

Octavia Improvements Study

Market and Octavia CAC



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Authority**

09/21/2020



Study Purpose



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- 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



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Study Outreach Approach



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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



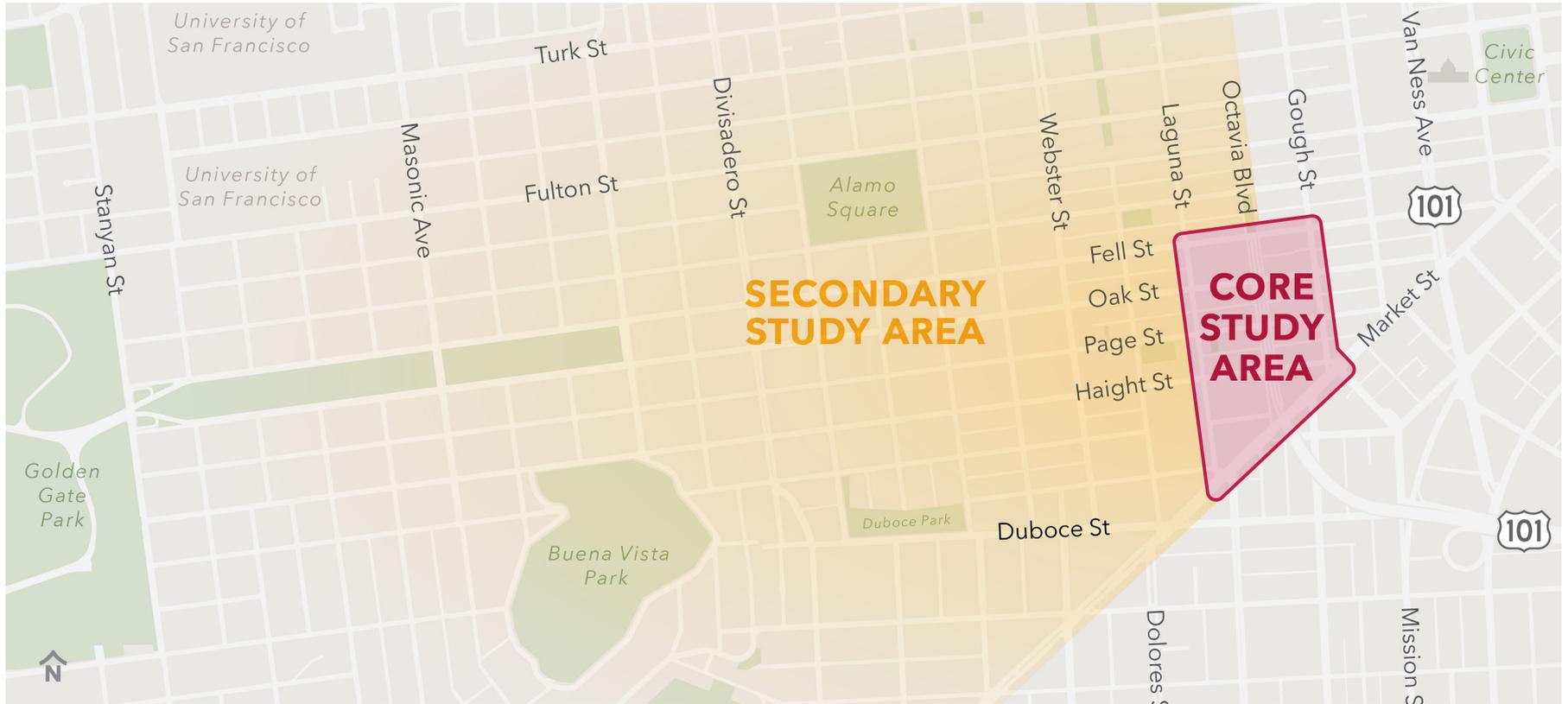
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- Round 2: late Fall 2020 or winter 2021
 - Objectives: Input on draft alternatives
 - Methods: Virtual townhall or workshop, survey, community presentations and social media ads
- Round 3: Spring 2021
 - Objectives: Review final report
 - Methods: Email, community presentations and social media

