

Octavia Improvements Study

Outreach Findings and Recommendations



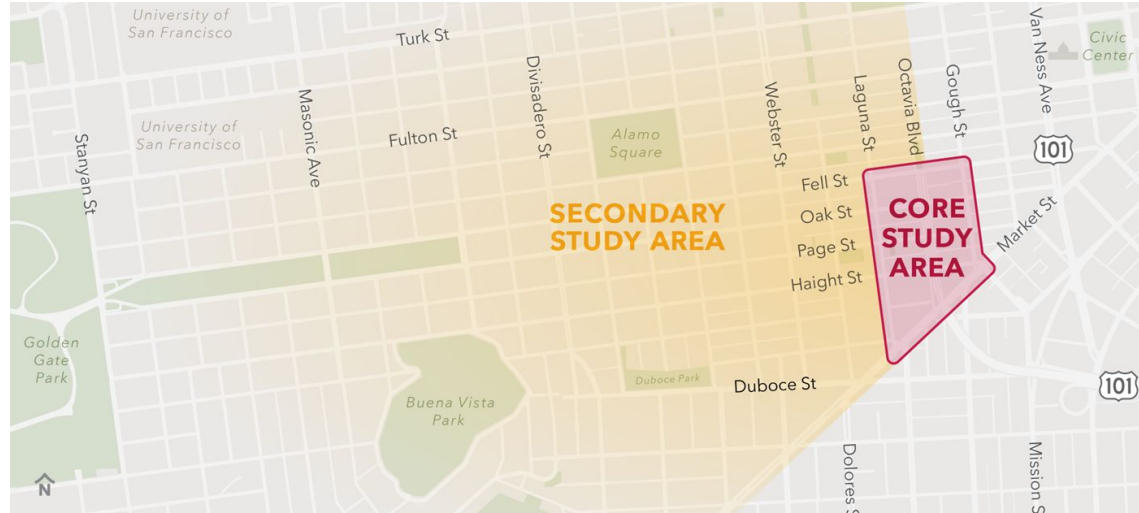
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Agenda

- Project Overview
- Outreach Process Overview
- Round 2 Outreach Findings
 - Demographics
 - Responses
- Recommendations

Project Overview

- Improve safety, accessibility and circulation on Octavia Blvd
- Identify strategies to address regional congestion to/from Octavia Blvd
- Prioritize and recommend projects to be funded by Special Funds



Outreach Process Overview

Round 1

- **Purpose**: review study goals, identify existing pain points, provide improvement ideas
- **Methods**: map-based survey, presentations to community groups, social media posts

Round 2

- **Purpose**: narrowing priorities for near-term solutions and long-term ideas
- **Methods**: virtual town hall, digital survey, social media outreach, community presentations

Outreach Questions

What **local safety and connectivity strategies** would you like to see prioritized?

- Fell/Oak/Laguna bulbouts (\$\$)
- Octavia “open street” traffic calming (\$\$)
- Living Alleys on Lily/Rose (\$\$\$)
- Red light cameras (\$\$)
- Curb management on Hayes/Haight (\$)
- Dual left with bike phase on Fell (\$)
- Turn restrictions from Haight onto Octavia (\$)

What **regional congestion management ideas** are you interested in, not interested in, and neutral in?

- Civic Center regional transit hub
- HOV lanes/ramps on 9th 10th
- Citywide/regional express bus
- Downtown congestion pricing
- Oak Street signal retiming and lane conversion
- Wayfinding signage

