



Annual Bicycle Count Survey 2014

May 2015



SFMTA
Municipal
Transportation
Agency

INTRODUCTION + METHODOLOGY

INTRODUCTION

Since 2006, the San Francisco Municipal Transportation Agency has conducted bicycle counts at intersections across the City of San Francisco. This information has been helpful in making policy and planning decisions because it illustrates where bicycle traffic is highest and where there are opportunities for improvement. The 2014 citywide count effort marks the first time the SFMTA utilized video data collection technology instead of manual intersection counts for this report; this enabled counting additional modes and locations within the survey timeframe, which provided a more robust dataset. Previous annual bike count reports only focused on a single mode; therefore, this approach captures a more holistic picture of trips at key locations by also counting people walking, taking transit, and traveling in vehicles in the city. The observations occurred during the evening peak period (4:30 to 6:30 PM) in September 2014. These counts are a snapshot in time for comparison purposes. They do not, for example, include cumulative data like the “Bicycle Barometer” on Market Street, which records real-time bicycle volumes; such data are discussed separately. These counts do, however, establish a baseline that will inform planning and policy decisions while also providing a more complete picture of multi-modal transportation patterns around San Francisco.

PURPOSE AND NEED

BACKGROUND & SURVEY PERIOD

In January 2012, the SFMTA Board of Directors approved the 2013-2018 SFMTA Strategic Plan, which represents the vision, mission, goals, and objectives for the agency.

The Strategic Plan is the SFMTA's commitment to set the wheels in motion for a more connected, sustainable, and vibrant San Francisco by building upon the city's Transit First policy. Among other goals, the Strategic Plan calls for improved bicycling and walking conditions, as well as a more reliable transit system. To better plan transportation facilities and operations that meet the needs of a changing city, the agency must understand where travel patterns are occurring in the city and how they are changing over time. This report focuses mainly on bicycling since the trend data are available to compare since 2006. All the new modes are represented as a baseline and will be the basis of comparison for data collected in future years.

The survey period overlapped with the National Bicycle and Pedestrian Documentation Project (NBPD) time period, September 9-11, 2014. Due to the high volume of survey locations, some sites were also surveyed on midweek days (Tuesday-Thursday) during the weeks of September 15th and 22nd. This document will present bicycle count data collected at 78 intersections in San Francisco during September 2014. It will also discuss how the bicycle traffic data collected in 2014 compare to the bicycle data at shared intersections from previous years. Pedestrian, transit, and vehicular intersection data will be summarized as baseline information.

Highlights

Intersection Count

Video technology utilized in 2014 enabled the collection of bicycle, pedestrian, transit, and vehicle data.

Citywide bicycle counts have increased **206%** since 2006 at 19 overlapping locations.

In 2014, the highest growth was seen in the Southeast quadrant, which includes the relatively flat Mission District. The count in that quadrant was up by **5%** compared to 2013.

Bicycle Barometer

Market Street's “Bicycle Barometer” recorded the highest weekday count ever in 2014: **4,050** bikes.





