BETTER MARKET STREET

Public Outreach — Round Two Findings
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## Prepared for:
- San Francisco Department of Public Works
- San Francisco Planning Department
- San Francisco Municipal Transportation Agency
- San Francisco County Transportation Authority
- San Francisco Office of Economic and Workforce Development

## Findings Prepared by:
- San Francisco Department of Public Works
- San Francisco Planning Department
- CirclePoint
- Perkins+Will

## Meeting/Webinar/Website Preparation and Materials:
- City Project Team
- Key Consultant Team members
The Better Market Street project team held a second round of workshops and webinar in July 2012 to showcase proposed improvements along Market Street and collect public feedback. Major themes included concepts for bicycle facilities, public space and efficient management of public and private transportation. A major concern touching all these themes was safety along Market Street for pedestrians and bicyclists, and an overall sense of security along the corridor.

Over 80% of respondents agreed with the overall concepts presented for public spaces and the top three improvements they wished to see were the addition of landscaping, outdoor cafes and seating that bring a new dimension to the urban experience. Respondents indicate that plazas should be improved through more convenient and comfortable design, and diverse activation to the spaces. Over 74% responded positively to the proposed Streetlife Zones as a good strategy to activate the less active blocks.

Public comments on the Better Market Street (BMS) project for the second round workshops were collected through a 28-question survey using questions that corresponded with the workshop exhibits. Exhibits were also available for review on the project website. The comment period for survey submission was July 17 – August 6, 2012. This report provides a more detailed summary of the input collected through the surveys collected at the workshops and submitted online.

### Overview

#### Stations 1 and 2 – Public Realm
- Plazas should be improved with more landscaping, outdoor cafes, public seating and art.
- The design needs to improve connections to nearby open spaces, cultural institutions and shopping areas.
- Strong positive response to the proposed Streetlife Zones as a good strategy to activate the less active blocks.

#### Station 3 – Bicycling Infrastructure
- Strong support for cycletracks and virtually none for a shared lane.
- A majority felt that one consistent design for bicycles along the entire length of Market Street was important.

#### Station 4 – Public Transit
- Strong support for increasing the distance between transit stops, even if it meant longer walks, if it resulted in faster, more reliable service.

#### Station 5 – Private Vehicle Circulation
- Strong support for additional private vehicle restrictions. Very few respondents stated the need to keep Market Street open to cars.

#### About the Survey Respondents
- A majority of respondents come to Market Street because they choose to, such as for shopping or to go to a restaurant, versus because they had to (e.g., for work or school, or to get to transit).
Round Two Objectives

• Continue to build momentum for the project and engage the public
• Present updated information on project, purpose and need, and environmental planning process
• Present improvements suggested for the options
• Outline specific impacts and trade-offs for themes

Desired Input from the Public

• Help define the vision/goals for the future of Market Street
• Identify the key issues, needs and opportunities along and adjacent to Market Street
• Understand what the public would like to do and see on Market Street
• Understand how the public would like to arrive at and travel along Market Street
• Obtain feedback on models presented
• Prioritize proposed improvements along Market Street
• Understand where the public would like to see specific improvements along Market Street
• Gauge public reception of Market Street plans
Outreach and Noticing

The team conducted the following outreach and noticing activities to promote the workshops and webinar as well as the overall project. See Appendix for more details.

- Posted announcements and updates on the Better Market Street website, www.bettermarketsf.org
- Created promotional materials including postcards, flyers, bus cards/posters, and bus banner ads.
- Hand distributed 500 postcards.
- Posted 500 multi-language bus cards inside buses and in bus stations and shelters.
- Displayed three MUNI bus banner ads on 15 buses for over 3 months.
- Sent multiple email blasts to over 5,000 people and organizations.
- Had partners and stakeholders forward announcements to their personal and organization email lists.

- Sent numerous workshop announcements and updates through social media, including Facebook and Twitter, reaching over 200,000 people.
- Made personal contact with over 80 organizations to inform them about the webinar and workshops.
- Held two roundtable meetings with representatives from transportation and community benefit district organizations, to preview the workshop topics.
- Made presentations about the project to 10 organizations and 4 City commissions to promote the upcoming workshops and webinar.
- Made two presentations before the Better Market Street Project Citizen Advisory Committee to gain their help and input promoting the workshops.
- Distributed press release – July 16, 2012

Public Workshops and Webinar

Public Workshops

First public meeting/workshop was held on Tuesday, July 17, between 6:00 p.m. and 8:30 p.m. at the SFMTA Atrium, One South Van Ness Avenue.
- 147 people signed-in
- 104 Public Participation Surveys were returned

Second public workshop was held on Saturday, July 21, 2012 between 10:00 a.m. and 12:30 p.m. at the SFMTA Atrium, One South Van Ness Avenue.
- 63 people signed-in
- 43 Public Participation Surveys were returned

Webinar

A webinar was held on Thursday, July 19, 2012 between 12:00 and 1:00 p.m.
- Approximately 117 webinar attendees (Estimate includes group webinar viewings: 36 from DPW, 6 attendees from SF Arts Commission, 27 from the Planning Department, and 22 from the SFMTA.)
Station 1: Public Realm

Station 1 presented ideas for creating a compelling, enjoyable and attractive street that is active throughout the day, week and year.

