



SFMTA

Municipal
Transportation
Agency

Project Evaluations for Non-Technical Audiences

NACTO Designing Cities Conference
October 29, 2015

The Role of Data

- Technical profession with non-technical stakeholders
- Communications is key
 - Help people understand the (likely) consequences of alternatives

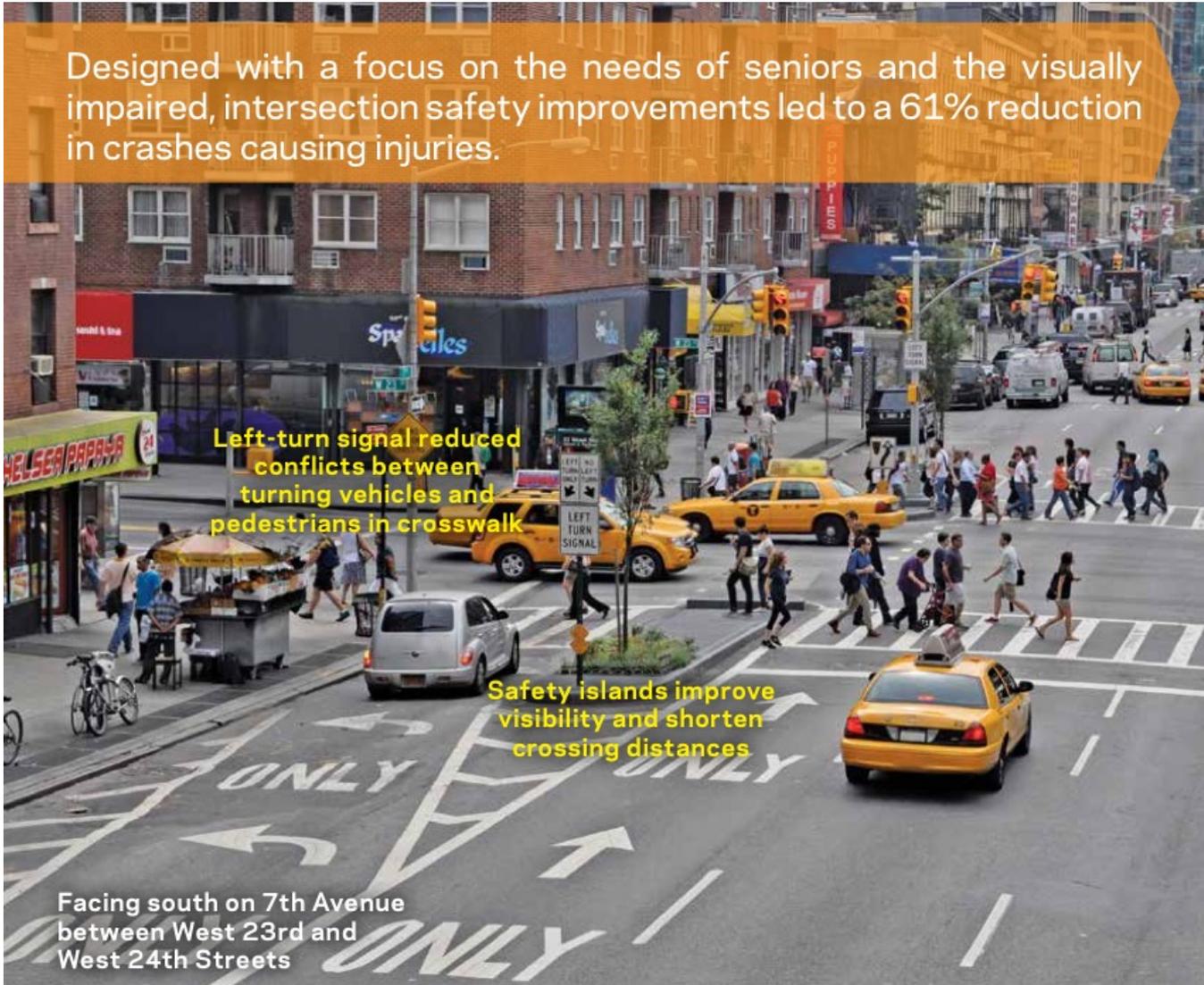
Project Evaluations are Critical

Designed with a focus on the needs of seniors and the visually impaired, intersection safety improvements led to a 61% reduction in crashes causing injuries.