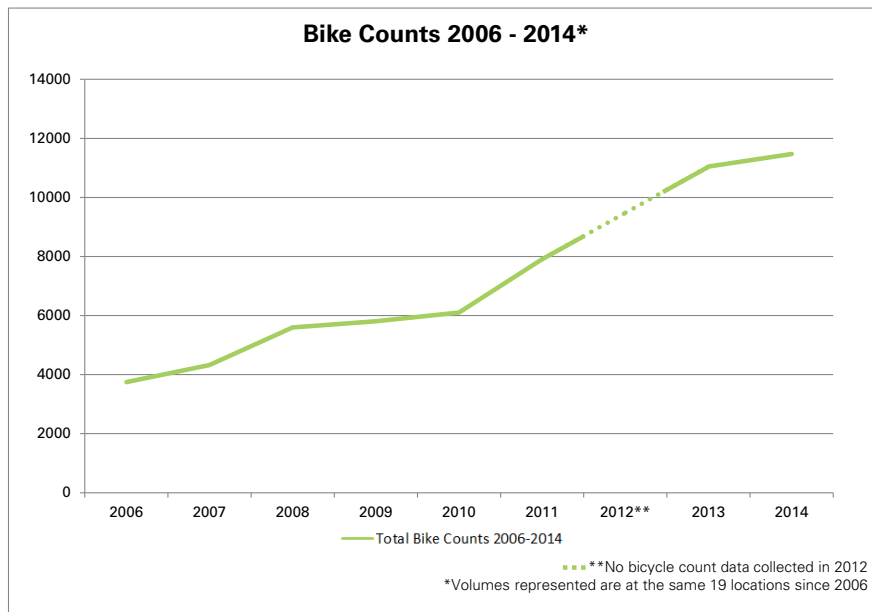
BICYCLE FINDINGS SUMMARY

KEY BICYCLE FINDINGS

Bicycle use has been steadily rising in San Francisco since counts began in 2006. In 2014, this trend slowed down with a 1% increase in counts recorded citywide. Given that the data represent snapshots in time, drawing conclusions from a single year is difficult. Therefore, looking at patterns over several years is more indicative of larger trends.

Key findings include:

- **2006 vs 2014:** 3,748 bicycles were counted in 2006 compared to 11,473 bicycles in 2014 at 19 overlapping locations (206% increase).
- **2011 vs 2014:** 14,421 bicycles were counted in 2011 compared to 16,987 bicycles in 2014 at 37 overlapping locations (17% increase).
- **2013 vs 2014:** 20,905 bicycles were counted in 2013 compared to 21,229 bicycles in 2014 at 49 overlapping locations (1% increase).
- Last year, bicycles counted in the Southeast quadrant, which includes the relatively flat Mission District, were up by 5 percent.
- Bicycle traffic more than doubled in 2014 at the intersection of Harrison and Cesar Chavez streets, a section of the Mission District where several months prior to the count, the city completed a streetscape project that included new bicycle lanes and pedestrian safety measures.
- Since 2006, which is when bicycle counts began, Townsend and 2nd streets in the Northeast quadrant had the largest increase in bicycle ridership; bicycle counts grew by 381 percent. In response to the significant increase of bicycle traffic, a streetscape project that includes bicycle routes is planned for 2nd Street in 2015.



Refer to Attachments A - D for bicycle comparison data at each location for 2011, 2013, and 2014.

The number of bicycle count locations has been growing. The SFMTA counted bicycles at 21 intersections in 2006, 40 in 2011, 51 in 2013, and 78* survey locations in 2014. A total of 26,760 bicycles were observed at these 78 survey locations.

*Bicycle activity was not surveyed at 2 of the 80 locations due to construction activity and the resulting closing of routes; therefore, bicycles are reported at 78 total locations for 2014.

