

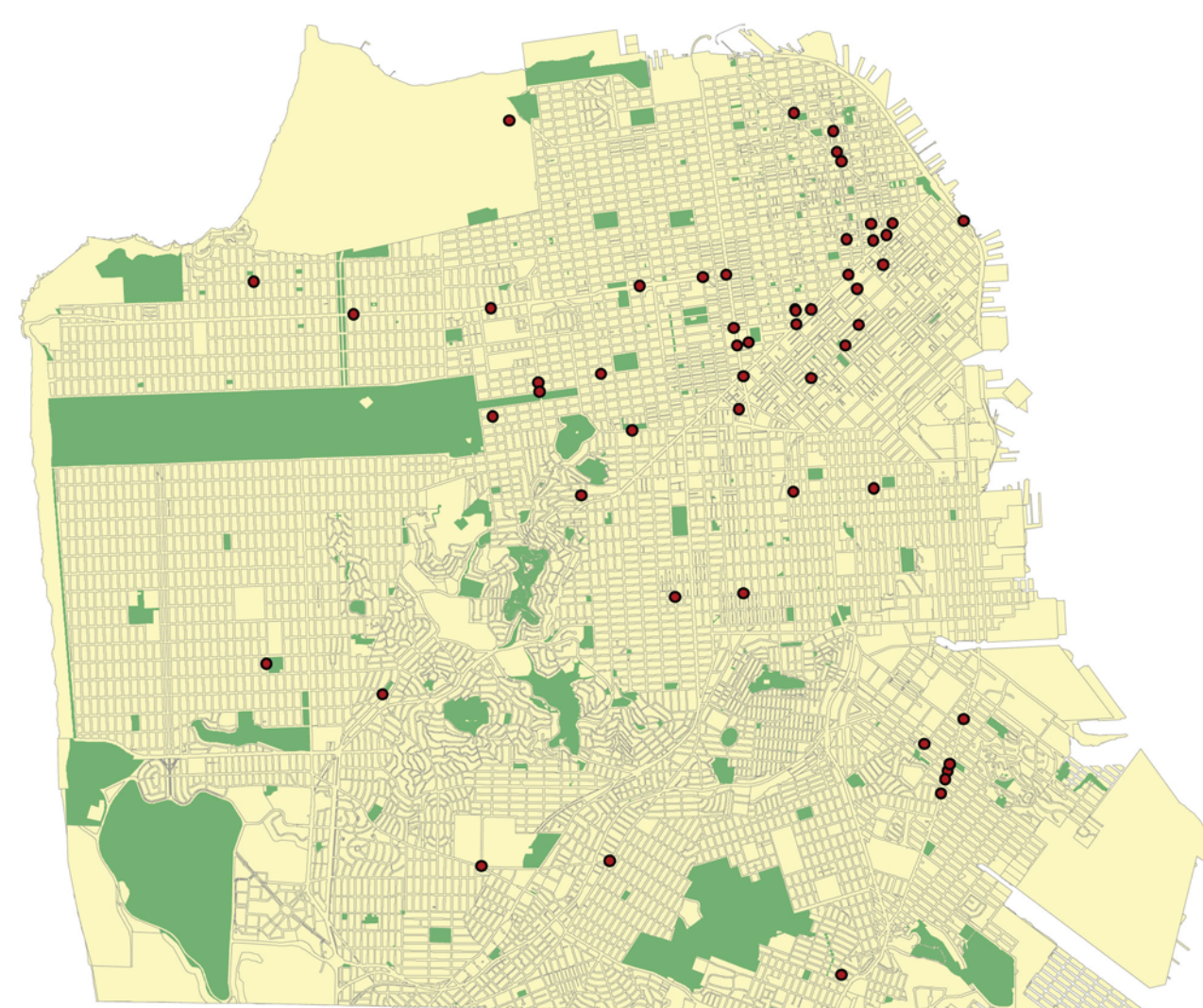
# OUTREACH PROCESS: WHAT WE HEARD

## Public meetings and events

The Better Streets Plan public outreach began in April 2007 with a kick-off event at City Hall. Since then, the City has held over 75 Better Streets Plan outreach events with hundreds of attendees. Outreach events have included community meetings, focus groups, presentations to neighborhood organizations, tabling events, and a youth walking tour.



