



Western Addition Community Safe Streets Project

USDOT 2022 Safe Streets and Roads for All (SS4A) Grant Application
Applicant: San Francisco Municipal Transportation Agency
DUNS Number: 95-661-7435
Representative: Joel Goldberg, Manager, Programming and Grants

Jurisdiction: City of San Francisco, California
Total Project Cost: \$22,016,605
USDOT (2022) SS4A Grant Request: \$17,613,284
Total Non-federal Funding (match): \$4,403,321



Western Addition Community Safe Streets Project

Overview

The Western Addition Community Safe Streets Project (the Project) will improve traffic safety outcomes and increase connectivity in the Western Addition. The San Francisco Municipal Transportation Agency (SFMTA) is requesting \$17,613,284 in SS4A funds to deliver core safety improvements identified in the Western Addition Community Based Transportation Plan (WA CBTP) and implement speed management strategies throughout the neighborhood to reduce crashes and help San Francisco achieve its Vision Zero goals of zero traffic deaths.

The Western Addition Neighborhood

At the center of San Francisco, the Western Addition is a residential neighborhood located east of Golden Gate Park and west of City Hall. This neighborhood is home to many low-income housing residents and a large minority community. These characteristics, in combination with San Francisco's high cost of living, led to the Western Addition's classification as an [Equity Priority Community](#)¹ by the Metropolitan Transportation Commission (MTC), the Bay Area Region's MPO.

Home to two culturally significant and historic commercial centers – the Fillmore District and Japantown – the Western Addition's central location and points of interest draw thousands of residents, workers, and visitors. Annual cultural events like the Fillmore Jazz Festival and the Cherry Blossom Festival bring more than 200,000 people at a time to the neighborhood. The high volumes of people walking, biking, and taking transit in the Western Addition emphasize the need for safe and connected streets.

Delivering Recommendations from the Community Based Transportation Plan

In 2017, the SFMTA led the [Western Addition Community Based Transportation Plan](#) (WA CBTP) to identify transportation challenges and recommend solutions to improve mobility and access within the neighborhood. Through [extensive community engagement](#), the Plan identified a series of recommendations to create a safer, more accessible, and livable Western Addition. Key near-term recommendations have already been implemented and WA CBTP Phase I improvements have completed the design phase and will start construction in 2023 (see Map 4, Appendix). SS4A funds will enable the completion of the WA CBTP and expand speed management strategies.

Location

The project area extends over seven census tracts in San Francisco bounded by Geary Blvd to the North, Oak St to the South, Van Ness Ave to the East and Baker St to the West. In 2019, there were 27,919 residents in the project area. The Western Addition is primarily a residential neighborhood with some blocks having a mix of residential, institutional, and commercial uses. The neighborhood's main commercial corridor is the six blocks of Fillmore Street between Geary Blvd and McAllister St.

As identified in the WA CBTP, the neighborhood experiences high vehicle speeds and cut through traffic and most of the project area's streets are on the Vision Zero High-Injury Network. Key streets/intersections in the City's High-Injury Network, which defines the 13% of streets that make up

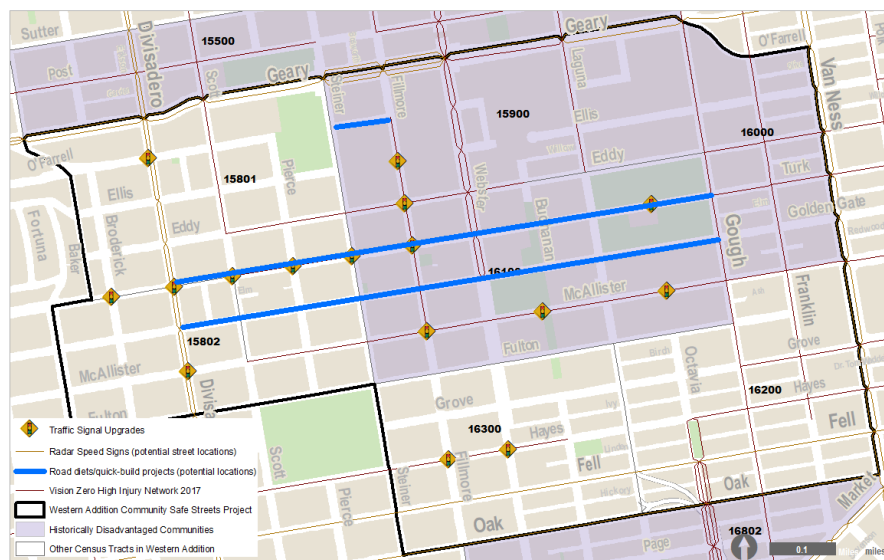
¹ <https://mtc.ca.gov/planning/transportation/access-equity-mobility/equity-priority-communities>

75% of severe and fatal crashes, are Divisadero and Fillmore streets (North-South) and Turk and McAllister streets (East-West).

Location of Safety Improvements

The Project proposes traffic signal upgrades and other safety strategies at 16 intersections and along three corridors, which were identified by the local community in the WA CBTP. Fifteen of the 16 intersections are on the Vision Zero High-Injury Network and ten of the 16 intersections are in Underserved Communities Census Tracts (Historically Disadvantaged Communities). (See map below and Map1, Appendix).

Western Addition Community Safe Streets Project Location Map



The Project will improve traffic safety outcomes and increase connectivity in the Western Addition by delivering core safety improvements identified in the WA CBTP and implement speed management strategies. The proposed safety improvements and Safe Street Strategies are described below.

Traffic Signal Upgrades for Safer Intersections: larger 12-inch signal heads and mast arms to enhance signal visibility and pedestrian signal improvements, including pedestrian countdown signals, accessible pedestrian signals, updated signal timing such as leading pedestrian intervals (LPIs), pedestrian activated flashing beacons, radar speed signs, and upgraded curb ramps

Speed Reduction with Speed Management Strategies, including new 20 MPH speed limits on eligible corridors, radar speed signs, and quick-build projects.

Speed limits will be reduced to 20 MPH based on new California state criteria, established by [California Assembly Bill 43](#).

Radar speed signs will be installed at locations selected based on community input, history of speeding, and opportunities for coordination around other existing safety improvement projects. The SFMTA will install up to 5 radar speed signs along arterial streets in the Western Addition.