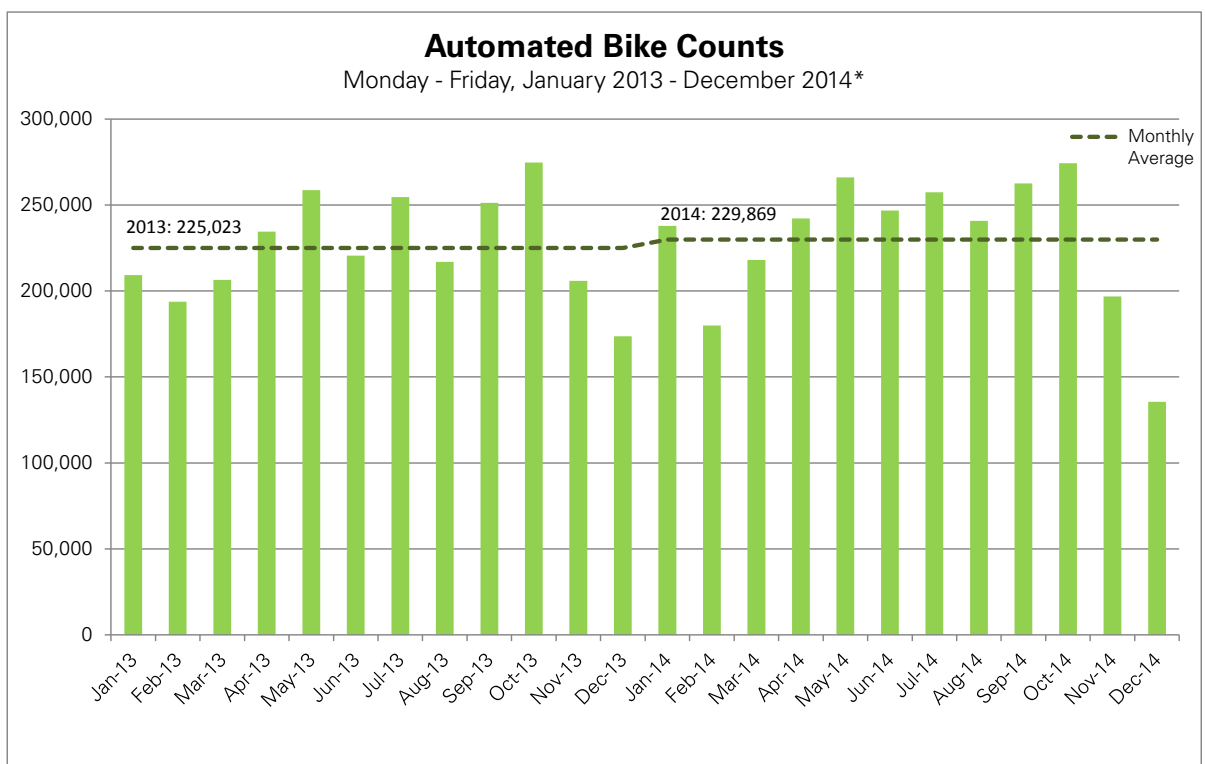




KEY AUTOMATED BICYCLE COUNT FINDINGS

In addition to conducting manual counts annually, the SFMTA operates 25 automated bicycle counters throughout the City year-round and has plans to add 50 counters for a total of 75 counters by 2017. These automated counters provide a continuous source of data and contribute to the SFMTA's efforts to track changes in bicycling patterns over time. They are particularly useful for monitoring seasonal and time-of-day variations of bicycle traffic.

Of the 25 automated bicycle counters, 16 counters were analyzed to provide a representative sample of bicycling in the city. The remaining 9 counters were not included in the analysis because they had gaps in data due to blocked or compromised sensors from construction and loading trucks. In 2013, these 16 automated counters captured a total of 2,700,279 bicycles and 2,758,426 bicycles in 2014; the counts reflect a 2.15% increase in bicycling.



*Graph represents 16 automated counters from January 2013 - December 2014.

