

MUNIFORWARD



MISSION RAPID PROJECT

11TH STREET TO RANDALL STREET



WHY CHANGE MISSION STREET?

To improve Mission Street Muni service

- Second highest ridership corridor, with safety and reliability concerns
- Mission Street Muni Ridership is 80% low-income and 80% minority
- Strong demand for intra Mission travel
- Rider Feedback
 - Buses “not reliable” or “travels too slow”
 - “The bus stops too much”
- 83% of people ride transit or walk to Mission St

MISSION STREET TRANSPORTATION WAS NOT WORKING

Was the highest Muni Collision Corridor

- Due to existing narrow lanes

High volume of pedestrian collisions



PROJECT GOALS

- **Improve safety** on Mission Street
- **Improve reliability** and travel time of Mission Street bus routes for the 67,000 daily riders
- **Improve access** via Muni for local residents to get to work, school, appointments, or shopping
- **Balance the needs** of all people using Mission Street

Existing



After





PROJECT BENEFITS TO DATE

Safety

- Seven Muni related collisions in project corridor since March 27; Immediately prior there were three per week on average
- No change to auto and pedestrian collisions on Mission Street compared to prior to the project

Muni Travel Time

- 2+ minutes reduced in each direction within this segment of the Mission Street Muni Routes
- 3 additional minutes expected to be reduced with completion of remaining scope
- 25% improvement in Muni reliability

ORIGINAL PROJECT OUTREACH & ENGAGEMENT



25,692

Postcards Mailed

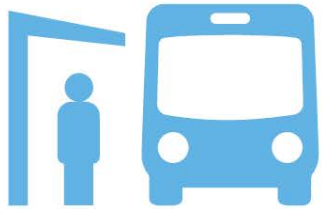


3,500 + 1500

Flyers

Rider Postcards

Distributed



Posted Open house notices at bus stops

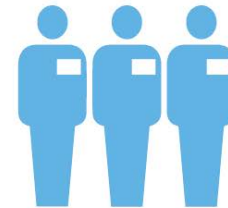
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Open Houses

200+

Meeting Attendees



Engaged Hundreds of riders via "pop-up" open house

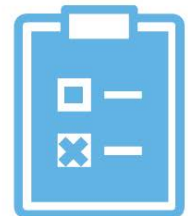
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Neighborhood groups & community orgs



564

Survey Responses Gathered



SMALL BUSINESS ENGAGEMENT

Door to door outreach in Summer 2015 reached 85% of merchants

- Parking/Loading Survey
- Project information

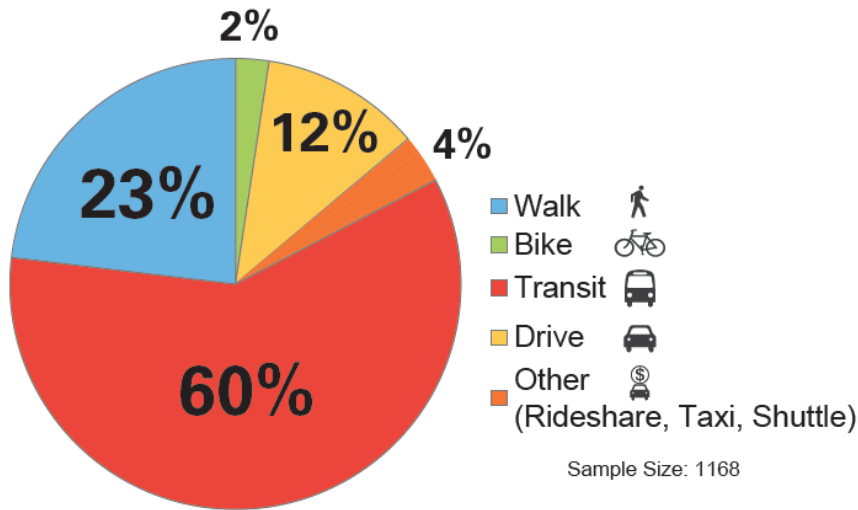
Door to Door outreach in Feb 2016 reached 95% of merchants