Quick-Build safety improvements are reversible, adjustable traffic safety improvements that can be installed quickly while also working on comprehensive longer-term street changes for major capital projects. Typical quick-build improvements include low-cost treatments such as paint, signs, delineators, signal timing changes, parking and loading changes, and transit stop changes. As indicated in the map above, and on Map 2, Appendix, potential locations identified in the WA CBTP and on the Vision Zero High-Injury Network include Golden Gate Avenue from Gough to Divisadero, Turk Street from Gough to Divisadero, and O’Farrell Street between Steiner and Fillmore.

A neighborhood-wide multilingual education and outreach campaign to increase awareness, build support, and promote a culture that prioritizes traffic safety. **A broader citywide campaign** will be launched to capture residents, workers, and visitors who travel through the Western Addition.

Selection Criteria

Safety Impact

Defining the Safety Problem

The high volumes of people walking, biking, and riding transit emphasize the need for safe and connected streets. Pedestrians in the Western Addition face transportation connectivity challenges due to the lack of pedestrian countdown signals (PCS) and/or accessible pedestrian signals (APS) at numerous intersections.

The WA CBTP and 2017-2021 crash data show that the Western Addition experiences high vehicle speeds and cut through traffic. The City’s High-Injury Network – which defines the 13% of streets that make up more than 75% of severe and fatal crashes—runs through the entire project area.

Between 2017 and 2021, the Western Addition experienced 8 fatal crashes (6 of them or 75% vehicle/pedestrian) and 51 severe injury crashes (14 of them or 27% vehicle/pedestrian) (see Map 3, Appendix). Speeding in the Western Addition and throughout San Francisco remains the main crash factor for severe and fatal crashes. Reducing vehicle speed is fundamental to safer streets, so the Project prioritizes speed management and speed reduction to design for speeds that protect human life.

Analysis of police and hospital crash data indicates that the Western Addition is home to vulnerable road users, such as [seniors and people with disabilities](#), who typically travel to nearby senior centers, public libraries, churches, and public health facilities (see Map 1, Appendix). **Between 2017 and 2021, the Western Addition experienced 2 fatal crashes (all of them or 100% vehicle/pedestrian) and 3 severe injury crashes (2 of them or 66% vehicle/pedestrian) of residents 65 and older** (see Map 3, Appendix).

Safety Impact Assessment

The Project will enhance pedestrian and bicyclist safety, transit connections and community space, and implement the City’s Vision Zero goals through both upgraded signals and speed reduction strategies.

The **traffic signal upgrades** include pedestrian countdown signals (PCS), accessible pedestrian signals (APS), and/or signal visibility improvements at 12 intersections, pedestrian activated flashing beacons at 3 intersections, and a radar speed sign approaching one intersection with existing pedestrian activated flashing beacons in the Western Addition. The 16 locations have been selected primarily due to safety

concerns identified by the Western Addition community in the WA CBTP. Signal and ancillary intersection improvements at each location will include installation of some or all of the following: pedestrian countdown signals (PCS), accessible (audible) pedestrian signals (APS), larger 12-inch signal heads relocated for maximum visibility, mast arms, updated signal timing such as leading pedestrian intervals, curb ramps, additional streetlighting, new poles, conduits, traffic detection, and signal interconnect as needed. Improvements at locations selected for upgraded flashing beacons will include new technology (i.e., rapid flashing beacons) and upgraded curb ramps as needed.

Research has shown that signal upgrades improve safety for pedestrians, motorists, and other roadway users. Studies confirm the effectiveness for improving safety from several of the signal treatments proposed as part of the Project. Research has shown that pedestrian countdown signals have reduced overall traffic crashes (8%), rear end crashes (8%), and pedestrian crashes (9%).² Research has also found that accessible pedestrian signals improved crossing performance by blind and sighted pedestrians and the use of rectangular rapid flashing beacons increases drivers yielding to pedestrians.³

Signal visibility upgrades can improve safety for pedestrians by reducing the likelihood of right-angle crashes due to improved visibility of traffic signals. Larger traffic signal heads are more visually prominent at a greater distance to motorists and may also lead to reduction of red-light running. Reducing red-light running and right-angle crashes will promote pedestrian safety, given that nearby or crossing pedestrians are often the most innocent of victims in these types of crashes. Studies show a reduction in crashes for drivers 25 to 64 years old (17%) and for drivers 65 and older (34%) with repositioning of traffic signals for better visibility and use of 12-inch signal lenses.⁴

Additionally, the Project will implement **speed management improvements** with the goal of reducing vehicle speeds. Speeding is the leading cause of severe injuries and fatalities in San Francisco. These speed management strategies are identified as key tools in the City's [Vision Zero Action Strategy](#). Beginning in 2024, [AB43](#)⁵ will also allow San Francisco to lower speeds by 5 MPH on streets that are designated as "safety corridors". The SFMTA plans to **reduce speed limits from 25 MPH to 20 MPH on up to 25 eligible "safety corridors"** in the Western Addition.

The improvements also include up to 5 speed radar signs to increase awareness of speeds, up to 2 corridor level road diets/quick-build projects, and multilingual education and outreach campaigns at both the neighborhood and city level.

Lowering speeds by even 5 MPH from 25 to 20 significantly increases the likelihood of a person surviving a crash. Compared to the 20% chance of survival someone has being struck by a vehicle traveling 40 mph, a person has a 90% chance of surviving being struck by a vehicle going 20 mph. Lower speed limits make streets safer for all users.

² R. Srinivasan, B. Lan, D. Carter, S. Smith, K. Signor, and B. Persaud. "Safety Evaluation of Pedestrian Countdown Signals," Research, Development, and Technology Turner-Fairbank Highway Research Center, McLean, VA, (2019).

³Zegeer, C., R. Srinivasan, B. Lan, D. Carter, S. Smith, C. Sundstrom, N. Thirsk, C. Lyon, B. Persaud, J. Zegeer, E. Ferguson, and R. Van Houten. "Development of Crash Modification Factors for Uncontrolled Pedestrian Crossing Treatments," National Cooperative Highway Research Program, Research Report 841, Washington, D.C., (2017).

⁴ Morena, D. A., Wainwright, W. S., and Ranck, F., "Older Drivers at a Crossroads." Public Roads, Vol. 70, No. 4, Washington, D.C., FHWA, (2007) pp. 6-15.

⁵ Lowering speeds by even 5 MPH from 25 to 20 significantly increases the likelihood of a person surviving a crash.

