



# New Crosswalks and Other Safety Improvements are Underway

The Geary Rapid Project may be best known for helping to improve transit performance and reliability, but an equally important feature of the project is to make the streets safer. People walking on Geary are eight times more likely to be involved in a serious collision than the average San Francisco street. Fortunately, many of the safety improvements included in the project have already been completed, with more underway:

- **New crosswalks.** The pedestrian bridge at Steiner was removed last May and replaced with an improved surface-level crosswalk with new median refuges; the east side of the intersection also received a new crosswalk. At Webster, two new crosswalks have been built across Geary to supplement the Japantown pedestrian bridge.
- **New traffic signals.** New traffic signals were activated on Geary Boulevard at the intersections of Cook and at Commonwealth/Beaumont streets, which means every crosswalk on Geary as far west as 31st Avenue is now signalized.
- **New pedestrian countdown signals.** The Fillmore intersection now has countdown signals at all four crosswalks. And Divisadero, Scott and Laguna streets gained countdowns for people crossing along Geary, so that every signalized intersection on the Geary corridor—over five miles—has countdowns.
- **Signal rephasing and “leading pedestrian intervals.”** Retimed traffic signals at Masonic Avenue added more time to cross the street and protection for westbound bicycles turning left. Other intersections, such as Scott Street, received upgrades to give people walking a head start before vehicles.
- **New “pedestrian bulb-outs”.** Twenty-two new curb extensions are being installed at intersections between Stanyan and Market streets to shorten crosswalk distances and encourage turning vehicles to slow down.
- **Left turn safety.** Left turns are one of the leading causes of traffic collisions. At Leavenworth, a protected left turn arrow was added to separate people crossing from turning vehicles.



Improved crosswalks at Geary and Cook Street, including new traffic signals, striping and median refuges, creates a safer environment for people walking.

Remaining safety improvements to be completed this summer include a new signalized crosswalk at Buchanan Street, final traffic signal upgrades and roadway restriping to “calm the Expressway.”

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# Public Input Makes for Better Projects and Safer Streets

By Amy Fowler

The SFMTA relies on the eyes, ears and experiences of the community to make sure our projects work as well on the ground as they look on paper.

Based on advocacy from local residents, we added safety improvements to the Geary Rapid Project that weren't originally envisioned in the initial design. The new traffic signal that was recently installed at Commonwealth Avenue was added to the project after community members, including long-time Richmond resident Tom Barton, campaigned for safer walking conditions there. "The crosswalk on Geary at Beaumont and Commonwealth has been a dangerous intersection for many years," said Tom. "Having a crossing signal there will provide a safe way to cross, especially with heavy traffic, for myself and families, and other people crossing there."

Last summer, following a tragic fatality at Geary and Gough, the SFMTA met with District Supervisors Preston and Stefani as well as local residents, who expressed a desire for additional safety measures such as reducing the speed limit near senior facilities. While existing state law makes it difficult to lower speed limits, the SFMTA was able to make use of a seldom-used exemption to reduce the speed limit on Geary from 35 to 25 mph on blocks near senior centers: between Gough and Laguna, Steiner and Scott, and Baker and Lyon streets.

The takeaway? We rely on your input, so if you see something, say something!



Geary at Commonwealth/Beaumont before and after a traffic signal was installed.

## You Asked!

The Geary Rapid Project, on Geary and O'Farrell between Stanyan and Market streets, aims to improve one of San Francisco's busiest corridors with much-needed safety improvements and more reliable bus service.

### NEWSLETTER IS PRODUCED BY

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## Will I have access to my driveway during repaving?

While repaving curbside lanes, access to driveways must be restricted for a few hours. The entire repaving operation typically takes two days per segment. First, the existing roadway is ground down. The stripped road may be bumpy, but local access to properties will be maintained except for a few minutes while the grinding machines are passing. The following day, the road is freshly paved and driveway access will be restricted for about four hours until the hot asphalt has cooled and is strong enough to support vehicles. Affected properties will be notified in advance. Curb-to-curb repaving along Geary was recently finished west of Van Ness, and lanes that were trenched east of Van Ness will be repaved this summer. Later this year, the transit lanes between Stanyan and Gough streets will be colored red.

