



Geary Boulevard Improvement Project

Community Enhancement Outreach Round 1

Survey Results, June 2024

Overview

In April and May 2024, the San Francisco Municipal Transportation Agency (SFMTA) conducted the first of two rounds of outreach for the community enhancement element of the Geary Boulevard Improvement Project. The community enhancement element will be a beautification treatment that coordinates with the project's transit and safety treatments between 34th Avenue and Stanyan Street.

The first round of outreach focused on goals for the community enhancement, possible beautification treatments, possible themes for treatments that could include design elements, as well as to hear feedback about the recently implemented Quick-Build phase of project improvements. Feedback was collected via a multi-lingual survey completed by 1,855 respondents that was available online via an interactive website and in paper format at an open house held at Presidio Middle School. The survey was advertised by posters along the corridor, a mailer to corridor residents and businesses, an SFMTA blog post, ads in the *Richmond Review*, and geotargeted social media ads on Facebook and Instagram. A copy of the survey is included in Appendix A.

Based on the results of the survey, the Geary Boulevard Improvement Project's community enhancement element will include:

- Over 50 new street trees; and
- Decorative concrete with glass aggregate sidewalk designs at some Rapid bus stops, with designs featuring the nature of the Richmond District.

A second round of outreach will be held in late Summer/early Fall to get feedback on tree species, tree locations, and different visual design options for the sidewalk designs.

Treatments: Trees and decorative glass sidewalk designs were the top choices

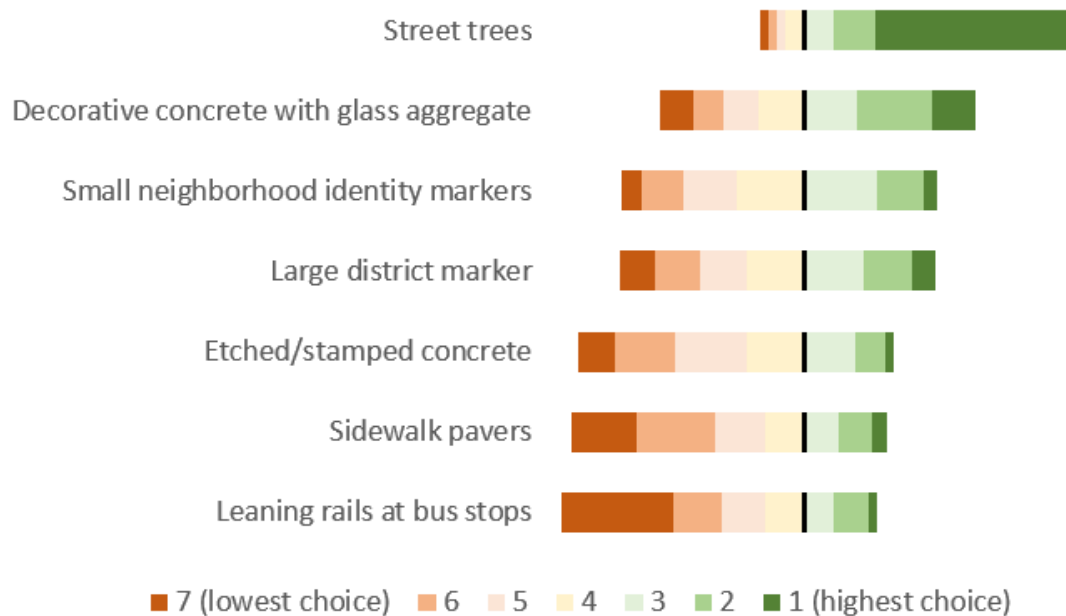
City staff identified seven possible beautification treatments that would be feasible to install within the available budget and met the city's maintenance needs. Survey question #1 asked respondents to rank their preferences for these treatments:

- Sidewalk pavers
- Etched or stamped sidewalk concrete
- Decorative sidewalk concrete with glass aggregate
- Additional street trees
- Leaning rails at bus stops (in addition to shelters already included in the project design)
- A large district marker
- Small neighborhood identity markers



Three of the choices: large district marker (left), etched/stamped concrete (upper right), and concrete with decorative glass aggregate (lower right)

The rankings were weighted by the priority given (i.e, a top priority received 7 points, the second priority 6 points, etc.). By a substantial margin, the highest overall priority was street trees, with decorative concrete with glass aggregate a clear second.



