

**THIS PRINT COVERS CALENDAR ITEM NO. : 11**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Transit

**BRIEF DESCRIPTION:**

Approving parking and traffic modifications along Third Street between King and Mission streets South of Market to reduce transit delay and improve pedestrian safety. Third Street is both a major Muni corridor and a Vision Zero High-Injury Corridor. The project would relocate an existing transit-only lane to reduce conflicts with private vehicles, reduce the number of transit stops, and implement a range of pedestrian safety improvements.

**SUMMARY:**

- The proposed modifications are part of the Third Street Transit and Safety Project, a Muni Forward and Vision Zero supporting project.
- The Project would reduce transit travel time and travel time variability by relocating an existing transit-only lane between Brannan and Howard streets to reduce conflicts with private vehicles, and by reducing the number of transit stops on Third Street between Townsend and Mission streets from four to three.
- The Project would advance the City's Vision Zero goals by addressing the causes of these collisions through sidewalk extensions, high-visibility crosswalks and other pedestrian safety improvements.
- Starting in June and continuing through December of this year, the SFMTA conducted extensive outreach to stakeholders in the community, through meetings, surveys, mailers and door-to-door outreach.
- The Planning Department has determined that the proposed project is categorically exempt from the California Environmental Quality Act (CEQA).
- The proposed project is not subject to Board of Supervisors review because it is considered a Large Infrastructure Project (anticipated expenditure of \$10 million or more) and all of the parking and traffic modifications are directly related to the project.
- The proposed action is the Approval Action as defined by the S.F. Administrative Code Chapter 31.

**ENCLOSURES:**

1. SFMTAB Resolution

**APPROVALS:**

DIRECTOR  \_\_\_\_\_

SECRETARY  \_\_\_\_\_

**DATE**

February 11, 2019  
\_\_\_\_\_

February 11, 2019  
\_\_\_\_\_

**ASSIGNED SFMTAB CALENDAR DATE:** February 19, 2019

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### **PURPOSE**

Approving parking and traffic modifications along Third Street between King and Mission streets South of Market as part of the Third Street Transit and Safety Project, a Muni Forward and Vision Zero supporting project.

### **STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES**

This action supports the following SFMTA Strategic Plan Goal and Objectives:

Goal 1: Create a safer transportation experience for everyone

Objective 1.1: Achieve Vision Zero by eliminating all traffic deaths.

Objective 1.2: Improve the safety of the transportation system.

Goal 2: Make transit and other sustainable means of transportation the most attractive and preferred means of travel

Objective 2.1: Improve transit service.

Objective 2.2: Enhance and expand use of the city's sustainable modes of transportation.

This action supports the following Transit First Policy principles:

2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle, and on foot must be an attractive alternative to travel by private automobile.
3. Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.
4. Transit-priority improvements, such as designated transit lanes and streets and improved signalization, shall be made to expedite the movement of public transit vehicles (including taxis and vanpools) and to improve pedestrian safety.
5. Pedestrian areas shall be enhanced wherever possible to improve the safety and comfort of pedestrians and to encourage travel by foot.

### **DESCRIPTION**

Third Street in the South of Market (SoMa) district is a major multimodal arterial providing access to the Financial District, Chinatown and other destinations north of Market Street as well as Interstate 80 (I-80) and U.S. Highway 101 (US-101) on-ramps. A one-way (northbound) street with three to four through lanes of traffic north of King Street, it also features a transit-only lane north of Townsend Street and is one of Muni's busiest corridors, used by nearly 40 buses per hour between Bryant and Market streets in the peak period. Autos, trucks, and other private vehicles are allowed to access the transit lane to turn right, merge into right-turn lanes or access

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curbside parking. However, motorists often operate vehicles in the transit-only lane illegally. Additionally, as the surrounding neighborhood has grown rapidly in recent years, pedestrian volumes have increased and the rate of injury collisions along Third Street are among the highest in the City, making it a high-injury corridor.

The Third Street Transit and Safety project would reduce transit delays by 1) relocating the transit-only lane, currently located next to the parking lane or curbside, one lane to the left between Brannan and Howard streets, which creates additional capacity for vehicles making turns or maneuvering into parking spaces to the right of the lane, reducing conflicts between transit and private vehicles, and 2) relocating and consolidating stops to reduce the total number of stops by one, while simultaneously improving access overall by more evenly spacing stops. It would improve pedestrian safety in a variety of ways, primarily by adding “bulb” sidewalk extensions to reduce crossing distances and make pedestrians more visible, making crosswalks more visible, adding new crosswalks and using traffic signal phases to separate vehicle from pedestrian movements at busy crossings.

**Transit Reliability Improvements**

Third Street in SoMa is served by seven Muni routes: the 8 Bayshore Express, 8AX Bayshore A Express, 8BX Bayshore B Express, 30 Stockton, 45 Union Stockton, 81X Caltrain Express and 91 Third Street/19<sup>th</sup> Avenue Owl. Total Weekday average boardings on these routes totals close to 70,000. While most of this boarding activity occurs outside of the project area, all riders on the routes are impacted by reliability problems in SoMa. The total daily passenger load on Third Street buses at Market Street is just over 10,000 people.

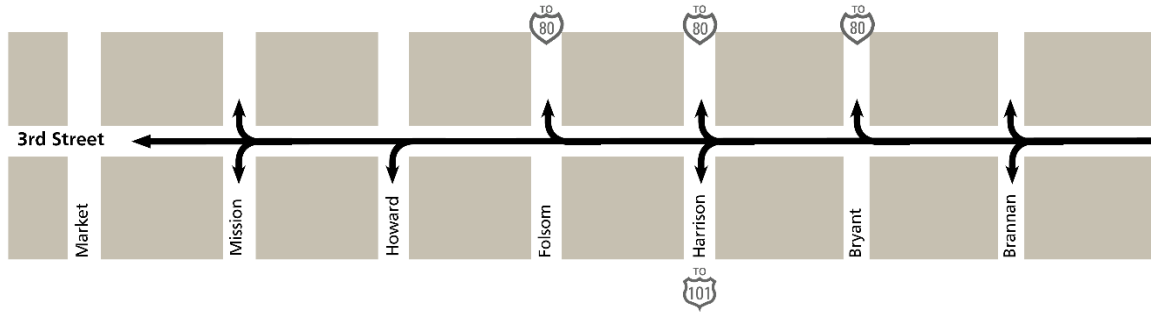
In total, during peak periods approximately 30 to 40 buses per hour operate on Third Street north of Bryant Street, with a bus arriving roughly every 90 to 120 seconds. Some service adjustments will be made on Third Street after the introduction of Central Subway service on the T Third line in late 2019, but there will continue to be approximately 20 buses per hour on the Third Street corridor.

