



Geary Boulevard Improvement Project

Community Enhancement Outreach Round 2

Survey Results, November 2024

Overview

In September and October 2024, the San Francisco Municipal Transportation Agency (SFMTA) conducted the second of two rounds of outreach for the community enhancement element of the [Geary Boulevard Improvement Project](#). Based on the results of the first round of outreach conducted in spring 2024, the Geary Boulevard Improvement Project's community enhancement element will include:

- About 50 new street trees along Geary Boulevard between 32nd Avenue and Stanyan Street; and
- Decorative concrete with glass aggregate sidewalk designs at some Rapid bus stops, with designs featuring the nature of the Richmond District.

The second round of outreach focused on specific design elements for the community enhancement: tree species, tree locations, and different visual design options for the sidewalk designs. Feedback was collected via a multi-lingual survey completed by 1,589 respondents that was available online, via paper surveys at the Autumn Moon Festival, as well as via telephone. 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*, geotargeted social media ads on Facebook and Instagram, and promotion at the Richmond District's Autumn Moon Festival. A copy of the survey is included in Appendix A. Feedback from the survey informed the following decisions.

Decisions about tree species, tree placement, and decorative sidewalk designs

- Street trees will be planted both in the median and on the sidewalk.
- Coast Live Oak (*Quercus agrifolia*) and Monterey Cypress (*Cupressus macrocarpa*) will be used for new median trees.
- California Buckeye (*Aesculus californica*), California Bay Laurel (*Umbellularia californica*), and Primrose Tree (*Lagunaria patersonia*) will be used for new sidewalk trees.
- Outbound bus stops will have ocean-themed decorative sidewalks, while inbound bus stops will have greenery/park-themed sidewalks.
- Decorative concrete with glass aggregate sidewalk designs will be located in a band along the boarding zone at six Rapid bus stops.
- The SFMTA will seek to partner with students to develop the sidewalk designs (potentially via partnership with a George Washington High School art class)
- The glass aggregate material will meet all applicable specifications for slip resistance, maintenance and safety. It will be sealed and able to withstand impacts, and if any aggregate does come loose eventually, the edges will not be sharp and a maintenance crew can easily sweep it up before repairs.

Next Steps: SFMTA will partner with SF Public Works to complete design of the community enhancement element in 2025 along with the other transit and safety improvements. Implementation is scheduled to begin in late 2026 and be completed by the end of 2027.

Survey Results

Trees: Respondents preferred a mix of locations and species

Survey question #1 asked respondents whether they would prefer new trees to primarily be in the median, on sidewalks, or a mixture of both equally. An equal mixture of both was the most popular choice, with 57% of votes (Figure 1).

