

WalkFirst Phase 3 Streetscape Prioritization

Presentation to MTA Policy and Governance Committee

May 15, 2015

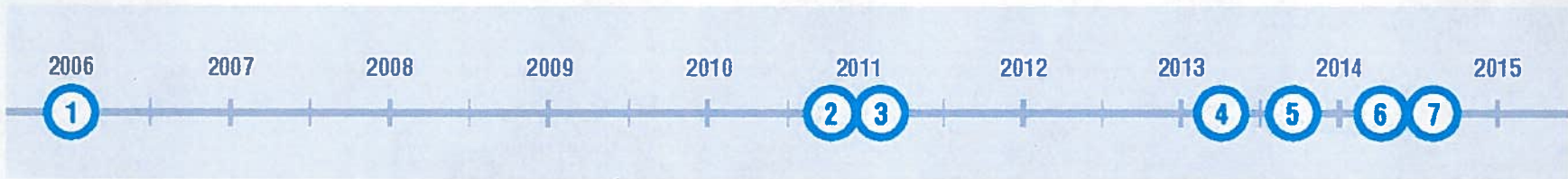
Controller's Office



PRESENTATION OVERVIEW

- Project Background
- Streetscape Prioritization Process
- Deliverables

BACKGROUND



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.



STREETSCAPE PRIORITIZATION

PROJECT PURPOSE

Identify where the City should make streetscape improvements to have the greatest benefit, given limited funding

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 funding picture for streetscape projects

METHODOLOGY

Scenario planning process to identify future streetscape projects



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 PREFERRED INVESTMENT SCENARIO

Prioritize blocks by Supervisor District

Aggregate blocks into corridors



IDENTIFY FUTURE LOCATIONS FOR STREETScape IMPROVEMENTS

Design details to be determined once funding is secured

Identify funding sources and availability

INVESTMENT SCENARIOS



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)

PREFERRED INVESTMENT STRATEGY

HIGH PEDESTRIAN ACTIVITY AND POOR PEDESTRIAN ENVIRONMENT



STRATEGY GOAL:

Prioritize locations with **high levels of pedestrian activity**, **poor pedestrian infrastructure** and/or surrounding environment, and **Neighborhood Commercial** street type designation (top 33%).

DATA INPUTS:

Pedestrian volumes: current + forecasted growth.

Pedestrian Tourist corridors.

