

# San Francisco Transportation Plan Update

**PART 2.3: Needs Assessment (continued)**

**Spring 2013**



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# SFTP Needs Assessment

- **Planned Growth**
- **Existing and Future Transportation Conditions**
- **Aspirational Scenarios: “What would it take to...”**
  - Achieve a state of good repair
  - Get to approximately 50% below 1990 greenhouse gas emissions
  - Achieve a non-auto mode share above 50%
  - Accommodate population/employment growth with no change in commute
- **Focused Sector Analyses**
  - Visitor Trips
  - Goods Movement Trips
  - School Trips
- **SoMa Core Circulation Analysis**
- **Institutional Challenges**



# Visitor Sector Transportation Needs



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# Visitor Trips:

## How do visitors travel within the city?

The top modes of transportation visitors *intended to use* within the city also varied depending on the visitors' origin:

	Overall	Bay Area Visitors	Domestic Visitors	International Visitors
Taxi	39%	11%	40%	59%
Personal automobile	35%	71%	32%	15%
BART	26%	24%	22%	35%
Cable car	26%	2%	28%	41%
MUNI light rail and buses	21%	10%	16%	35%
MUNI streetcar	19%	1%	24%	24%
Rental car	15%	0.4%	21%	17%

Source: San Francisco Convention & Visitors Bureau 2010



# What are the Transportation Needs of the Visitor Industry?

## More and clearer information for tourists about travel options:

- ▶ Free maps; section on SFMTA's website geared toward tourists
- ▶ Alleviate the perception of hostility to drivers
- ▶ More availability of parking cards; all parking meters should accept credit cards

## Better management of existing resources:

- ▶ Loading zones and parking areas for tour buses
- ▶ Alleviate crowding on F-Line; transit planning for big weekends/events

### Initial Visitor Outreach Groups

- Golden Gate Park Concourse Authority
- Fisherman's Wharf CBD
- Union Square BID
- Convention & Visitors Bureau

## More/new services or amenities:

- ▶ E-Line to Fort Mason
- ▶ Late-night BART service; continued weekend Caltrain service
- ▶ Bike sharing; funding for Jefferson Street shared-street project
- ▶ More and cheaper taxi service



# Goods Movement Sector Needs



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# Focus of Goods Movement assessment

- Recent changes in conditions
- Most common problems
- When and where problems are worst
- How people address problems
- Ideas and potential solutions



# Rules of the game

- Yellow zones are for loading and unloading by commercial vehicles
- Vehicles without a commercial license plate may be cited or towed
- Effective times vary; indicated by signs on the meter or by stencils on the curb
- Monthly public hearings to legislate new colored zones; no fee for yellow zones





# Changes in conditions in recent years

- More competition for curb space
  - large employer shuttles
  - UPS/FedEX deliveries to more locations at more hours (e-commerce)
- Deliveries to large buildings take longer due to tighter security
- Bike lanes, cycle tracks, parklets (make it trickier to park)
- Improved signage and marking of yellow zones



# Most common problems: yellow zones, yellow zones, yellow zones

- Too short
- Not enough of them
- Not sufficiently enforced
- Hours in effect aren't appropriate
- Some are too close to crosswalk
- No curb cuts near some of them (for hand trucks)
- Trucks have to double park (drivers get fined, get clipped by passing traffic)

Also: congestion, access to downtown and freeways



# When and where problems are worst



- Morning (commute traffic), early PM (lunch-time, people running errands)
- On narrow commercial streets with transit service (Van Ness, Mission, Polk)
- Market Street: No parking for vehicles with less than six wheels
- Downtown core, as expected



# How businesses deal with the problems



- Double-park and pay for any tickets
- Park nearby and deliver with hand-truck
- Try to make the delivery again later
- Have merchant pick up order at another location or meet truck at the curb
- Schedule delivery hours around street-cleaning and commute hours
- Use vans or smaller trucks
- Consider night-time deliveries



# Interviewees' ideas and suggestions

- On commercial streets, make one side of the street a giant yellow zone
- Trim tree branches above yellow zones
- Relax double-parking enforcement
- Deliverers and merchants tend to have opposing views:
  - Yellow zones versus general-use spaces
  - Longer vs shorter hours for yellow zones
  - More versus less enforcement of yellow zone violations





# Summary

- Goods movement is vital to SF's economic competitiveness and livability
- City must continually refine/rationalize locations and hours of yellow zones
- Parking supply should be managed in an integrated manner at the neighborhood level, and through a community process
- Identify opportunities through neighborhood or area plans to pilot projects or demonstrate best practices from other cities



# School Transit Needs



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# Motivation for the School needs assessment