Left-turn signal reduced conflicts between turning vehicles and pedestrians in crosswalk

Safety islands improve visibility and shorten crossing distances

Facing south on 7th Avenue
between West 23rd and
West 24th Streets



Lesson #1: Remember Your Audience

- How many people get to Table 65?

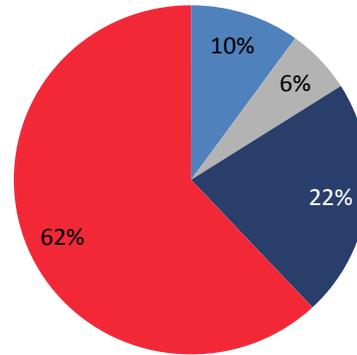
Table 65 15th Street Resident Survey - Support for Cycle Track

	Strongly Disagree (1)	Somewhat Disagree (2)	Somewhat Agree (3)	Strongly Agree (4)	Number of Respond.	No Opinion	% Agree	Mean
I support the 15 th Street cycle track.	10%	6%	22%	62%	804	45	84%	3.4
The cycle track on 15 th Street is a valuable asset to my neighborhood.	10%	7%	24%	59%	782	63	83%	3.3
I see many people riding bicycles in the 15 th Street cycle track.	3%	5%	26%	65%	796	50	91%	3.5

Lesson #1: Remember Your Audience

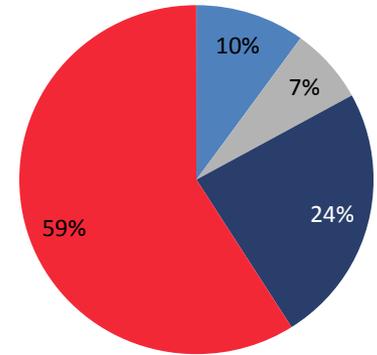
“Over 80 percent of residents support the cycle track”