The BMS team proposed that Market Street have a unique but unified, consistent design expression that still distinguishes the character of six identified districts along the street. The team also proposed establishing a hierarchy to the plazas along Market Street as a way of allowing the street to function as a public space network.

Findings

- There was broad agreement that more landscaping, outdoor cafes, public seating and art should be priorities for the new design.
- Plazas should be improved through more convenient and comfortable design, and diverse activation to the spaces, including quality cafes and restaurants.

How strongly do you agree with the public space ideas presented for Market Street?

Over 85% of the public supported the public space ideas developed by the BMS team.
What types of public space features and activities would you like to see along Market Street in the future?

#1 Landscaping  #2 Outdoor Cafes  #3 Seating  #4 Public Art

Respondents desired more landscaping, outdoor cafes, seating and public art for Market Street. For those who responded “other”, public space amenities (such as seating, landscaping, drinking fountains and wayfinding) received the most responses (28%), followed by bicycle infrastructure (21%).
What are the three biggest challenges to improving the three major plazas?

1. Sunken plaza/Disconnected spaces
2. Lack of activation
3. Lack of landscaping
4. Quality cafe or restaurant
5. Lack of seating

Respondents want green, activated plazas with seating and designs all at one level. They also expect to see cafes or restaurants that bring a new dimension to the urban experience.
What places on or around Market Street do you enjoy visiting the most?

1. Yerba Buena
2. Embarcadero
3. Farmer’s Market
4. Powell Street

The two most popular destinations (Yerba Buena, 12%, and The Embarcadero, 12%) were not on Market Street, but near to it. This highlights Market Street as the central spine in need of linkages to many of San Francisco’s great institutions, neighborhoods and public spaces.
These presentation boards were used at the workshops and are available for review on the Better Market Street website: www.bettermarketstreetsf.org
Station 2: Streetlife

Station 2 introduced the concept of the Streetlife Zone, a new multi-use zone that will diversify public life, create continuity along Market Street, and integrate walking, biking, and public transit.

The Streetlife Zone is a new multi-use zone located within the existing sidewalk width. The zone enhances a unique Market Street identity through design, materials and furnishing elements for the entire length of the street.

Findings

• The public had a strong positive response to the proposed Streetlife Zone, with many viewing it as a good strategy to activate the less active blocks, especially around Civic Center.

How likely would you be to spend more time on Market Street if the sidewalks were activated by a Streetlife Zone?

Over 74% responded positively to the Streetlife Zone across all districts. The highest scores were in those districts with the greatest need of additional pedestrian activity (Civic Center with 85% support and Mid-Market with 81% support), suggesting the public sees the Streetlife Zone as a way to activate otherwise underutilized parts of Market Street.
How strongly do you agree with the proposed criteria to determine where the Streetlife Nodes will be located?

Criteria included context, microclimate, size and scale of buildings, proximity to public transit, streetlife and opportunities for public/private partnerships.

There was strong support for the proposed criteria (73% support).

What criteria are missing?

Additional criteria suggestions focused mainly on ensuring personal security and ensuring complementary use to adjacent businesses or activity centers. See Appendix for additional responses.
What are additional locations we should consider for a Streetlife Node?

1. Civic Center
2. Van Ness
3. 17th and Castro

The Civic Center District received significantly more responses than any other district, followed by the area around Van Ness and Market. Interestingly, the Upper Market neighborhood received the third-most mentions, despite not being located within the plan boundaries. Again, this may reflect a positive public response to build on the success of Castro Plaza.
What amenities on sidewalks and in plazas would make you more likely to spend time on Market Street?

We asked respondents to mark the three that are most important to them.

Creating more outdoor cafes that activate sidewalks received the most votes (21%), with more seating and more greenery close seconds (17% and 16%, respectively). Market Street should be further activated by vendors (10%), public art (10%) and performance spaces (8%), and the designs should be flexible enough to thoughtfully incorporate these uses.
These presentation boards were used at the workshops and are available for review on the Better Market Street website: www.bettermarketstreetsf.org
Bicycle Facility
Station 3: Bicycle Facility

Station 3 presented two alternatives for a bicycle facility that would improve the safety and comfort of people on bicycles.

Findings

• Very strong support for a cycletrack.

• When asked whether any individual segments were appropriate for a shared lane, a strong majority felt none were appropriate.

• A strong majority supported cycletracks on all segments of Market street with one consistent design along the entire length.

