

Market Street Data

as of August 11, 2010



Executive Summary

The Great Streets Project began collecting data on weekday pedestrian and vehicle volumes in July 2010 to compare with the baseline counts collected by the San Francisco Planning Department in July 2009 (available for download at bettermarketstreetsf.org) and the San Francisco County Transportation Authority's 2009 Market Street Strategic Analysis Report. We looked at two midblock locations: Market at Powell Street and Market at Spear Street.

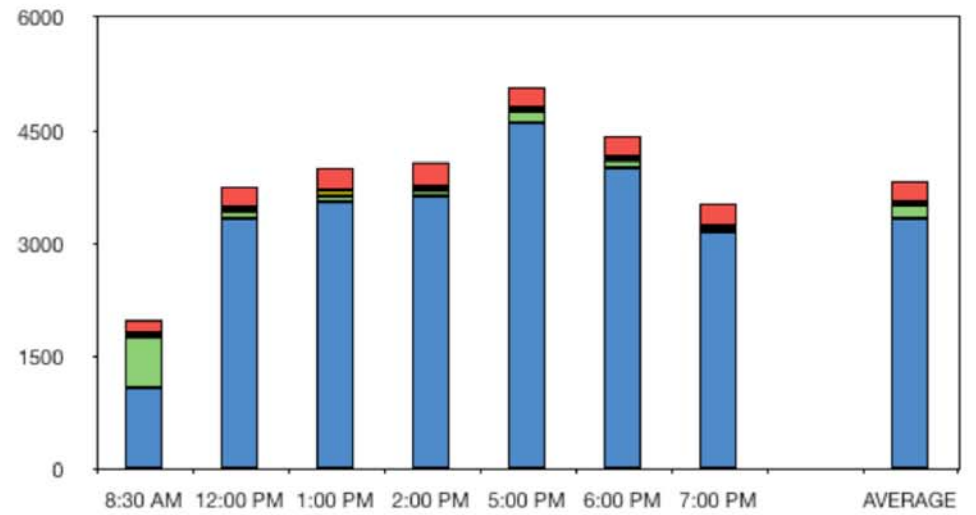
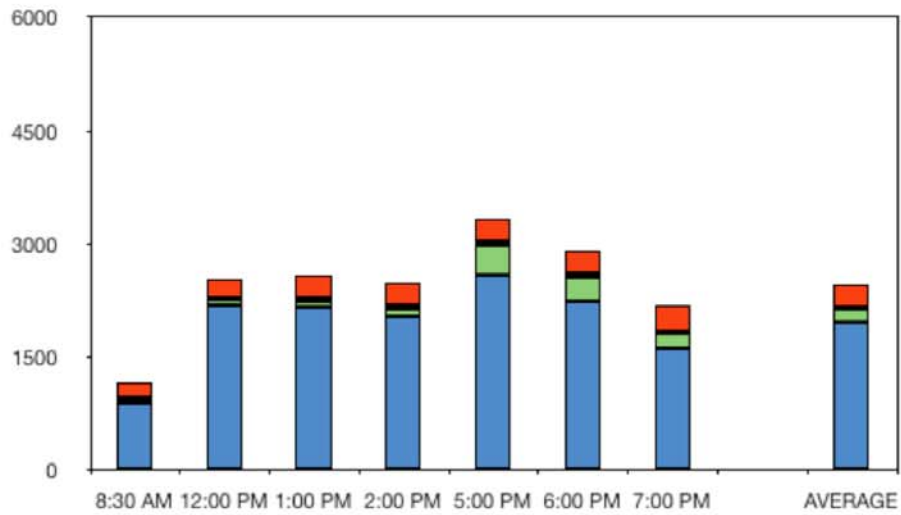
The counts reveal that:

- Pedestrian volumes are now higher than the equivalent time in 2009 at Powell Street despite the comparably poor weather. The increase is significantly more dramatic on the south side of the street than the north.
- Pedestrian volumes are comparable to 2009 levels at Spear Street, though there appears to be a slight increase in pedestrian volumes on the north side of the street.
- Personal and transit vehicle volumes have decreased in both directions at Powell Street (though this does not factor in actual transit ridership).
- Bicycle volumes at Powell Street have increased significantly during peak periods at Powell Street.
- It is impossible to parse out the reasons for these changes, from global tourism patterns and retail attractions to the new murals and traffic changes in mid-Market, though the more dramatic changes to the volumes of people on the south side of Market Street hint that local changes to the street may be a factor.

The Great Streets Project will continue to perform counts along Lower Market to deepen our understanding of the dynamics of the evolving corridor.

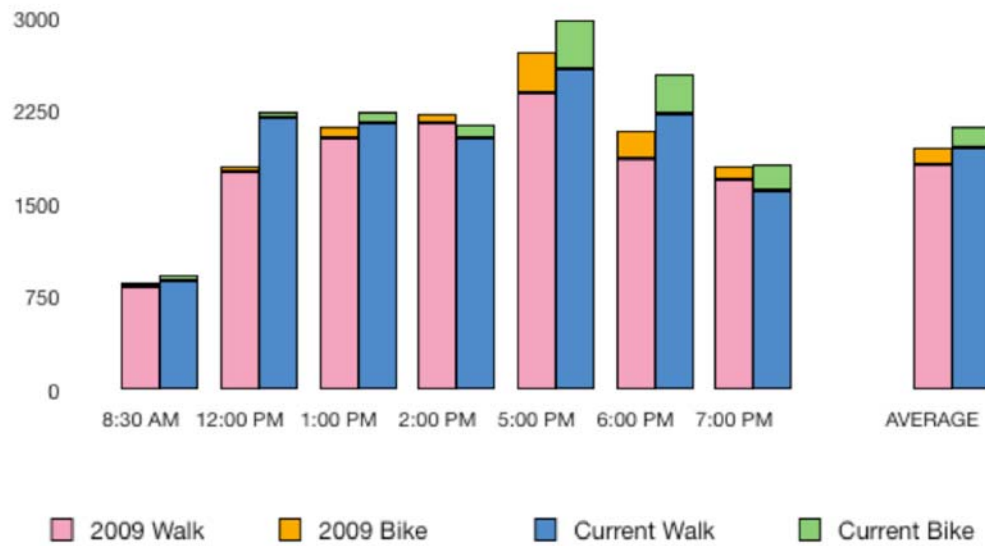
**CURRENT ACTIVITY ON MARKET AT POWELL
NORTH SIDE**