I support the 15th Street cycle track



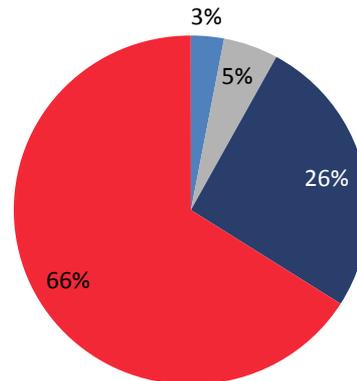
n = 804

The cycle track on 15th Street is a valuable asset to my neighborhood

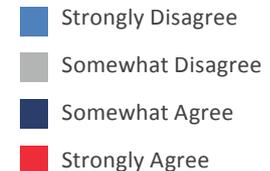


n = 782

I see many people riding bicycles in the 15th Street cycle track



n = 796



Lesson #2: Tell a Story

- Data can't/won't speak for itself

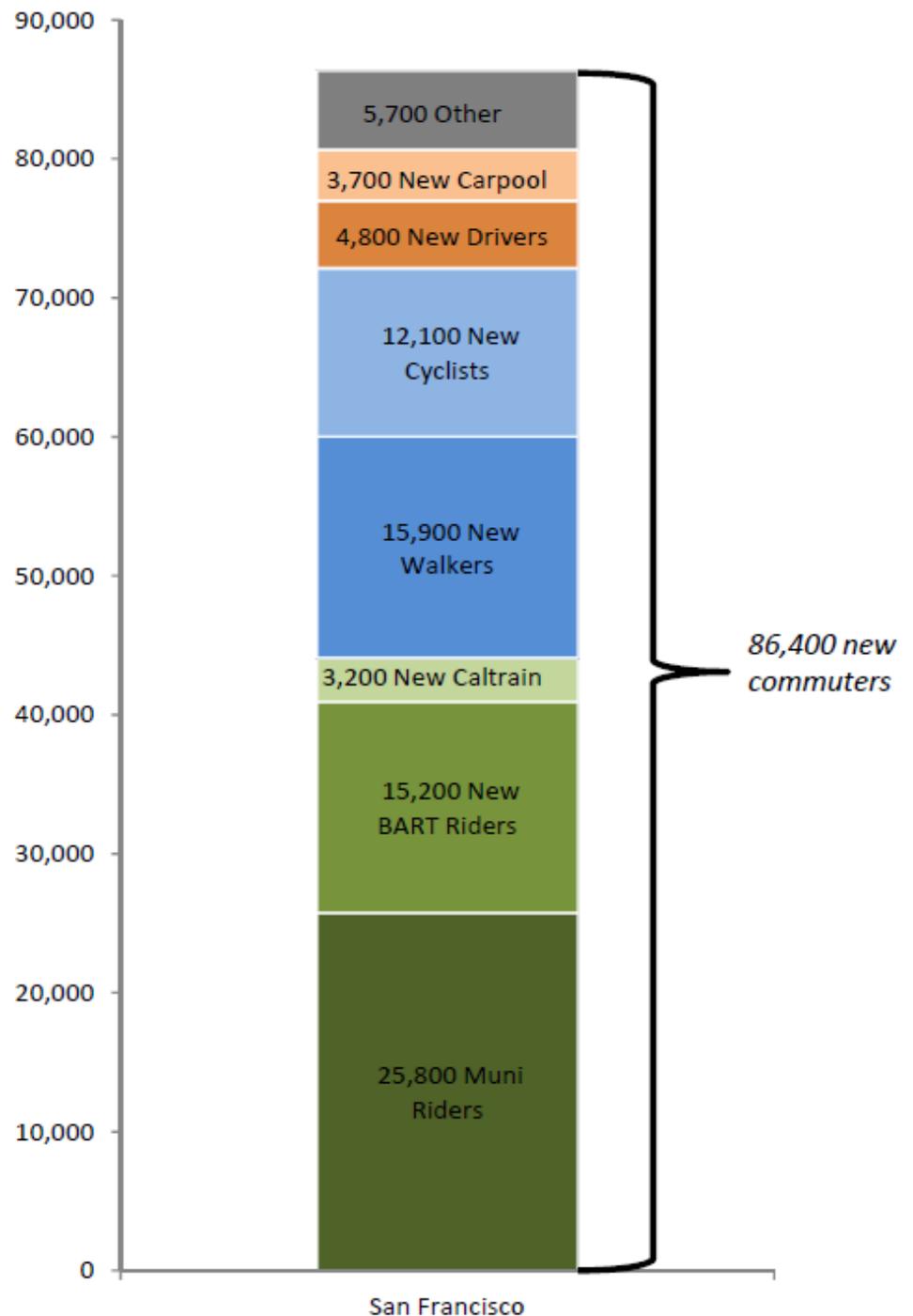
San Francisco - Means of Transportation to Work*

	Bike	Walk	Surface Transit	BART	Drive Alone	Caltrain	Carpool	Other	Total
2006	8,938	37,943	91,992	24,131	159,722	3,016	30,459	38,445	394,646
2007	10,514	40,241	103,980	28,239	161,142	5,049	29,389	38,014	416,568
2008	12,038	41,621	107,401	29,225	169,868	4,323	36,998	41,357	442,831
2009	13,023	45,227	107,135	26,985	170,129	4,639	32,554	37,381	437,073
2010	15,208	41,362	114,517	29,818	157,799	4,577	34,657	39,876	437,814
2011	15,016	43,121	110,763	22,493	164,570	4,658	32,015	44,489	437,125
2012	16,864	44,031	111,707	29,743	162,735	6,638	34,456	41,935	448,109
2013	18,174	51,559	111,059	37,477	172,073	5,768	31,971	44,368	472,449
2014	21,068	53,875	117,751	39,301	164,564	6,169	34,132	44,137	480,997