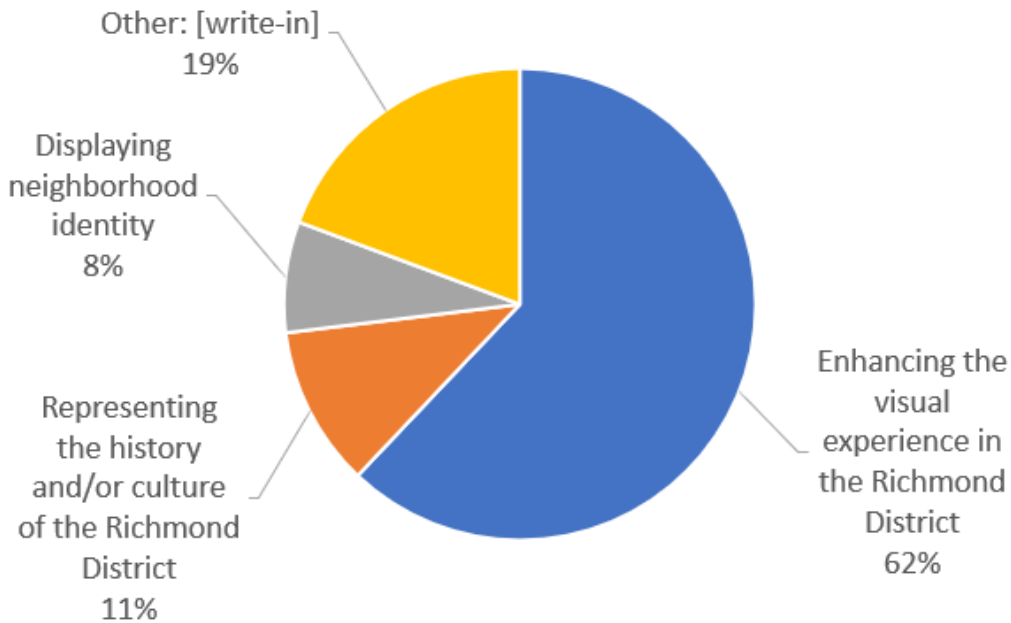
Priorities: Visual experience was the highest priority among respondents

Survey question #2 asked respondents to choose between three potential goals for the community enhancement element:

- Enhancing the visual experience in the Richmond District
- Representing the culture and/or history of the Richmond District
- Displaying neighborhood identity

Enhancing the visual experience was the first choice with 62% of votes.

The write-in responses generally requested specific treatments outside the scope of the community enhancement element such as additional transit or pedestrian safety treatments, ideas about improving the existing landscaping features, and generally cleaning the streets and sidewalks more frequently.

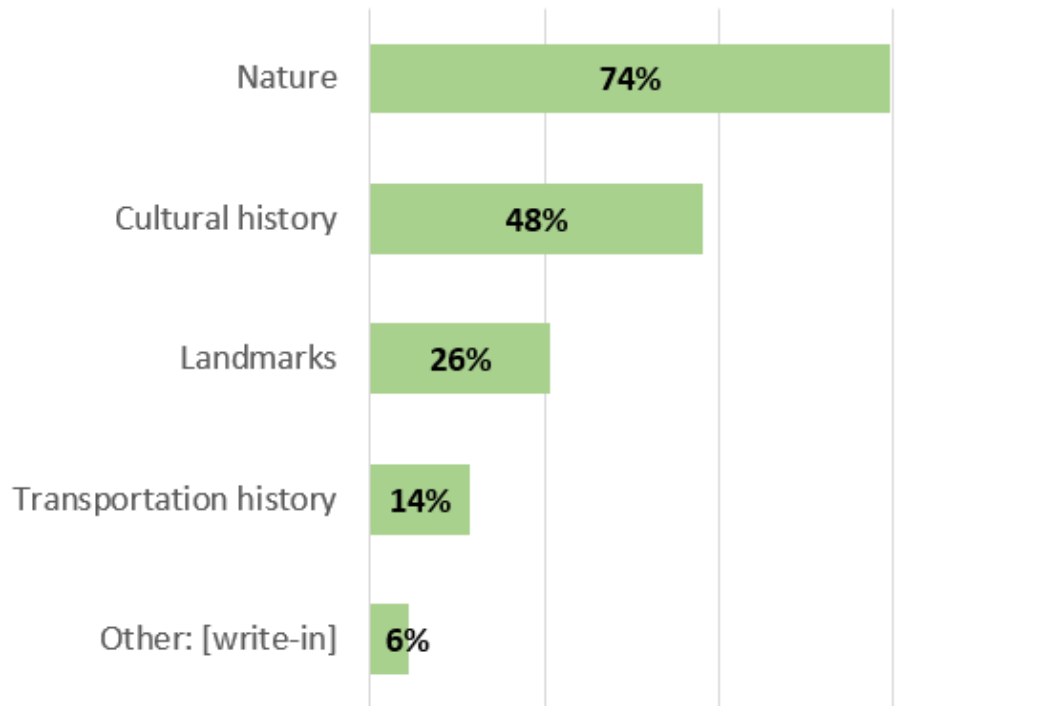


Themes: Nature was the most requested theme to be represented

Some of the potential community enhancement treatments could include an artistic element to highlight aspects of Richmond District history, culture, and/or identity. We asked respondents to choose one or more potential themes:

