Reimagining Geary Boulevard

Town Hall Meeting with Supervisor Eric Mar

July 31, 2013
Reimagining Geary Boulevard

- Reimagining Geary with Bus Rapid Transit
  - Overview
  - Recent outreach and what we’ve heard
  - New developments and recent progress

- Reimagining Geary’s streetscape
  - Attractive and safe
  - Supports merchants and patrons

- Your ideas
Reimagining Geary Boulevard

Reimagining Geary with BRT
50,000+ daily transit riders

Bus corridor: 48th Avenue to Transbay Transit Center

Current bus routes: 38, 38L, 38AX, 38BX, GGT92
Existing street configuration is unfavorable for buses, pedestrians, and bicyclists.

Existing bus service is slow and unreliable.

Transit ridership on Geary is consistently high in both directions throughout the day, on weekdays, and weekends.
Bus Rapid Transit Features

1. Dedicated transit lane
2. Transit signal priority
3. Traffic signal optimization
4. All-door boarding and low-floor vehicles
5. Pedestrian safety and streetscape enhancements
6. High-quality stations
Alternatives 1 and 2

West of Gough Street

Alternative 1: No Project / Baseline

Alternative 2: Side-lane BRT

Not to scale. For planning and conceptual purposes only.
Alternatives 3 and 4

West of Gough Street

Alternative 3: Center-lane BRT with Dual Medians

Alternative 4: Center-lane BRT with Single Median

Not to scale. For planning and conceptual purposes only.
Recent Community Outreach

- Summer 2012: open houses held throughout corridor
- Meetings with 30+ local organizations and community groups
- Door-to-door merchant outreach
- Customer intercept survey
- Project Citizens Advisory Committee
Key issues raised during community outreach include:

- Support for transit improvements in corridor
- Desire to better organize traffic, parking, and pedestrian space while minimizing traffic impacts
- Need for pedestrian safety improvements
- Concern regarding any loss of parking and its effect on merchants
- Need to minimize construction impacts
- Desire for landscaping and trees
Customer Intercept and Merchant Surveys

Customer intercept surveys:
- Conducted in March 2013 at four locations along Geary
- 7 midweek days and 3 Saturdays
- 589 total responses

Merchant surveys:
- Conducted in May 2013; door-to-door along Geary and Clement
- Weekdays and Saturday
- Visited all businesses at least twice
- 260 total responses
Customer Survey:
How did you travel to Geary today?

How did you travel to Geary Boulevard today?

- 49% Walk or Bike
- 28% Transit
- 22% Auto
How often do you visit businesses or services on Geary Boulevard?

- Less than once a month
- Once a week
- 2-4 times/week
- 5+ days/week

Percent of Total Responses:

- walk or bike
- transit
- auto
Customer Survey: Would you walk longer for better bus service?

Would you be willing to walk an additional block or two to a bus stop if it meant your ride would be faster and the bus more reliable?

83% Yes, Definitely
Merchant Survey: How many customers visit your business?

- Over 70% employ 5 or fewer people
- Most have 50 or fewer daily customers

How many customers visit your business location on an average day?

- 1 to 20: 30% of responses
- 21 to 50: 20% of responses
- 51 to 100: 15% of responses
- 101 to 200: 10% of responses
- More than 200: 5% of responses
Customer and Merchant Surveys: How do customers travel to Geary?

**Customers** surveyed arrived at the corridor by:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk or Bike</td>
<td>49%</td>
</tr>
<tr>
<td>Transit</td>
<td>28%</td>
</tr>
<tr>
<td>Auto</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Merchants** surveyed estimated that their customers arrive by:

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk or Bike</td>
<td>18%</td>
</tr>
<tr>
<td>Transit</td>
<td>25%</td>
</tr>
<tr>
<td>Auto</td>
<td>54%</td>
</tr>
</tbody>
</table>
Customer and Merchant Surveys: What’s your highest priority for change?

What would be your highest priority change for Geary Boulevard?

- Preserve parking
- Faster, More Reliable Muni
- Pedestrian Safety
- Something else
- Sidewalk amenities
- Landscaping

Percent of Responses

Merchants vs. Customers
Customer and Merchant Surveys: Effect of BRT on businesses?

Customers: Would you be more or less likely to visit Geary businesses if Muni were faster and more reliable and some parking were removed?

<table>
<thead>
<tr>
<th>Good / More Likely</th>
<th>Bad / Less Likely</th>
<th>Little or No Effect</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchants</td>
<td>Customers</td>
<td>Percent of Responses</td>
<td></td>
</tr>
<tr>
<td>20%</td>
<td>50%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>0%</td>
<td>10%</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

Percent of Responses
New Developments and Recent Progress

- Provide BRT service to 48th Avenue
- Extend BRT lanes to 33rd Avenue
- Explore new alternative (Alternative 3-Consolidated)
- Run BRT on frontage roads in Masonic area
- Consider “filling” Fillmore underpass
- Accelerate bus improvements
Proposed BRT: West of 33rd Avenue

Alternative 1: No Project / Baseline
Proposed BRT: 26th Ave. to 33rd Ave.

Alternative 2: Side-lane BRT
Proposed BRT: Gough to 25th Ave.