The existing stop spacing pattern is irregular: the distance between the stop at Townsend/Brannan streets and the temporary stop at Harrison Street is nearly 1,800 feet, while the distance between the stops at Folsom and Howard streets, which are on the same block, is less than 500 feet.

***Existing Challenges***

Third Street serves as a primary access route for motorists to both north-of-Market destinations as well as the nearby freeway on-ramps. For these reasons, as well as the increasing numbers of destinations in the surrounding area, there are moderate-to-high volumes of both through-traffic and turn movements on Third Street throughout the day, with patterns varying by time of day.

The street pattern in the corridor, including one-way streets as well as access routes to freeway on-ramps, is illustrated below.



Transit delay is generally highest in the PM peak, when right-turn volumes are highest. The transit-only lane is located adjacent to towaway-restricted right-turn lanes at Brannan, Bryant, Harrison and Folsom streets, and right-turning vehicles often spill into the transit-only lane, obstructing buses.

The photo below shows a typical condition on Third Street in the PM peak, with the bus operating in the lane adjacent to the transit lane to avoid the right-turn queue spilling over into the transit lane. This requires operators to merge in and out of the transit lane, which causes delays.



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The table below shows average speeds at different times on weekdays on Line 30, the most frequent Muni line on Third Street, between the Townsend/Brannan streets and Folsom Street stops. Travel times are nearly 40 percent longer between 4 p.m. and 6 p.m. than they are just a few hours later, between 7 p.m. and 9 p.m.

<b>Time</b>	<b>Average speed (miles per hour)</b>
7-9 a.m.	8.9
12-2 p.m.	8.0
4-6 p.m.	7.2
7-9 p.m.	10.2

***Transit Lane Changes***

The existing transit-only lane on Third Street was designed to mitigate traffic delays. In 2014, the lane was upgraded with red colorization to improve motorist compliance with transit lane restrictions. However, staff has concluded that the transit-only lane is in a location that is inherently prone to delay due to turning vehicles, and that allocating more space for right-turning traffic to queue would reduce conflicts and delay.

Specifically:

- Starting just north of Brannan Street and ending just north of the existing stop at Folsom Street, the transit lane would be the third lane from the eastern curb. To its right would be full-time right-turn lanes and the curbside lane, which would primarily be parking and loading but would include a second, smaller right-turn lane at Bryant and Folsom. Towaway restrictions would be used to extend the second right-turn lane along the curb during peak periods at Bryant and Folsom streets (a second turn lane would not be provided at Harrison due to its two-way configuration and limited ability to receive turning vehicles; a full-time curbside right-turn lane would also be provided at Brannan). Dual turn lanes would create additional capacity; they would also create space for right-turning motorists to maneuver around vehicles illegally parked along the curb during towaway hours.
- Between the Folsom Street stop and Howard Street, the transit lane would be the second lane from the eastern curb, rather than curbside as today. This would provide a transition between the segments of lane to the south and to the north, between Howard and Mission streets where the transit lane is currently the second lane from the curb.
- There would be no changes to the location of the transit lane south of Brannan Street or north of Howard Street. Right-turn delay is not a major issue in this segment, as right turns are not allowed at Howard Street or Market Street, and right turn volumes are lower at Mission Street than farther south.

These changes would allow buses to bypass right-turn queues at Bryant, Harrison and Folsom streets while remaining in the transit lane. They would also provide additional capacity for right

turns outside of the transit lane.

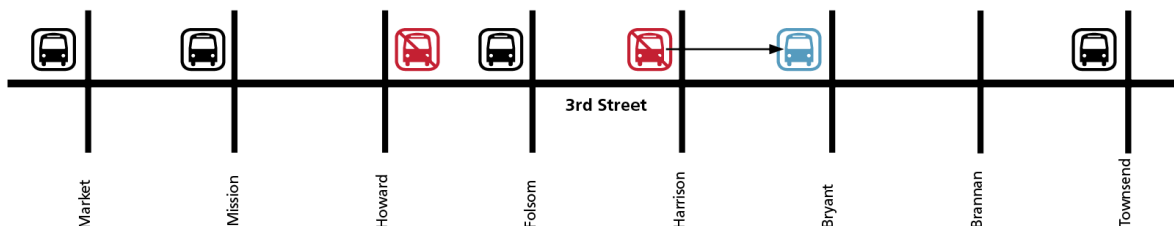
To accommodate these changes, the remaining lanes of Third Street between Brannan and Howard streets would be reconfigured. During peak periods, there would be three continuous through lanes of traffic to the left of the transit lane from Townsend Street to Market Street. During off-peak periods, the curbside lane would be used primarily for parking and loading and there would be two lanes of through traffic in the three-block segment between Brannan and Folsom streets. Along with pedestrian safety improvements, these changes would also require changes to parking and loading, described in following pages.

### *Transit Stop Changes*

To further reduce transit delays, some stops would be removed or relocated. The proposed right-turn lanes in the second lane from the curb at Bryant, Harrison, and Folsom streets present opportunities to locate large transit bulb stops on the far side of the intersection, as no transit or private vehicle movements would need to be accommodated in this space. For this reason, and to provide more consistent spacing between stops and comply with SFMTA Stop Spacing Guidelines, stops are proposed to be located as shown below.

#### Proposed Bus Stop Updates

Updating bus stops to be more evenly-spaced (on every other block) allows for better transit access and reduces delays. See below for proposed stop changes.



The stops at Townsend/Brannan streets (existing), Bryant Street (new) and Folsom Street (existing) would be located on bulbs long enough to simultaneously accommodate two 60-foot buses. The existing bulb at Townsend/Brannan streets would be widened to approximately 10 feet, effectively widening the sidewalk to 20 feet, while new bulbs at Bryant and Folsom streets would be approximately 14 feet wide, effectively widening the sidewalk to 24 feet. All three stops would provide space for shelters and other amenities.