**CURRENT ACTIVITY ON MARKET AT POWELL
SOUTH SIDE**

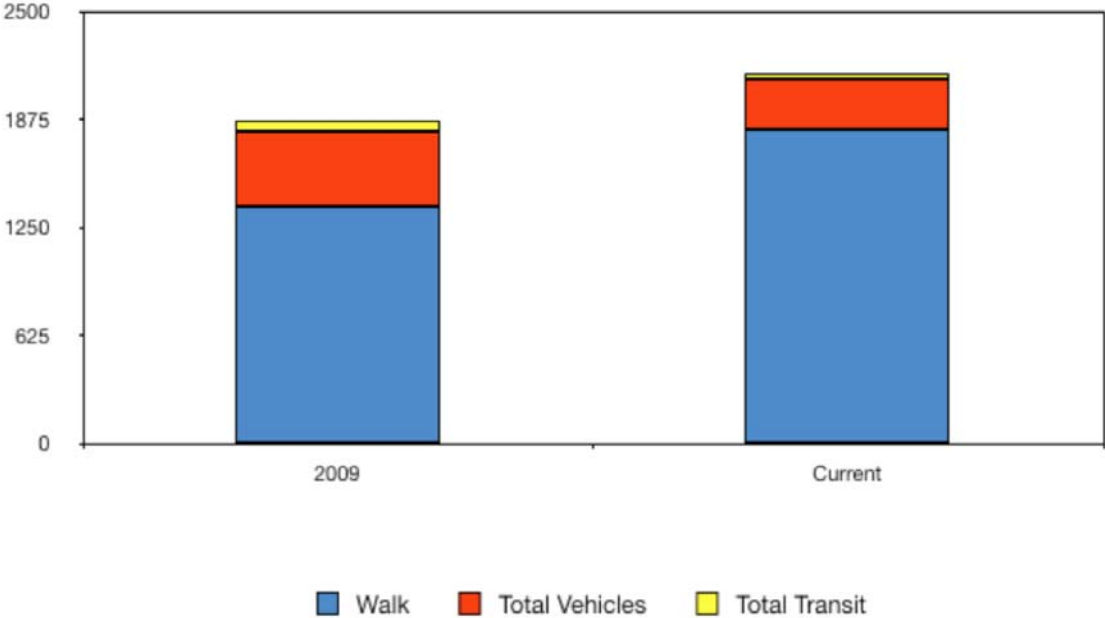


■ Walk
 ■ Bike
 ■ Total Transit
 ■ Total Vehicles

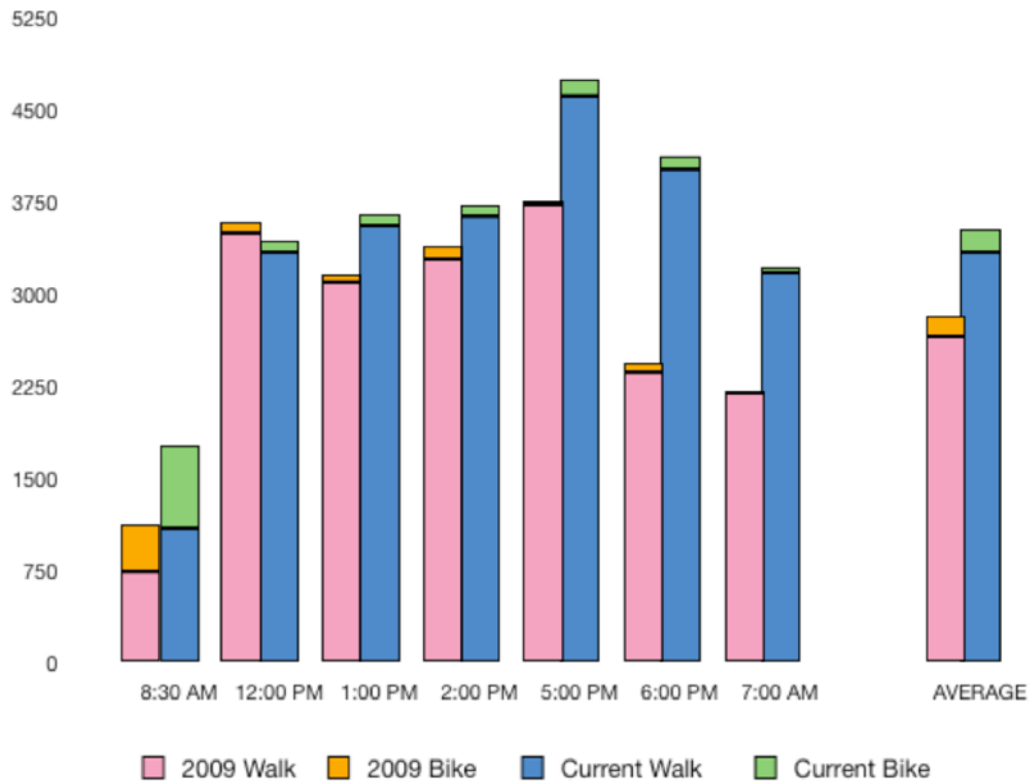
CHANGE IN BIKE AND WALK ON MARKET AT POWELL NORTH SIDE



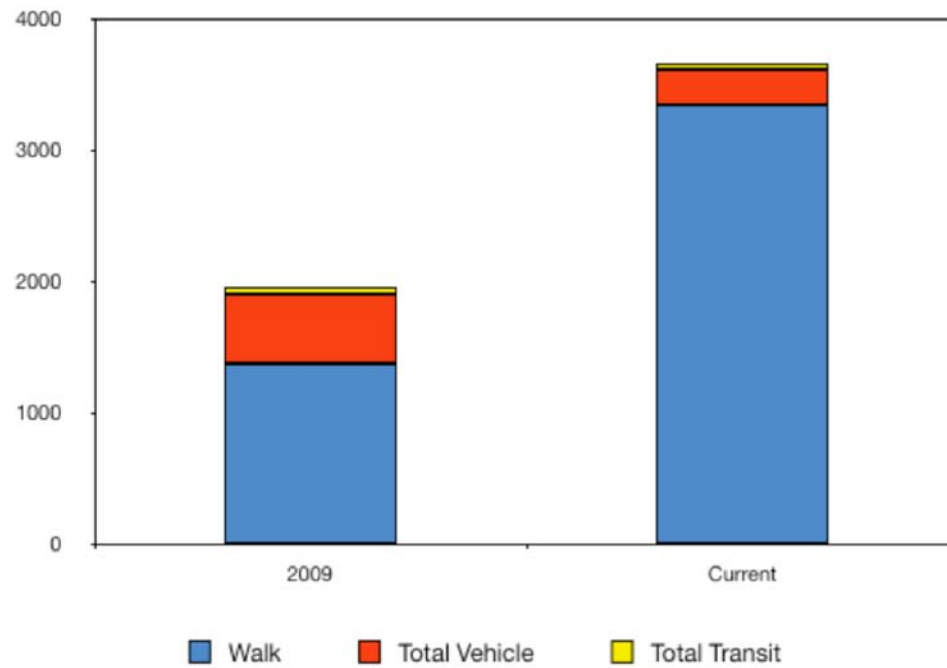