The **up to 5 radar speed signs** will warn drivers to be conscientious and ensure they stay safely within the speed limit, encouraging drivers to comply with the speed limit. Radar speed signs are proven to be effective in urban roads, showing statistically significant reductions in observed 85th percentile speeds.⁶

The Project will implement **up to 2 corridor level road diets/quick-build projects** in the Western Addition. Projects will be designed and implemented with additional community engagement. Quick-build projects, such as low-cost and temporary treatments like paint, signs, and delineators, signal timing changes, parking and loading changes, and transit stop changes, are proven to be effective in reducing speeds. For example, severe speeding decreased after the [Taylor Street Quick-Build Project](#) in San Francisco. The Taylor Street project included: lane reduction with new turn pockets, painted safety zones, wide loading lanes and parking buffers, and left turn restrictions. Vehicles traveling over 30 MPH decreased by 31%, while vehicles traveling over 40 MPH decreased by 94%. In the west crosswalk at Taylor and Ellis streets, the number of vehicles yielding to pedestrians during the morning peak increased by 58% and close calls dropped from 14 to 0. Additionally, the number of vehicles yielding to pedestrians increased by an average of 25% at the intersections of Taylor and Ellis streets and Taylor and Geary streets.

Underpinning the Project to improve traffic safety and connectivity in the Western Addition will be a **multilingual education and outreach campaign**. These communication strategies are cost-effective ways to reach large members of the public to increase awareness, build support, and promote a culture that prioritizes traffic safety. Applying behavioral science and identifying target audiences will inform messaging and marketing strategies. On-the-ground outreach, high-visibility marketing such as transit shelter ads and light pole banners, and geo-fencing digital advertising strategies will target the campaign to the Western Addition and other key neighborhoods. [Evaluation](#) of previous projects combining capital work with education show increased awareness and extended improvements in safer driving behaviors such as slower speeds.

Equity, Engagement, and Collaboration

The Western Addition is a cultural asset which has served as a historic center of San Francisco's Black community. Approximately, 20% of San Francisco's Black population resides within the Western Addition. In 2002, the MTC identified the Western Addition as an [Equity Priority Community](#) with a high concentration of low-income housing and a large population of minority residents challenged with the City's high cost of living. The long-term goal is to improve this community's transportation options and connectivity, while the near-term goal is to further deliver safety improvements.

In 2015, as part of the [WA CBTP](#), the SFMTA conducted extensive [outreach](#) efforts in the Western Addition. In developing the WA CBTP, the SFMTA collaborated closely with the MTC, San Francisco County Transportation Authority, the City's Public Works and Planning departments, and the Board of Supervisors. The SFMTA also worked with community-based organizations (CBO) such as Walk San Francisco and Lighthouse for the Blind and Visually Impaired. In addition to the community input, the project team received guidance from the District 5 Supervisor and received additional support from the project's Technical Advisory Committee.

⁵Veneziano, D.; Ye, Z.; Westoby, K.; Turnbull, I.; Hayden, L., "Guidance for Radar Speed Sign Deployments." Transportation Research Board, (2012).

The project team partnered with a CBO, Mo'Magic, (<http://momagic.org/>)⁷ to collaborate with community members to identify transportation challenges and solutions. The CBO connected the project team with diverse community groups throughout the neighborhood and facilitated workshops at senior centers, elementary schools, and community centers to obtain a broad understanding of the community's transportation challenges and their ideal solutions. The project team incorporated community input on how to enhance pedestrian safety, transit connections and community space in the development of streetscape recommendations.

The signal improvements and the speed management strategies are both outcomes of that community engagement process, which identified speeding vehicles and high speeds as key concerns. Ten of the 16 intersections planned for signal upgrades are in [Underserved Communities Census Tracts \(Historically Disadvantaged Communities\)](#) (see Map 1, Appendix).

Traffic safety education and outreach campaign materials will be available in multiple languages. Multilingual ambassadors will be engaged in direct outreach to speak with residents, merchants, workers, and visitors in the Western Addition. The Project will fund 5 to 10 local community organizations, who already invest and maintain strong relationships in the Western Addition and surrounding neighborhoods, to deepen outreach and engagement to the neighborhood and vulnerable road users such as seniors and people with disabilities.

The SFMTA will inform residents, merchants, and workers along any new safety corridors with reduced speed limits just before or following installation of signage. Speed limit reductions go through a public hearing and legislation process to allow community feedback. Outreach will include distribution of multilingual paper collateral and in-person conversations while distributing information or participation in local community events.

Effective Practices and Strategies

In 2014, the City and County of San Francisco adopted [Vision Zero](#), a policy with the goal of eliminating all traffic fatalities and reducing severe injuries. This **Safe System Approach** centers human life and coordinates across city departments to implement a suite of actions prioritizing street safety. Through the WA CBTP, the community identified speeding vehicles, high speeds, and pedestrian walkability as key concerns to be addressed. This project addresses safety issues in the community using proven tools within the Safe System Approach to slow speeds and create safer crossings.

SAFE STREETS: Excessive vehicle speed, inadequate visibility between travelers, and intersection conflicts all increase the likelihood of a crash that results in a severe injury or fatality. The Project will reduce speeds, improve visibility of traffic signals, and create safer crossings with fewer intersection conflicts. Strategies include the following:

Pedestrian countdown signals (PCS) and/or signal visibility improvements at 13 intersections and pedestrian activated flashing beacons at 3 intersections. The 16 locations have been selected primarily due to safety concerns.

⁶The MAGIC (Mobilization for Adolescent Growth In our Communities) initiative was founded in 2004 by the Office of the Public Defender in response to a community-identified need to address the impact of trauma, poverty, and violence on children and youth in targeted San Francisco districts.

Signal improvements are cost effective when considering benefit to cost ratio factors. Although the overall total cost of signal improvements proposed as part of the Project are significant due in large part to elements such as curb ramps, underground conduits, and poles that require extensive excavation and/or design, individual elements in the signal scope have relatively lower costs such as leading pedestrian intervals (LPIs), other signal timing updates, pedestrian countdown signals, accessible pedestrian signals, and larger 12-inch signal head lenses.