The existing stop at Mission Street would remain as is. The temporary existing stop at Harrison Street (formerly at Perry Street) would be removed, and replaced by the proposed stop at Bryant Street. The existing stop at Howard Street would be eliminated as it is not a transfer point and has lower ridership than adjacent stops. The result would be a reduction in the total number of stops on Third Street in SoMa from five to four, and a reduction in the maximum distance between stops from nearly 1,800 feet to less than 1,300 feet. The bus zone at Perry Street,

currently not used by Muni, would be retained for use by AC Transit.

Altogether, these improvements are projected to reduce PM peak period transit travel times between the Caltrain terminal and Market streets by approximately two minutes per trip, or over 20 percent.

### **Pedestrian Safety Improvements**

As SoMa has become one of San Francisco’s fastest-growing neighborhoods in recent years, pedestrian volumes on Third Street have increased. The 24-hour pedestrian count is now more than 3,000 at the intersection of Third and Mission streets, and more than 2,000 at Third and Folsom streets. Even at Bryant Street, south of I-80 and farther from the traditional downtown, the pedestrian volumes exceed 1,000 per day. Volumes are much higher after Giants games and other events at AT&T Park.

South of Mission Street, sidewalks are 10 feet wide, below the Planning Department’s Better Streets guidelines for Mixed-use streets such as Third Street. While there are traffic signals at every major intersection and crosswalks on most legs of these intersections, there are closed crosswalks at Bryant and Folsom, and other crosswalks are not designed to SFMTA’s current high-visibility standards. There are also no pedestrian bulbs at crosswalks on Third Street, and the roadway is 62.5 feet wide, with up to six lanes of traffic.

The closed crosswalk at Folsom is shown below.



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Speeds at the 85<sup>th</sup> percentile are well over the posted speed limit of 25 miles per hour. Between Townsend and Brannan streets, the 85<sup>th</sup> percentile speed is 30 miles per hour. Additionally, as a major access route to downtown and area freeways, Third Street experiences high volumes of truck traffic.

Third Street has been identified by San Francisco's Vision Zero program as a High-Injury Corridor. Analysis conducted for this project found that in the five-year period between 2012 and 2016, there were a total of 50 pedestrian- or bicyclist-involved collisions on Third Street between Townsend and Mission streets, or 10 per year. Of these, two were fatal, and another six resulted in severe injuries. The collisions were distributed throughout the corridor, with between six and seven pedestrian collisions at each of the intersections of Third Street with Bryant, Harrison and Howard streets.

A near-miss between a right-turning vehicle and a pedestrian is shown below.



This project seeks to improve pedestrian safety, and to more comfortably accommodate increasing volumes of pedestrians, by implementing a range of improvements. These include:

- *Sidewalk extensions (bulbs)*. Transit bulbs would be installed at Bryant and Folsom



Streets, which would be approximately 14 feet wide and would effectively widen the sidewalk at those locations to approximately 24 feet (over a length of more than 150 feet). In addition, pedestrian bulbs approximately six feet wide are planned on one or more corners at Townsend, Brannan, Bryant and Howard streets. Crossing distances would be reduced to approximately 48 to 49 feet, and pedestrians on bulbs waiting to cross the street would also be made more visible to motorists. (Note that sidewalk extensions are under the jurisdiction of San Francisco Public Works, not the SFMTA.)

- *New crosswalks.* Crosswalks would be added on the northern side of the intersection at Bryant and Folsom streets, reducing the number of crossings required at these locations from three to one. Additionally, crosswalks would be added along Third Street at intersections with minor streets and alleys such as Stillman and Minna streets.
- *Upgraded crosswalks.* All crosswalks would be of a high-visibility “continental” design.
- *New and upgraded curb ramps.* Non-compliant curb ramps would be upgraded. A second ramp would also be added in locations where a single ramp now serves crossings in two directions, and is not directly aligned with one or both crosswalks, for example on the northeast corner of Third and Townsend streets. (Note that curb ramps are under the jurisdiction of San Francisco Public Works, not the SFMTA.)
- *Advance limit lines.* Advance limit lines or stop bars for motorists would be added in advance of the crosswalk at all signalized intersections on Third Street.
- *Leading pedestrian intervals.* As part of planned upgrades to traffic signal hardware, all signalized intersections without leading pedestrian intervals or pedestrian “head starts” would receive them.
- *Right turn on red restrictions.* Signal cycles at Bryant and Folsom streets would also include a turn-only phase, allowing protected right turns off of Third Street and left turns onto Third Street. During this phase, pedestrian movements would be prohibited. At all other times, these turn movements would be restricted, reducing conflicts between vehicles and pedestrians in the crosswalk.

## **Remaining Issues**

### ***Traffic Impacts***

Reconfiguration of traffic lanes to provide additional right-turn capacity should have relatively little impact on through movements, due in part to signal cycle changes being made as part of a separate SFMTA project, the NoMa/SoMa Signal Retiming Project. Synchro traffic simulation modeling found that traffic delay would remain at acceptable levels at all intersection approaches on Third Street between Townsend and Howard streets during the AM and PM peaks as well as during the mid-day, when there would be two rather than three through lanes of traffic between Brannan and Folsom streets.

### ***Parking and Loading Impacts***

The project would require removal of metered parking spaces – 18 of 112 on Third Street between King and Mission streets, as well as three metered and two unmetered spaces on cross

streets adjacent to Third Street – and relocation of some metered commercial and loading passenger spaces. A door-to-door survey was conducted to learn more about merchants’ loading needs (see “Stakeholder Engagement”). As a result of this survey, the total number of loading spaces on Third Street itself is proposed to be maintained, and the number of loading spaces on cross streets immediately adjacent to Third Street would be increased by four. In all, approximately 98.5 percent of on-street parking within one block of Third between King and Mission streets would be retained.

### ***Bicycle Facilities***

Unlike the Planning Department Central SoMa Plan recommendation for Third Street, the project does not include bicycle lanes. The SFMTA is currently constructing protected bicycle lanes on Second Street, approximately 900 feet to the east, as part of the Second Street Improvement Project. Upgrades to bicycle lanes have also been proposed as part of the SFMTA’s Fifth Street Improvement Project.