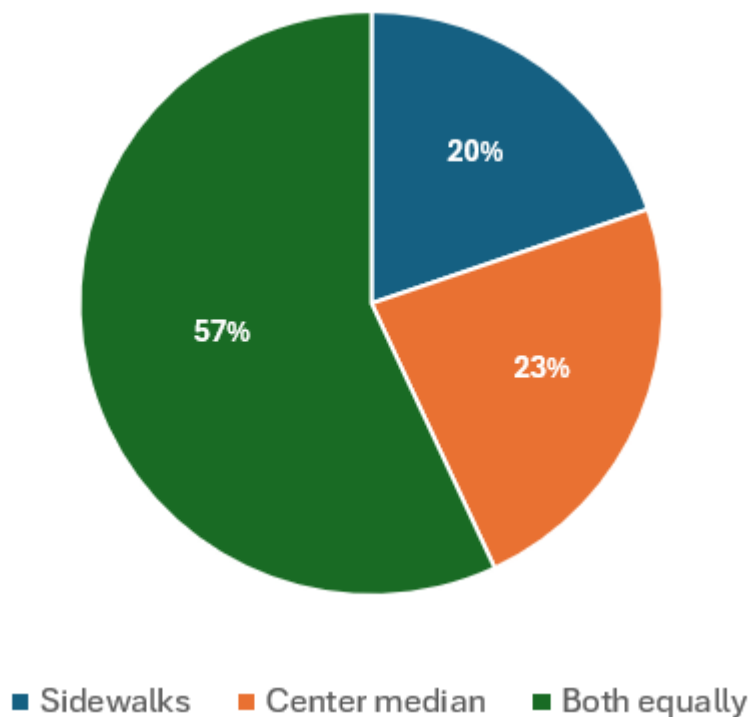


Figure 1 - Survey respondents' preferences for location of street trees

Survey question #2 asked respondents to choose between seven species of trees – three suitable for medians, and four suitable for sidewalks as shown in Figure 2.

For medians, Coast Live Oak and Monterey Cypress were equally popular, with about 45% of respondents selecting them. For sidewalks, three species were similarly popular: California Buckeye, California Bay Laurel, and Primrose Tree. Based on these results, the new trees will be a mixture of these selected species.