Additionally, Safe Street actions include **speed management improvements** with the goal of slowing vehicle speeds, namely 20 MPH speed limit signage on “safety corridors”, as authorized by [AB43](#), up to 5 speed radar signs, and up to 2 corridor level road diets/quick-build projects (may include traffic signal retiming). These improvements will address the following safety issues:

- Lower speed limits – slow vehicle speeds to reduce the likelihood of a severe or fatal crash between road users
- Quick-Build corridor projects – using tools such as lane reductions / road diets, parking buffers, and painted safety zones can reduce speeds and reduce the likelihood of a crash

SAFE PEOPLE: Paired with street redesign and other traffic safety tools, Safe People actions create a culture that prioritizes traffic safety by raising awareness of the need for safer streets, reducing barriers to adopting safer driving behaviors, and creating traffic safety champions. Through this project, these improvements will address the following safety issues:

- Multilingual education and outreach campaigns – increasing awareness of the impacts of speed and new speed limits set in the neighborhood can promote safer driver behavior
- Speed radar signs – high-visibility sharing information about the current speeds of drivers can increase awareness of speed limits and promote safer driver behavior such as slower speeds

DATA SYSTEMS: Using the [SFMTA’s Safe Streets Evaluation Program](#)⁸, we will evaluate the effectiveness of the Project by identifying evaluation metrics, collecting data (pre- and post-project), performing analysis, and reporting back through blog posts, fact sheets, and/or evaluation summary reports posted on the SFMTA’s website. Traffic safety data generated by the Project, and lessons learned in its implementation will also be posted on the SFMTA’s website. The Project baseline and post-project evaluation will use [TransBASE](#), an online database management system and analytical tool developed by the San Francisco Department of Public Health (SFDPH) in collaboration with multiple city agencies to facilitate a data-driven understanding of transportation-related safety issues. TransBASE currently includes over 200 spatially referenced variables from multiple agencies and across a range of geographic scales, including infrastructure, transportation, zoning, sociodemographic, and **crash data, all linked to an intersection or street segment**. TransBASE’s purpose is to inform public and private efforts to improve transportation system safety, sustainability, community health and equity in San Francisco.

⁷For a detailed description of the evaluation process, check the [SFMTA’s Safe Streets Evaluation Program and Handbook](#).

Applying cost effective strategies such as paint, signage, and education campaigns in addition to other proven safety countermeasures will deliver core safety improvements and help slow speeds in the Western Addition.

Climate, Sustainability, and Economic Competitiveness

The Project furthers San Francisco's goals to adapt to Climate Change, become more sustainable and ensure continued economic competitiveness by providing Safe Streets that encourage walking and biking. The City's safety, climate, and transportation policies work together towards achieving that goal. In addition, the SFMTA's procurement policies ensure contractors hire economically disadvantaged San Francisco residents.⁹

- [Vision Zero SF](#) commits citywide resources to eliminate traffic fatalities, the vast majority of which are due to interactions between motorized vehicles and pedestrians and cyclists. **Reducing car travel and car speeds will greatly reduce injuries and deaths on our roads.**
- The [SFMTA 2021-2024 Strategic Plan](#) includes a goal of a transportation system that combats climate change, mitigates pollution and CO2 emissions from transportation and supports the resiliency and adaptation of the City's infrastructure **by increasing use of transit, walking and bicycling.**
- The [2021 San Francisco Climate Action Plan](#) charts a pathway to achieve net-zero greenhouse gas emissions while **addressing racial and social equity, public health, economic recovery, and resilience.** Transportation and land use is the largest contributor to San Francisco's emissions, accounting for 47% of the City's total greenhouse gas emissions. Strategies for reducing transportation emissions outlined in the Plan include **creating a well-connected transportation network that shifts trips from automobiles to walking, biking, and other active transportation modes** so that at least 80% of all San Francisco trips are low-carbon trips by 2030.

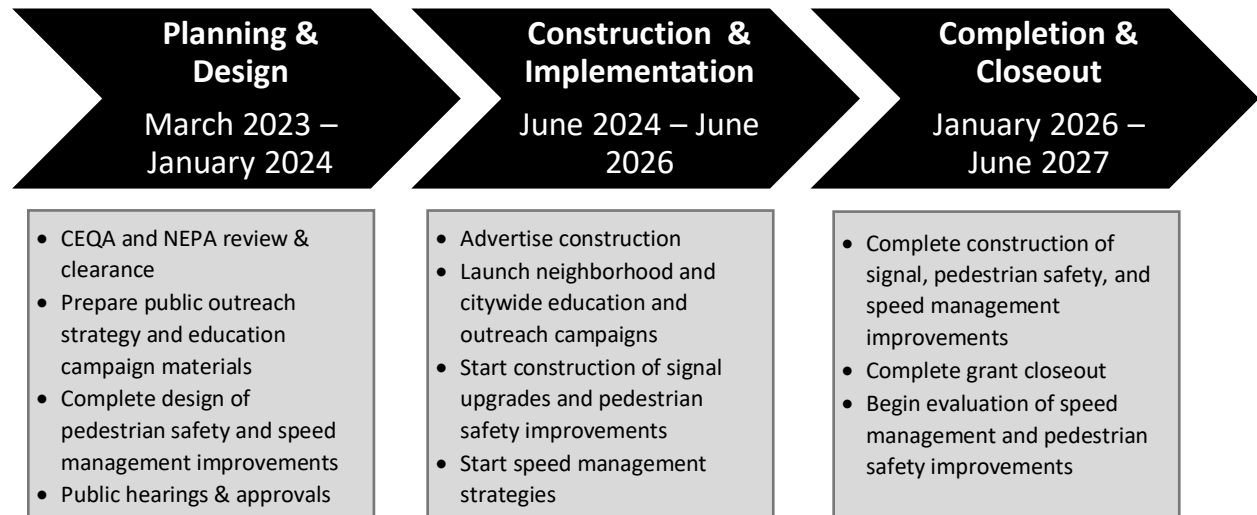
Project Readiness

The Project timeline and budget is informed by more than 30 years of experience successfully implementing signal upgrade projects funded by a San Francisco voter approved sales tax and more recent experience with implementing speed management programs. The SFMTA's expertise, experience, and technical capabilities ensure that all components of the Project will be completed within five years. The design phase for the Project's signal improvements started in August 2021 and is currently at 20% design. Preliminary engineering design work has already begun, ensuring that the project can be obligated within 12 months and completed well within five years. In fact, by the time SS4A grant funds