### ***Implementation***

The project is currently proposed to be constructed in two phases: 1) an interim phase, currently scheduled for mid-to-late 2019, and 2) a final phase, currently scheduled for 2023-2024. In the interim phase, all project elements would be implemented except transit and pedestrian bulbs, the new crosswalks at Bryant and Folsom streets, and upgraded curb ramps. In the interim, transit boarding islands approximately nine feet wide would be installed in lieu of bulb stops, with a five-foot channel between the island and sidewalk, and painted safety zones would be installed in lieu of pedestrian bulbs.

The interim project is anticipated to be implemented through Public Works. Construction is anticipated to last approximately two months. During construction, Muni service will continue with adjustments, such as possible temporary use of electric/diesel hybrid buses on trolley bus routes and changes to stop locations to accommodate construction zones. Outreach related to construction will be conducted to inform affected communities in advance.

### ***Proposed Parking and Traffic Modifications***

Specifically, the SFMTA proposes the following:

- A. ESTABLISH – TOW AWAY NO STOPPING ANY TIME – Third Street, west side, from Townsend Street to 23 feet northerly (removes truck loading meter 664); Third Street, west side, from Brannan Street to 31 feet southerly (removes truck loading meter 602); Third Street, east side, from Brannan Street to 28 feet northerly (removes meter 561); Bryant Street, south side, from Third Street to 23 feet westerly (removes meter 503); Third Street, east side, from Howard Street to 41 feet southerly; Third Street, east side, from Howard Street to 21 feet northerly; Third Street, east side, from Brannan Street to 115 feet southerly (removes motorcycle meters 601, 603, 605 and 607, meter 609, and commercial loading meters 611 and 613); Third Street, east side, from Bryant Street to 144 feet southerly

- (removes truck loading meters 501, 515 and 517 and meters 505 and 507); Third Street, east side, from Folsom Street, to 113 feet southerly (removes commercial loading meters 303, 305 and 307 and passenger loading meters 309 and 313)
- B. ESTABLISH – TOW AWAY NO STOPPING ANY TIME, ESTABLISH – BUS STOP – Third Street, east side, from Bryant Street to Stillman Street (removes commercial loading meters 447, 449 and 451 and meters 457, 459 and 461)
  - C. RESCIND – FLAG STOP – Third Street, northbound, at Howard Street
  - D. ESTABLISH – TOW AWAY NO STOPPING, 7 AM TO 10 AM AND 3 PM TO 7 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 115 to 274 feet south of Brannan Street; Third Street, west side, from Brannan Street to Bryant Street; Third Street, east side, from 144 feet south of Bryant Street to Brannan Street; Third Street, west side, from Bryant to Stillman Street; Third Street, west side, from Harrison Street to Folsom Street; Third Street, east side, from 113 feet south of Folsom Street to Harrison Street
  - E. ESTABLISH – TOW AWAY NO STOPPING, 7 AM TO 7 PM DAILY – Third Street, west side, from Stillman Street to Perry Street (removes meters 428, 430, 434, 436 and 438)
  - F. RESCIND – TOW AWAY NO STOPPING ANYTIME, ESTABLISH – GENERAL METER PARKING – Third Street, east side, from 102 feet to 140 feet south of Howard Street
  - G. ESTABLISH – PASSENGER LOADING ZONE, 11:30 AM TO 2:30 PM AND 7 PM TO 11:30 PM, MONDAY THROUGH FRIDAY, AND 5 PM TO 11:30 PM, SATURDAY AND SUNDAY – Third Street, east side, from 113 feet to 155 feet south of Folsom Street (converts meters 317 and 321 to passenger loading)
  - H. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 10 AM TO 3 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 188 feet to 252 feet south of Brannan Street (converts meters 623, 625, and 627 to commercial loading); Third Street, east side, from 115 feet to 178 feet south of Brannan Street (changes operating hours of commercial loading meters 615, 617, and 619); Third Street, west side, from 12 feet to 78 feet north of Brannan Street (changes operating hours of commercial loading meters 556 and 560 and truck loading meter 562); Third Street, west side, from 204 feet to 242 feet north of Brannan Street (changes operating hours of commercial loading meters 538 and 540); Third Street, east side, from 155 feet to 218 feet south of Folsom Street (converts meters 325, 329 and 333 to commercial loading); Third Street, east side, from St. Francis Place to 65 feet northerly (changes operating hours of commercial loading meter 345 and truck loading meters 347 and 349); Third Street, west side, from 38 feet south of Stillman Street to 82 feet southerly (changes operating hours of commercial loading meters 450 and 452)
  - I. ESTABLISH – TOW AWAY NO STOPPING, RESCIND – COMMERCIAL LOADING ZONE, 9 AM TO 4 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 274 feet to 323 feet south of Brannan Street (removes commercial loading meters 633 and 635)
  - J. RESCIND – TOW AWAY NO STOPPING, 7 TO 9 AM, 4 PM TO 7 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from Perry Street to Harrison Street
  - K. ESTABLISH – TRUCK LOADING ZONE, ONE-HOUR TIME LIMIT, 10 AM TO 3 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 44 feet to 86 feet south of

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Taber Place (converts meters 519 and 521 to truck loading); Third Street, east side, from 31 feet to 87 feet north of Varney Place (converts commercial loading meters 543 and 545 and meter 547 to truck loading)

- L. ESTABLISH – TRUCK LOADING ZONE, ONE-HOUR TIME LIMIT, 7 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, west side, from 119 feet to 182 feet south of Brannan Street (converts commercial loading meters 616 and 618 and meter 620 to truck loading); Third Street, west side, from 43 feet to 63 feet north of Townsend Street (converts meter 658 to truck loading); Bryant Street, north side, from 22 feet to 88 feet east of Third Street (converts commercial loading meter 488 and meters 492 and 494 to truck loading)
- M. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 9 AM TO 6 PM, MONDAY THROUGH FRIDAY – Stillman Street, south side, from Third Street to 44 feet easterly; Third Street, east side, from 8 feet to 88 feet north of Perry Street (extends operating hours of commercial loading meters 409, 411, 413 and 415)
- N. RESCIND – TOW AWAY NO STOPPING ANYTIME, ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 9 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 41 feet to 102 feet south of Howard Street
- O. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 7 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 105 feet to 125 feet north of Townsend Street; Third Street, west side from 41 feet to 63 feet south of Brannan Street (converts truck loading meter 604 to commercial loading)
- P. RESCIND – CROSSWALK CLOSURE – Folsom Street, north side, crossing Third Street; Bryant Street, north side, crossing Third Street
- Q. ESTABLISH – RIGHT LANE MUST TURN RIGHT – Third Street, northbound, at Townsend Street
- R. ESTABLISH – TWO RIGHT LANES MUST TURN RIGHT – Third Street, northbound, at Folsom Street; Third Street, northbound, at Bryant Street

## STAKEHOLDER ENGAGEMENT

A range of methods was used to engage with the surrounding community, as well as Muni riders, motorists and others from outside the immediate area who might be affected by the changes.