Preliminary Study Area



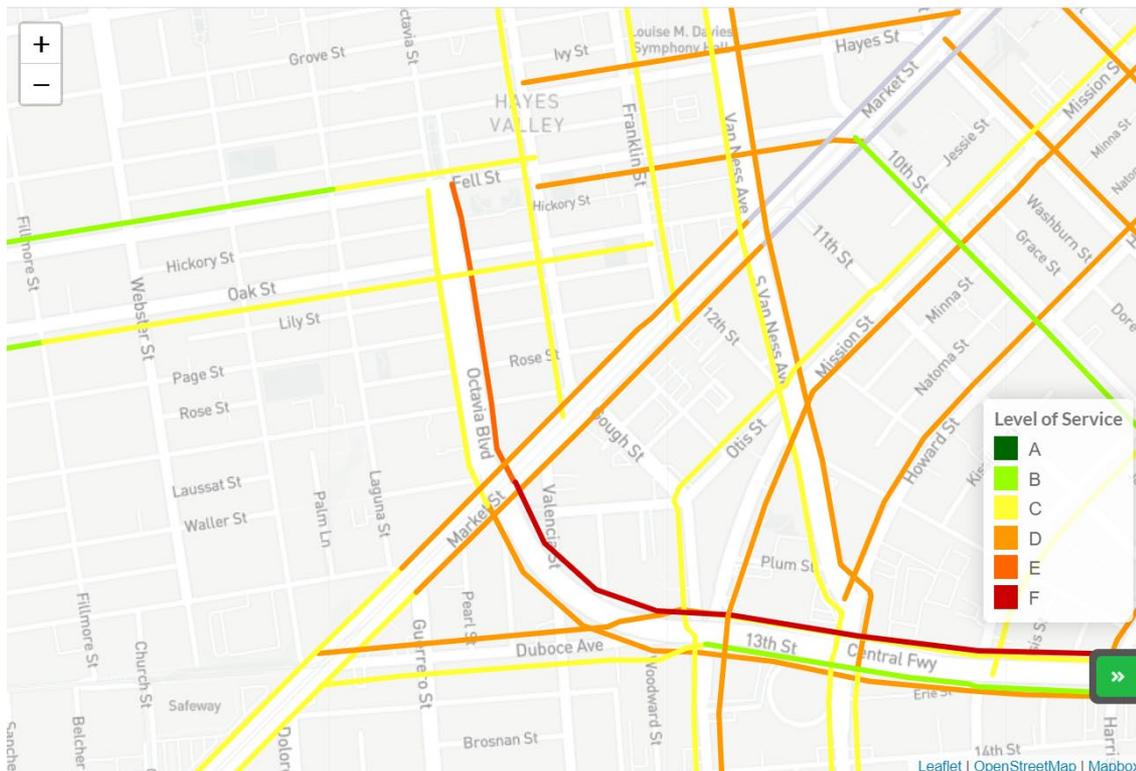
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SFCTA COVID Tracker



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COVID-ERA CONGESTION TRACKER

What is this?

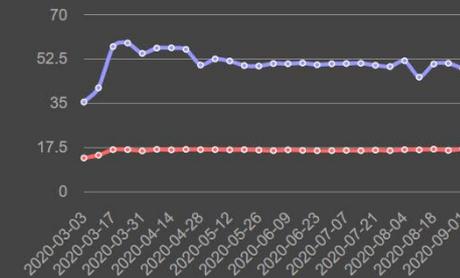
Learn More

Auto Level-of-Service (LOS)

Speed Change Relative to Pre-COVID

AUTO SPEED TREND (MPH):

All Segments Combined



CHOOSE WEEK:



2020-09-01



Draft Study Goals



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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



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187 collisions (2014 - 2018)