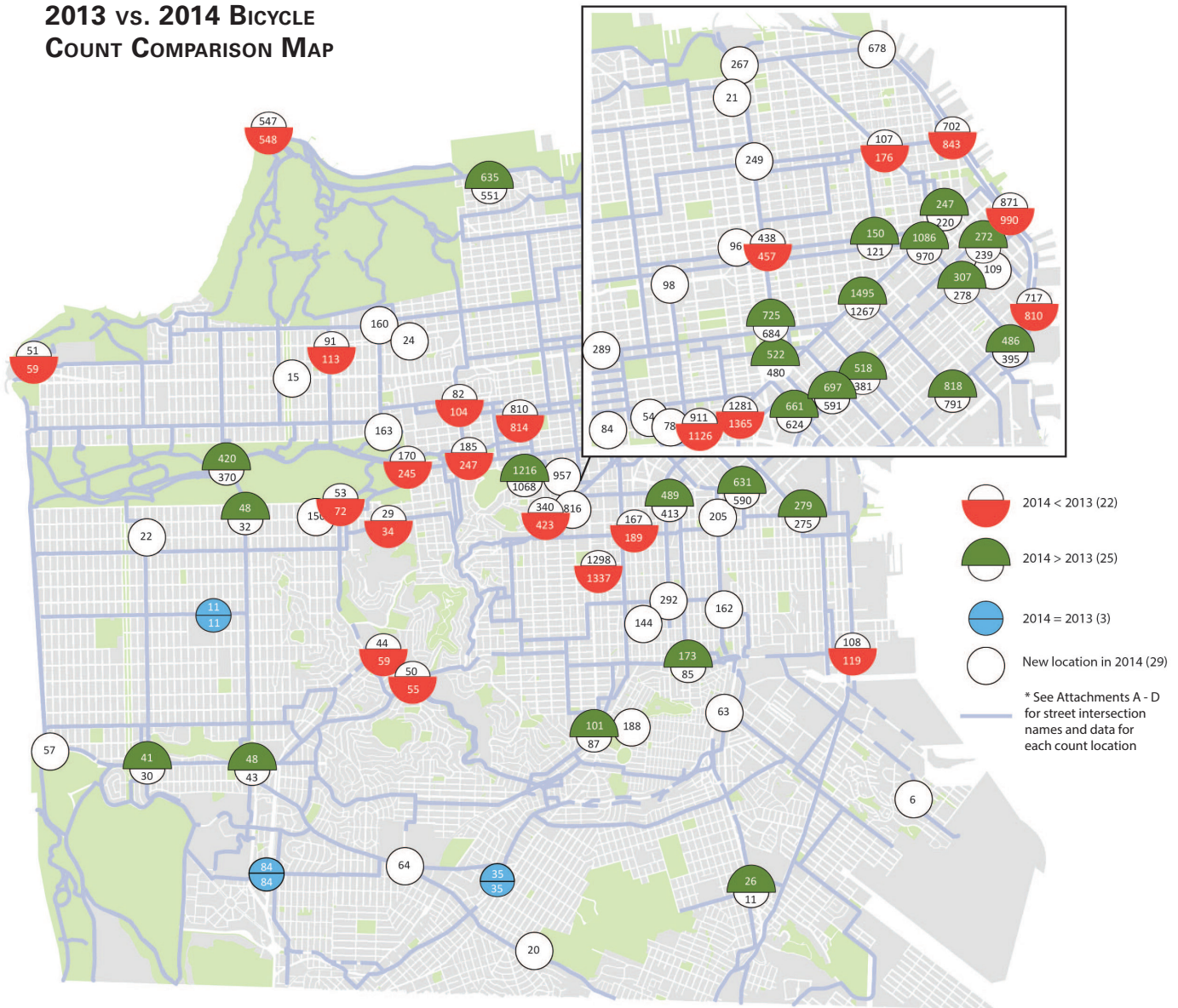


Bicycle Growth

Market Street's "Bicycle Barometer" records real time bicycle volumes traveling eastbound towards Downtown.

The highest weekday count occurred in August 2014: **4,050** bikes were recorded, which is a 7% increase from the previous recorded high of **3,770** bikes in October 2013.

2013 vs. 2014 BICYCLE COUNT COMPARISON MAP



Polk Street

The Polk Street Bicycle Project improves and adds innovative bicycle infrastructure to the two-block stretch from Market Street to McAllister Street.

The SFMTA installed a new separated northbound bike lane, also known as a contra-flow lane, because it allows cyclists to safely travel against vehicle traffic on the one-way corridor.

Photo credit: Jeremy Menzies



MULTI-MODAL FINDINGS SUMMARY

KEY PEDESTRIAN FINDINGS



Since pedestrian counts were added to the 2014 data collection effort, this dataset provides a baseline of pedestrian activity at key locations throughout the city.

Key findings include:

- 140,648 pedestrians were counted at 80 survey locations during the evening peak period, averaging 1,758 per location.
- The Market Street and Mission Street corridors observed the highest pedestrian activity of all the survey intersections.
- The average peak period volume results in 15 pedestrians per minute.
- The highest observed volume results in 81 pedestrians per minute (2nd Street and Market Street) and the lowest at 0.3 pedestrians per minute (Illinois Street and Cesar Chavez Street).
- The greatest factors contributing to pedestrian activity are location and surrounding land uses, with sites in the Financial District, South of Market, and Mission observing the highest volumes.

KEY VEHICLE FINDINGS



The video data collection technology enabled the classification of 8 vehicle categories: private vehicles, motorcycles, taxis, Muni buses, Muni trains, private shuttles, delivery buses, and school buses. These counts enable the quantification of vehicle mode share, defined as the proportion of each of these 8 vehicle classes traveling through each location, but does not allow for the quantification of person mode split.

Key findings include:

- 341,310 total vehicles counted at 79* survey locations during the evening peak period, averaging 4,320 vehicles per location.
- During the peak period, the highest count location (19th Avenue and Lincoln Way) observed 13,946 vehicles and the lowest count location (Hunters Point Boulevard and Innes Avenue) observed 374 vehicles.
- Of all the observed survey locations, 2nd Street and Market Street reported the lowest proportion of private vehicles, 70% (compared to a 92% vehicle mode share citywide), and the highest proportion of taxi vehicles, 10% (compared to 2% taxi mode share citywide).
- Muni buses made up between 0% (Arguello Boulevard and Lake Street) and up to 16% (Fremont Street and Folsom Street) of observations. Several count locations are not on transit routes, which is why Muni is not represented in those locations.
- A high proportion of private vehicle, Muni buses, and private shuttle volumes are seen at locations throughout the City, whereas the proportion of taxi activity is concentrated in key corridors downtown, South of Market, and the Mission.