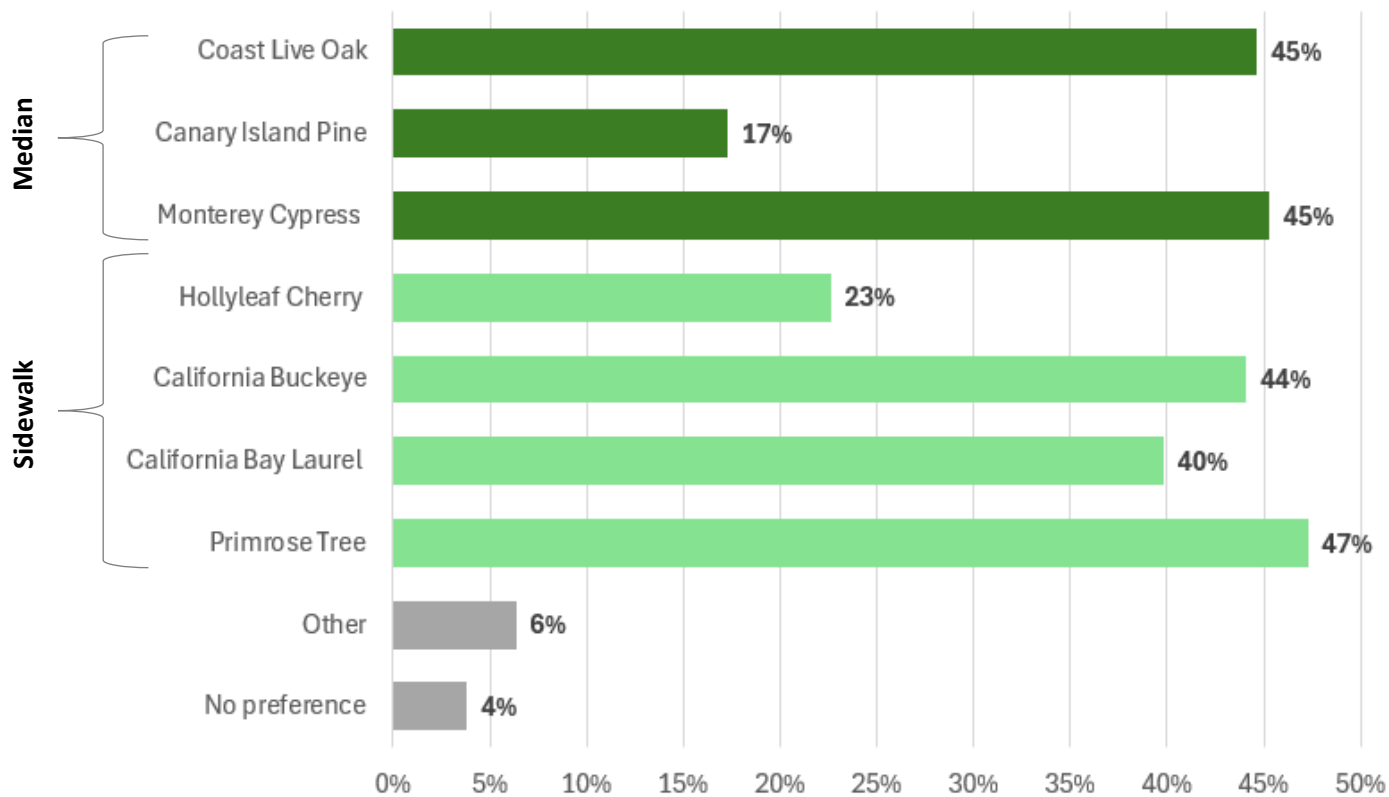


Figure 2 - Survey respondents' preferences for street trees species



Figure 3 – Species selected by survey respondents. The top row shows Coast Live Oak and Monterey Cypress, which will be added in the median. The bottom row shows California Buckeye, California Bay Laurel, and Primrose Tree, which will be added on the sidewalks.

Over 400 write-in comments about the additional trees were received. Common themes included general support for adding trees, concerns about whether trees would be too small or too large, concerns about tree roots causing sidewalks to buckle, requests to prioritize native species, and concerns about whether certain species would contribute to allergies. The project team will consider ways to address concerns during the detailed design phase.

Here are three samples of common feedback:

As a garden designer and local gardener, I strongly prefer and recommend CA native trees - they are perfectly adapted for our soils and climate, and provide food and habitat for local birds and pollinators.

I am so excited about the addition of street trees to the sidewalks and possibly the medians along Geary! Street trees help immensely with creating cooling shade for those of us walking along Geary, and provide a noise buffer and physical barrier from cars, which is why I voted for trees along the sidewalk.

Allergies and fallen leaves and blooms should be taken into account.

Sidewalk designs: A majority of respondents liked most of the potential nature themes

Survey question #3 asked respondents to choose which natural element(s) they would like to be featured in the decorative sidewalk designs at the bus stops as shown in Figure 4.

Native flora and fauna was the most popular choice, with 61% of respondents choosing it. However, all five choices were relatively similar in popularity. Because these designs will be located at six bus stops, it will be possible to include most or all of them. Over 50 write-in comments were received suggesting a variety of specific design subjects.