- **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

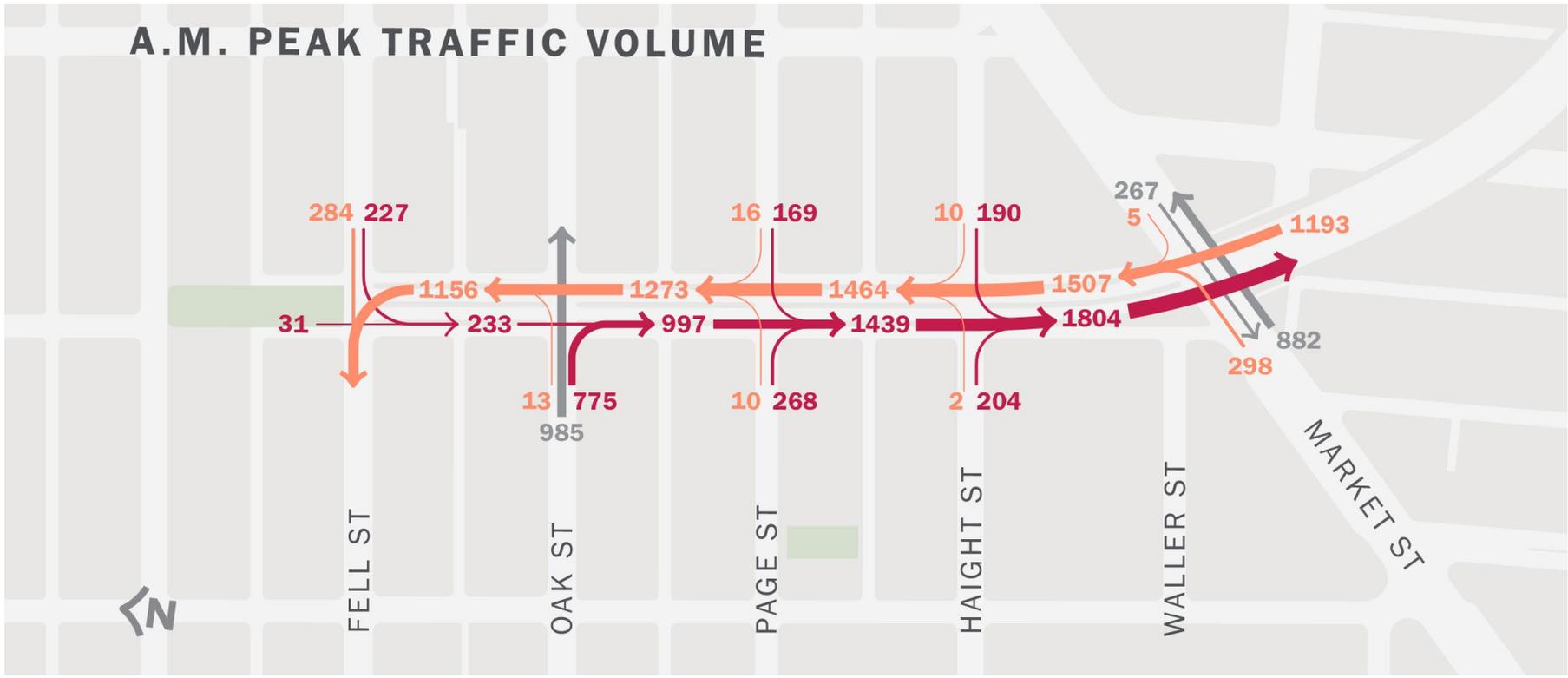


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- Study Area Transit Routes - Muni 6, 7 and 7R
- Both transit routes are at capacity as it reaches the study area.
- This study to address transit crowding and capacity issues.

