

EVALUATION METRICS

Component	Data Collection	Outcome/Action
Pilot loading zones	<ul style="list-style-type: none"> % driver compliance at five pilot locations (i.e. do drivers remain stopped while train doors are open as legally required). Prior to pilot and six months in, we will collect 100 observations per stop (500 total). We will also collect mid-point data 3-4 months into pilot. Record any pedestrian collisions at pilot stops. 	If compliance does not increase to 90%, or if any collisions, add permanent boarding islands at all stops. Otherwise, retain pilot treatment.
Transit-only lanes	<ul style="list-style-type: none"> Measure traffic volumes at various locations on Taraval, Santiago, and Ulloa before project and in fall 2017 (six months into early implementation). Also compile qualitative feedback from residents about traffic, received by email and other forms. Travel time and reliability benefits will be measured once the full project is complete (including signal installation). 	If share of total corridor's traffic shifts by 25+ percentage points from Taraval to side streets, implement mitigations such as adjustments to timing of signals (existing and new) and traffic calming on side streets
Parking on Taraval	<ul style="list-style-type: none"> Measure parking occupancy on Taraval near boarding islands before implementation and 6 months after launch of early implementation. 	In areas where parking occupancy reaches 90%+ on Taraval, consider SFpark demand based pricing strategies.
Parking on Santiago/Ulloa	<ul style="list-style-type: none"> No changes to parking on Santiago/Ulloa are planned during initial early implementation phase. During early implementation phase, survey neighbors to determine if they want perpendicular parking. Include avenues and Santiago/Ulloa within a block of any parking removal. This will allow neighbors to observe whether there is any additional parking demand on their street, and weigh this with their preference for parallel or perpendicular parking. 	Make final decision on perpendicular based on neighbor preference on a block-by-block basis.
Pedestrian counts	<ul style="list-style-type: none"> Pedestrian volume data will be collected before project implementation (October and November) and in May 2017. We will use video counters if possible. 	Report data to public. This will serve as one reference point for the number of people visiting Taraval.

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