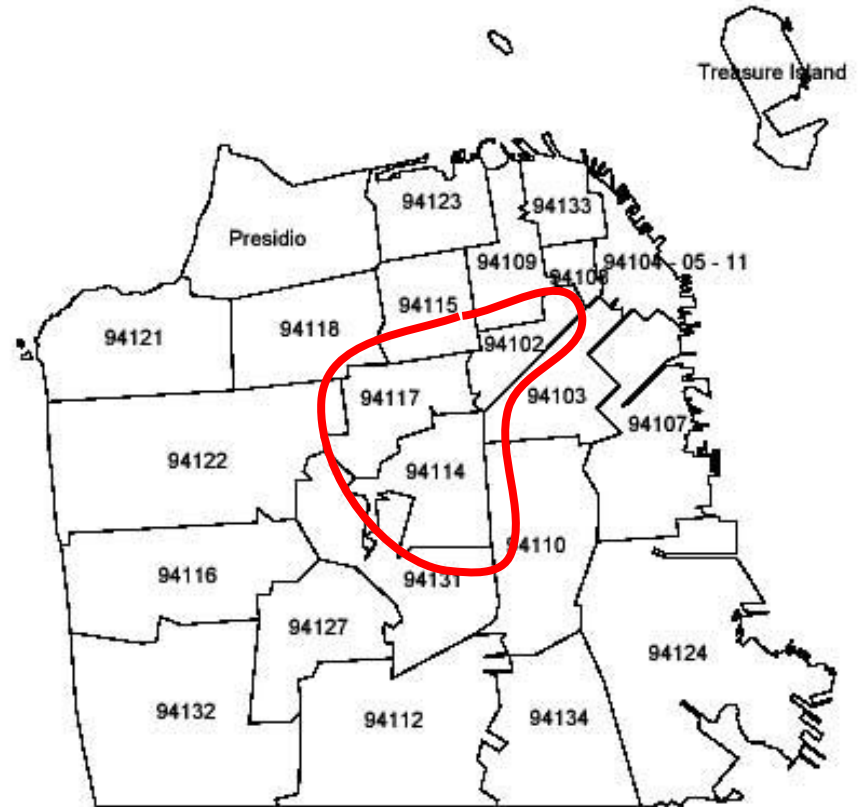


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Round 2 Outreach Findings

- Total survey responses: 1,091
 - Responses with ZIP code: 967
- Analyzed by two groups
 - Near: 595 (61.5%)
 - 94117, 94102, 94103
 - Far 372 far (38.5%)
 - all other ZIP codes