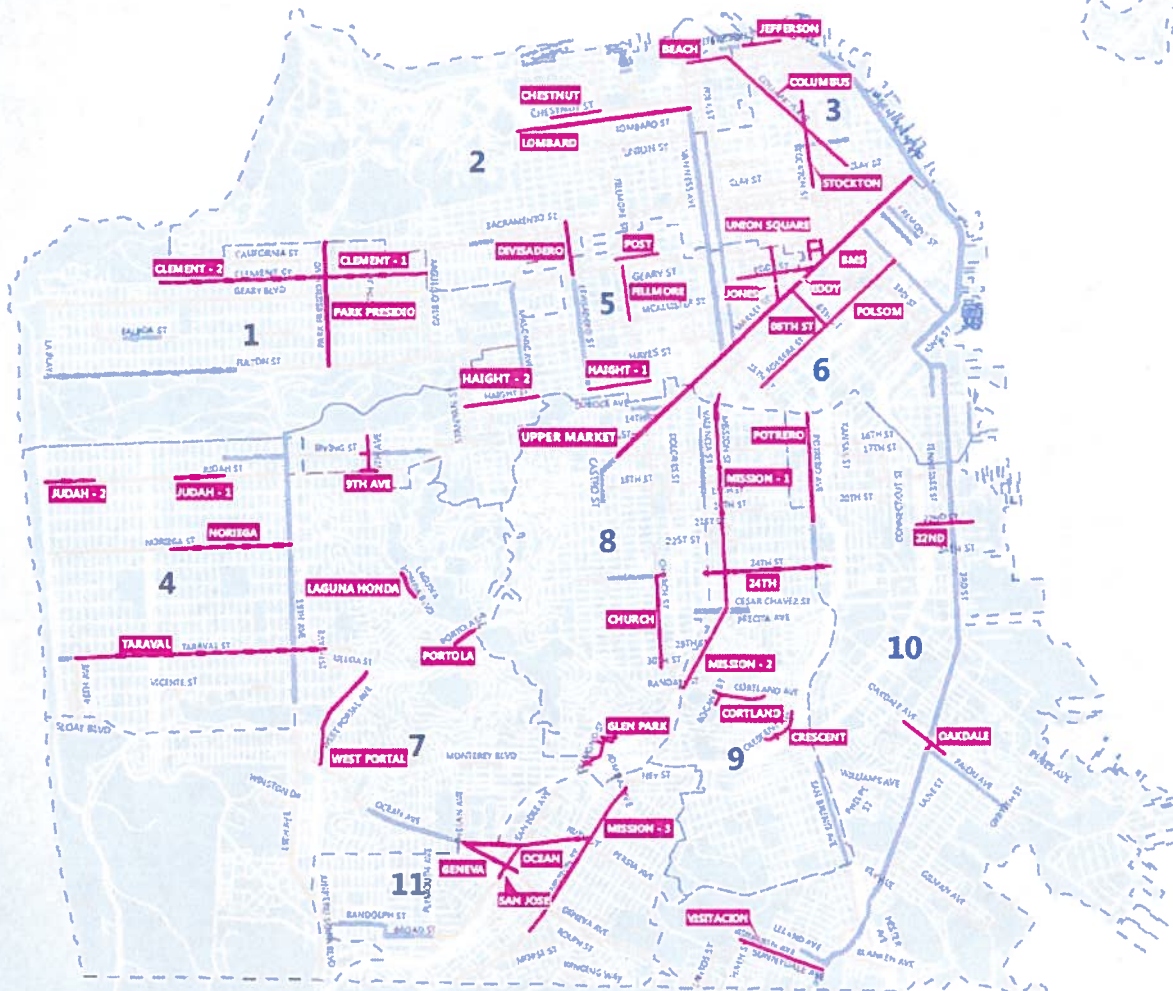
Score on SFDPH's **Pedestrian Environmental Quality Index (PEQI)**, approximated version.

Neighborhood Commercial corridors.



DELIVERABLES

PRIORITY LOCATIONS FOR FUTURE STREETScape IMPROVEMENTS



TYPE OF IMPROVEMENTS

Projects vary based on project cost and site conditions.



VERY LIGHT

Project Type Examples:

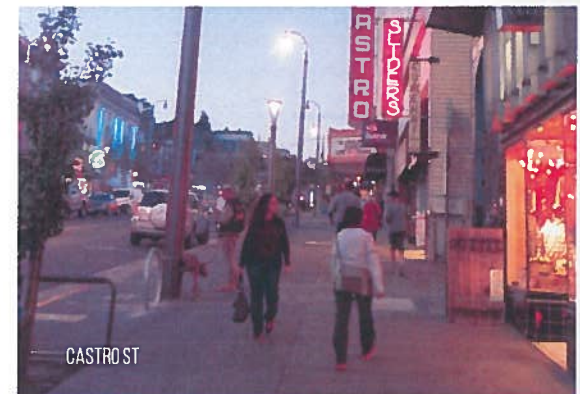
Lower Polk, Van Ness Avenue, San Bruno Avenue, 19th Avenue Median and Point Lobos.



LIGHT

Project Type Examples:

Folsom Street (19th to Cesar Chavez) and Divisadero Street.



FULL

Project Type Examples:

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

IDENTIFIED FUNDING SOURCES

- Prop A, Prop AA, Prop K
- Competitive sources (OBAG, Impact Fees, Grants, Active Transportation Program)
- General Fund

Questions?

For more information visit the WalkFirst Phase 3 page on the Planning Department website:

<http://www.sf-planning.org/index.aspx?page=3956>



