



Minutes of June 27, 2011

Better Market Street Community Advisory Committee (BMS CAC)

Meeting convened by Neil Hrushowy, SF Planning, at 6:05pm

CAC attendees: Lisa Chen, Christina Rubke, J. Lee Stickles, Ashley Langworthy, Paolo Cosulich-Schwartz, Soraya Nasirian, Riyad Ghannam, Robin Levitt, Carolyn Diamond

Absences: Chris Garrett, Diane Swift, Julie Kim, Laurie Armstrong, Neal Patel, Ralph Lee

Project Update.

There's been a one to two month delay in the project due to the complexity of the project. Two successful public workshops with two webinars were held in May 2011. The existing conditions report will be submitted in mid-July and will thus be the basis for the July 25th meeting as it is the foundation for design in the next phase of the project.

Community Workshop Findings (Neil Hrushowy, SF Planning)

The workshops were very well attended with approximately 300 attending the two workshops and 60-80 attending the webinars. What emerged as the top three goals for Market Street of those who attended were 1) Place-making, 2) Walking, and 3) Economic Vitality. The public also identified what they felt made Market Street special: the diagonal interface and architecture as well as the transit that ran along the streets. These were identified as key features of Market Street's identity. Some suggestions that could make Market Street memorable were trees and planting, access to food, public art, and multiple modes. The predominant use on Market street is pedestrian with an almost 50% mode share. To motivate an active engagement of Market Street for these pedestrians, the public suggested fewer cars as well as an increase in public seating, landscaping and cleanliness. There are 34 transit lines on Market Street. There's also evidence of a significant increase in bicycling as a mode share, though it is still relatively low as compared to European countries. Most private vehicular traffic is crossing Market and not travelling on Market. Those cars that do choose to drive along Market usually travel for approximately only 2 blocks on Market. The draft findings for the workshops will be sent out soon.

Initial Study Findings.

Public Life Public Space Study (Neil Hrushowy, SF Planning)

The Public Life, Public Space study is looking at pedestrian and urban life on Market Street between the Embarcadero and Octavia Blvd. Crowding on the sidewalks was found to not be an issue all along Market Street except between 4th and 5th Street. This has implications for the fact that there is room for using the sidewalk space for staying activities, as staying activities along Market were found to be well-below potential and Market street was found to be a poor public space destination. Ground-floor businesses currently fail to engage with the street. Pedestrian activity significantly drops after 6 PM. Overall the pedestrian activity varied dramatically with different sections of the street, with the highest crescendo near Westfield Mall. This has implications that different sections of Market should have a different response to how to improve public life and public space.

Speed and Delay Study (Nate Chanchareon, SFMTA)

There are many different types of delays and conflicts Market's on-surface transit experience. The study was done to measure the effects of delays and conflicts on the speed and timing of the transit system. The study employed 27 volunteer surveyors to travel up and down Market on 4 weekdays in May during the evening peak. This was chosen to do be done before the start of summer to capture the full volume of the traffic. The

study found that approximately 50% of the travel time of transit is in motion. The most prominent delays that transit experiences are loading and signal across all modes and all directions. Inbound and outbound travel time components were compared as well as center versus curb. There were slight differences but the general conclusion was consistent. It was observed that loading does take longer on the center islands though it is not clear whether this is due to island boarding or a greater amount of ridership as compared to the curb stops. For running time by block, it was noted that loading and signal was clearly the dominant delay across all blocks and right turn was not a prominent delay overall, but was prominent at Beale due to the Temporary Transbay Terminal for buses and the carpool freeway entrance for autos. As compared to Mission, Mission speeds were more affected by the peak and this may be due to the greater presence of private vehicles. Analysis was also done comparing the speeds of different types of lines. The F line was the slowest. This result is reasonable since it has the least flexibility. The different modes however do not vary as much for outbound.

CAC comments:

- ⤴ There was a concern for security on Market Street. Market street's security varies from area to area. The study showed that it was more heavily felt west of 5th.
- ⤴ The studies confirm experience on the bus that there is a significant wait at the signal. Suggestion was made to limit where people cross.
- ⤴ A concern was shown for differentiating the different types of loading delay. This would be done and was a part of the surveying process. Surveyors noted when there was a wheelchair, a slow boarder, and a late boarder.
- ⤴ A comment was made that the F line is so slow that they could've walked faster. It's nice for tourists but study shows that it's become more than just a tourist bus but a consistent way for people to get to work.
- ⤴ There was a comment that could the F line's ridership really be affected by speed. Perhaps instead of thinking transit in terms of speed, we could think of it in terms of quality. The CAC member commented that sometimes they will sacrifice that time saved, the speed, for the F Line because it feels safer, it's cleaner. It's generally known that people like trains over buses, but the problem is that the buses get stuck behind the F Line.
- ⤴ Interest was shown for understanding ridership characteristics especially in terms of origin and destination. The Better Market Street Transportation team is planning on conducting an origin destination survey on transit later in the year. A survey was done 2 years ago to analyze trip purpose on the street for comparison.
- ⤴ A question was raised why the top activities would relate so much to seating. It shows that people want to spend more time on Market but they want the better conditions.
- ⤴ A suggestion was raised to partner with economic development in the planning process. The department of economic development has already done a study on neighborhood stabilization showing that there a lot of the users of Market Street are homeless and development on Market will have to deal with the issue of displacement as well as comfort west of 5th. The study points to phasing to deal with the issue.
- ⤴ The comment was made that pedestrian activity is less closer to Van Ness because of the issue of the wind.
- ⤴ A question was raised about construction at Stockton affecting pedestrian activity and safety. It turns out that the pedestrians love it because of the reduction of vehicular traffic on Stockton. There's implications that perhaps if we reduce the cross street traffic then we can increase the green time for transit along Market. A study of traffic patterns is going on right now around Union square.
- ⤴ A comment was made about the intensity of collateral damage when the cross street on 3rd and 4th especially gets stuck. They become more aggressive, more temper s flaring up, it becomes dangerous to pedestrians. This might be due to the interesting geometry of 4th street and the way it meets Market. There is hotspot analysis being done on 4th street that will be a part of the existing conditions

report.

- ⤴ A suggestion was made to put cameras in intersections like in Europe to catch vehicles running red lights, blocking pedestrians, buses, and bicycles. Unfortunately, currently there is no legislation to approve such a project.
- ⤴ Another suggestion was to also learn from Valencia and how calm Valencia is and that we should calm Market down to make it feel calm. Signal timing might be able to be a tool to this effect.

CAC Internal Business.

A vote was taken whether the CAC chair should be a community member or a city member. The vote came to 3 to 5 with 1 abstaining, in favor of a city member, Kris Opbroek. Those who were not present will receive an email online with a link to a Doodle to vote as well.

There is nothing to report on filling the empty 2 seats.

Staff Action Items.

1. Bring department of economic development in to speak.
2. Sending out the doodle for a vote.