- Project implementation/timeline
- Who to contact for questions

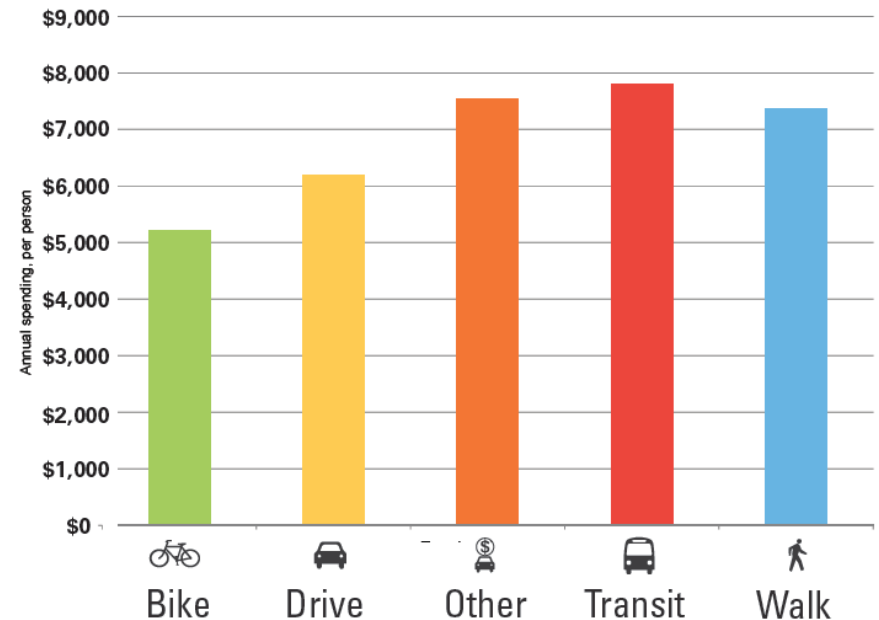
Door to Door outreach in March & June

MOST PEOPLE WALK OR TAKE TRANSIT TO MISSION STREET

How do you usually get to Mission St?



Annual spending on Mission Street, by travel mode



83% of people ride transit or walk to Mission Street

HOW OUTREACH SHAPED THE PROJECT

- Survey results and conversations with riders favored the two transit-only lane option
- Merchants expresses the importance of preserving parking on the street
- Current design enables accomplishing project goals while preserving parking

COMMENTS TO DATE & ADJUSTMENTS IMPLEMENTED



“IT IS HARD TO DRIVE ON MISSION STREET NOW”

Concern / Issue

- Mission Street has regional significance to Latino Community and many drive
- Changes have caused some people to frequent Mission Street more, others less



Adjustments Implemented / Underway

- Roadway updates to improve safety and traffic flow
- Signal updates to reduce congestion and improve safety



ACCESS TO MISSION STREET STORES & DESTINATIONS

Concern / Issue

- Required right turn at Cesar Chavez separates the Mission neighborhood and divides the community by creating a psychological and cultural barrier
- Not enough parking supply

Adjustments Implemented / Underway

- Updates implemented to parking/loading based on merchant feedback
- Signage and marketing for SFMTA garages
- Mission neighborhood Gateway treatment

FEELS SAFER TO WALK

- Project restricted left turns in both directions
 - Left turn collisions are the most dangerous given lack of visibility between motorist and person walking
- Early Walk Signals have been installed to prioritize pedestrian safety for right turns

IMPROVED MUNI EXPERIENCE

- Muni reliability has improved resulting in fewer gaps and more predictable arrival times
- On average, the buses are traveling through the corridor about 2 minutes faster in each direction
- Three additional minutes are expected to be saved with completion of remaining scope