* US Census Bureau American Community Survey

Change in SF Commuters by Mode: 2006 - 2014

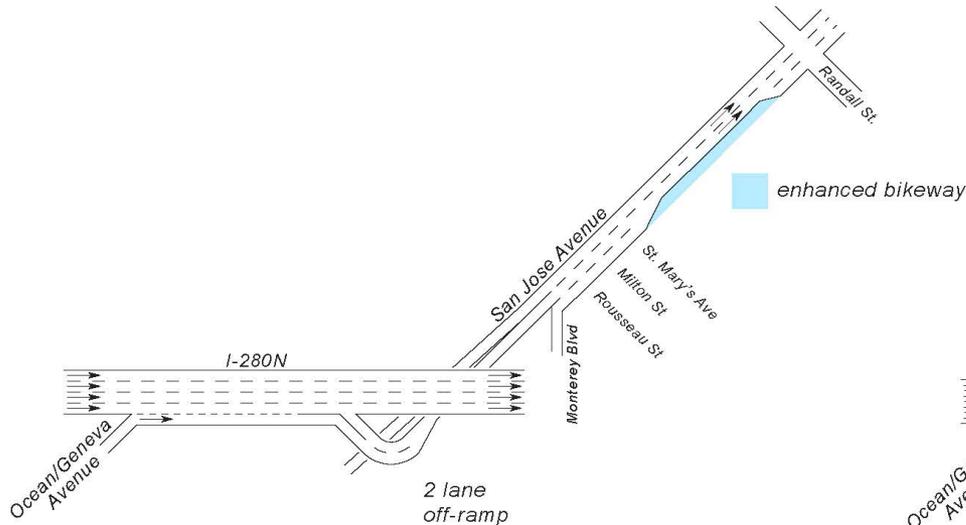
- 86,000 new workers
- 5,000 new drivers