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



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PM Peak Pedestrian Counts



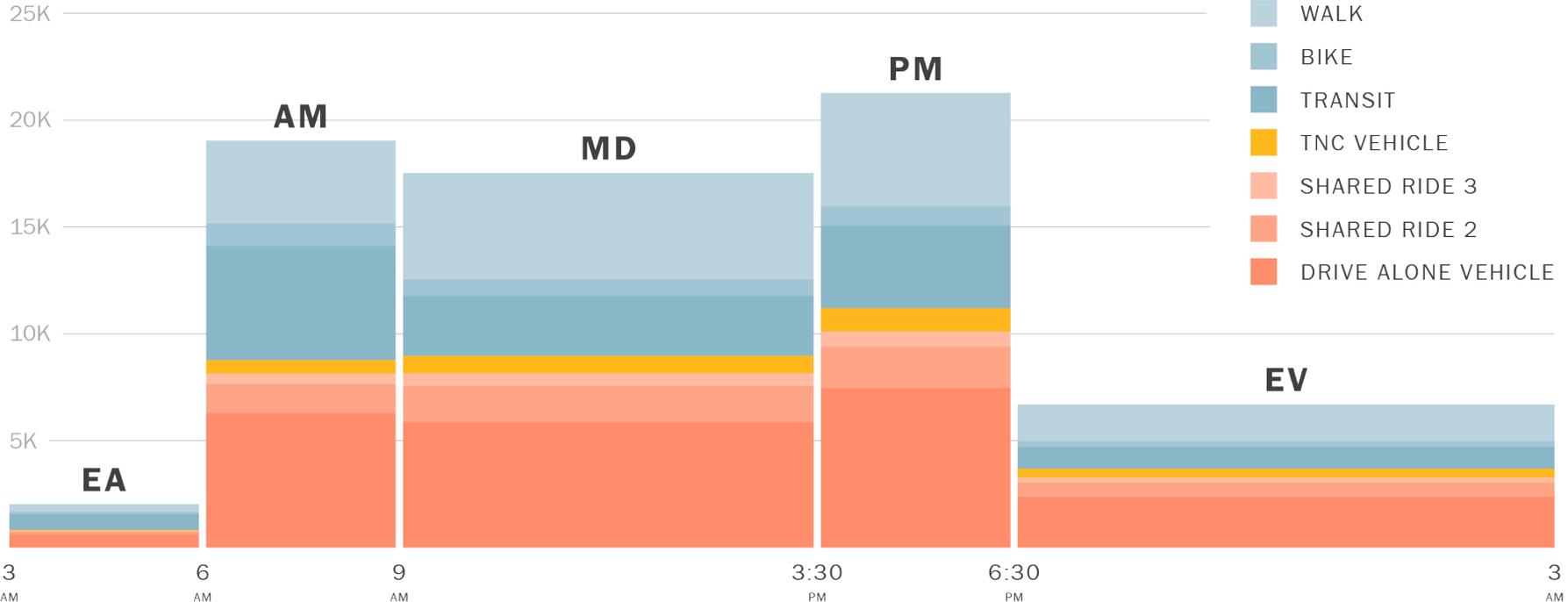
Existing Conditions Analysis: Travel Demand



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Number of Trips Originating in Hayes Valley and Surrounding Neighborhood

TRIPS PER HOUR



All Trips from Western Market to Other Neighborhoods/District

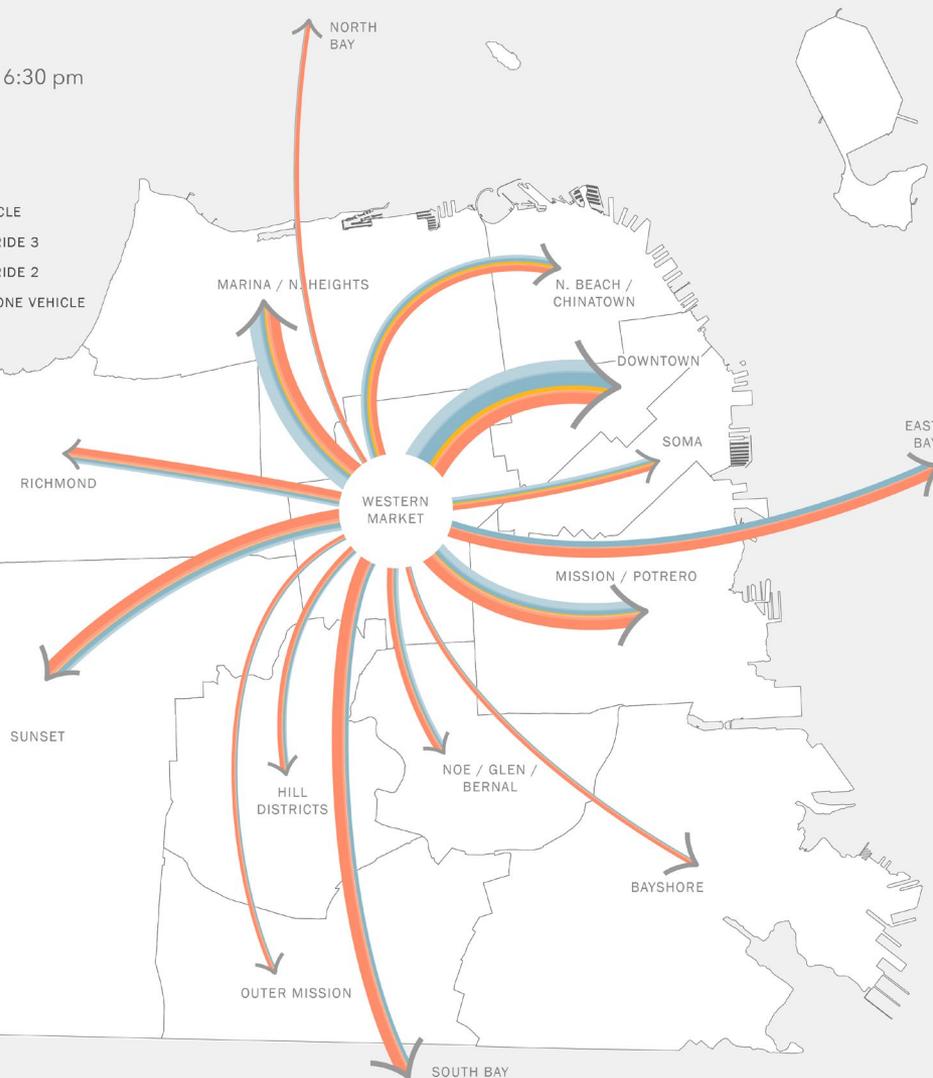
51% of the daily trips in Hayes Valley and surrounding neighborhood (Western Market) are made by a car