Mayor Gavin Newsom kicked off the Better Streets Plan outreach on April 5, 2007 in San Francisco City Hall with over 200 people in attendance



Location of Better Streets Plan public meetings and outreach events



Left: Tabling events held at high pedestrian areas across the City introduced people to the plan who might not otherwise attend a public meeting.



Right: Ten high school and college aged youth from the Bayview neighborhood led Better Streets Plan staff and partner organizations on a tour around their local streets, to highlight successes, issues, and opportunities.

## What we heard

The Better Streets Plan outreach heard from a wide variety of participants. Some key recurring themes included:

- Provide increased amounts of trees and greenery
- Improve streetscape maintenance
- Enforce illegal sidewalk obstructions, such as sidewalk parking
- Improve accessibility for all users (e.g. curb ramps for the elderly, those with mobility impairments, those pushing strollers, etc.)
- Utilize designs that slow auto traffic
- Better utilize streets as public space
- Enhance ecological functioning of streets

## SURVEY RESULTS

Over 1,000 people filled out the first Better Streets Plan survey, both in print and online. The table below summarizes the most important areas of the pedestrian realm needing improvement to survey respondents (scale of 1 to 7 - 7 being highest).

Trees	5.6
Greenery (other than trees)	5.4
Sidewalk Maintenance	5.3
Blocked Sidewalks	5.3
Slower Traffic	5.3
Pedestrian Lighting	5.1
Places to Sit	5.0
Crosswalk Conditions	5.0
Sidewalk Materials	4.8
Countdown Signals	4.8
Wider Sidewalks	4.6
Narrow Street Crossings	4.1
Curb Ramps	4.0



# PLAN HIGHLIGHTS

## DISTINCTIVE, UNIFIED OVERALL DESIGN



- 6.5 Integrated site furnishings
- 6.3 Pedestrian-oriented lighting
- 6.5 Minimize site cluttering

## SPACE FOR PUBLIC LIFE



- 5.8 Reclaim excess street space for public use
- 6.3 Safe public seating for neighborhood gathering
- 6.3 Merchant participation

## PEDESTRIAN SAFETY



- 5.1 Visible crossings
- 5.2 Slower turning speed
- 5.3 Shorter crossing distances