*Vehicle activity was not surveyed at Golden Gate Bridge location since only bicycles and pedestrians utilize the pathway, therefore a total of 79 locations are reported here.

RECOMMENDATIONS AND NEXT STEPS

The 2014 Multi-modal Count Survey provides a baseline and framework to assess citywide travel patterns for multiple modes beyond bicycle activity. As the SFMTA continues to survey annual intersection activity, we recommend to:

- Survey additional locations to provide an expansive dataset of citywide travel.
- Utilize bicycle automated sensor data to evaluate activity throughout the year to compare with the annual count report.
- Explore data collection partnerships with a variety of innovative sensor product manufacturers to expand and improve multi-modal counts, assess trends over time, and utilize state of the art technologies.
- Assess opportunities to capture additional trip data, such as gender and age, use of a helmet, and number of people in vehicles; estimating people in vehicles would enable the quantification of person mode share during the survey period.



ATTACHMENT A

BICYCLE COUNT DATA - NORTHWEST QUADRANT

Location	2011	2013	2014	% Change 2011 - 2014	% Change 2013 - 2014
15 8th + Clement St.	95	113	91	-4.2%	-19.5%
19 Fell + Scott St.	534	814	810	51.7%	-0.5%
21 Golden Gate Bridge	378	548	547	44.7%	-0.2%
20 Golden Gate and Masonic	105	104	82	-21.9%	-21.2%
77 Marina + Cervantes	625	551	635	1.6%	15.2%
26 Page + Scott	1240	1068	1216	-1.9%	13.9%
27 Page + Stanyan	138	245	170	23.2%	-30.6%
34 JFK + Transverse Drive	*	370	420	*	13.5%
41 Oak + Baker	*	247	185	*	-25.1%
39 Point Lobos + 48th Ave	*	59	51	*	-13.6%
55 Divisadero + McAllister St	*	*	289	*	*
58 Divisadero St + Haight St	*	*	84	*	*
59 Fillmore St + Haight St	*	*	78	*	*
70 Webster St + Haight St	*	*	54	*	*
62 Arguello Blvd + Lake St	*	*	160	*	*
57 Park Presidio Blvd + Geary Blvd	*	*	15	*	*
54 Arguello Blvd + Fulton St	*	*	163	*	*
63 Spruce St + California St	*	*	24	*	*

* Indicates location was not surveyed in either 2011 or 2013.



ATTACHMENT B

BICYCLE COUNT DATA - SOUTHWEST QUADRANT

Location	2011	2013	2014	% Change 2011 - 2014	% Change 2013 - 2014
6 19th Ave + Holloway St	99	84	84	-15.2%	0%
7 19th Ave + Lincoln Way	66	32	48	-27.3%	50%
8 19th Ave + Sloat Blvd	61	43	48	-21.3%	11.6%
25 Mission St + Ocean Ave	42	35	35	-16.7%	0%
14 7th Ave + Lincoln Way	68	72	53	-22.1%	-26.4%
73 Market St + Church St & 14th St	500	423	340	-32%	-19.6%
28 UCSF Crosswalk + Parnassus Ave	16	34	29	81.3%	-14.7%
31 O'Shaughnessy Blvd + Portola Dr	30	55	50	66.7%	-9.1%
42 24th Ave + Ortega St	*	12	11	*	-8.3%
40 34th Ave + Sloat Blvd	*	30	41	*	36.7%
67 Church St + Duboce Ave	*	*	816	*	*
66 Buchanan St/Market St + Duboce Ave	*	*	957	*	*
64 Great Hwy + Sloat Blvd	*	*	57	*	*
80 Phelan & Geneva & Ocean	*	*	64	*	*
53 34th Ave + Judah St	*	*	22	*	*
52 9th Ave + Irving St	*	*	150	*	*
64 Great Hwy + Sloat Blvd	*	*	57	*	*
65 Moscow St/S Hill Blvd + Geneva Ave	*	*	20	*	*

* Indicates location was not surveyed in either 2011 or 2013.