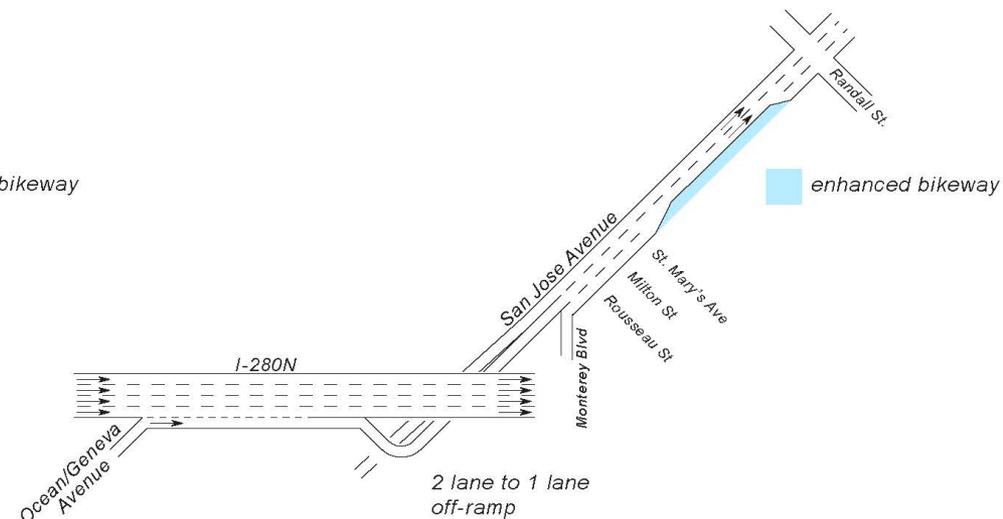
Lesson #3: Connect Goals to Actions

- San Jose Avenue – Two-Phase Road Diet

Before



After



San Jose Avenue – Two-Phase Road Diet

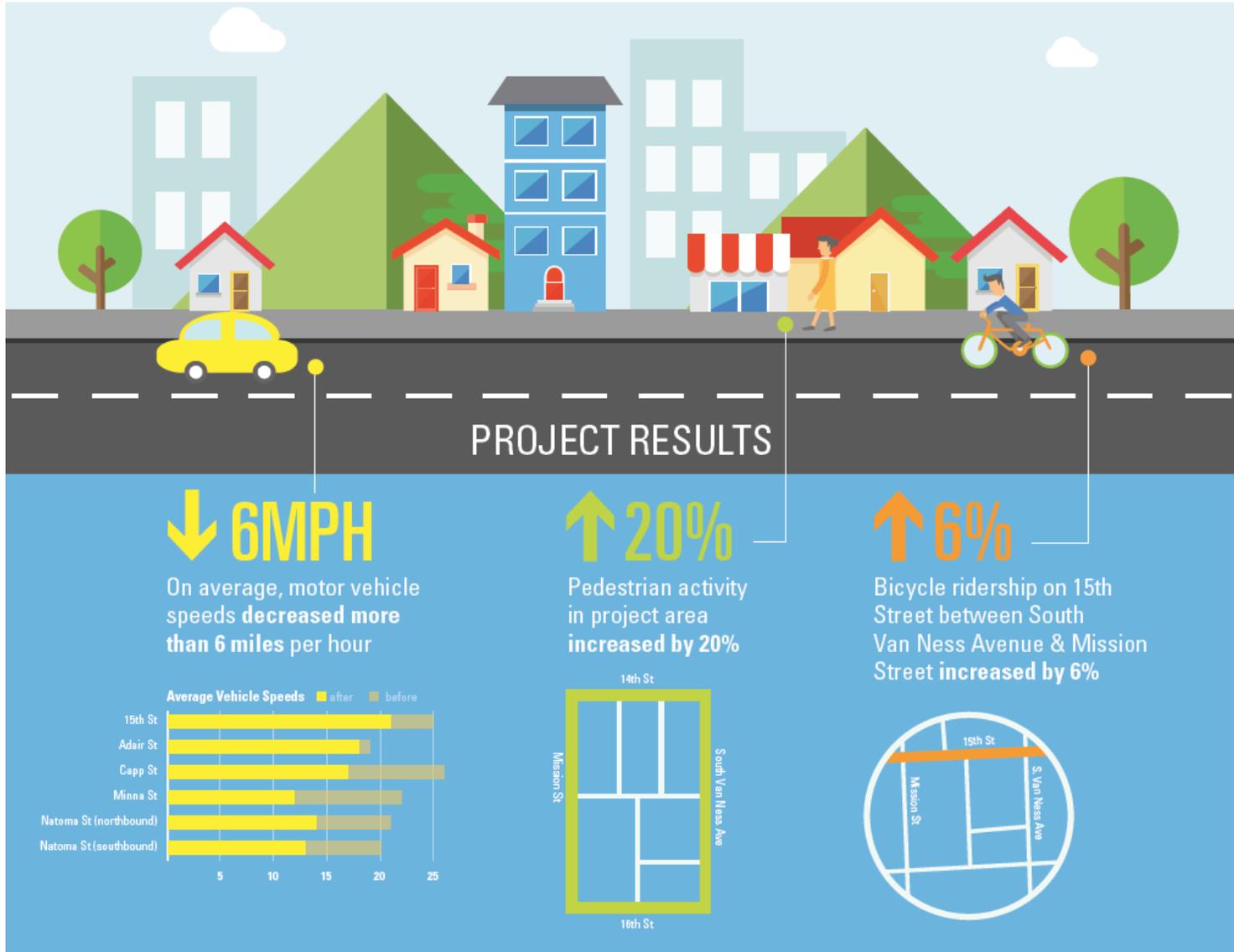
- Data creates the case for more aggressive treatment

Vehicular Speeds (AM Peak Period)

Street	Pre-Pilot	Post-Pilot	Change
North I-280 off-ramp (before NB San Jose Avenue)	52 mph	47 mph	-5 mph (-10% *)
San Jose Avenue (Northbound)	49 mph	46 mph	-3 mph (-6%)
Rousseau Street (Southbound)	13 mph	15 mph	+2 mph (+18% *)
Milton Street (Northbound)	23 mph	22 mph	-1 mph (-4%)
St. Marys Avenue (Southbound)	23 mph	27 mph	+4 mph (+19%)
St. Marys Avenue (Northbound)	16 mph	26 mph	+10 mph (+63%)