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# Supporting Small Businesses Through Construction and COVID-19

By Sophia Scherr

Small businesses are what comprise San Francisco’s eclectic and unique charm. Running a business here isn’t an easy feat either, especially over the past year. So it’s imperative that our projects not only provide resources to businesses that are impacted by construction, but are also responsive to COVID-19 concerns.

The Geary Rapid Project spans many unique commercial corridors, so merchant support needed to be customized to each: Union Square, the Tenderloin, Japantown and the Fillmore. Prior to construction starting in a neighborhood, project staff met with merchant groups and business owners to explain the impacts of construction and determine what type of marketing support would best suit them. For example, Japantown found value in welcoming visitors via an advertising campaign featured on buses throughout the Muni system. And the Tenderloin promoted businesses via targeted Facebook ads.



Bus ad produced for Japantown as part of the Geary Rapid Project Business Support Program



Once construction began, each merchant corridor was provided business wayfinding signage that reflected their branding.

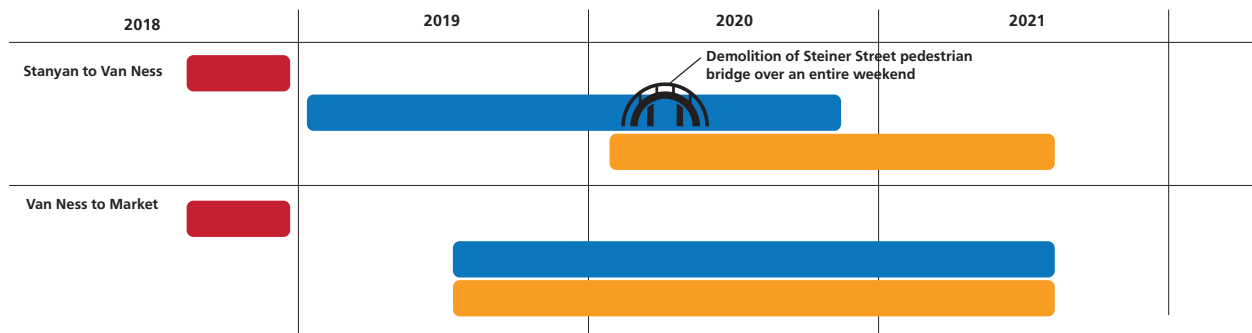
Through our partnership with the Office of Economic and Workforce Development (OEWD), Geary Rapid and other capital projects have been able to provide an additional layer of support. OEWD staff do door-to-door outreach and disseminate valuable information about grants and other City resources that are available to impacted business owners.

With COVID-19 compounding the pressures on businesses, we’re working with merchant groups to keep customers coming during this challenging time. Small businesses, local events and COVID-19 resources are featured in the Geary Rapid Project’s weekly construction forecast, sent to over 3,000 subscribers.

Of course, we recognize that it’s not always smooth sailing when it comes to construction. But with consistent, personalized outreach and dedicated project staff, we can address issues quickly and build meaningful relationships in the communities we conduct construction in.

Is your businesses impacted by construction? Contact us at 415.646.2300 or GearyRapid@SFMTA.com.

## PROJECT SCHEDULE



### Transit and safety treatments

- Bus-only lanes
- Pedestrian safety treatments
- Bus stop changes
- Roadway striping changes

### Utility upgrades

- Water main replacement on Geary (Masonic to Market)
- Fiber-optic cable conduits (Stanyan to Gough)
- Sewer main replacement (primarily Masonic to Van Ness)

### Major transit and safety improvements

- Bus bulbs
- Pedestrian bulbs
- Upgraded traffic signals
- Roadway repaving (Masonic to Van Ness)

## Stay Informed

To find out more and sign up for Geary Rapid Project construction updates, go to [SFMTA.com/Geary](https://www.sfmta.com/Geary).

For questions or comments, please contact us at [GearyRapid@SFMTA.com](mailto:GearyRapid@SFMTA.com) or **415.646.2300**.

如有疑問或需要免費語言協助，請發電子郵件至 [GearyRapid@SFMTA.com](mailto:GearyRapid@SFMTA.com) 或致電**415.646.2300**。

Si tiene preguntas o para servicio gratis para el idioma, póngase en contacto con [GearyRapid@SFMTA.com](mailto:GearyRapid@SFMTA.com) o **415.646.2300**.



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