Cycletrack

A dedicated space for bicyclists that provides a bicycle facility fit for many user groups. The design will increase the perception of safety and reduce conflicts with buses and vehicles while promoting stronger integration with the Streetlife Zone.

Shared Lane

A bicycle facility that would share a travel lane with taxis, buses and private vehicles (if private vehicles are allowed). A shared facility would also be enhanced with markings, striping, signage and other traffic calming treatments.
Would you prefer to have a cycletrack or a shared lane on Market Street?

- Cycletrack: 80.3%
- Shared Lane: 11.5%
- Neutral/No Opinion: 8.2%

There was very strong support for the cycletrack concept (80%) and only minimal support for the shared lane (12%).

Are there locations along Market Street where a cycletrack is strongly preferred? A shared lane?

There was nearly equal support for cycletracks across all segments of Market Street, with only the segment from Octavia Boulevard to Van Ness Avenue receiving slightly fewer votes. A majority of respondents (65%) chose no segments as being appropriate for a shared bicycle lane, emphasizing the public’s strong preference for a separated facility on Market Street.
How important is it to you that the bicycle facility has a consistent design along the entire length of Market Street?

A strong majority of respondents felt it was important or very important (71%) to ensure the bicycle facility had a consistent design along the entire length of Market Street.
These presentation boards were used at the workshops and are available for review on the Better Market Street website: www.bettermarketstreetsf.org
Public Transit
Station 4: Public Transit

Station 4 presented two alternatives - Enhanced Local and Rapid - that would make transit less prone to delay and make waiting for transit more pleasant.

Findings

• There was strong support for increasing the distance between stops if it resulted in faster, more reliable transit service.

• More work needs to be done to understand how the public feels about keeping bus stops for local and limited/express service for the same route at the same stop, rather than splitting them between center lane stops and curb lane stops.

Enhanced Local Option

Transit Service (similar to existing operation):

Features:

Benefits:

Center Lane Services:
Outbound: Castro / Haight / Sunset / SE Neighborhoods
Inbound: Ferry Building

Curb Lane Services:
Outbound: Western Addition / Richmond
Inbound: Transbay

Continuous center transit-only lane.
25 percent fewer island stops
Slightly faster and more reliable (on-time) service

Rapid Option

Transit Service:

Features:

Benefits:

Center Lane: Limited / Express / F Line
Curb Lane: Local

Continuous center transit-only lane.
Half as many island stops
(spacing similar to Muni Metro stations)

Significantly faster and more reliable (on-time) service
The farther stops are from each other, the faster and more reliable transit becomes. How willing would you be to walk for faster and more reliable transit?

An overwhelming majority of people would be willing to walk farther for faster transit (84%). An even greater percentage (86%) responded they would be willing to trade a farther walk for greater reliability. Stop consolidation is a low-space and low-resource method of improving transit speed and reliability.
How important is it to have the limited and local bus service of your route continue to be at the same stop?

Respondents were more evenly split on bus stop consistency for routes with both limited and local service. This suggests more work needs to be done to better understand how the public feels about these concepts.
These presentation boards were used at the workshops and are available for review on the Better Market Street website: www.bettermarketstreetsf.org
Station 5: Private Auto Circulation

Station 5 presented several auto circulation concepts to reduce conflicts and mitigate multimodal bottlenecks on Market Street.

Findings

• The majority view was that private vehicles should be restricted on Market Street, with majority support for further private auto restrictions on Market Street (ADA vehicles and taxis exempt).

• The segment most frequently selected to keep open to private vehicles was from Octavia Boulevard to Van Ness Avenue. There was very little support for private vehicles east of 5th Street.

Where on Market Street is it necessary to keep open to cars? Where is it necessary to close to cars?
Which of the following segments of Market Street do you drive on most frequently?

A clear majority of respondents never drive on Market Street (56%). For those that drive on Market Street, 46% drove on the segment from Octavia Boulevard to Van Ness Avenue more than any other. Auto usage decreases rapidly as one moves east, especially segments east of 5th Street.

If you drive on Market Street, is your final destination on or within one block of Market Street?

Fewer than 45% of respondents drive on Market Street. Of these, about 55% drive to destinations greater than one block from Market Street. Less than 10% drive on Market Street to destinations on Market Street. This data challenges the idea that vehicle traffic is a key factor for retail access along the street and suggests that drivers may be using Market Street primarily as a through route, rather than as a route to Market Street destinations.
How strongly do you support reducing private auto access on Market Street?

A large majority (almost 80%) of respondents voiced strong support, with an additional 9% saying they somewhat supported reducing private auto access on Market Street. Only 8% were against or strongly against private auto access reductions, while 3% responded Neutral/No Opinion.
The public can get involved by sending comments through the Better Market Street project web site at bettermarketstreetsf.org

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