Outreach strategies included:

- More than two dozen stakeholder meetings with and presentations to community and citywide advocacy organizations, institutional stakeholders, residents of senior communities, citizens advisory committees, and the Supervisors offices for Districts 3 and 6.
- A variety of surveys, including surveys for Muni passengers, pedestrians and motorists, as well as a door-to-door survey of merchants regarding their loading needs. These were administered both in-person and through digital channels and in multiple languages.
- An open house attended by approximately 100 participants, with interpreters provided for multiple languages.
- Approximately 14,000 multi-lingual informational mailers sent to businesses and residents in the SoMa and nearby Mission Bay neighborhoods.

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- A project website and email updates to more than 4,000 recipients.

Additionally, internal vetting was conducted with SFMTA staff including numerous operators assigned to Third Street lines, field managers, division management, TWU Local 250A leadership, project managers for SFMTA projects on intersecting streets and other Sustainable Streets Division staff including Parking and Curb Management staff, and Taxi and Accessible Services staff. City and County departments including SFCTA, Public Works, the Planning Department, and the Fire Department were also involved in the project development process. Below is a photo from a stakeholder meeting held with mostly Chinese-speaking residents of a low-income senior community in the corridor (the headphones were used for in-language interpreter).



**Stakeholder Meetings/Committee Presentations**

Stakeholder meetings were held with representatives of nearly 30 organizations. These featured a brief presentation followed by discussion. Presentations were also made to several citizens advisory committees, and staff from the offices of Board of Supervisors Districts 3 (Chinatown)

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and 6 (SoMa) were briefed. Additionally, SFMTA staff engaged with community members at a Sunday Streets event in SoMa on August 19.

Key findings from the stakeholder process included:

- Within the community, there was broad understanding of the need for the project. Most interviewees were familiar with conditions on Third Street, and in particular its transit reliability and pedestrian safety-related problems. Seniors, in particular, expressed concern about pedestrian safety.
- In general, there was broad support for the proposed solutions. Several stakeholders noted that the proposed solutions directly addressed the sources of the key problems of transit reliability and pedestrian safety, for example by providing additional capacity for right-turning traffic outside of the transit lane.
- There was some concern, particularly among seniors, about bus stop removal, although there was some understanding that the only stop proposed for removal, at Howard Street, is on the same block as another stop.
- Some concern was expressed about traffic impacts regarding the cumulative impacts of the various projects the SFMTA has either completed or is now advancing on major streets in SoMa.
- There were numerous requests for other pedestrian safety elements that are not included in this proposal, such as pedestrian scrambles and raised crosswalks.

Below is a display board from the November 8 open house identifying some of the key community concerns raised through the stakeholder meeting process, as well as project elements reflecting those concerns.

**MUNIFORWARD** **3rd Street Transit and Safety Project**

You Speak, We Listen

What We Heard	Project Features
"Drivers are always blocking the transit lanes during rush hour trying to get to the Bay Bridge."	We are proposing to relocate the transit lane away from the curb to reduce conflicts with cars and improve transit reliability. This would reduce rush hour travel time by two minutes between Caltrain and Market Street.
"Buses are too crowded."	Relocating the transit lane can reduce the overcrowding caused when buses are delayed.
"The main issue is pedestrian safety. Cars turn into the crosswalk while I am crossing, sometimes both in front of me and behind me." "After 3:00 p.m. cars turning from 3rd Street onto Folsom create gridlock where it is scary for pedestrians crossing the street."	We are proposing to add high visibility crosswalks, corner sidewalk extensions to reduce time spent crossing the street and advance limit lines to stop cars before the crosswalk. We are proposing to upgrade signals to give pedestrians a head start and add dedicated right-turn phases at Bryant and Folsom to separate traffic from pedestrians.
"From 3:00 p.m. onwards 3rd Street is very congested for drivers, and the turn from 3rd Street onto Folsom Street can take up to 45 minutes."	We are proposing to shift traffic capacity from through lanes to right-turn lanes leading toward the Bay Bridge. Additional right-turn lanes would be added at Bryant and Folsom Streets. During rush hour, we would maintain three through traffic lanes by removing some curbside parking. Overall, 98.5% of parking would be maintained within a block of 3rd Street, including merchant loading.



**Thank you to the following organizations we met with for their feedback:**  
 Transit Riders, Walk SF, Senior Disability Action, Chinatown TRIP, Yerba Buena CBD, Yerba Buena Consortium, Yerba Buena Alliance, TODCO Group, SoMa Sunday Streets, San Francisco Museum of Modern Art, South of Market Community Action Network, Moscone Center, SF Travel, SF Chamber of Commerce, Hotel Council of San Francisco, St. Regis Hotel, The W Hotel, Members of the South Beach, Rincon Hill, Mission Bay Neighborhood Association, Balipark/Mission Bay Transportation Coordinating Committee, AT&T Park/SF Giants, 706 Mission, SFMTA Citizens Advisory Committee, SFMTA Pedestrian Safety Advisory Committee, Supervisors Offices for Districts 3 and 6, Muni Customers and Merchants on 3rd Street



[SFMTA.com/3rdStreet](http://SFMTA.com/3rdStreet)

**Surveys**

A variety of surveys were developed for different users of Third Street, including Muni passengers, pedestrians and motorists. These surveys were offered in multiple languages based on the demographic characteristics of residents and visitors to the corridor, including English, Spanish, Chinese and Filipino. They were administered both online and in-person at Muni stops and aboard buses, and via “intercept” interviews at the intersections of Third with Folsom and Bryant streets. Additionally, a door-to-door survey was conducted involving brief interviews with merchants and employees, as well as representatives of major office and residential properties, related to their loading needs.