PROJECT MODIFICATIONS OUTREACH

- Small group discussions
- Community hearing
- Merchant walks
- Muni rider feedback
- Intercept survey of people on Mission Street

COMMUNITY HEARING COMMENTS

- Importance of increasing the safety for people walking
- Difficulty with required right turns and how they are affecting access to businesses on Mission Street
- Support for transit-only lanes because they have shortened commute times for bus riders through the Mission corridor
- Support and critique of bus stop consolidation
- Difficulty with the required right turn at Cesar Chavez because it separates the Mission neighborhood and divides the community by creating a psychological and cultural barrier
- Concerns that project notices were not distributed to a large enough geographic area during the outreach period or prior to implementation
- Concerns private commuter shuttle buses are too large for Mission neighborhood streets
- Desire for rapid buses should travel on South Van Ness not Mission Street
- Concern about a drop in sales from merchants

MERCHANT WALKS

Results from speaking to ~400 businesses:

- 22% of businesses reported a decrease in business
- 74% of businesses reported no impacts to business
- 4% of businesses reported an increase in business

Specific merchant Feedback:

- “Parking loss” = 60%
- “Required Right Turns” = 20%
- “Loading Zones” = 17%
- “Bus Stop Removal” = 15%
- “No Left Turns” = 12%

PEDESTRIAN INTERCEPT SURVEY

- Over 1,400 pedestrians randomly intercepted along Mission Street during 3 day
- Questionnaire administered in English, Spanish and Cantonese
- Surveyors targeted pedestrians at midblock and bus stop locations between 16th and 30th Streets
- Approximately equal gender split and all age cohorts captured
- Majority Hispanic and low income (below \$50,000)

WHO RESPONDED TO SURVEY?

Figure 1: Reported race/ethnicity of respondents

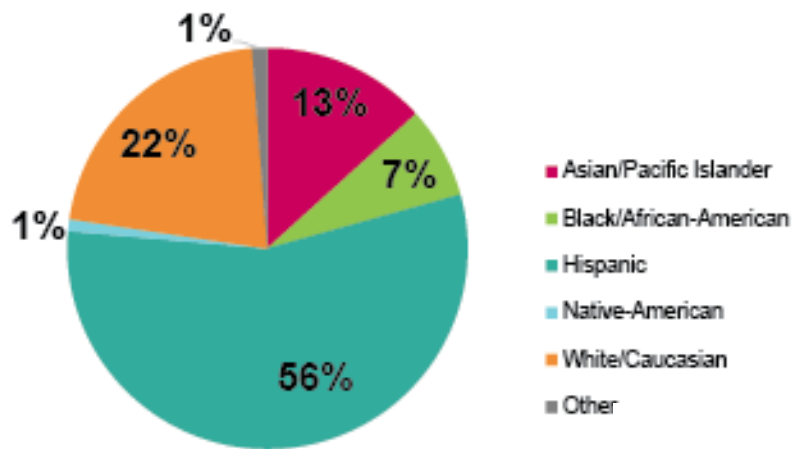


Figure 2: Reported household income

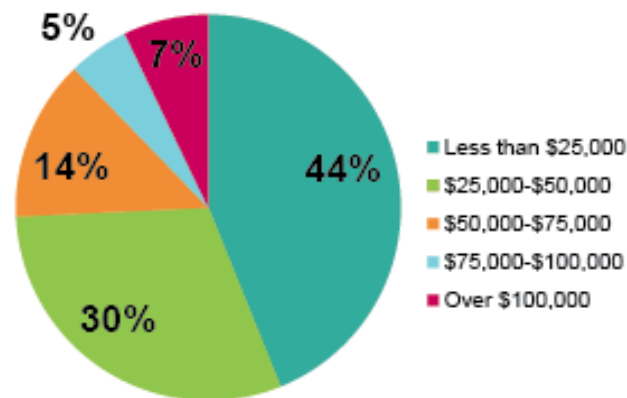
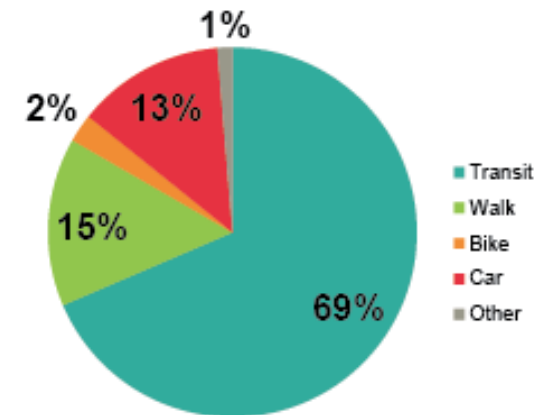