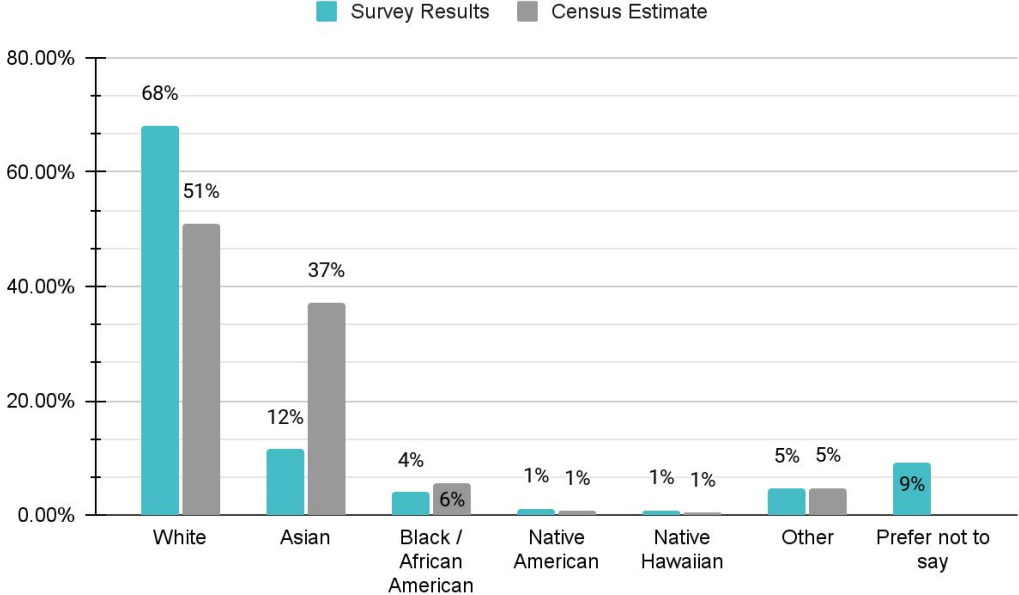
Map of Near ZIP Codes



Round 2 Outreach Findings | Demographics

- **Race/Ethnicity:**
 - More respondents identify as White compared to citywide population (68% vs 51%)
- **Gender:**
 - 277 women (36%)
 - 488 men (64%)
- **Household Income:**
 - 48% earn below \$150,000
 - 52% earn above \$150,000

Race/ Ethnicity of Respondents vs Citywide Population



About 9% of all respondents identify as Hispanic/Latinx

Round 2 Outreach Findings | Transportation Priorities (n=1091)

Priority		Low	Medium	High
Pedestrian and Bike Safety	Overall	11%	16%	74%
	Near	8%	16%	76%
	Far	14%	16%	70%
Livability & Quality of Life	Overall	5%	18%	77%
	Near	3%	14%	84%
	Far	8%	25%	68%
Parking & Vehicle Access	Overall	55%	21%	24%
	Near	56%	24%	21%
	Far	55%	18%	28%

Round 2 Outreach Findings | Priorities for Local Safety and Connectivity Projects (n=1,091)

Local Safety and Connectivity Priorities	High (1,2,3)		Low (4,5,6,7)	
	Near	Far	Near	Far
Traffic Calming along Octavia St; raised crosswalk & painted pavement	69%	68%	31%	32%
Bulb Outs at 6 Locations	54%	58%	47%	42%
Red light camera enforcement at 2 Market St intersections (Gough St & Octavia Blvd)	50%	51%	50%	49%
Living Alleys: Lily St & Rose St	41%	35%	59%	65%
Dual left turn w/ ped & bike phase on Fell at Octavia Blvd	38%	40%	62%	60%
Curb mgmt. study along Hayes & Haight St	27%	22%	73%	78%
Turn restrictions from Haight St onto Octavia Blvd	23%	29%	77%	71%

Round 2 Outreach Findings | Interest in Regional Congestion Management Concepts (n=1,091)

Regional Congestion Management Concepts	Interested		Neutral		Not Interested	
	Near	Far	Near	Far	Near	Far
Wayfinding Signage	68%	64%	16%	17%	16%	19%
Oak St signal retiming & lane conversion	68%	53%	31%	29%	15%	27%
Regional Transit Hub at Civic Center	58%	56%	29%	30%	13%	14%
Regional Express Bus Study	54%	53%	31%	29%	15%	17%
Designated lanes for transit & carpool	53%	58%	28%	20%	19%	22%
Congestion Pricing Study	51%	53%	21%	19%	28%	30%

Draft Recommendations

- With \$7M Parcel Sale funds, implement:
 - Traffic calming along Octavia
 - Bulb-outs at 6 locations on Oak and Fell at Buchanan and Webster
- Fund a Study to design regional congestion management strategies:
 - Oak St. HOV+Transit lane to connect managed lane network, including signal retiming
 - Regional and local express transit service planning
 - Regional transit hub at Civic Center
 - Wayfinding

Support / accelerate concepts supported by existing projects:

Design improvements at Market/Gough & Market/Octavia

- Part of Better Market Street & Upper Market Safety Improvements projects, respectively

Red light cameras on Market St.

- Include in the overall package of improvements at at Octavia Blvd. & Gough St. as part of Better Market Street & Upper Market Safety Improvements projects, respectively

Bulb-outs at 6 locations

- SFMTA's planned Oak & Fell pedestrian signal retiming project includes **planned bulb-outs** on Oak & Fell at Buchanan & Webster

Next Steps

- Complete funding and implementation strategy in coordination with SFMTA
- Market Octavia CAC: November 14, 7pm
- Draft report: Winter 2022

Thank you.



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