ATTACHMENT C

BICYCLE COUNT DATA - NORTHEAST QUADRANT

Location	2011	2013	2014	% Change 2011 - 2014	% Change 2013 - 2014
9 2nd St + Folsom St	241	278	307	27.4%	10.4%
10 2nd St + Market St	816	970	1086	33.1%	12%
11 2nd St + Townsend St	233	395	486	108.6%	23%
1 5th St + Market St	1134	1267	1495	31.8%	18%
12 5th St + Townsend St	609	791	818	34.3%	3.4%
2 11th St + Howard St	578	624	661	14.4%	5.9%
76 Columbus + Grant & Broadway	165	176	107	-35.2%	-39.2%
16 The Embarcadero + Broadway St	745	843	702	-5.8%	-16.7%
22 Valencia St + Market St	1274	1365	1281	0.5%	-6.2%
23 Polk St + McAllister St	497	684	725	45.9%	6%
29 Polk St + Grove St	373	480	522	39.9%	8.8%
30 Polk St + Sutter St	336	457	438	30.4%	-4.2%
33 Stockton St + Sutter St	168	121	150	-10.7%	24%
18 The Embarcadero + Townsend St	651	810	717	10.1%	-11.5%
16 The Embarcadero + Broadway St	745	843	678	-5.8%	-16.7%
45 Beale St + Howard St	*	239	272	*	13.8%
78 Octavia Blvd + Market St	*	1126	911	*	-19.1%
38 7th St + Folsom St	*	381	518	*	36%

* Indicates location was not surveyed in either 2011 or 2013.



ATTACHMENT C (continued)

BICYCLE COUNT DATA - NORTHEAST QUADRANT

Location	2011	2013	2014	% Change 2011 - 2014	% Change 2013 - 2014
37 8th St + Howard St	*	643	697	*	8.4%
43 Battery St + Bush St	*	220	247	*	12.3%
36 The Embarcadero + Howard St	*	990	871	*	-12%
72 Polk St + North Point St	*	*	267	*	*
60 Van Ness Ave + Lombard St	*	*	21	*	*
46 Polk St + Broadway St	*	*	249	*	*
61 Van Ness Ave + Sutter St	*	*	96	*	*
48 Fremont St + Folsom St	*	*	109	*	*
56 Pedestrian Bridge at Steiner St + Geary Blvd	*	*	98	*	*

* Indicates location was not surveyed in either 2011 or 2013.

ATTACHMENT D

BICYCLE COUNT DATA - SOUTHEAST QUADRANT

Location	2011	2013	2014	% Change 2011 - 2014	% Change 2013 - 2014
13 7th St+ 16th St	222	275	279	25.7%	1.5%
75 8th & Division + Townsend	502	590	631	25.7%	6.9%
3 Folsom St + 14th St	346	413	489	41.3%	18.4%
4 Mission St + 16th St	270	189	167	-38.1%	-11.6%
5 Valencia St + 17th St	1059	1337	1298	22.6%	-2.9%
17 Harrison St + Cesar Chavez St	74	85	173	133.8%	103.5%
24 Mission St + Cortland Ave	117	87	101	-13.7%	16.1%
32 Bayshore Blvd + Paul Ave	14	11	26	85.7%	136.4%
35 Illinois St + Cesar Chavez St	*	119	108	*	-9.2%
71 Potrero Ave + 16th St	*	*	205	*	*
68 Bayshore Blvd + Oakdale Ave	*	*	63	*	*
69 Potrero Ave + 23rd St	*	*	162	*	*
50 Hunters Pt Blvd+ Innes Ave	*	*	6	*	*
47 San Jose Ave + Randall St	*	*	188	*	*
49 Folsom St + 22nd St	*	*	292	*	*
51 Mission St + 24th St	*	*	144	*	*

* Indicates location was not surveyed in either 2011 or 2013.