⁸ The SFMTA ensures equal employment opportunities on federally funded construction contracts. By requiring contractors to adhere to federal requirements, the SFMTA will meet minority and female participation goals pursuant to Executive Order 11246. Additionally, the SFMTA implements San Francisco's First Source Hiring Program, requiring developers, contractors, and employers to make good faith efforts toward employing economically disadvantaged San Francisco residents for entry level positions on applicable projects. With respect to procurement, the SFMTA implements the Department of Transportation's Disadvantaged Business Enterprise (DBE) Program as set forth in 49 CFR Part 26 on our FTA-funded contracts. Pursuant to a DBE Program Waiver, the SFMTA establishes African American and woman-owned DBE goals on construction contracts and woman-owned DBE goals on professional services contracts, inclusive of planning, environmental, and design contracts. The agency also establishes race-neutral Small Business Enterprise (SBE) goals that provide additional opportunities for economically- and socially disadvantaged firms on all contracts.

are obligated, the SFMTA will be at 40% design. The SS4A grant will fund the remaining 60% of the design phase and all the construction phase for the Project. Based on the typical schedule for obligating funds and assuming no unforeseen delays in the process, the SFMTA can obligate funds within 12 months after execution of the grant agreement.

The proposed project schedule is as follows:



Environmental Clearance Timeline

The Project will require both California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) environmental reviews. The SFMTA expects all CEQA and NEPA review for traffic signal upgrades¹⁰ and the advertising of the construction contract in 2024. The SFMTA has obtained environmental clearance which will be paid for by local funds that have already been allocated for the Project.

The State is expanding the 20 MPH authority to “safety corridors” beginning in 2024. Once the criteria are finalized, the project team will begin the legislation and public hearing process in 2024. About 25 corridors will be eligible for speed limit reductions as safety corridors in the Western Addition – which can be completed within approximately 1 year. Speed limit reductions do not require full environmental clearance and can be approved with a categorical exemption or exclusion. Quick-build projects are generally statutorily or categorically exempt from CEQA, which will be confirmed and completed before

⁹ The SFMTA anticipates initiating CEQA clearance with the SFMTA and San Francisco Planning divisions in late 2022 for the signal scope and anticipate receiving clearance by early 2023. The SFMTA anticipates initiating work with Caltrans' Local Assistance Program to apply for NEPA clearance/assignment in early 2023 for the signal scope of the Project. In reviewing and approving projects under NEPA, Caltrans is responsible for complying with all applicable federal environmental laws and with FHWA NEPA regulations, policies, and guidance, and is legally responsible and liable for the environmental decisions made on projects under NEPA Assignment. NEPA Assignment does not change federal environmental protection standards. NEPA Assignment has resulted in documents being approved in less time; improved the efficiency in which Caltrans prepares, reviews, and approves environmental documents; improved the quality of documents; and provides for greater accountability through monitoring. The SFMTA expects to achieve NEPA clearance through Caltrans by mid to late 2023.

each project is approved. Planning, design, and construction for radar speed signs requires approximately 12-24 months. Once the locations are finalized, environmental clearance as a categorical exemption/exclusion and legislation will follow. Construction will be completed within 6-24 months after legislation is complete.

Local Matching Funds

The overall Project budget is estimated to be \$22,016,605, with the signal scope budget of \$16,941,602 and the speed management scope budget of \$4,075,000. The SFMTA will provide a 20% local match of \$4,403,321, with funds provided by the [Proposition K](#) local transportation sales tax (see attached letter of commitment from the San Francisco County Transportation Authority, the agency authorized to administer and program the sales tax revenue). The local funds already allocated to date will not count towards the 20% local match requirement for the Project grant.

Funds in Underserved Communities

The Project expands over seven census tracts in San Francisco, comprising 27,919 persons. Of these, three census tracts are Historically Disadvantaged Areas, comprising 12,734 persons or 45.3 percent of the project area population (see Map 1, Appendix).

Evaluation Method/Data

For overall project impact on safety, the project team will use TransBASE to analyze the baseline and post-project conditions. Metrics under consideration for use include vehicle/pedestrian fatal and severe crashes, the primary crash factors involved (e.g., speeding or red-light running) in vehicle/pedestrian crashes, and right-angle crashes since these types of crashes are likely correctable by signal visibility improvements. Other metrics data under consideration for use in measuring project effectiveness include streetlighting illumination and vehicles properly stopping ahead of crosswalks during the red-light intervals.

Changes in speeds will be evaluated using data obtained through TransBASE, as well as through data collected on a sample of corridors where speed limits are reduced. This data will include 85th percentile speeds to understand how speeds have changed since the project was implemented. Data collection will help to refine future speed limit reduction projects. Additional metrics will be collected for other project components, such as people directly and digitally reached through the education and outreach campaign.