There were a total of 208 responses to the passenger, pedestrian and motorist surveys. The surveys asked a series of questions about perceptions of traveling on Third Street. Responses to two questions were especially notable:

- In response to the statement “I would walk up to one block farther to the stop if it made my trip shorter overall,” nearly 60 percent of Muni passengers responding agreed or strongly agreed, and nearly 20 percent were neutral or not sure. Only about 20 percent disagreed with the statement.

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- When asked, “When you are walking on Third Street, do you feel protected from traffic?” 55 percent of pedestrians responding answered no.

Through the merchant survey, more than 90 percent of retail businesses and large office and residential properties on Third Street between Townsend and Howard streets were informed about the project and interviewed about their loading needs. At least two attempts were made to contact all merchants, via in-person visits or e-mail; the institutions north of Howard Street, including Moscone Center as well as major museums and hotels, were interviewed as part of the stakeholder process. Key findings included:

- Most Third Street businesses do not have off-street loading docks and take deliveries from the sidewalk. For this reason, commercial loading spaces on Third Street are generally well-used, and when there is a shortage of loading spaces, delivery drivers sometimes double-park in traffic lanes or in the transit lane.
- Deliveries occur at all hours of the day, as well as overnight. In some cases, peak-period toway restrictions on loading zones encourage double-parking.

### **Open House**

A project open house was held Thursday, November 8, from 5 to 7 p.m. at the San Francisco Museum of Modern Art on Third Street between Howard and Mission streets. The open house was publicized primarily with direct mailings to 13,900 residents and businesses in the corridor extending into Mission Bay, email updates to more than 4,000 recipients, and 50 posters displayed at intersections and bus stops along the corridor. For the open house, approximately a dozen boards were prepared illustrating various elements of the project, as well as a detailed plan view drawing of the proposal with key elements highlighted. The event was staffed by SFMTA planners, engineers and communications officers. Chinese, Spanish and Filipino interpretation services were provided.

Approximately 100 people attended, and their comments were diverse. Major themes included:

- General understanding of the need for the project
- Strong agreement with the types of improvements proposed to reduce transit delays and improve pedestrian safety
- A strong desire for more enforcement of traffic laws
- Interest in additional improvements for bicyclists
- Concern about issues raised by emerging mobility platforms, such as electric scooters



MUNI FORWARD
3rd Street Transit and Safety Project

## Comments

Overall how satisfied are you with the proposed improvements?

1	Relocated transit lane reducing conflicts with cars	●●●●●●●●●●
2	Corner sidewalk extensions for shorter crossings	●●●●●●●●●●
3	High-visibility crosswalks	●●●●●●●●●●
4	Upgraded curb ramps	●●●●●●●●●●
5	Advance limit lines to stop cars before crosswalk	●●●●●●●●●●
6	Walk sign head starts for people walking in crosswalk	●●●●●●●●●●
7	Wider sidewalks at bus stops	●●●●●●●●●●
8	Right turn-only signals reducing conflicts with pedestrians	●●●●●●●●●●

Place a dot above for the improvements you would like to prioritize.

Handwritten notes include: "Ticket booth", "High visibility signage to street lights", "Wider sidewalks", "Place 'Red Light' on crosswalk", "Enforce existing laws", "This whole project has me supporting it", "SF is only 2 lanes not good for buses", "To be safe we need to have a green light for buses", "SFMTA Vision Zero", "Ambassadors", "Show all our...".

MUNI FORWARD
3rd Street Transit and Safety Project

## Feedback on Tonight's Open House

Please rate the Open House by placing a dot in the columns that best reflect your experience.

	😊😊😊	😊	😐	😞	😞😞
Project features are clearly described	●●●●●●●●●●				
I quickly learned project information	●●●●●●●●●●				
My questions were answered	●●●●●●●●●●				
I provided project feedback	●●●●●●●●●●			●	

### Website and Mailing List

A project website was developed in late summer and has remained online since, at: <https://www.sfmta.com/projects/3rd-street-transit-and-safety-project>. A project mailing list was

also developed and used to send notices regarding upcoming events.

**3rd Street Transit and Safety Project**

Share this: [Facebook](#) [Twitter](#) [Email](#)

Five of Muni's busiest bus lines run on 3rd Street in the South of Market neighborhood, one of San Francisco's busiest transit corridors, including the 45 Union/Stockton, 30 Stockton, 8 Bayshore, and the 8AX and 8BX Bayshore Express buses. Cars and trucks head downtown and to the Bay Bridge and Highway 101, and crowds of people walk to the area's many businesses, cultural and civic destinations.

**Project Goals**

The primary goals of the 3rd Street Transit and Safety Project are to reduce bus delays and improve safety for people walking on 3rd Street between Townsend and Market Streets. Major elements of the project include:

- Move existing transit lane away from the curb to reduce delay
- Provide more even stop spacing for better bus access
- Install pedestrian safety improvements at intersections

**Past Meetings & Events for this Project**

## Response to the Community

In numerous ways, the project reflects the direction received from stakeholders to address the transit and pedestrian safety needs of the community.

- Most notably, public concerns regarding transit reliability and vehicles blocking the transit lane confirmed the project direction for the need to relocate the transit lane.
- The community, and seniors in particular, had robust feedback regarding improving safety conditions for people walking in the corridor that validated the project's pedestrian safety features.
- The original project design was modified to ensure that three through lanes of traffic could be maintained during peak periods using towaway restrictions, addressing feedback from drivers regarding the congested traffic conditions. Towaway hours were also extended to ensure three lanes were provided in the "shoulder" periods in the late AM and early PM peak.
- Based on the merchant survey feedback, all loading spaces on Third Street were retained or, if they were displaced, replaced within a short distance (on the same block face or immediately around the corner). New loading spaces were also provided between Folsom and Howard streets, where none now exist.

## **ALTERNATIVES CONSIDERED**

While only one formal project alternative was developed, other concepts were explored by SFMTA Transit Planning and Transit Engineering staff and were found not to be viable.