*Percentage change based on unrounded speeds

Minna-Natoma Home Zone

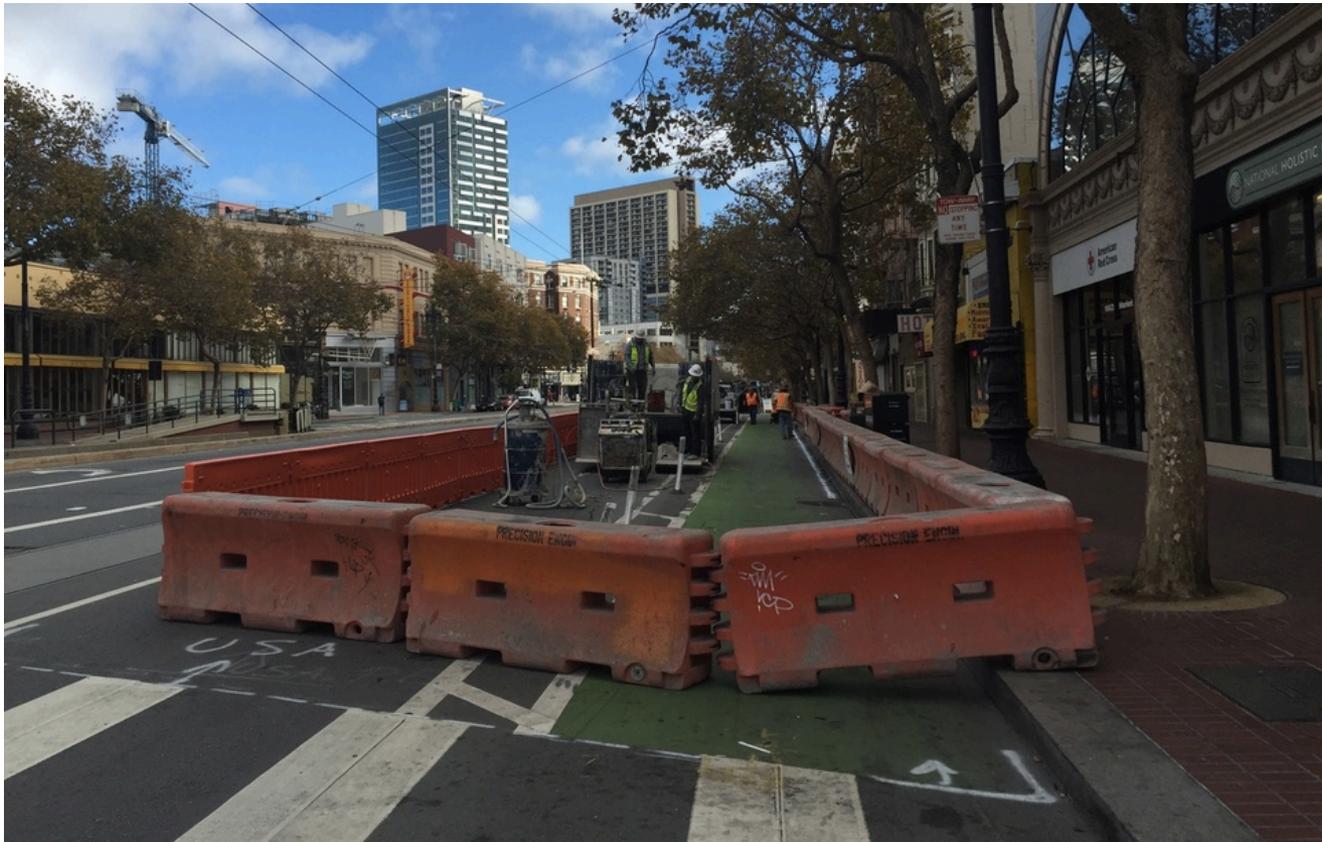


Lesson #4: Be Willing to Learn

- Inform future decisions
- Don't justify past actions

Market St. Raised Bike Lane Pilot

- 4 different cross-sections in 2 blocks
- User surveys and interviews



DC Bicycle Facility Evaluation



Lesson #5: Feelings Matter

“85% of cyclists feel safe biking compared to 50% previously”