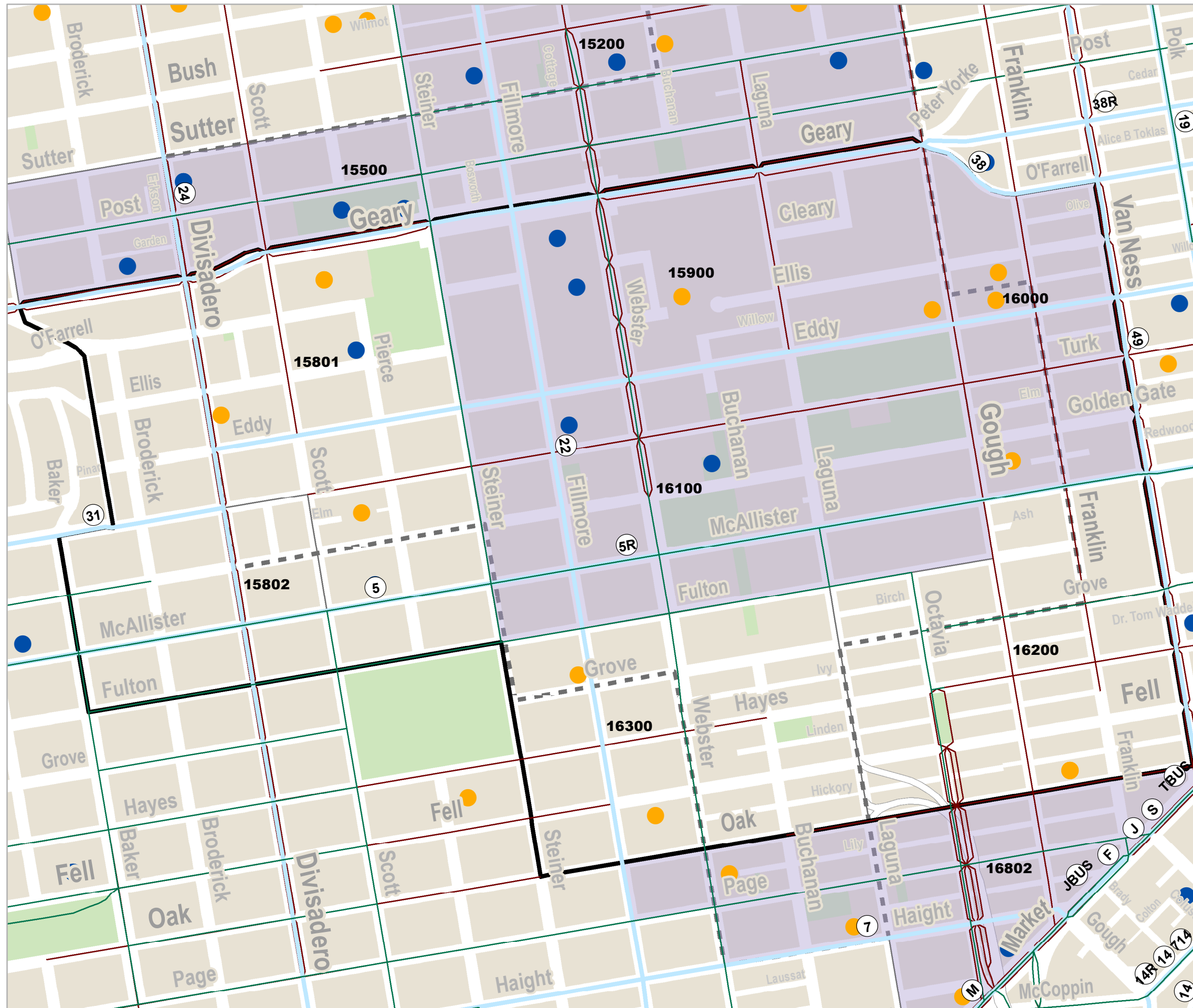
Using this data, the project team will be able to: inform opportunities to refine a project's design; communicate the effects of a project to the public, decision makers and other transportation professionals; support the use of design treatments at other locations and streamline the design of future projects that incorporate similar elements.

APPENDIX

Western Addition Community Safe Streets Project

MAP 1. Project Area and Disadvantaged Communities

September 2022



LEGEND

- Schools
- Senior Facilities
- Bikeway network
- Muni routes
- Vision Zero High Injury Network 2017
- Western Addition Community Safe Streets Project Area
- Historically Disadvantaged Communities
- Other Census Tracts in Western Addition
- Western Addition CBTP Area



0.1 miles

Scale 1:7,000

Date Saved: 9/13/2022

For reference contact: vicente.romero@sfmta.com

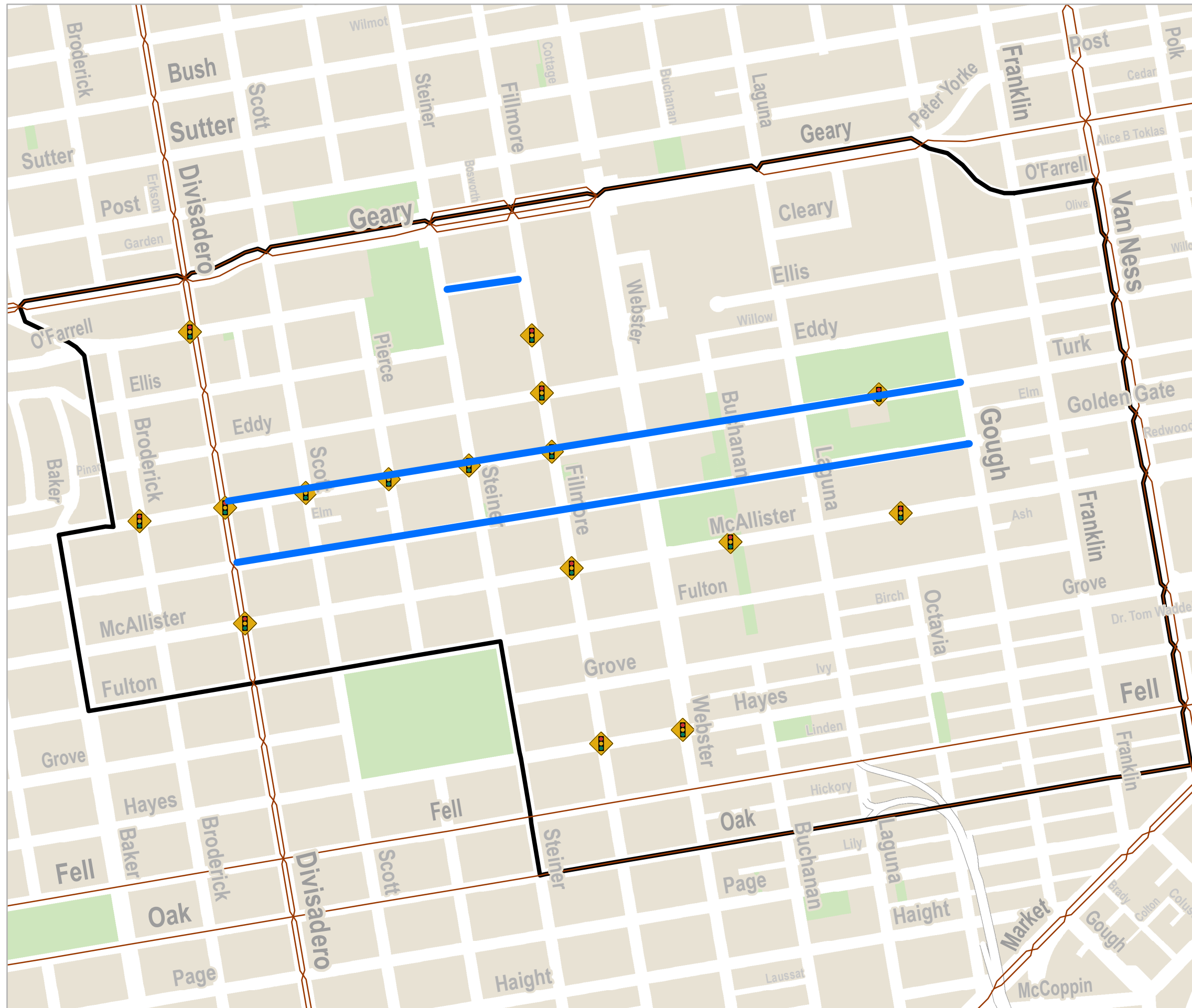
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Western Addition Community Safe Streets Project