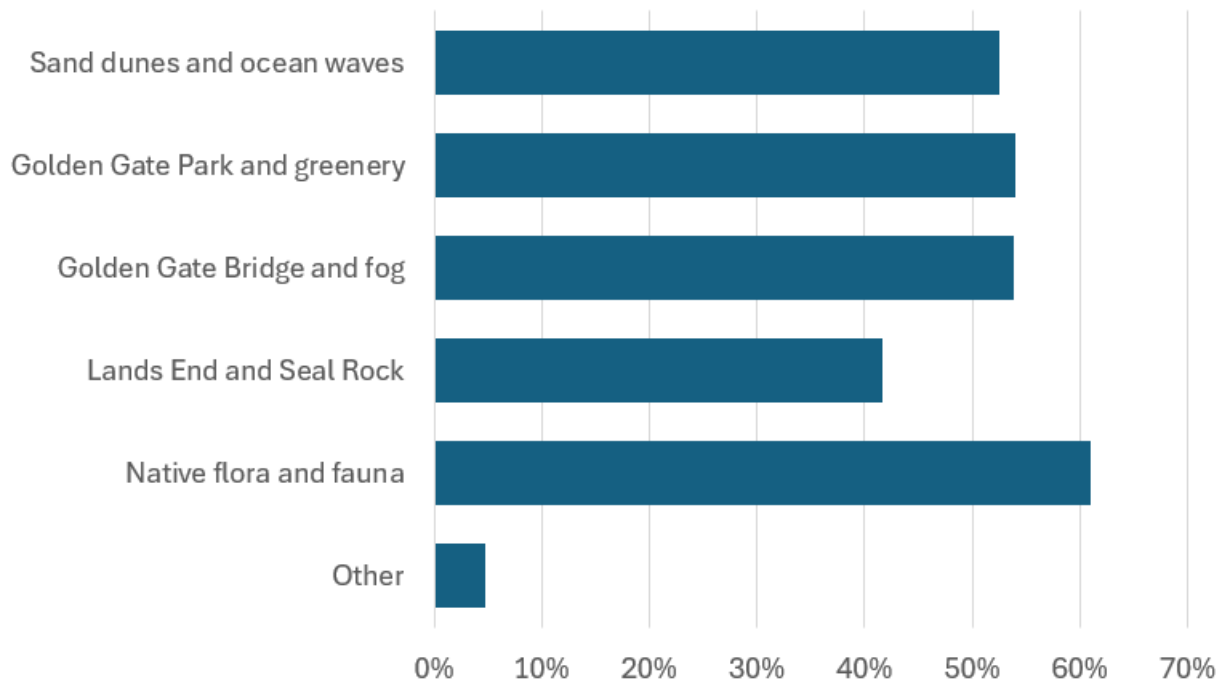
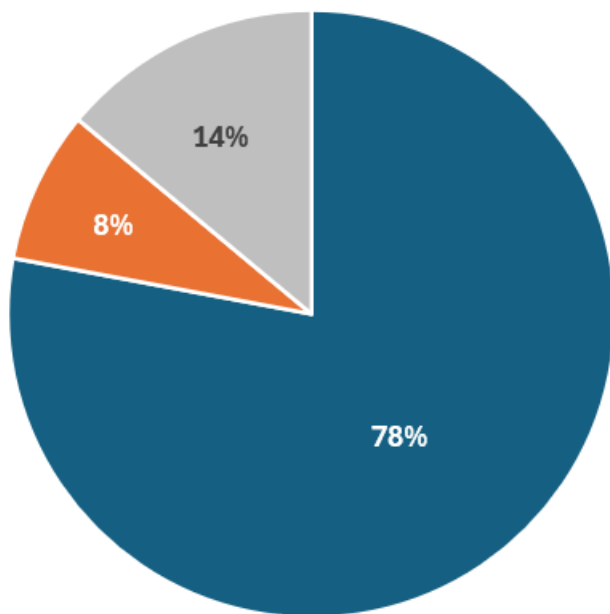


Figure 4 - Respondent's preferences for decorative sidewalk themes

The decorative sidewalks are planned to be installed at six Rapid bus stops where the sidewalk will be extended into bulb-outs. Three of these bus stops are for outbound 38/38R Geary buses heading towards the ocean, while the other three are for inbound buses heading downtown. Survey question #4 asked respondents whether they would support a coordinated theme where the outbound bus stops have ocean-themed decorative sidewalks and the inbound bus stops have greenery/park-themed sidewalks.

As shown in Figure 5, there was clear support for this coordinated theme, with 78% in favor and 8% opposed.



- Yes, inbound/outbound themes
- No, all the same themes
- Unsure / No preference

Figure 5 - Respondent's support for sidewalk theme where outbound stops have ocean-themed designs and inbound stops have greenery/park-themed sidewalks

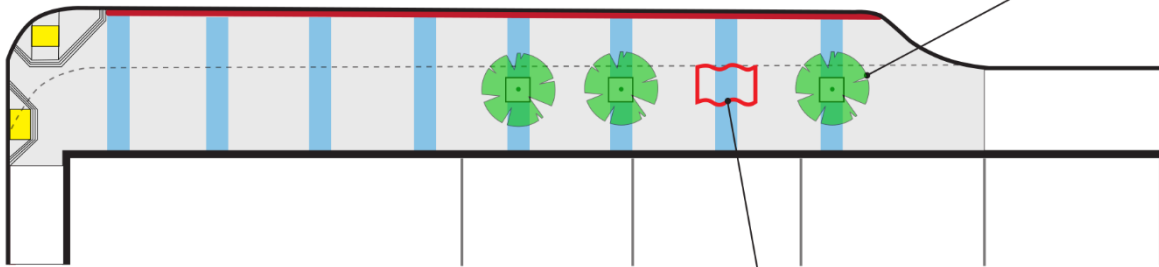
Question #5 asked respondents to rank three possible locations within a bus stop for the decorative sidewalk treatments: striping across the bus stop, banding along the boarding zone, or localized designs within the furnishing zone (Figure 6).