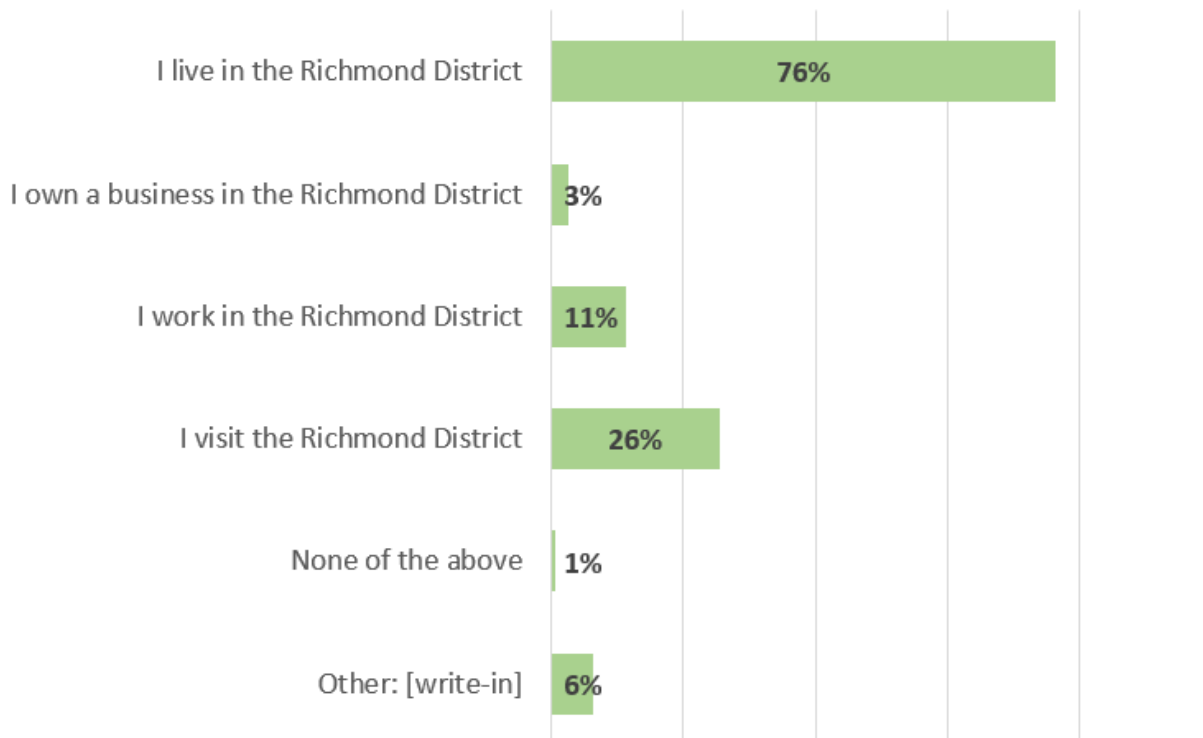
- Cultural history, e.g. highlighting some of the communities that call the Richmond District home such as Chinese, Russian, and other ethnic groups
- Landmarks such as iconic Geary Boulevard churches, schools, theaters, and/or other recognizable physical features
- Nature such as Lands End, Golden Gate Park, and the Pacific Ocean
- Transportation history such as the former Geary streetcar line

Nature was the most popular choice, with 74% of respondents choosing it, followed by cultural history with 48%.



Demographics: Most respondents were residents of the Richmond District

The last survey question asked what people’s connection is to the Geary corridor. Over 75% of the respondents said they live in the Richmond District, while 26% were visitors and 14% worked/owned a business there.



Qualitative Feedback

Following are common themes we heard and a representative sample of some of the more than 1,500 open response comments we received. The majority of the comments focused on wider community concerns or aspects of the Geary Boulevard Improvement Project other than the community enhancement element.

Most comments about potential enhancement options supported additional trees and other nature

"I'd love to see as much nature added to the corridor. Ideally native trees and plants and other plants that provide habitat. More trees will add beauty, help the city reach its climate goals, and reduce heat effects and noise from traffic."

"CA native plants on medians to serve as ecological corridors for CA native birds and pollinators"

"Beautification combined with greening - more plants and eco-conscious enhancements."

"Suggest other types of nature like succulents and other drought resistant plants, not just trees."

"I would hope that any trees planted would be native species."

Comments about other potential enhancement options

"I would like to see more brick, not just along the decorative edge."