## Why focus on transit?

- **Improve transportation options for school children**
  - City/State budget crisis led to transit and school bus service reduction
- **Reduce/manage car trips to school**
  - Community concerns of safety, congestion in the areas surrounding schools
- **Biking and walking strategies have been studied extensively and are being implemented through Safe Routes to School programs**
- **Much less is known about why kids in SF choose not to ride transit**





# Existing conditions

- Many schools, scattered throughout (approx. 100 public, 140 private)
- ~7,500 students in SF, of which 75% public, 25% private
- MTA programs 3 Muni peaks; all with varying levels of crowding
- Transit use rises with student age
- Budget crisis has resulted in reduced transit and school-bus service
- New school-assignment policy could mean more students go to school closer to home

## School transportation mode split

	Elem.	Middle	High
Transit	20%	30-35%	40-60%
Drive	55%	50-60%	25-50%
Walk/bike	25%	10-15%	10-15%

Note: Ranges reflect differences between AM and PM



# Elements of our Needs Assessment

## Focus groups and online survey

- **Online survey**
  - Open for 6 weeks
  - Over 1300 partially completed surveys: 750 parents, 500 students, 70 other
  - Over 1100 completed surveys
- **Student focus group**
  - Hosted by Dept. of Children, Youth & Their Families
  - 20-25 public high school students in attendance
- **Parent focus groups**
  - For parents of middle and high school students
  - One each on west side and east side
  - Participation reflects diversity



# Students:

## How much would these improve your transit ride to school?

	A lot	Somewhat	Not much	Response Count
Faster ride / less waiting / no transfers	84.0% (357)	12.2% (52)	3.8% (16)	425
Less expensive fares or passes	52.1% (219)	31.2% (131)	16.7% (70)	420
Bus or train went closer to school or after-school activity	50.7% (214)	30.3% (128)	19.0% (80)	422
Safer ride (security cameras, on-board police, etc.)	29.6% (125)	42.1% (178)	28.4% (120)	423
Cleaner ride (less trash, graffiti, etc.)	39.3% (164)	40.5% (169)	20.1% (84)	417
Better walking / biking routes and bike parking at transit	21.7% (90)	37.7% (156)	40.6% (168)	414
Other	33.9% (42)	15.3% (19)	50.8% (63)	124
		If other, please specify: <a href="#">Show Responses</a>		51



# Parents:

## How much would these improve your kid's transit ride to school?

	A lot	Somewhat	Not much	Response Count
Faster ride / less waiting / no transfers	72.8% (386)	21.9% (116)	5.3% (28)	530
Less expensive fares or passes	43.1% (220)	33.5% (171)	23.5% (120)	511
Bus or train went closer to school or after-school activity	47.2% (237)	31.9% (160)	20.9% (105)	502
Safer ride (security cameras, on-board police, etc.)	68.3% (357)	24.1% (126)	7.6% (40)	523
Cleaner ride (less trash, graffiti, etc.)	46.8% (234)	39.2% (196)	14.0% (70)	500
Better walking / biking routes and bike parking at transit	22.3% (107)	29.2% (140)	48.4% (232)	479
Other	40.7% (35)	8.1% (7)	51.2% (44)	86
If other, please specify: <a href="#">Show Responses</a>				55



# Respondents' most common comments reflect general transit concerns

- **Top concerns:**
  - Buses are crowded
  - Buses don't come often enough
  - Buses don't come on schedule, bunch up
  - Rides take too long, including long transfers
- **Additional concerns:**
  - Some bus drivers are “unprofessional”
  - Not all stops have NextBus displays or display is unreliable
  - Buses and trains are dirty



# Some concerns are more student-specific or more common among students

- Drivers and fare inspectors are “rude” or “mean”
- Drivers sometimes skip stops, passing up students
- Bus routes to after-school activities not often direct, requiring circuitous routes, long transfers, or long walk
- Numerous safety/security concerns
  - Walking/waiting environment
  - Sexual harassment
  - Bullying and fighting
  - Vagrancy/drunkenness
- Issues on some lines/routes can be worse than on others



# Suggested improvements we heard

Improving Muni service will address the main concerns

## General improvements:

- Enhance on-time performance
- More frequent service
- Bigger buses/more capacity
- Faster rides

## More specific to school service:

- Muni “ambassadors” on buses
- More effective security cameras on buses
- “Kid-sensitivity” training for operators





# Draft recommendations

## Will need to consider funding and system implications

- Improve overall transit performance
- Explore means-tested fares through MTC study and explore potential free Muni Youth Pass
- Explore education/outreach campaign
  - for youth and drivers
  - ambassador program
- Strengthen school safety/access project pipeline
  - Safe Routes to School (SR2S) grants
  - Prop K Traffic Calming Program
- Explore/expand TDM strategies, eg SchoolPool
- Support all-door-boarding pilot program







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