OPTION A: Striping

選項A：條紋

Вариант А: Полоса

EXISTING TREE
現有樹木
Существующее дерево



OPTION B: Boarding Zone

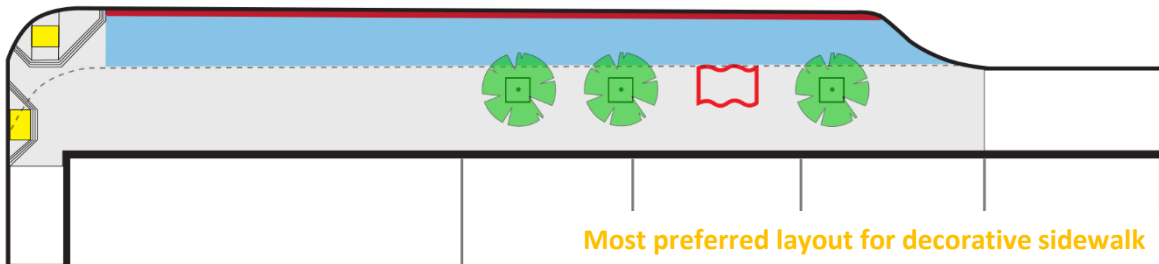
選項B：上車區域

Вариант В: Зона посадки

TRANSIT SHELTER

公交候車亭

Остановка общественного транспорта



OPTION C: Furnishing Zone

選項C：陳設區域

Вариант С: Полоса озеленения

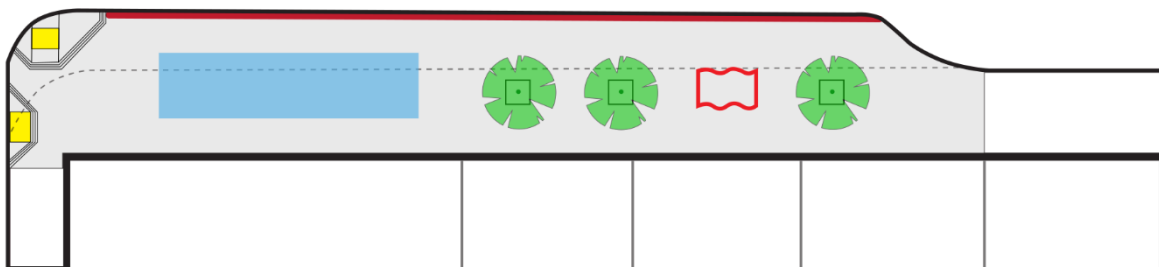


Figure 6 - Decorative sidewalk layout options

The most popular choice was banding along the boarding zone (Option B), with 52% of first-choice votes (Figure 7).