“80% of residents view the cycle track as a valuable asset”

“51% of pedestrian feel safer crossing the street”

Lesson #6: Have Your Facts Ready

2 minute left



NEW AT 5



KTVU.COM

SLIMMING STREETS

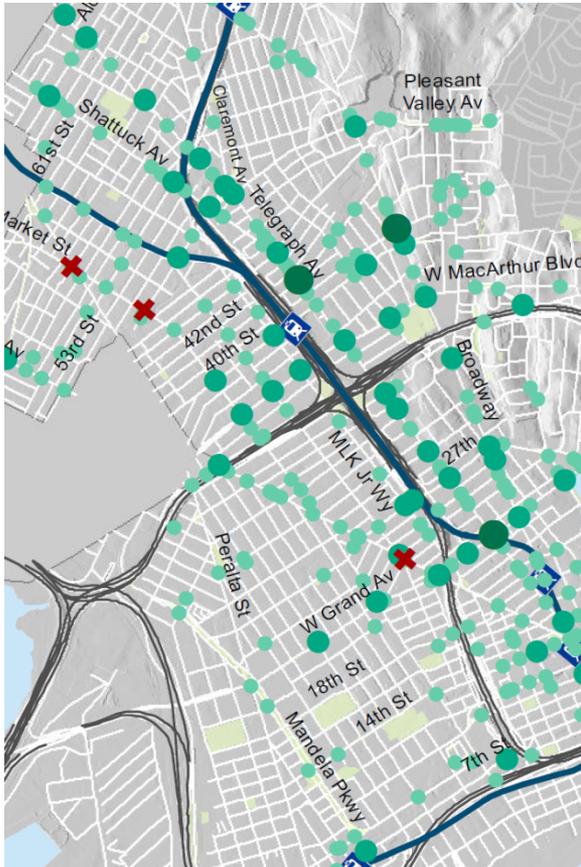
Lesson #7: Every Project is Unique

- Existing condition evaluation matters

Safety First

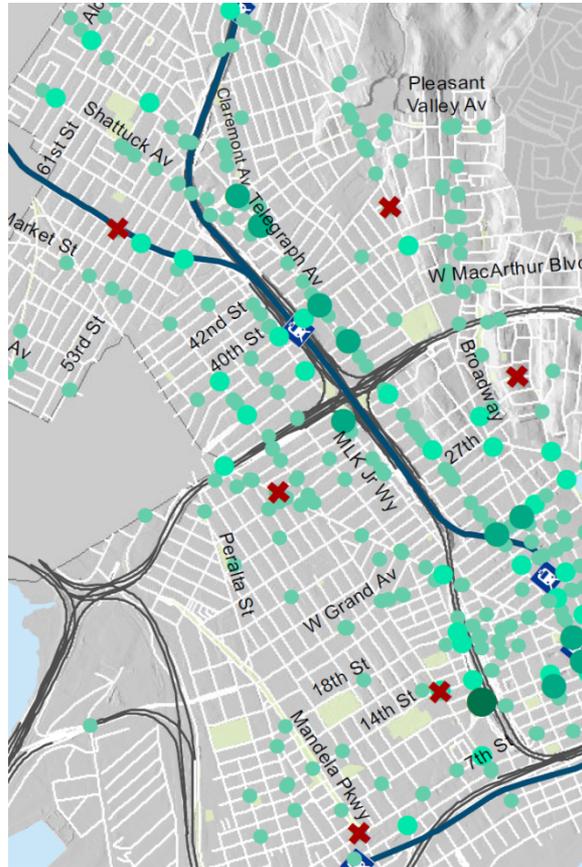
Bicycle Crashes (2007-2011)