"Please consider if vandalism/graffiti might affect the final product to the extent that the damage might be irreversible. What would be the cost of repairing replacing the installations. All the designs shown are very nice indeed but it would be a shame if damage is done to them and repair is impossible."

"Leaning rails would just be pedestrian, wheelchair, stroller obstacles."

Support/appreciation for Geary transit and safety improvements (the recent Quick-Build improvements and the upcoming full project)

"Thank you for this wonderful project."

"I love the 38! I can't wait for all the businesses...to see many more customers visiting their shops – all brought by the 38!"

"At first I was dubious re dedicated bus lanes and loss of parking. But for most traffic does flow better but signal sequencing can still be improved. Thanks for adding angled parking on the avenues!"

"Transit only lanes and use of bus priority signals (and bus bulbouts) are welcome improvements."

Concerns about cleanliness, safety, and homelessness in the Geary corridor

"More cleaning! The sidewalks are filthy and really gross. They don't seem to ever be cleaned and there's old vomit, dog poo, and god knows what else. Really nasty."

"Keep Muni Shelters clean free of homeless campers. Keep people from camping on medians."

"Geary Blvd holds immense potential for thriving businesses and creating walkable, vibrant areas. However, neglect has plagued its streets, causing businesses to struggle amidst safety concerns and pervasive filth. Addressing these issues is paramount for the economic vitality and livability of the boulevard. The success of the Geary Blvd Enhancement project is crucial, and it's essential that funds are allocated effectively to ensure tangible improvements. Let's seize this opportunity to prioritize clean and safe streets, fostering an environment where businesses can flourish and families can enjoy the Richmond District to its fullest potential."

Interest in pedestrian safety, walking experience, and bus stop safety

"Minimizing the impact of heavy car traffic on shoppers and pedestrians on Geary"

"Providing safe crossings for school kids and elderly"

"Prioritize walkability and outdoor things for pedestrians (eg parklettes) as that enhances community and when people feel they have community they invest in it and maintain it more. Please re-think how car centered the Richmond is to prioritize this."

"Make the streets more attractive to pedestrians. Parklets, restaurants, green space, less parking and more efficient traffic control. For example getting the BRT line completed."

"Please consider further improvements for passenger safety waiting on bus stops. So many scary car crashes into transit stops have been happening recently. There is a clear need to protect people from cars crashing into waiting areas!"

**Questions? Contact us at:
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**Learn more at
[SFMTA.com/ImproveGeary](https://www.sfmta.com/improvegeary)**

Appendix A

Survey

(English version; was also available in Russian and Chinese)



Geary Boulevard Improvement Project Community Enhancement Survey

The Geary Boulevard Improvement Project (SFMTA.com/Geary) includes a community enhancement element to beautify the corridor. Depending on the enhancement selected, there may be an opportunity to highlight the Richmond District’s rich history and/or culture, or to contribute to neighborhood identity or place-making. The selected treatment will be installed on Geary Boulevard along with other planned utility, transit and safety improvements.

Your input will help determine what idea is selected in the coming months! We will have a second round of outreach later this year to share the favorite treatment(s) and ask for feedback on the details of the design.

1. Please rank the following ideas (A-G) from 1 to 7, with 1 being your highest preference and 7 being your lowest preference.

	1 st Choice	2 nd Choice	3 rd Choice	4 th Choice	5 th Choice	6 th Choice	7 th Choice
(A) Sidewalk pavers							
(B) Etched/stamped sidewalk concrete							
(C) Decorative sidewalk concrete with glass aggregate							
(D) Street trees							
(E) Leaning rails at bus stops							
(F) Large district marker							
(G) Small neighborhood identity markers							

2. Which of the following goals for the community enhancement is the most important to you?

- Enhancing the visual experience in the Richmond District
- Representing the history and/or culture of the Richmond District
- Displaying neighborhood identity
- Other (write-in): _____

3. Most of the community enhancement options would provide an opportunity to highlight aspects of Richmond District history, culture, and/or identity. Which themes do you most want to see represented? Select up to two choices.

- Cultural history, e.g. highlighting some of the communities that call the Richmond District home such as Chinese, Russian, and other ethnic groups.
 - Landmarks such as iconic Geary Boulevard churches, schools, theaters, and/or other recognizable physical features.
 - Nature such as Lands End, Golden Gate Park, and the Pacific Ocean.
 - Transportation history such as the former Geary streetcar line.
 - Other (write-in):
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4. What is your connection to the Geary corridor? Select all that apply.

- I live in the Richmond District
 - I own a business in the Richmond District
 - I work in the Richmond District
 - I visit the Richmond District
 - Other (write-in):
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None of the above

5. Is there any other feedback you'd like to share about the Community Enhancement portion of the project?

6. Is there any other feedback about the Geary Boulevard Improvement Project you'd like to share?