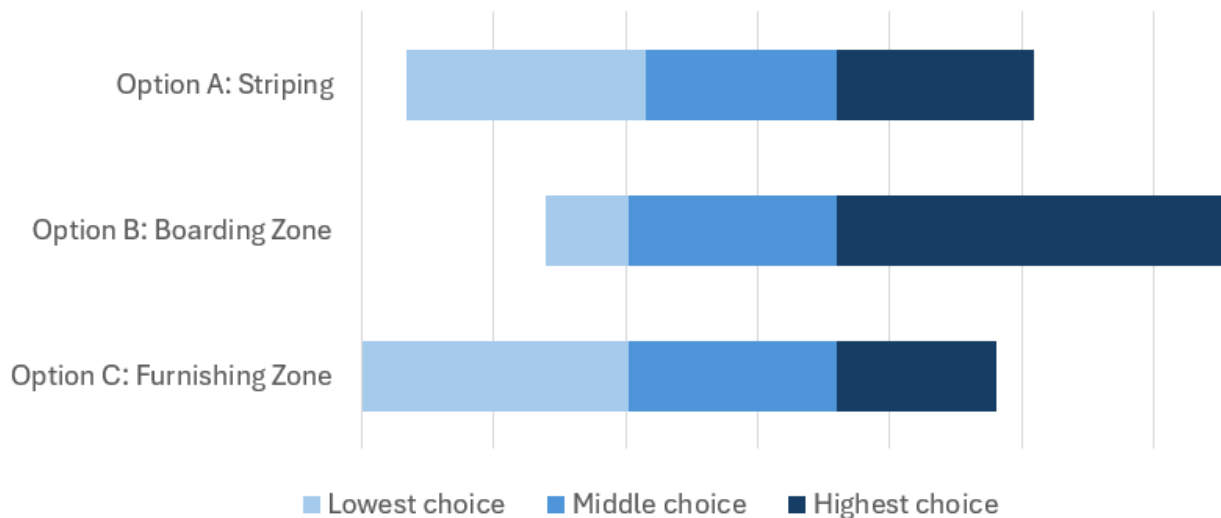


Figure 7 - Respondents' preferences for decorative sidewalk layout

Over 200 write-in comments were received. Common themes included suggestions for specific subjects, comments about the layout, concerns about maintenance and hardness of the material, concerns about whether the design would have less traction than concrete, and general positive and negative sentiments. The project team will consider ways to address concerns during the detailed design phase.

Here are three samples of common feedback:

Love the ocean themed outbound/greenery themed inbound decorative sidewalks idea

Be sure the sidewalks won't be slippery when wet. Do tests using different kinds of shoes.

Make big bold shapes, a lot of public infrastructure design elements don't consider the scale of the medium.

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 25% were visitors and 16% worked/owned a business there (Figure 8).