**CHANGE IN WALK, CAR AND TRANSIT ON MARKET AT POWELL
NORTH SIDE**



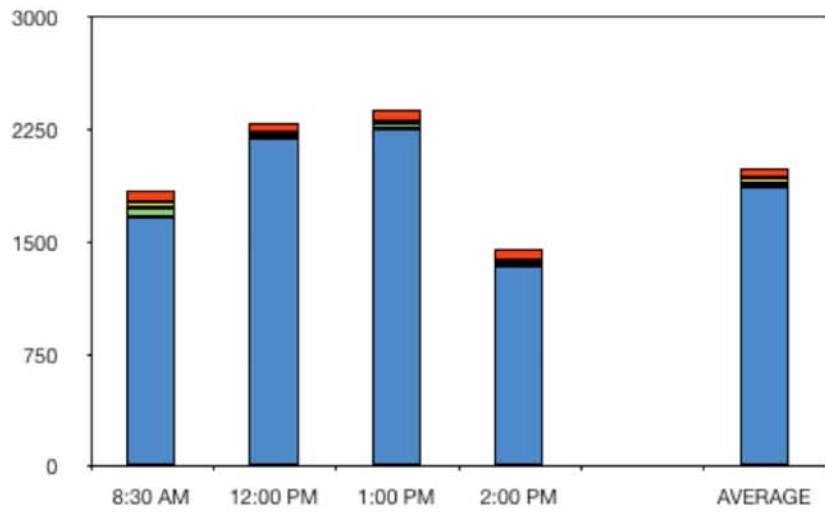
CHANGE IN BIKE AND WALK ON MARKET AT POWELL SOUTH SIDE



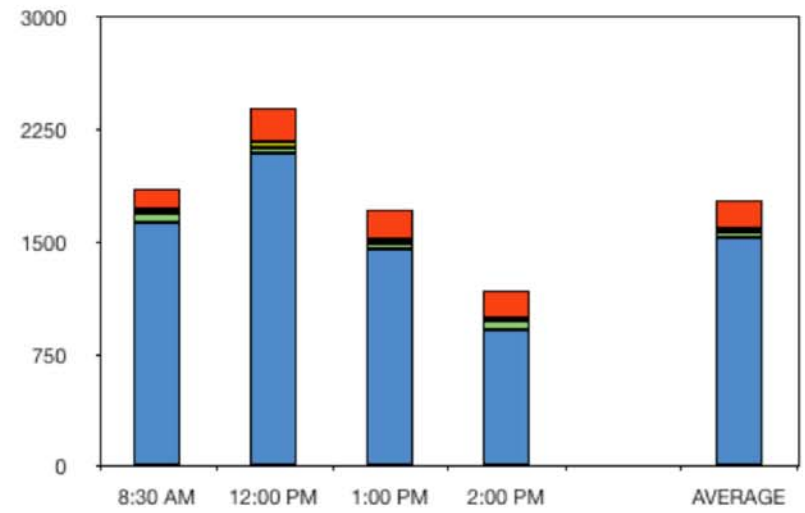
CHANGE IN WALK, CAR AND TRANSIT ON MARKET AT POWELL SOUTH SIDE