## PEDESTRIAN PRIORITY

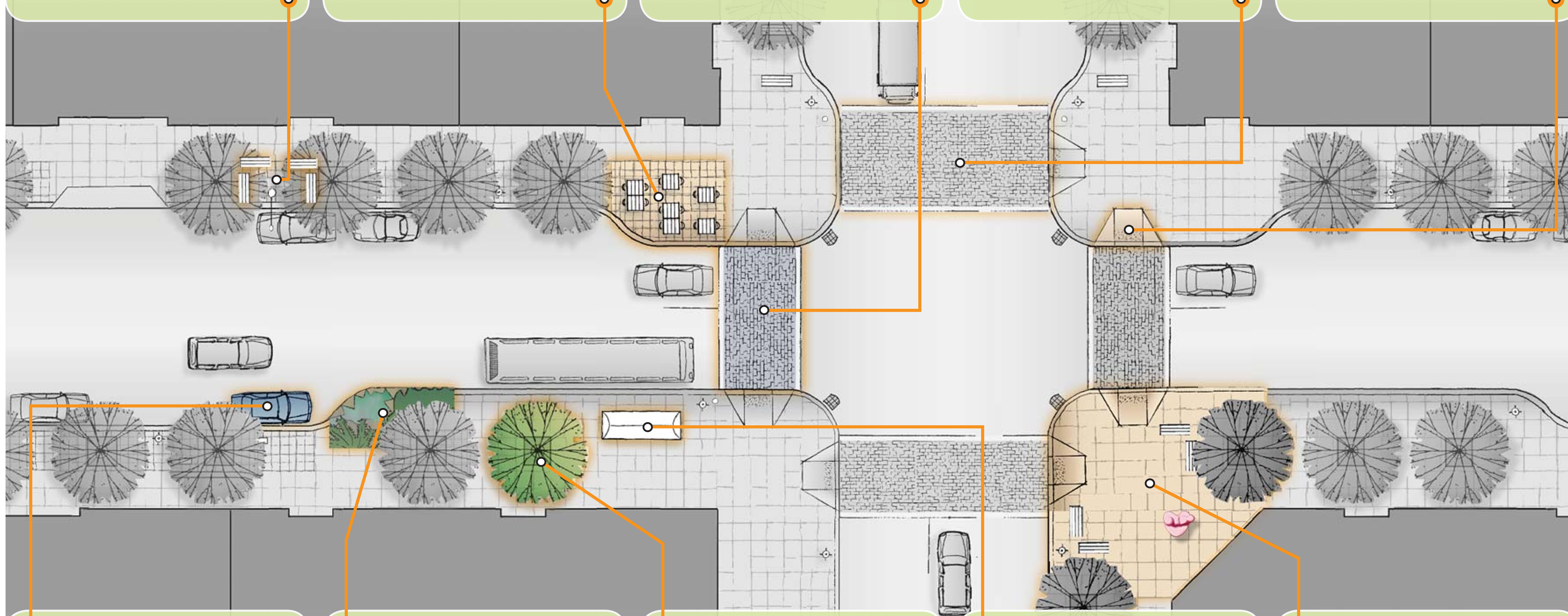


- 5.8 Shared streets
- 5.8 Temporary or permanent streetclosures
- 5.1 Raised crossings

## UNIVERSAL DESIGN



- 4.2 Generous, unobstructed sidewalks
- 5.1 Curb ramps for all users
- 5.1 Accessible pedestrian signals



## CREATIVE USE OF PARKING LANE



- 5.6 Bicycle parking in the parking lane
- 5.6 Flexible use for cafe seating
- 5.3 Permanent mini-plazas

## ECOLOGY



- 6.2 Stormwater management
- 6.2 Permeable materials
- 6.1 Streets as habitats

## EXTENSIVE GREENING



- 6.1 Healthy urban forest
- 6.1 Expanded sidewalk plantings
- 6.6 Utility consolidation

## INTEGRATING PEDS AND TRANSIT



- 6.5 Transit rider amenities
- 5.5 Bus bulbouts and boarding islands
- Safe, convenient routes to transit

## RECLAIMING EXCESS STREET SPACE



- 5.8 Street parks and new plazas
- 5.7 Traffic circles
- 5.4 Landscaped medians

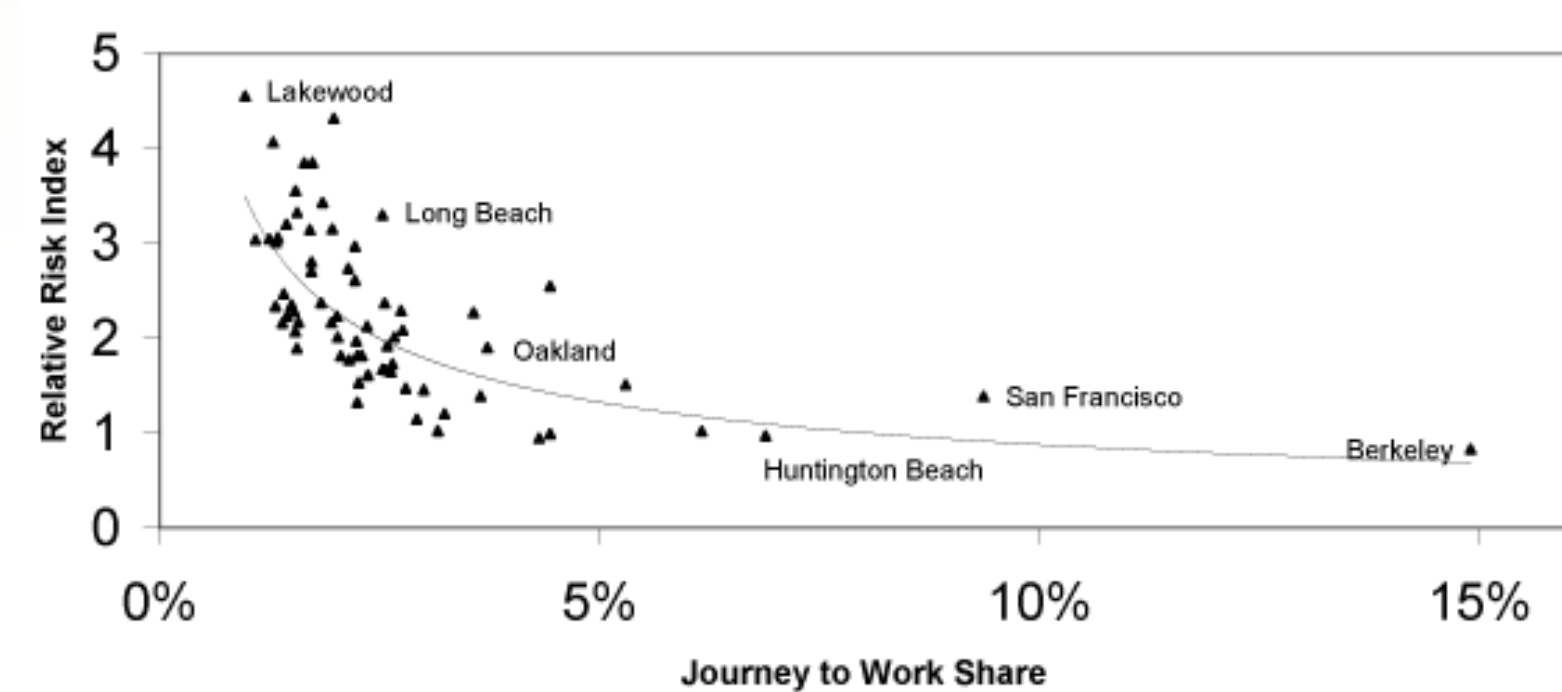
**What do you think?**  
 ( place post-it notes with comments here )



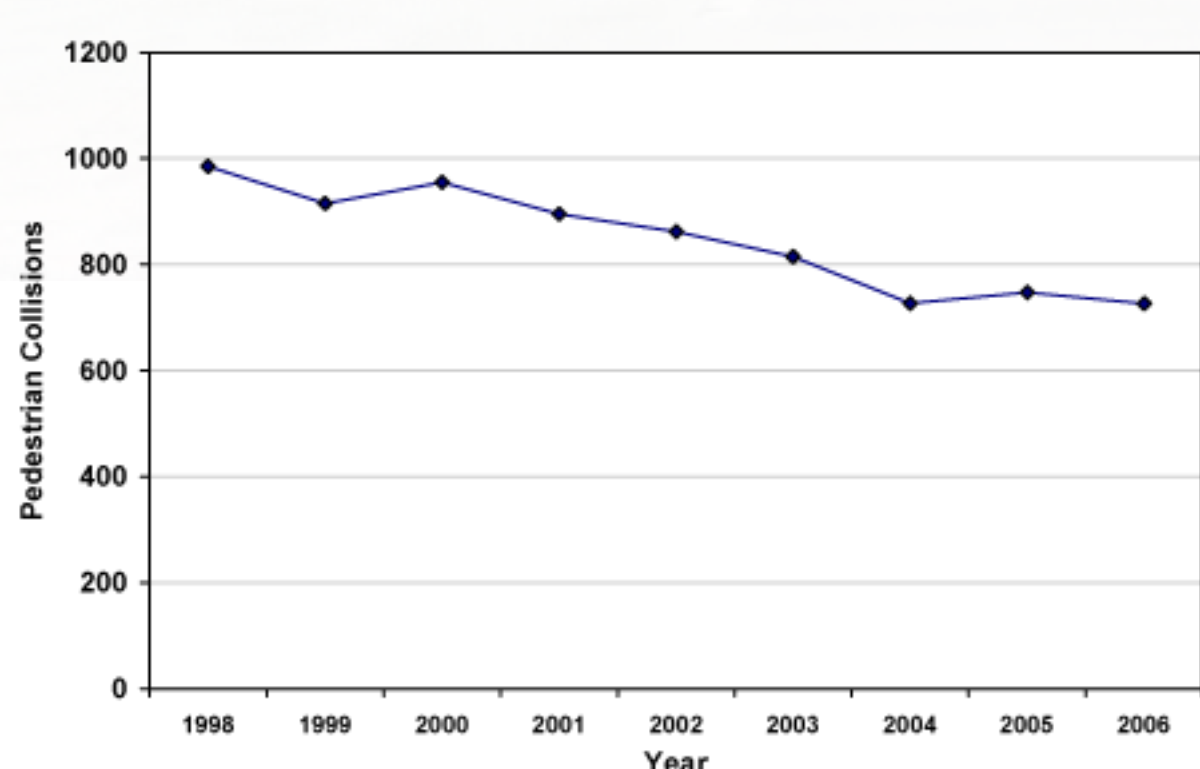
# PEDESTRIAN SAFETY IN SAN FRANCISCO

## The Big Picture

The good news: San Francisco is already one of the safest cities in California for walking. Pedestrian injury collisions in SF are declining over time, but many pedestrians are still injured each year.



**California Risk Index: Walking**  
Source: Jacobsen, 2003: Safety in Numbers

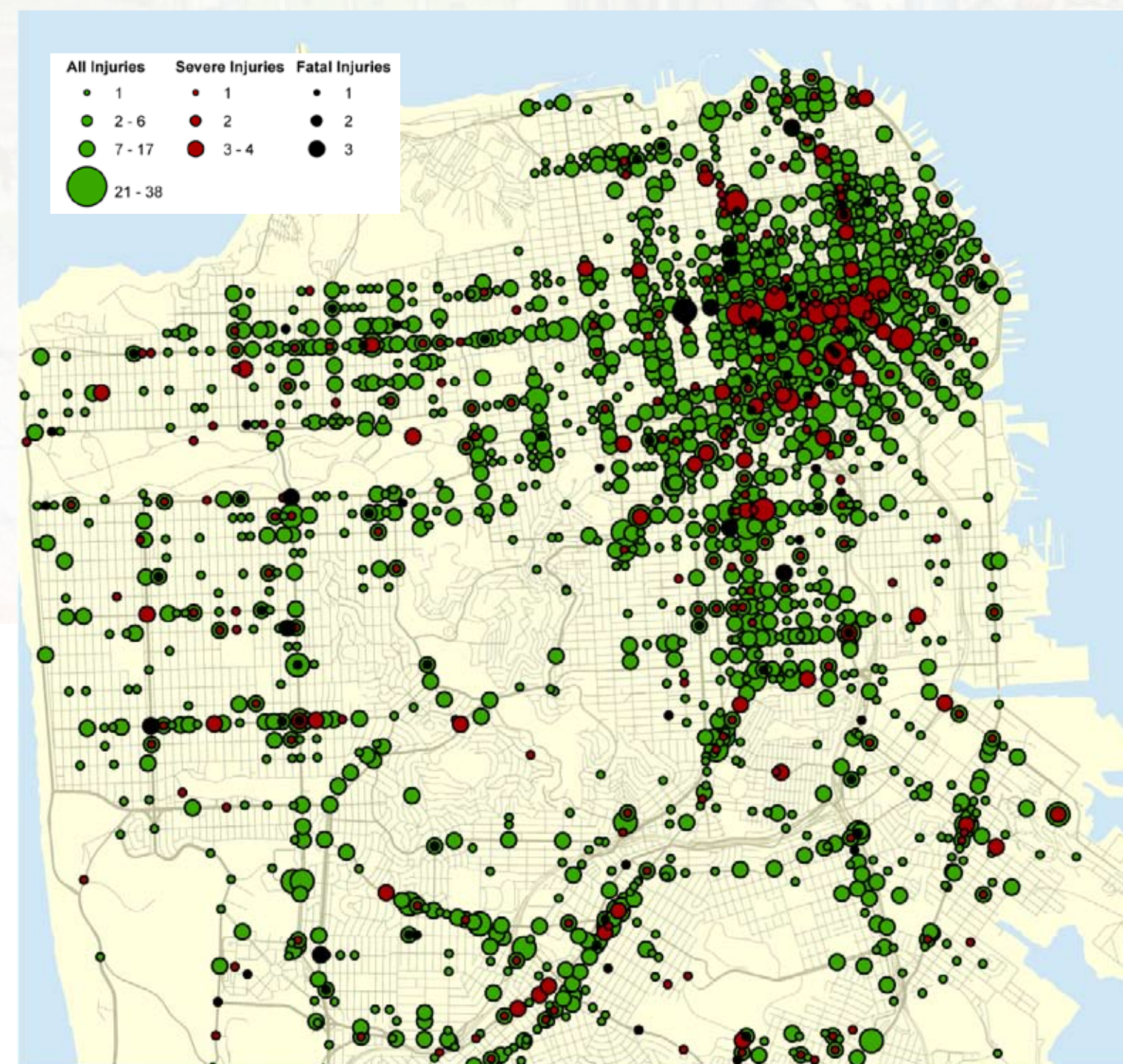


**SF Injury Collisions Involving Pedestrian (1998-2006)**

## The Details

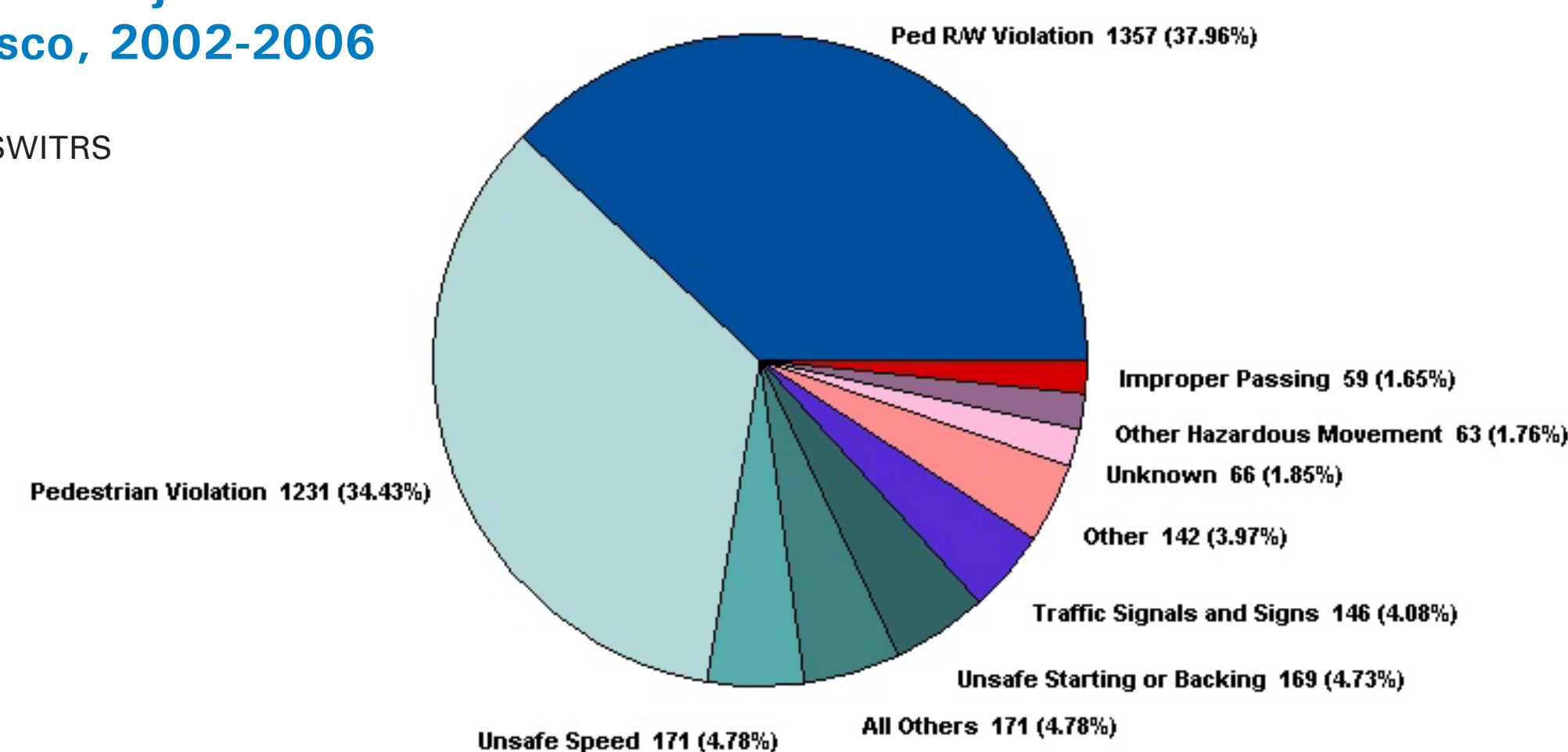
**Location of Pedestrian Collisions by Severity, San Francisco, 2002-2006**

Source: SWITRS



**Primary Collision Factor for Pedestrian Injuries in San Francisco, 2002-2006**

Source: SWITRS



**Traffic Control for Pedestrian Injury Collisions, Top 89 Intersections in San Francisco, 2001-2005**

Source: San Francisco PedSafe Study

YEAR / CONTROL	SIGNAL	STOP	OTHER	TOTAL
2001	89	1	5	95
2002	109		3	112
2003	93		8	101
2004	105		1	106
2005	102		5	107
Total	498	1	22	521

## The Goal

BSP Goal 6: San Francisco's streets will be designed to create an environment that supports a high level of pedestrian safety & security

POLICY #	POLICY
6.1	Design pedestrian crossings to maximize pedestrian safety and comfort
6.2	Employ traffic control devices to maximize pedestrian safety and comfort
6.3	Design intersections so that geometries and traffic operations maximize pedestrian safety and comfort
6.4	Enforce traffic and parking violations that compromise pedestrian safety, comfort, and accessibility
6.5	Prioritize pedestrian safety in school zones
6.6	Design streets to maximize personal security
6.7	Design streets to calm traffic and reduce speeding

**What do you think?** ( place post-it notes with comments here )



# ENVISIONING BETTER STREETS

The Draft Better Streets Plan suggests improvements to transform San Francisco's pedestrian environment, such as street trees, pedestrian lighting, curb extensions, well-marked crosswalks, and ecological design features.

The photosimulations below illustrate how typical San Francisco streets might be improved per Better Streets Plan guidelines.

Photosimulations are for visualization purposes only, and are not intended to show specific details and dimensions

## Typical commercial or mixed-use street



Today



With Better Streets improvements

## Typical residential street



Today



With Better Streets improvements

What do you think? ( place post-it notes with comments here )



## NEXT STEPS

The Draft Better Streets Plan identifies a range of improvements to comprehensively improve the pedestrian environment. Such improvements will not be built overnight - streetscape improvements are costly to build and maintain, both short and long term, going well beyond the City's current ability to provide and adequately maintain such improvements. This draft, however, is an important first step toward obtaining such improvements.

In the coming months, the City will be working to refine the Draft Better Streets Plan, and developing implementation and funding recommendations to help the Better Streets vision can become a reality. Specific next steps will include:

- **Refining the plan**  
Plan revisions based on public input and on-going discussions with technical City staff.
- **Developing implementation strategies**  
Policies and ideas for how to prioritize, fund, maintain, and enforce Better Streets improvements
- **Identifying pilot projects**  
“Early start” projects to demonstrate Better Streets Plan concepts in action
- **Promoting institutional change**  
Strategies for streamlining and coordinating City processes to better deliver street improvements
- **Developing specific code changes**  
Specific changes to incorporate Better Streets Plan ideas into the City's regulations
- **Conducting environmental review**  
Performing necessary analyses pursuant to the California Environmental Quality Act

**What do you think?** ( place post-it notes with comments here )