ATTACHMENT E

MULTI-MODAL COUNT DATA - NORTHWEST QUADRANT

Location	Bicyclist	Pedestrian	Motorcycles	Private Vehicles	Official Taxis	Muni	Private Shuttles	Delivery Freight	School Buses	Trains
15 8th + Clement St.	91	2104	13	1486	11	26	0	12	0	0
19 Fell + Scott St.	810	391	132	5040	46	36	19	23	1	0
21 Golden Gate Bridge	547	498	0	0	0	0	0	0	0	0
20 Golden Gate + Masonic	82	641	100	5835	72	51	6	28	2	0
34 JFK + Transverse Drive	420	398	28	1954	0	8	6	5	1	0
77 Marina + Cervantes	635	666	62	3449	23	1	4	7	0	0
41 Oak + Baker	185	494	109	4323	52	26	10	57	4	0
26 Page + Scott	1216	514	39	1278	8	1	10	12	0	0
27 Page + Stanyan	170	728	41	2809	3	26	25	16	0	0
39 Point Lobos + 48th Ave	51	157	36	2221	14	30	7	9	1	0
55 Divisadero + McAllister St	289	1148	68	2826	77	74	18	18	0	0
58 Divisadero St + Haight St	84	934	88	3194	74	57	17	24	0	0
59 Fillmore St + Haight St	78	1481	37	1335	45	75	2	22	0	0
70 Webster St + Haight St	54	539	34	1364	34	41	3	20	1	0
62 Arguello Blvd + Lake St	160	182	27	2762	6	0	1	19	4	0
57 Park Presidio Blvd + Geary Blvd	15	962	115	12251	40	219	49	91	12	0
54 Arguello Blvd + Fulton St	163	315	100	5289	42	69	10	29	2	0
63 Spruce St + California St	24	1235	37	3140	48	74	5	25	1	0

ATTACHMENT F

MULTI-MODAL COUNT DATA - SOUTHWEST QUADRANT

Location	Bicyclist	Pedestrian	Motorcycles	Private Vehicles	Official Taxis	Muni	Private Shuttles	Delivery Freight	School Buses	Trains
14 7th Ave + Lincoln	53	304	125	6993	42	64	28	51	1	0
73 14th + Market/Church	340	5522	131	5157	159	37	3	35	0	71
67 Church St + Duboce Ave	816	1673	28	1109	31	30	7	8	0	58
66 Buchanan/Market St + Duboce Ave	957	1251	140	4740	129	2	26	15	0	19
74 17th/Castro + Market	NA*	2680	127	5355	78	52	15	36	0	9
6 19th + Holloway	84	2349	93	11619	26	69	103	78	8	16
7 19th + Lincoln	48	521	132	13509	36	121	22	121	4	0
8 19th + Sloat	48	293	72	13162	33	45	33	84	5	0
25 Mission + Ocean	35	1851	29	2633	5	108	1	19	0	0
42 Ortega + 24th Ave	11	97	5	1187	2	0	1	4	0	0
28 Parnassus Ave (UCSF)	29	2450	14	1193	42	39	58	20	0	0
31 Portola + O'Shaughnessy	50	413	77	8213	25	67	16	70	2	0
40 Sloat + 34th Avenue	41	143	24	3877	3	7	3	15	0	0
64 Great Hwy + Sloat Blvd	57	78	56	4750	8	9	5	14	3	0
80 Phelan + Geneva & Ocean	64	723	53	5387	4	96	6	39	0	24
53 34th Ave + Judah St	22	320	8	686	0	46	2	9	0	0
52 9th Ave + Irving St	150	2833	35	2130	32	19	8	18	0	30
64 Great Hwy + Sloat Blvd	57	78	56	4750	8	9	5	14	3	0
65 Moscow St/S Hill Blvd + Geneva Ave	20	275	14	3891	93	35	19	55	0	0

* Due to construction not able to conduct count at this site.