- *Shift transit lane to left side of street.* Under this concept, the transit lane would have been the third lane from the western curb, rather than the third lane from the eastern curb. Two through lanes of traffic would have been located to its right, and one through lane of traffic to its left. Stops would have been located on boarding islands on the near side or far side of the intersection. This was deemed unacceptable due to passenger comfort, safety and transit operations concerns.
- *Operational improvements.* Several minor improvements have been incorporated into the proposal that could serve as a standalone project. A few parking spaces could be removed on the approaches to intersections to create full-time right-turn pockets, reducing friction with the transit lane. A traffic lane at Townsend Street that leads directly to the transit lane could be converted to a right-turn lane. Pedestrian improvements could also be implemented. However, on its own, such a project would not sufficiently address the transit reliability issues that exist on the corridor.

## **TRANSIT LANE DATA COLLECTION**

Separate from but related to this project, SFMTA Transit Planning and Transit Engineering staff will be conducting data collection to determine whether non-Muni vehicles including private shuttles that are legally allowed in transit lanes are causing significant delay for Muni.

Preliminary data collection conducted on Third Street at Bryant and at Folsom streets found approximately 20 such vehicles per hour on Third during peak periods, along with about 30 taxis and, between Perry and Folsom streets, roughly 30 Golden Gate Transit coaches during the PM peak (there is a GGT storage facility under the I-80 overpass). As there are approximately 30 Muni vehicles per hour on Third during the PM peak, the peak number of vehicles legally allowed to operate in the transit lane should be no greater than around 110 per hour, well below the lane's total capacity of 800 to 900 vehicles per hour. (It is important to note that with the changes proposed here, there should be fewer right-turning autos and trucks in the transit lane, which will serve to increase capacity.)

The larger data collection effort planned by SFMTA will seek to identify and quantify any delays to Muni vehicles caused by non-Muni vehicles in transit lanes at various locations, including but not limited to Geary Boulevard, 16<sup>th</sup> Street, and Third Street (following completion of construction). This analysis will inform future policy decisions around transit lane usage.

## **FUNDING IMPACT**

The total design and construction cost of the Muni Forward components of the project is

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currently estimated to be \$14,000,000, including \$2,500,000 for early implementation. Planned funding sources include SFMTA operating funds (\$1,500,000), Proposition B Population Baseline funds (\$1,080,000), the MTC Transit Performance Initiative or TPI (\$6,000,000), Regional Measure 3 (\$3,920,000) and a Caltrans Active Transportation Program grant (\$1,500,000). Note that the latter two funding sources are not guaranteed.

**ENVIRONMENTAL REVIEW**

The proposed Third Street Transit and Safety Project is subject to the California Environmental Quality Act (CEQA). CEQA provides a categorical exemption from environmental review for operation, repair, maintenance, or minor alteration of existing highways and streets, sidewalks, gutters, bicycle and pedestrian trails, and similar facilities as defined in Title 14 of the California Code of Regulations Section 15301.

On November 13, 2018, the Planning Department determined (Case Number 2018-014960ENV) that the proposed project is categorically exempt from CEQA as defined in Title 14 of the California Code of Regulations Section 15301.

The proposed action is the Approval Action as defined by the S.F. Administrative Code Chapter 31.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and is incorporated herein by reference.

**OTHER APPROVALS RECEIVED OR STILL REQUIRED**

The City Attorney's Office has reviewed this calendar item.

Certain final SFMTA Decisions, whether made by the City Traffic Engineer or the SFMTA Board, can be reviewed by the Board of Supervisors pursuant to Ordinance 127-18. Information about the review process can be found at:

[https://sfbos.org/sites/default/files/SFMTA\\_Action\\_Review\\_Info\\_Sheet.pdf](https://sfbos.org/sites/default/files/SFMTA_Action_Review_Info_Sheet.pdf).

This decision is not subject to Board of Supervisors review because it is considered a Large Infrastructure Project (anticipated expenditure of \$10 million or more) and all of the parking and traffic modifications are directly related to the project.

**RECOMMENDATION**

Staff recommends approving parking and traffic modifications, as set forth in Items A through R above, along Third Street between King and Mission streets South of Market as part of the Third Street Transit and Safety Project.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, Five of Muni’s busiest bus routes run on Third Street in the South of Market neighborhood, and during peak periods, it is used by approximately 30 to 40 buses per hour; and,

WHEREAS, While there is an existing transit-only lane on Third Street, during rush hours it is blocked by vehicles waiting to turn right, delaying thousands of Muni passengers, and,

WHEREAS, Moving the transit lane away from the curb would reduce traffic delays while providing more space for traffic trying to access on-ramps to the Bay Bridge; and,

WHEREAS, The South of Market neighborhood is a growing area with major destinations and increasing foot traffic, and Third Street suffers from a high rate of traffic collisions, including 50 collisions with people walking or biking over the past five years; and,

WHEREAS, Improvements to Third Street for people walking are critical to achieving the city’s Vision Zero goal to eliminate all traffic deaths by 2024, and,

WHEREAS, pedestrian safety can be improved by adding sidewalk bulbs at transit stops and other locations, high visibility crosswalks, new crosswalks, and advance limit lines to stop cars before the crosswalk, as well as upgrading signals to give pedestrians a head start and adding dedicated right-turn phases to separate traffic from pedestrians; and,

WHEREAS, The San Francisco Municipal Transportation Agency has received a request, or identified a need for parking and traffic modifications as follows:

- A. ESTABLISH – TOW AWAY NO STOPPING ANY TIME – Third Street, west side, from Townsend Street to 23 feet northerly (removes truck loading meter 664); Third Street, west side, from Brannan Street to 31 feet southerly (removes truck loading meter 602); Third Street, east side, from Brannan Street to 28 feet northerly (removes meter 561); Bryant Street, south side, from Third Street to 23 feet westerly (removes meter 503); Third Street, east side, from Howard Street to 41 feet southerly; Third Street, east side, from Howard Street to 21 feet northerly; Third Street, east side, from Brannan Street to 115 feet southerly (removes motorcycle meters 601, 603, 605 and 607, meter 609, and commercial loading meters 611 and 613); Third Street, east side, from Bryant Street to 144 feet southerly (removes truck loading meters 501, 515 and 517 and meters 505 and 507); Third Street, east side, from Folsom Street, to 113 feet southerly (removes commercial loading meters 303, 305 and 307 and passenger loading meters 309 and 313)
- B. ESTABLISH – TOW AWAY NO STOPPING ANY TIME, ESTABLISH – BUS STOP – Third Street, east side, from Bryant Street to Stillman Street (removes commercial loading

meters 447, 449 and 451 and meters 457, 459 and 461)