Figure 3: Typical travel mode to the Mission District



TRAVEL TO THE MISSION DISTRICT

- Majority access Mission St by transit
- Respondents reported visiting the Mission District just as often or more than before project

Figure 4: Change in visit frequency since 14 Mission project

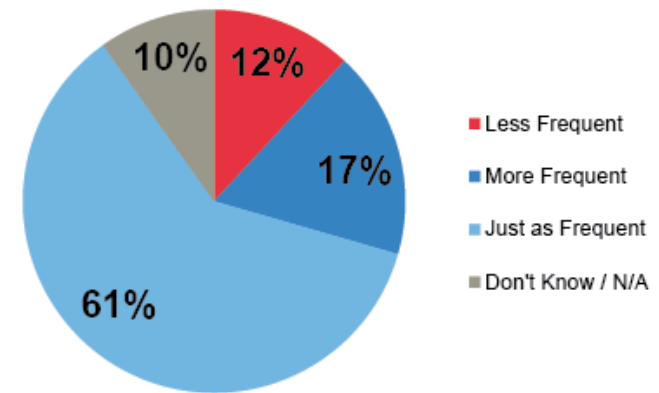
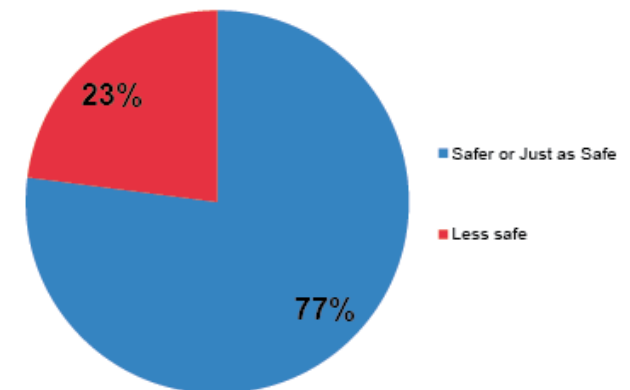


Figure 5: Change in perceptions of pedestrian safety along Mission St



PROJECT PERCEPTIONS

- 81% of those accessing Mission St on foot or by transit feel **safe or safer as pedestrians** since changes were made
- Two-thirds of Muni riders feel bus service is now **quicker and more reliable**
- Perceived travel time savings of over 10 minutes
- Majority of motorists feel it is more difficult driving through Mission District since changes
- Majority of motorists perceive more difficulty finding parking since changes

TODAY'S LEGISLATION

- Remove the required right turns at 26th Street and 22nd Street
 - Eases ability to find parking on Mission Street
 - Does not adversely affect Muni reliability and travel time gains
- Moving Cortland outbound stop to nearside of intersection
- Exempting taxis from left turn restrictions at 21st Street

OTHER EFFORTS UNDERWAY

- Additional wayfinding and signage to direct motorists to SFMTA parking garages
- Marketing for Mission Street area
- Sidewalk safety/greening at Cesar Chavez
- Exploring with OEWD and Mission merchants the possibility of different means to maximize the benefit of existing parking



THANK YOU