66 total crashes



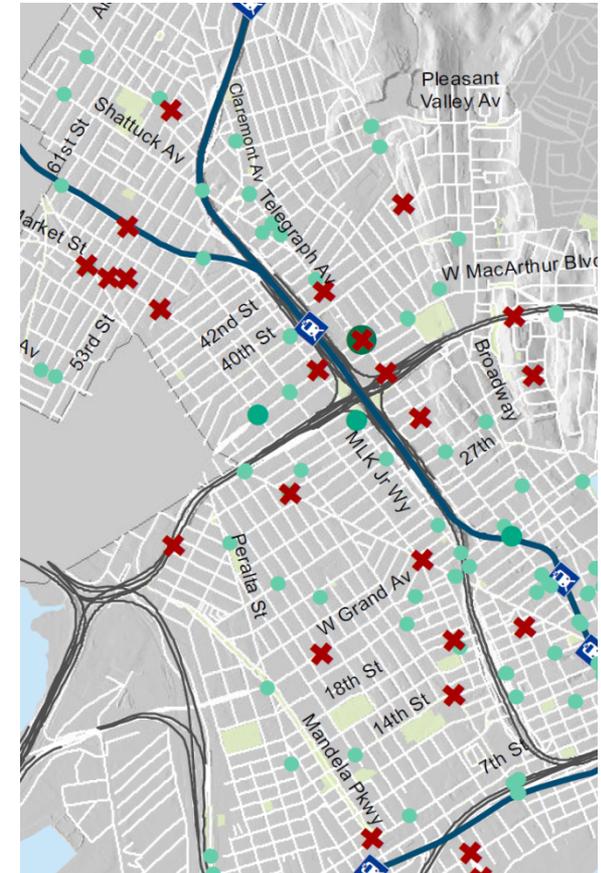
Pedestrian Crashes (2007-2011)

68 total crashes



Severe Injury Crashes (2007-2011)

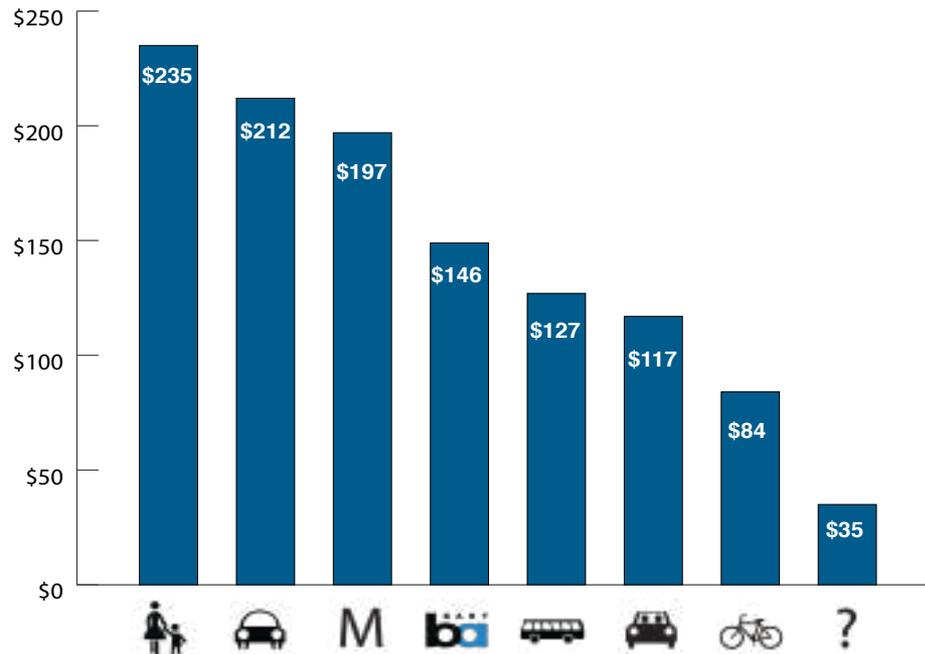
16 severe injuries
5 fatalities



Who Are the Customers?

- Telegraph Avenue Shopper Survey
 - People walking are a plurality of customers
 - People walking make 14 trips per month

Average Spending Per Month



Questions?

Thank you!

Jamie Parks
SFMTA | Livable Streets
jamie.parks@sfmta.com
415.646.2121



@transpocrat