- C. RESCIND – FLAG STOP – Third Street, northbound, at Howard Street
- D. ESTABLISH – TOW AWAY NO STOPPING, 7 AM TO 10 AM AND 3 PM TO 7 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 115 to 274 feet south of Brannan Street; Third Street, west side, from Brannan Street to Bryant Street; Third Street, east side, from 144 feet south of Bryant Street to Brannan Street; Third Street, west side, from Bryant to Stillman Street; Third Street, west side, from Harrison Street to Folsom Street; Third Street, east side, from 113 feet south of Folsom Street to Harrison Street
- E. ESTABLISH – TOW AWAY NO STOPPING, 7 AM TO 7 PM DAILY – Third Street, west side, from Stillman Street to Perry Street (removes meters 428, 430, 434, 436 and 438)
- F. RESCIND – TOW AWAY NO STOPPING ANYTIME, ESTABLISH – GENERAL METER PARKING – Third Street, east side, from 102 feet to 140 feet south of Howard Street
- G. ESTABLISH – PASSENGER LOADING ZONE, 11:30 AM TO 2:30 PM AND 7 PM TO 11:30 PM, MONDAY THROUGH FRIDAY, AND 5 PM TO 11:30 PM, SATURDAY AND SUNDAY – Third Street, east side, from 113 feet to 155 feet south of Folsom Street (converts meters 317 and 321 to passenger loading)
- H. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 10 AM TO 3 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 188 feet to 252 feet south of Brannan Street (converts meters 623, 625, and 627 to commercial loading); Third Street, east side, from 115 feet to 178 feet south of Brannan Street (changes operating hours of commercial loading meters 615, 617, and 619); Third Street, west side, from 12 feet to 78 feet north of Brannan Street (changes operating hours of commercial loading meters 556 and 560 and truck loading meter 562); Third Street, west side, from 204 feet to 242 feet north of Brannan Street (changes operating hours of commercial loading meters 538 and 540); Third Street, east side, from 155 feet to 218 feet south of Folsom Street (converts meters 325, 329 and 333 to commercial loading); Third Street, east side, from St. Francis Place to 65 feet northerly (changes operating hours of commercial loading meter 345 and truck loading meters 347 and 349); Third Street, west side, from 38 feet south of Stillman Street to 82 feet southerly (changes operating hours of commercial loading meters 450 and 452)
- I. ESTABLISH – TOW AWAY NO STOPPING, RESCIND – COMMERCIAL LOADING ZONE, 9 AM TO 4 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 274 feet to 323 feet south of Brannan Street (removes commercial loading meters 633 and 635)
- J. RESCIND – TOW AWAY NO STOPPING, 7 TO 9 AM, 4 PM TO 7 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from Perry Street to Harrison Street
- K. ESTABLISH – TRUCK LOADING ZONE, ONE-HOUR TIME LIMIT, 10 AM TO 3 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 44 feet to 86 feet south of Taber Place (converts meters 519 and 521 to truck loading); Third Street, east side, from 31 feet to 87 feet north of Varney Place (converts commercial loading meters 543 and 545 and meter 547 to truck loading)
- L. ESTABLISH – TRUCK LOADING ZONE, ONE-HOUR TIME LIMIT, 7 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, west side, from 119 feet to 182 feet south

- of Brannan Street (converts commercial loading meters 616 and 618 and meter 620 to truck loading); Third Street, west side, from 43 feet to 63 feet north of Townsend Street (converts meter 658 to truck loading); Bryant Street, north side, from 22 feet to 88 feet east of Third Street (converts commercial loading meter 488 and meters 492 and 494 to truck loading)
- M. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 9 AM TO 6 PM, MONDAY THROUGH FRIDAY – Stillman Street, south side, from Third Street to 44 feet easterly; Third Street, east side, from 8 feet to 88 feet north of Perry Street (extends operating hours of commercial loading meters 409, 411, 413 and 415)
  - N. RESCIND – TOW AWAY NO STOPPING ANYTIME, ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 9 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 41 feet to 102 feet south of Howard Street
  - O. ESTABLISH – COMMERCIAL LOADING ZONE, ONE-HOUR TIME LIMIT, 7 AM TO 6 PM, MONDAY THROUGH FRIDAY – Third Street, east side, from 105 feet to 125 feet north of Townsend Street; Third Street, west side from 41 feet to 63 feet south of Brannan Street (converts truck loading meter 604 to commercial loading)
  - P. RESCIND – CROSSWALK CLOSURE – Folsom Street, north side, crossing Third Street; Bryant Street, north side, crossing Third Street
  - Q. ESTABLISH – RIGHT LANE MUST TURN RIGHT – Third Street, northbound, at Townsend Street
  - R. ESTABLISH – TWO RIGHT LANES MUST TURN RIGHT – Third Street, northbound, at Folsom Street; Third Street, northbound, at Bryant Street; and,

WHEREAS, The proposed Third Street Transit and Safety Project is subject to the California Environmental Quality Act (CEQA); CEQA provides a categorical exemption from environmental review for operation, repair, maintenance, or minor alteration of existing highways and streets, sidewalks, gutters, bicycle and pedestrian trails, and similar facilities as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, On November 13, 2018, the Planning Department determined that the proposed project is categorically exempt from CEQA, pursuant to Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, The proposed action is the Approval Action as defined by the S. F. Administrative Code Chapter 31; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department at 1650 Mission Street in San Francisco, and is incorporated herein by reference; and,

WHEREAS, The public has been notified about the proposed modifications and has been given the opportunity to comment on those modifications through the public hearing process; now, therefore, be it,

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RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to implement parking and traffic modifications, as set forth in Items A through R above, along Third Street between King and Mission streets South of Market as part of the Third Street Transit and Safety Project.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of December 18, 2018.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency