Octavia Improvements Study

Market and Octavia CAC

San Francisco County Transportation Authority

09/21/2020
Study Purpose

- Improve safety, accessibility and circulation on Octavia Blvd
- Develop list of regional and local projects to address the study needs
- Prioritize and recommend projects to be funded by Market and Octavia Special funds
Study Scope and Schedule

2020

Nov - Dec: Project Initiation
Jan - Mar: Study Goals, Needs and Purpose
Apr - Jun: Strategies and Solutions Development
Jul - Sep: Alternative Improvement Analysis
Oct - Dec: Study Recommendations and Implementation Strategies

2021

Jan - Mar: Outreach Round 1
Apr - Jun: Outreach Round 2
Oct - Dec: Outreach Round 3
Study Outreach Approach

Round 1: September - October 2020

- **Engagement objectives:** Review study goals, identify existing pain points, provide improvement ideas

- **Engagement methods:**
  - Map-based survey (translated in 3 languages)
  - Coordinate with Market and Octavia CAC
  - Presentations to community groups - businesses, community centers, schools, and others
  - Publicize the study and survey via blog post, social media
Study Outreach Approach

• Round 2: late Fall 2020 or winter 2021
  • Objectives: Input on draft alternatives
  • Methods: Virtual townhall or workshop, survey, community presentations and social media ads

• Round 3: Spring 2021
  • Objectives: Review final report
  • Methods: Email, community presentations and social media ads
SFCTA COVID Tracker
Draft Study Goals

1. Improve safety and accessibility

2. Improve livability through integration of transportation alternatives

3. Manage vehicle circulation on Octavia Blvd

4. Enhance transportation mode options
Existing Conditions Analysis: Collisions


- **94%** vehicle related
- **1/3** vehicle, bicycle and ped related
- **11** severe collisions, no fatalities
- **35%** of collisions are speeding related
Existing Conditions Analysis: Transit Ridership

• Study Area Transit Routes – Muni 6, 7 and 7R

• Both transit routes are at capacity as it reaches the study area.

• This study to address transit crowding and capacity issues.
Existing Conditions Analysis: Traffic

A.M. PEAK TRAFFIC VOLUME

Note: Traffic counts are from 2019 and Page St currently is closed to vehicles
Existing Conditions Analysis: Pedestrian

PM Peak Pedestrian Counts

P.M. PEAK

FELL ST  489  OAK ST  334  PAGE ST  424  HAIGHT ST  391  WALLER ST  784

MARKET ST

N
Existing Conditions Analysis: Bicycle

AM Peak Bicycle Counts

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Existing Conditions Analysis: Travel Demand

Number of Trips Originating in Hayes Valley and Surrounding Neighborhood

- **AM**
- **MD**
- **PM**
- **EV**

TRIPS PER HOUR

- 25K
- 20K
- 15K
- 10K
- 5K

Categories:
- **WALK**
- **BIKE**
- **TRANSIT**
- **TNC VEHICLE**
- **SHARED RIDE 3**
- **SHARED RIDE 2**
- **DRIVE ALONE VEHICLE**
All Trips from Western Market to Other Neighborhoods/District

51% of the daily trips in Hayes Valley and surrounding neighborhood (Western Market) are made by a car.

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Existing Conditions Analysis: Travel Demand

Daily Drive Alone Trips (Starting or Ending in the Study Area) - Using Octavia Blvd.
Existing Conditions Analysis: Travel Demand

Daily Drive Alone Trips (Pass Through) - Using Octavia Blvd
Next Steps

• Continue outreach round 1

• Incorporate outreach feedback

• Finalize study goals and existing conditions

• Upcoming tasks:
  • Strategy and Solution Development
  • Alternative Analysis
Questions?

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