

February 12, 2009

Honorable Gavin Newsom  
Mayor, City and County of San Francisco  
San Francisco City Hall  
1 Dr. Carlton B. Goodlett Place, Room 200  
SF, CA 94102

**RE: Request for Market Street Prioritization in 2009**

Dear Mayor Newsom,

We, the undersigned, are a growing group of organizations (business interests, nonprofits, Community Benefit Districts, and others) who have joined together to work for an improved Market Street. **We are writing to ask for your support and prioritization in 2009 to make Market Street a world-class street.**

We believe that Market Street is the spine of our city, connecting an array of the civic sites such as Civic Center, Yerba Buena, Union Square, the Financial District, and Ferry Building. It is also the most important street for local and regional transit, our growing bicycling population, and an important walking corridor.

Unfortunately, today, Market Street does not live up to its potential as a landmark boulevard. Transit performance, vehicle traffic congestion, pedestrian and bicycle accessibility and safety, and economic vitality all are in a poor state along much of the Market Street corridor.

Our organizations are joining together to work for a Market Street that we can all be proud of, move safely on, and enjoy.

We are enthusiastic to hear that the S.F. Department of Public Works is scheduling a long overdue repave of Market Street for 2010. This is a significant opportunity to improve the street's accessibility, economic vitality, and livability, while also addressing pressing safety issues.

We urge the City not to simply replace the existing layout, but rather to use this as an opportunity for improvement. Now is the time to dedicate City and community-based focus to improve a long-overlooked Market Street.

Our goals are straightforward. They are well-articulated in a 2004 Market Street Action Plan produced by the SF County Transportation Authority, with significant input from business and community groups, as well as key city agencies.

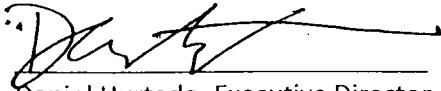
Our goals for Market St. continue to be the following:

- Decrease transit travel time and improve transit reliability;
- Improve pedestrian circulation and safety;
- Create a safer, more inviting bicycle route; and
- Accommodate necessary motor vehicle trips.

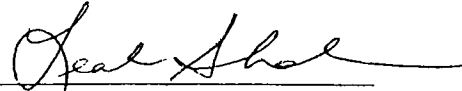
We also believe economic development is an important component of a world-class Market St.

Mayor Newsom, we are eager to work with you and your department leadership to advance these goals for the benefit of San Franciscans and visitors to our city. We ask that you provide the leadership and dedicated staff to coordinate the creation and implementation of a world class Market Street that will showcase the best our city has to offer.

Sincerely,



Daniel Hurtado, Executive Director  
Central Market CBD



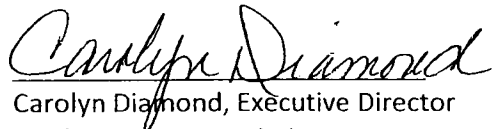
Leah Shahum, Executive Director  
San Francisco Bicycle Coalition



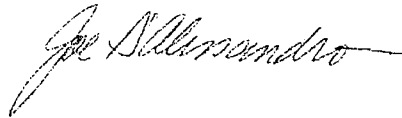
Tom Radulovich, Executive Director  
Livable City



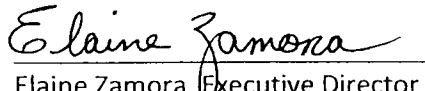
Gabriel Metcalf, Executive Director  
San Francisco Planning and  
Urban Research Association (SPUR)



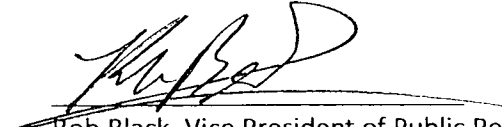
Carolyn Diamond, Executive Director  
Market Street Association



Joe D'Alessandro, President & CEO  
San Francisco Convention & Visitors Bureau



Elaine Zamora, Executive Director  
North of Market/Tenderloin CBD



Rob Black, Vice President of Public Policy  
San Francisco Chamber of Commerce



Manish Champsee, Executive Director  
Walk San Francisco

cc:

Honorable Members, SF Board of Supervisors  
Honorable Members, MTA Board of Directors  
Nat Ford, SF MTA Director  
John Rahaim, SF Planning Director  
Ed Reiskin, SF DPW Director  
Jose Luis Moscovich, SF Transportation Authority Director  
Dean Macris, SF Mayor's Office  
Wade Crowfoot, SF Mayor's Office  
Astrid Haryati, SF Mayor's Office