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PM
3:30 pm - 6:30 pm

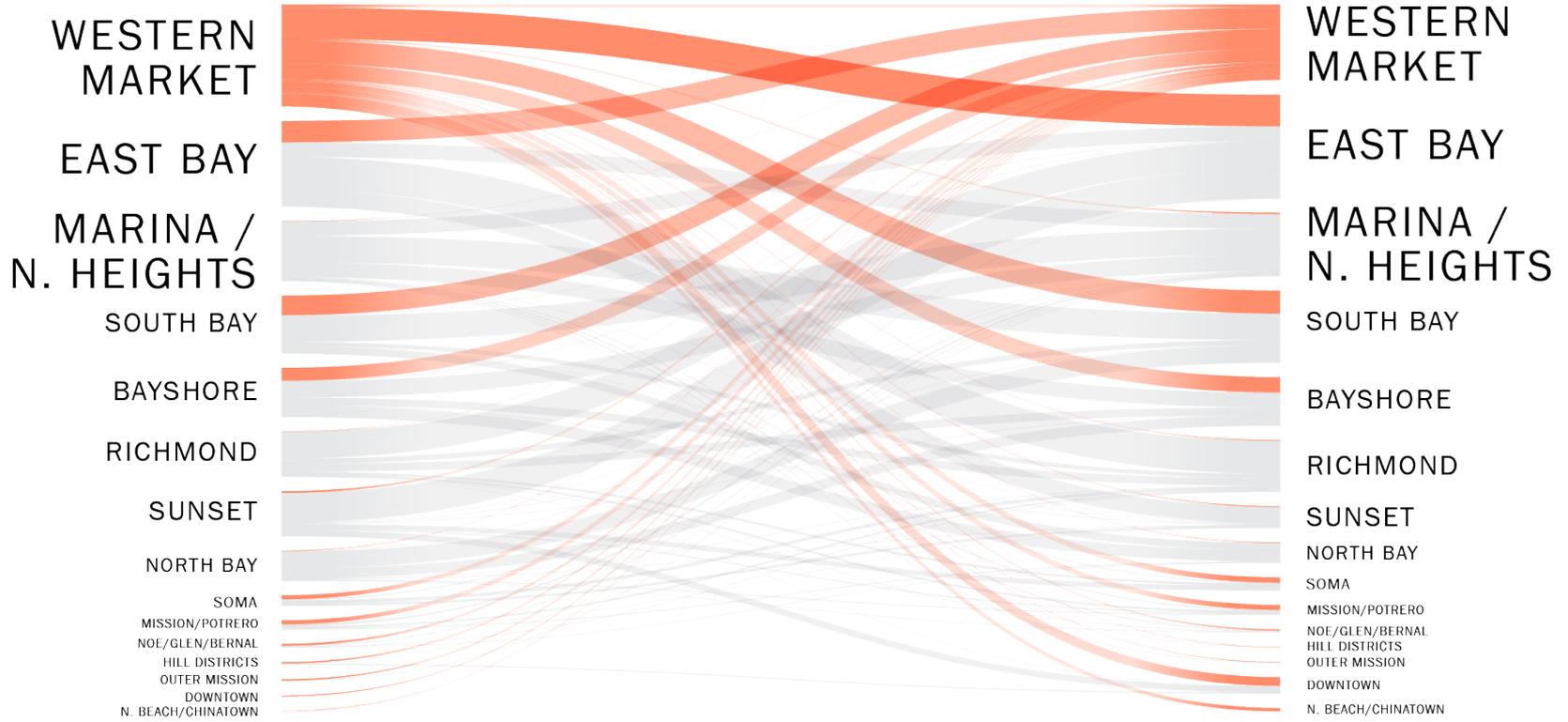
- WALK
- BIKE
- TRANSIT
- TNC VEHICLE
- SHARED RIDE 3
- SHARED RIDE 2
- DRIVE ALONE VEHICLE