MAP 2. Safety Improvement Locations

September 2022



LEGEND

-  Traffic Signal Upgrades
-  Radar Speed Signs (potential street locations)
-  Road diets/quick-build projects (potential locations)
-  Western Addition Community Safe Streets Project Area

NOT MAPPED:

- Speed Reduction Strategies (20 MPH speed limits on up to 25 corridors and up to 5 radar speed signs)
- Education and outreach on traffic safety



0.1 miles

Scale 1:7,000

Date Saved: 9/13/2022

For reference contact: vicente.romero@sfmta.com

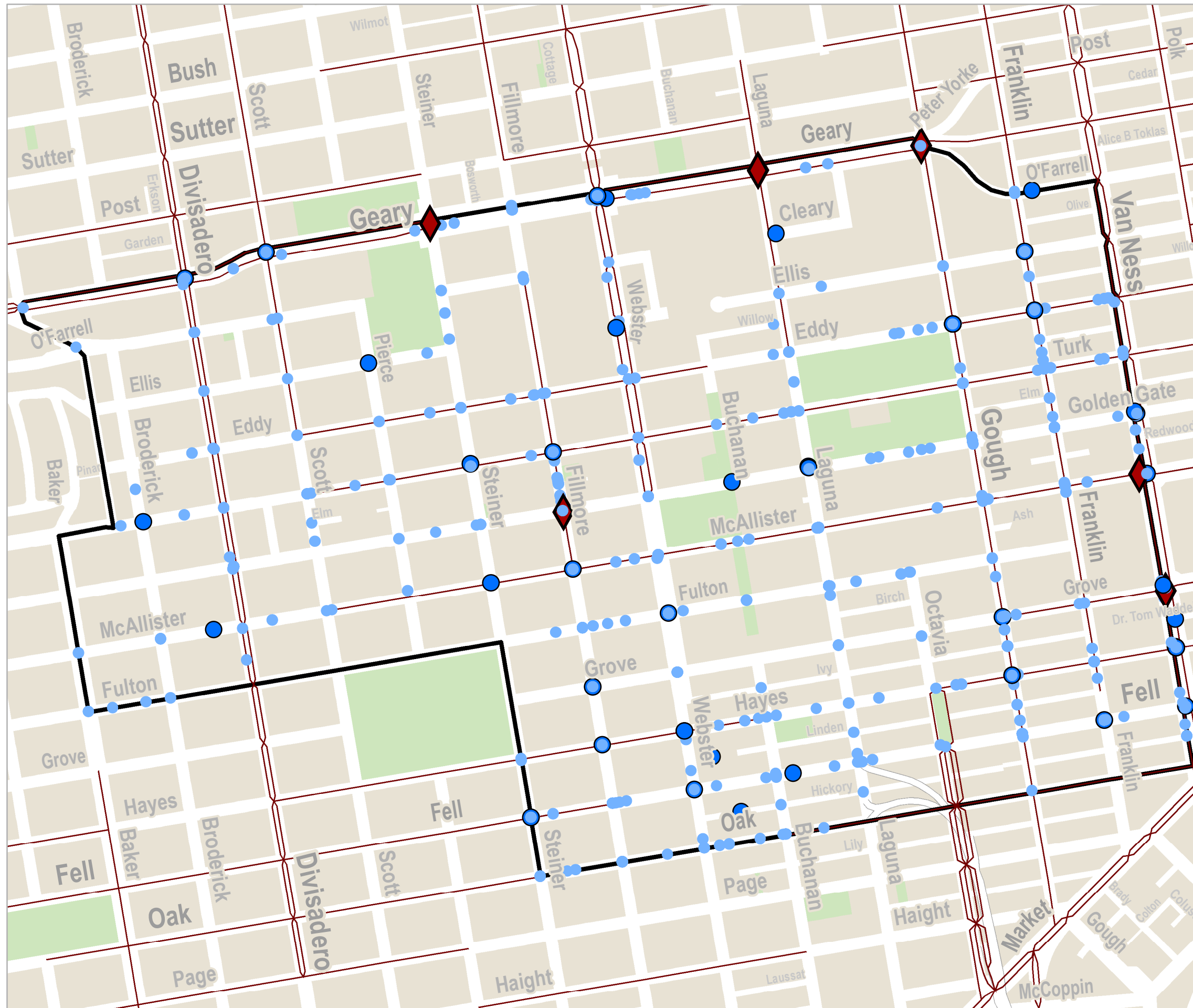
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Western Addition Community Safe Streets Project

MAP 3. Fatal and Injury Crashes (July 2017 - June 2022)

September 2022



LEGEND

- Injury (Other) [691]
- Injury (Severe) [51]
- ◆ Fatal [8]
- Vision Zero High Injury Network 2017
- Western Addition Community Safe Streets Project Area

FATAL COLLISIONS:

- Fillmore St at Golden Gate Ave 2021
- Franklin St at Bush St 2020
- Geary Blvd at Gough St 2020
- Geary Blvd at Laguna St 2017, 2019, 2022
- Geary Blvd at Steiner St 2021
- McAllister St at Van Ness Ave 2021



Scale 1:7,000

Date Saved: 9/13/2022

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WESTERN ADDITION COMMUNITY SAFE STREETS PROJECT

Table 1
Western Addition Community Safe Streets Project
Location of Street Safety Improvements

| # | Street 1 | Street 2 | High Injury Vision Zero Network | Underserved Community Census Tract (USDOT Historically Disadvantaged Community) | Full Signal Upgrade | Signal Modification Upgrade to add Mast Arm Pole | Accessible Pedestrian Signals | Pedestrian Countdown Signals | Curb Ramps | Rectangular Rapid Flashing Beacons | Radar Speed Sign (ahead of existing RRFB location) |
|----|------------|------------|---------------------------------|---|---------------------|--|-------------------------------|------------------------------|------------|------------------------------------|--|
| 1 | Broderick | Turk | | | X | | X | X | X | | |
| 2 | Turk | Divisadero | X | | X | | X | X | X | | |
| 3 | Divisadero | O'Farrell | X | | X | | X | X | X | | |
| 4 | Divisadero | McAllister | X | | X | | X | X | X | | |
| 5 | Turk | Scott | X | | | X | X | Existing | | | |
| 6 | Turk | Pierce | X | | X | | X | Existing | | | |
| 7 | Turk | Steiner | X | X | X | | X | X | X | | |
| 8 | Turk | Fillmore | X | X | | X | X | Existing | | | |
| 9 | Fillmore | Hayes | X | X | X | | X | X | X | | |
| 10 | Fillmore | McAllister | X | X | X | | X | X | X | | |
| 11 | Fillmore | Eddy | X | X | X | | X | X | X | | |
| 12 | Hayes | Webster | X | X | X | | X | X | X | | |
| 13 | Buchanan | McAllister | X | X | | | | | | | X |
| 14 | Octavia | McAllister | X | X | | | | | | X | |
| 15 | Octavia | Turk | X | X | | | | | | X | |
| 16 | Fillmore | Ellis | X | X | | | | | | X | |