ATTACHMENT G

MULTI-MODAL COUNT DATA - NORTHEAST QUADRANT

Location	Bicyclist	Pedestrian	Motorcycles	Private Vehicles	Official Taxis	Muni	Private Shuttles	Delivery Freight	School Buses	Trains
9 2nd + Folsom	307	5080	76	3893	194	87	21	45	1	0
10 2nd + Market	1086	9780	36	1450	206	325	17	28	0	0
11 2nd + Townsend	486	3128	63	2309	128	28	14	42	1	0
1 5th + Market	1495	7883	64	3011	371	303	39	29	0	0
12 5th + Townsend	818	1555	91	2334	241	73	86	64	0	0
38 7th + Folsom	518	1459	84	5791	104	46	54	61	3	0
37 8th + Howard	697	1646	160	4753	129	46	62	88	4	0
2 11th + Howard	661	695	79	2210	77	65	4	19	0	0
76 Broadway + Columbus	107	4384	117	5414	394	132	34	27	1	0
16 Broadway + The Embarcadero	702	2400	89	4143	142	57	23	60	0	22
43 Bush + Battery	247	2684	42	1894	3	10	3	9	134	0
44 Ferry Terminal + The Embarcadero	NA*	9773	124	4695	158	64	46	44	4	0
36 Howard + The Embarcadero	871	2284	131	4620	143	16	75	37	8	0
45 Howard + Beale Street	272	5509	60	2910	172	152	23	70	0	0
78 Market + Octavia	911	1527	160	9361	168	21	8	98	9	19
22 Market + Valencia	1281	784	95	4020	221	9	7	32	0	19
23 McAllister + Polk	725	3008	85	3209	109	97	21	37	0	0

* Due to construction not able to conduct count at this site.

ATTACHMENT G (continued)

MULTI-MODAL COUNT DATA - NORTHEAST QUADRANT

Location	Bicyclist	Pedestrian	Motorcycles	Private Vehicles	Official Taxis	Muni	Private Shuttles	Delivery Freight	School Buses	Trains
29 Polk + Grove	522	2123	46	2579	57	2	32	44	0	0
30 Polk + Sutter	438	1982	91	2791	237	54	39	38	0	0
72 Polk St + North Point St	267	953	21	1184	107	178	42	10	2	0
33 Stockton + Sutter	150	5578	74	2619	319	162	16	39	0	0
18 Townsend + The Embarcadero	717	2028	84	3335	136	27	36	71	1	64
79 The Embarcadero + Broadway St	678	458	27	3293	181	17	108	35	0	30
60 Van Ness Ave + Lombard St	21	764	77	5683	110	295	22	55	1	0
46 Polk St + Broadway St	249	1838	98	4727	188	64	19	25	1	0
61 Van Ness Ave + Sutter St	96	1857	106	6850	183	94	91	120	1	0
48 Fremont St + Folsom St	109	907	25	1846	33	385	15	31	0	0
56 Pedestrian Bridge at Steiner St + Geary Blvd	98	605	143	6407	121	115	35	23	2	0



ATTACHMENT H

MULTI-MODAL COUNT DATA - SOUTHWEST QUADRANT

Location	Bicyclists	Pedestrians	Motorcycles	Private Vehicles	Official Taxis	Muni	Private Shuttles	Delivery Freight	School Buses	Trains
13 7th + 16th	279	277	103	3476	36	4	82	76	1	0
75 8th + Townsend	631	1213	89	3219	121	36	61	64	0	0
3 14th + Folsom	489	605	72	2743	50	9	25	13	4	0
4 16th + Mission	167	6288	92	3480	117	126	29	39	1	0
71 Potrero Ave + 16th St	205	1067	120	5662	73	89	56	99	6	0
5 17th + Valencia	1298	2458	82	2736	73	5	18	65	2	0
17 Cesar Chavez + Harrison	173	296	56	5161	125	38	6	119	6	0
35 Cesar Chavez + Illinois	108	32	9	895	2	3	14	191	0	0
24 Mission + Cortland	101	723	44	3174	46	104	2	16	1	0
32 Bayshore + Paul	26	261	24	3660	12	34	5	44	6	0
68 Bayshore Blvd + Oakdale Ave	63	151	40	4054	8	56	2	54	13	0
69 Potrero Ave + 23rd St	162	366	48	4145	65	105	12	68	4	0
50 Hunters Pt Blvd + Innes Ave	6	129	4	350	2	12	0	6	0	0
47 San Jose Ave + Randall St	188	407	58	7187	21	25	16	25	2	0
49 Folsom St + 22nd St	292	715	30	1928	24	8	2	14	2	0
51 Mission St + 24th St	144	5825	35	2384	121	108	6	25	1	0

ACKNOWLEDGMENTS

The San Francisco Municipal Transportation Agency (SFMTA) 2014 Multi-Modal Count Survey was developed by the Strategic Planning and Policy Group in the Sustainable Streets Division.

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