Existing Conditions Analysis: Travel Demand



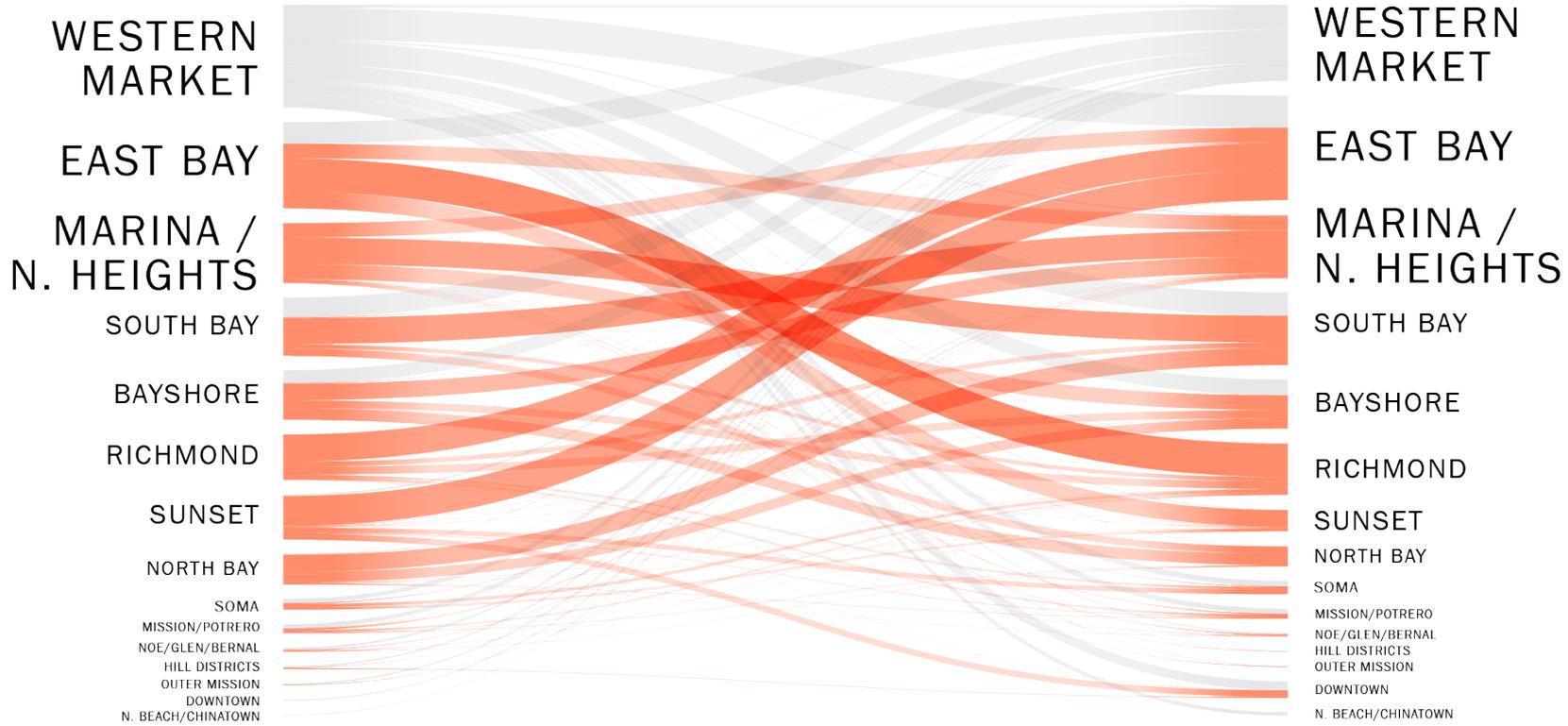
Daily Drive Alone Trips (Starting or Ending in the Study Area) - Using Octavia Blvd.



Existing Conditions Analysis: Travel Demand



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





- 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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