th & Hoff and Mission Bartlett Garages). A QR code, project email address, and phone number were included on the in-person open materials so that viewers of the materials were able to fill out a comment card online, email the project team, or leave a voice comment or text message. All open house materials and comment forms were made available to the public in English and Spanish.

Please visit [SFMTA.com/ValenciaOpenHouse](https://www.sfmta.com/ValenciaOpenHouse) if you would like to access the virtual open house platform and review the project materials shared with the public during design outreach.

Methods of Open House Communications

The project team notified stakeholders and residents, and collected feedback during the design outreach phase with the following methods:

- Updates to the project website
- A mailer/project postcard sent to all addresses within the project area and the adjacent side streets to notify the open house information, including locations to access in-person open house materials

- Social media updates and email/text blasts sent to project subscribers and community stakeholder groups
- Posting open house and comment form materials at the 16th & Hoff and Mission Bartlett Garages

Open House Feedback Summary

The project team received a total of **618 comments and questions** via comment cards via the feedback link provided in the Virtual Open House, emails, and office hours throughout the open house period (see below for breakdown of feedbacks). There were **4,633 total views on the online open house platform** with an average of 331 views per day (view count is not of unique views). Project staff have thematically consolidated the various questions asked by community members during both outreach processes. Check out the project's [Frequently Asked Questions \(FAQs\)](#) document to see the general questions asked and staff responses to them.

Breakdown of Feedbacks Received:

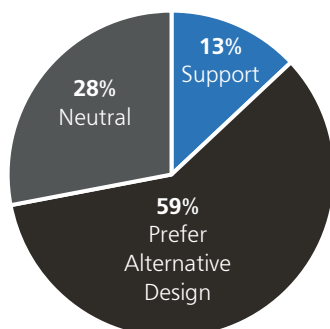
Type	Number of Feedbacks Received
Comment Card	441
Email	64
Office Hours	113
	Total: 618 Responses

In general, respondents who opposed or remained neutral were supportive of improving Valencia, but not necessarily of the center-running design or the materials used to protect the center-running protected bikeway design.

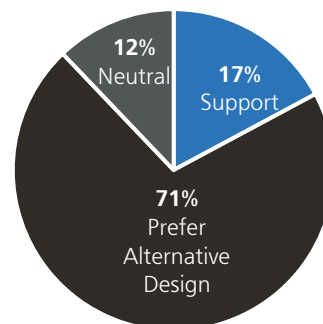
Top Three Concerns from Respondents:

1. Delineators/Safe-hit posts being inadequate to protect cyclists and prevent vehicles from illegally parking, turning, and loading in the center lane
2. Enforcement of illegal turns, double-parking, and loading needs to be strengthened with the adoption of center-running design
3. Concerns about exiting the center-running protected bikeway mid-block to access businesses along the corridor

Level of Support for Design Proposal:
All Sources (Comment Card, Email,
Office Hours)



Level of Support for Design Proposal: Comment Card



**Breakdown of Proposal Support by Relationship to the Corridor (comment card feedback only):**

Count of Respondents per Relationship Category	Supports Center-Running Protected Bikeway Design Proposal	Neutral	Prefers Alternative Design	Does not prefer Center-Running Protected Bikeway Proposal because of Traffic Safety Concern	Grand Total
I don't live in the neighborhood and rarely travel through or visit		1	1	5	7
I don't live in the neighborhood but travel through or visit often	37	26	89	82	234
I live elsewhere in the neighborhood	22	11	29	40	102
I live on Valencia Street	5	4	3	8	20
I live on a cross street that intersects with Valencia Street	11	8	13	28	60
I own a business near it	1	1		1	3
Other - Write In	2	3	3	7	15
Grand Total	78	54	138	171	441

Next steps

The design proposals will be heard at a joint Public Hearing and the SFMTA Board of Directors meeting in spring 2023. Implementation of the pilot will follow upon approval by the SFMTA Board of Directors.

For more about this project or to sign up for email updates, please visit [SFMTA.com/Valencia](https://www.sfmta.com/Valencia)