



West Portal Transit Delay Reduction Pilot

Data Collection Plan

May 23, 2019

As part of the [West Portal Transit Delay Reduction Pilot](#), the San Francisco Municipal Transportation Agency (SFMTA) will be collecting a robust set of data to analyze the benefits and impacts of the pilot. This document summarizes the data that is planned to be collected before and during the pilot. All data collected, and the subsequent analysis and findings, will be publicly available. This plan was developed by SFMTA staff with input from stakeholders. This document was circulated for input on May 8, 2019, and has been revised to incorporate feedback received by May 21, 2019. Edits made include:

1. Adding “Measures of Success” section
2. Additions and edits to the Muni Metro Travel Time section to allow for comparisons between changes in in-tunnel delay vs. delays entering/exiting the tunnel
3. Adding analysis of sales tax data as requested by the SFMTA Board of Directors

Data Collection Timeframes

- Before implementation: late May 2019 for manual data collection, and automated data collection starting in late 2018
- After implementation: late August/early September 2019
- Traffic volume data to be collected while school is in session
- Automated data (ie: Muni Metro travel time or parking occupancy) may be reviewed for both school and non-school periods.

Measures of Success

With this data we will be looking at three main metrics:

1. Transit delay. When Parking Control Officers (PCOs) were first stationed at the intersection of West Portal/Ulloa, transit delay decreased by approximately 40%. The goal of the Pilot is to recreate a transit delay reduction through less-staff intensive engineering changes while minimizing impacts to parking and neighborhood circulation.
Metric: reduction in transit delay of at least 5% over existing conditions (no PCO support) and/or reduction in transit queues West Portal/Ulloa intersection, inbound.
2. Parking occupancy. Parking occupancy should remain strong at the two off street parking lots and the on-street stalls along West Portal Avenue between Ulloa and 14th.
Metric: occupancy does not decrease by more than 5%.



3. Traffic impacts. **Metric: None of the 5 study intersections should go to a failing grade from a level of service standpoint.**

Data to be collected

Muni Metro Travel Time

Time: 6:00-10:00 am, Monday-Friday, as well as a focused peak period of 7:00-9:00 am, Monday-Friday

Data: Point-to-point travel time data, recorded by automated train equipment

Data Purpose: Measure impacts on Muni delay and travel time

Data collection points:

- L Line traveling between Taraval/19th Avenue stop and West Portal Station, reported separately for inbound and outbound trains
- K/M Line traveling between St. Francis Circle stop and West Portal Station, reported separately for inbound and outbound trains
- K/L/M Line traveling between West Portal Station and Forest Hill Station, reported separately for inbound and outbound trains
- K/L/M Line traveling between West Portal Station and Embarcadero Station, reported separately for inbound and outbound trains

Parking Occupancy – During AM Peak & Mid-day

Time: 9:00-10:00 am, Monday-Friday & 10:00 am – 6:00 pm, Monday-Saturday

Data: Parking occupancy, recorded by parking meter payments

Data Purpose: Measure if turn restrictions affect parking occupancy

Locations:

- West Portal Avenue – Unit Block, separated by east side and west side of the street
- West Portal Avenue – 100 Block, separated by east side and west side of the street
- West Portal Avenue – 200 Block, separated by east side and west side of the street
- SFMTA Lot on Ulloa Street at Claremont Boulevard
- SFMTA Lot on West Portal Avenue, 100 Block

Transit Collisions

Collisions involving transit vehicles are a fairly rare occurrence. If any collisions occur during the pilot period, they will be reviewed as part of the overall project evaluation.

Turning Movement Counts

Time: 7:00-9:00 am

Data: Intersection turning movements, including pedestrian and transit movements

Data Purpose: to determine the project's impacts on:

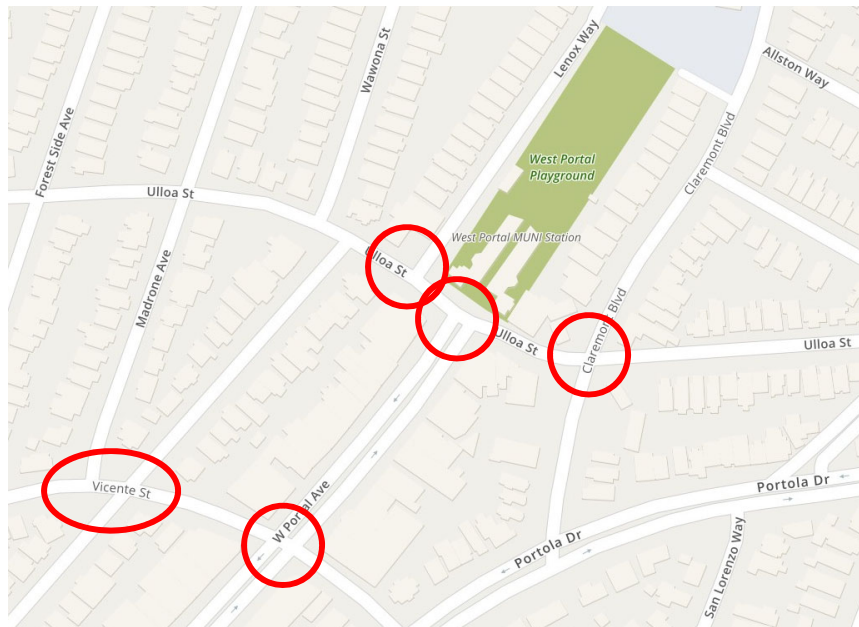
- Traffic diversion
- Traffic operations/congestion



- Turn restriction compliance

Locations:

- West Portal and Ulloa
- Lenox and Ulloa
- Claremont and Ulloa
- West Portal and Vicente
- Vicente, Wawona and Madrone



Sales Tax Data

Data: Aggregated sales tax collection information

Data Purpose: Measure if there is a change in sales tax collection along West Portal Avenue compared to city-wide sales tax information.

Note: Sales tax to be evaluated to the extent that data is available and reportable. This may be limited by factors such as reporting timeframe and lag period which are beyond the control of the SFMTA.

Locations:

- West Portal Avenue – Unit Block
- West Portal Avenue – 100 Block
- West Portal Avenue – 200 Block
- Ulloa Street – 800 block



Qualitative Information

In addition to the above discussed quantitative data, the SFMTA would collect the following qualitative information

- Input from front line staff, including train operators, inspectors and PCOs
- Input from community members and merchants
- Engineer/Planner observation of the pilot area, focusing on:
 - Interaction between Muni and private vehicles
 - Restriction compliance
 - Sources of transit vehicle delay
 - Passenger loading activity