Not to scale

Alternative 1: No Project / Baseline

Alternative 2: Side-lane BRT

Alternative 3/3C: Center-lane BRT with Dual Medians

Alternative 4: Center-lane BRT with Single Median
New Variant: Alternative 3-Consolidated

- Configuration similar to Alternative 3
- Consolidates local and limited-stop BRT services
- Consolidated stops closer together than current limited stops but farther apart than local stops
- Requires no bus passing lanes
- No overall parking loss in segment between Palm and 25th Avenue

Not to scale. For planning and conceptual purposes only.
New Variant: Alternative 3-Consolidated

Alternative 3

Alternative 3-Consolidated
## BRT and Local Bus Stops

### Number of bus stops between 33th Avenue and Van Ness Avenue

<table>
<thead>
<tr>
<th>Alternative</th>
<th>38-Local EB/WB</th>
<th>38-Limited EB/WB</th>
<th>BRT EB/WB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative 1 (Existing)</td>
<td>27/25</td>
<td>12/11</td>
<td>N/A</td>
</tr>
<tr>
<td>Alternative 2</td>
<td>24/24</td>
<td>N/A</td>
<td>9/9</td>
</tr>
<tr>
<td>Alternative 3</td>
<td>21/18</td>
<td>N/A</td>
<td>9/9</td>
</tr>
<tr>
<td>Alternative 3 -- Consolidated</td>
<td>N/A</td>
<td>N/A</td>
<td>15/15</td>
</tr>
<tr>
<td>Alternative 4</td>
<td>19/19</td>
<td>N/A</td>
<td>10/10</td>
</tr>
</tbody>
</table>
On-street parking change between 25th Ave. and Palm Ave.

<table>
<thead>
<tr>
<th>Alternative</th>
<th>Potential Parking Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative 1</td>
<td>N/A</td>
</tr>
<tr>
<td>Alternative 2</td>
<td>-20% to -25%</td>
</tr>
<tr>
<td>Alternative 3</td>
<td>-15% to -20%</td>
</tr>
<tr>
<td>Alternative 3 -- Consolidated</td>
<td>0% to +5%</td>
</tr>
<tr>
<td>Alternative 4</td>
<td>-15% to -20%</td>
</tr>
</tbody>
</table>
Potential to add on-street parking:
Alternative 2 would construct porous bus-only lanes on the service roads. For Alternatives 3, 3-C and 4, the Masonic tunnel would necessitate a special configuration to keep buses running in the center of the road. The special configuration may require compromises in station design, accessibility, and/or traffic. Alternatives 3, 3-C and 4 could also include design options that transition to side-BRT lanes through the Masonic intersection.
Alternative 2 would construct porous bus-only lanes on the service roads. For Alternatives 3, 3-C and 4, the underpass at Fillmore would need to be filled in to keep buses running in the center of the road. The fill may be too expensive to include in the initial phase of the project. Alternatives 3, 3-C and 4 could also include design options that transition to side-BRT lanes through the Fillmore intersection.
Accelerated Implementation

- Delivery target for full BRT service advanced from 2020 to 2018

- Targeted improvements before full implementation:
  - New, low-floor buses
  - Bus service adjustments
  - Curb bulbs planned at Park Presidio and Arguello
  - Potential signal upgrades
  - East of Van Ness existing bus lane enhancement
  - Potential corridor-wide improvements
Next Steps

- Full analysis to compare alternatives ongoing
- Upcoming outreach in Fall along entire corridor to present key results, begin process to select preferred alternative
- Seeking your input on key measures to inform alternative selection
Reimagining Geary Boulevard

Reimagining Geary’s Streetscape
What is a Complete Street?

Safe, comfortable, and convenient for travel for everyone, regardless of age or ability – motorists, pedestrians, bicyclists, and public transportation riders.
Complete Street Guiding Policies

**Better Streets Policy** (SF Admin Code Chapter 98)
“...all City departments shall coordinate their various determinations regarding the planning, design, and use of public rights-of-way…”

**Transit First Policy** (SF City Charter Section 8A. 115)
“Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit…”

**“Complete Streets” Policy** (SF Public Works Code Section 2.4.13)
“...a project involving the planning, construction, reconstruction, or repaving of a public right-of-way, such project shall include...transit, pedestrian, and bicycle improvements…”
Streetscape

Enhancements to the ascetics and functionality of streets as places, not just thoroughfares.
Streetscapes: Elements Overview

- Landscaping
- Stormwater Management
- Street Lighting
- Paving & Bulb outs
- Site Furnishings
- Utilities and Driveways
Streetscape: Landscaping Benefits

• Attractiveness
• Safety
• Sun protection
• Neighborhood character
• Stormwater management
Streetscape: Landscaping
Streetscape: Stormwater Management
Streetscape: Street Lighting
Streetscape: Paving & Bulb-outs

Valencia Streetscape Project:

• Widened sidewalks
• Bulb outs
• Widened bike lanes
• Street trees
• Decorative lighting
• Public art
• On-street bike parking
• Truck loading zones
• Bi-directional 12mph “Green wave” for safer steadier traffic speeds
Streetscape: Paving & Bulb-outs
Streetscape: Paving & Bulb-outs

Extension of sidewalks shortens the distance pedestrians must cross.
Streetscape: Paving & Bulb-outs
Streetscape: Site Furnishings
Gateway Treatments

Establish a stronger neighborhood identity.
Streetscape: Utilities & Driveways
Space is a Limited Resource
What's Next: Geary & Park Presidio
What’s Next: Curb Ramps & Bulb-outs

Curb Ramp Project Status with Injury Counts
District 1 as of May 2, 2013
Reimagining Geary Boulevard

Your ideas?