**CURRENT ACTIVITY at SPEAR STREET
NORTH SIDE**

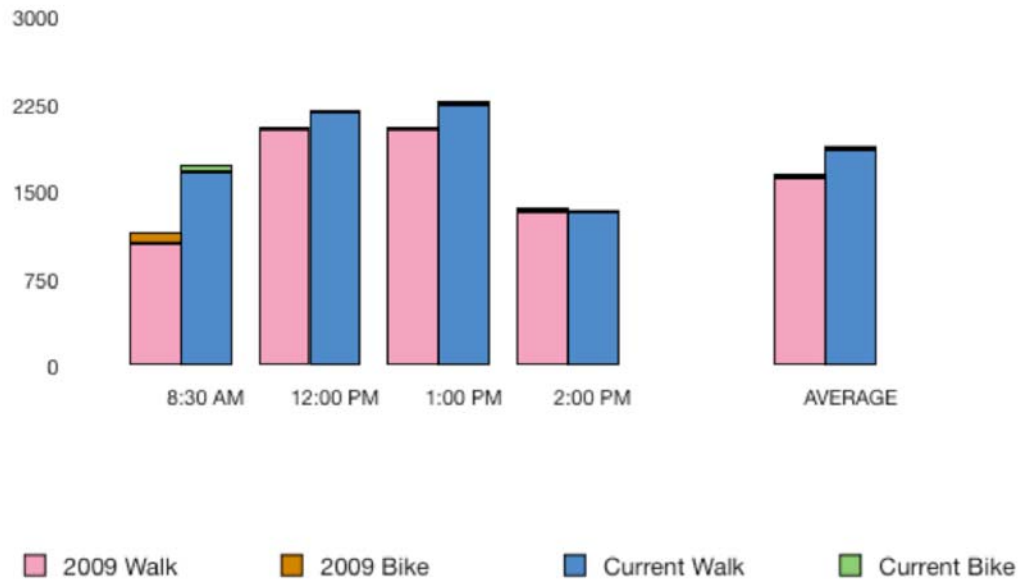


**CURRENT ACTIVITY at SPEAR STREET
SOUTH SIDE**



■ Current Walk
 ■ Current Bike
 ■ Total Transit
 ■ Total Vehicles

CHANGE IN WALK AND BIKE at SPEAR STREET NORTH SIDE



CHANGE IN WALK AND BIKE at SPEAR STREET SOUTH SIDE