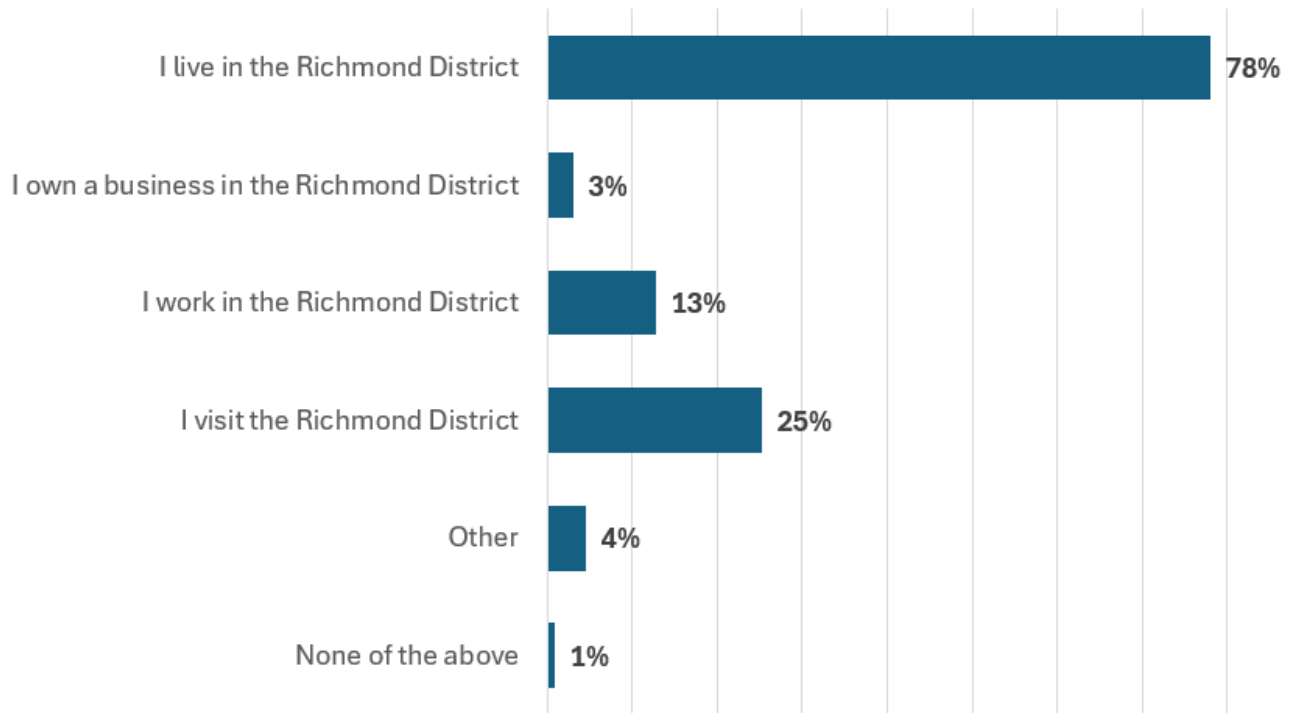


Figure 8 - Respondents' connection to the Geary corridor

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’s community enhancement element will include:

- About 50 new street trees between 32nd Avenue and Stanyan Street; and
- Decorative concrete sidewalk with glass aggregate designs at some Rapid bus stops, with designs featuring the nature of the Richmond District.

These will be installed on Geary Boulevard along with other planned utility, transit, and safety improvements anticipated in 2027.

1. The new trees could be planted either in the center roadway median (14-foot wide), on the sidewalks (13-foot wide), or a mix of both. All locations must meet accessibility and utility clearance requirements, and would try to minimize any visual impedance of storefront signage (outreach would be conducted). Which location would you prefer to be prioritized for new trees?

- Center median
- Sidewalks
- Both equally

2. Several different tree species are suitable for the climate and urban environment of the Richmond District. Please select any species that you prefer:

- Coast Live Oak (*Quercus agrifolia*) for the medians.
- Canary Island Pine (*Pinus canariensis*) for the medians.
- Monterey Cypress (*Cupressus macrocarpa*) for the medians.
- Hollyleaf Cherry (*Prunus ilicifolia*) for the sidewalks.
- California Buckeye (*Aesculus californica*) for the sidewalks.
- California Bay Laurel (*Umbellularia californica*) for the sidewalks.
- Primrose Tree (*Lagunaria patersonia*) for the sidewalks.
- Other (write-in): _____
- No preference

3. Please share any other comments regarding the proposed new street trees. (Note that all proposed trees would be “in-fill”, and no existing trees would be removed as part of this project.)

The next four questions are about the decorative sidewalk designs that will be made with glass aggregate. The responses from the Round 1 survey indicated a strong preference for a nature theme.

4. Which natural elements would you like to be featured in the decorative sidewalk designs at the bus stops? Select all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Sand dunes and ocean waves | <input type="checkbox"/> Golden Gate Park and greenery |
| <input type="checkbox"/> Golden Gate Bridge and fog | <input type="checkbox"/> Lands End and Seal Rock |
| <input type="checkbox"/> Native flora and fauna | |
| <input type="checkbox"/> Other (write-in): _____ | |

5. The decorative sidewalks are planned to be installed at six Rapid bus stops where the sidewalk will be extended into bulb-outs. Three of these bus stops are for outbound 38/38R Geary buses heading towards the ocean, while the other three are for inbound buses heading downtown. Would you support a coordinated theme where the outbound bus stops have ocean themed decorated sidewalks and the inbound bus stops have greenery/park-themed sidewalks?

- Yes
- No, I'd prefer all bus stops to have the same theme(s)
- Unsure / No preference

6. The orientation and scale of the designs at each bus stop will be unique based on the site conditions, although each would follow a similar layout. Reviewing the graphic of three potential layouts, which standard configuration do you prefer?

	1	2	3
Option A: Striping across the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option B: Banding along the boarding zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Option C: Localized designs within the furnishing zone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Please share any other comments regarding the decorative concrete sidewalk design:

8. 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: _____
- None of the above