Note: "X" refers to improvements included in this project's scope and budget

ADDITIONAL RESOURCES AND LINKS THAT HIGHLIGHT THE IMPACT OF THE WESTERN ADDITION AREA TRAFFIC SIGNAL UPGRADES PROJECT IN THE COMMUNITY

The Western Addition Community-Based Transportation Plan led to projects such as the **Western Addition Area Traffic Signal Upgrades** and the Buchanan Mall Bulb-out.

For implementation and funding purposes, the **Western Addition Area Traffic Signal Upgrades project** was eventually divided into two phases: Phase 1 and Phase 2.

The following links refer to documents and meetings that highlight the impact of the **Western Addition Area Traffic Signal Upgrades project** and related projects in the Western Addition community.

- 1) Western Addition Community-Based Transportation Plan
 - [SFMTA website - Western Addition Community-Based Transportation Plan Fact Sheet](#)
 - [SFMTA website - Western Addition Community-Based Transportation Plan Implementation](#)
 - [SFCTA website - Western Addition Community-Based Transportation Plan](#)

- 2) SFCTA Blog describing Transportation Authority funds for Western Addition Area Pedestrian and Traffic Safety Improvements
 - [SFCTA website blog - Funding for Western Addition Pedestrian and Traffic Safety Improvements](#)

- 3) Community Support for the **Western Addition Area Traffic Signal Upgrades project** and the related Buchanan Mall Bulb-outs project
 - San Francisco County Transportation Authority Board Meeting on March 9, 2021
 - [SFCTA Board Meeting Agenda for March 9, 2021](#)
 - [SFGOV TV Link - Video Recording of SFCTA Board Meeting for March 9, 2021](#)
 - 43 min mark – Presentation for Neighborhood Transportation Improvement Program (NTIP) funding for the **Buchanan Mall Bulb-outs project** (Buchanan/Golden Gate and Buchanan/Turk) which is part of **Western Addition Community-Based Transportation Plan** and coordinated with the **Western Addition Area Traffic Signal Upgrades Phase 1 project** which will install traffic signals or flashing beacons at those intersections.

- 46 min mark – Support from **District 5 San Francisco Board of Supervisor Dean Preston** for Buchanan Mall project in Western Addition
- 50 min mark - Support from Western Addition community organization **New Community Leadership Foundation** for Buchanan Mall project <https://www.nclfinc.org/>
- 52 min mark - Presentation from SFCTA staff regarding Senate Bill 1 (SB 1) Local Partnership Program (LPP) funding for the **Western Addition Area Traffic Signal Upgrades project (Phase 1)**
- 1 hour mark – Support from **District 5 San Francisco Board of Supervisor Dean Preston** for LPP funding for the **Western Addition Traffic Signal Upgrades Project**

4) Community Support for the **Western Addition Area Traffic Signal Upgrades Phase 1 project**

- San Francisco County Transportation Authority Board Meeting on December 7, 2021
 - [SFCTA Board Meeting Agenda for December 7, 2021](#)
 - [SFGOV TV Link for Video Recording of SFCTA Board Meeting for December 7, 2021](#)
- 16 min mark - Presentation from SFCTA staff regarding Proposition K funding for the **Western Addition Area Traffic Signal Upgrades project (Phase 1)**
- 25 min mark - Support from **District 5 San Francisco Board of Supervisor Dean Preston** for the **Western Addition Area Traffic Signal Upgrades Project**
- 35 min mark - Support from pedestrian safety advocacy organization **Walk SF** for the **Western Addition Area Traffic Signal Upgrades project**

BACKGROUND

The Western Addition Community Safe Streets project (WACSS) includes traffic signal upgrades and speed management improvements in support of the City's Vision Zero goals. These safety improvements were identified in the Western Addition Community Based Transportation Plan (WACBTP). The SFMTA was recently awarded \$17,613,284 in funding through the [USDOT Safe Streets and Roads for All \(SS4A\) Program](#).

OVERVIEW

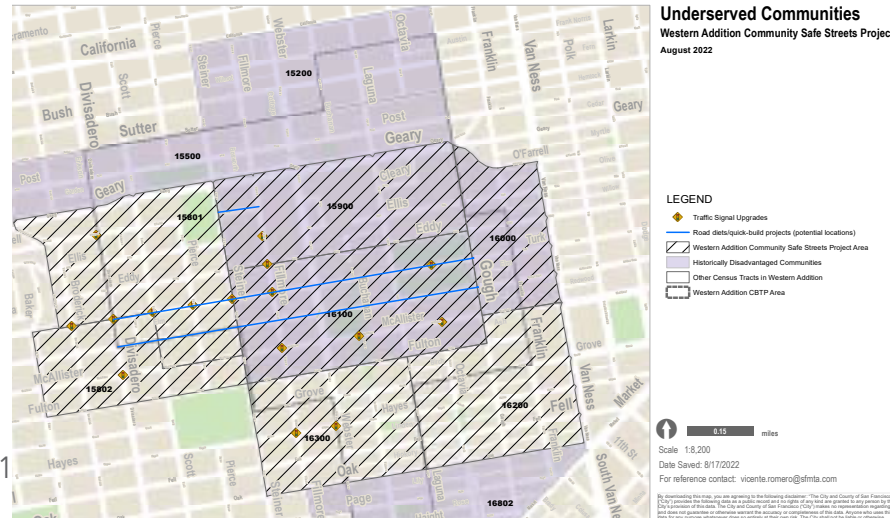
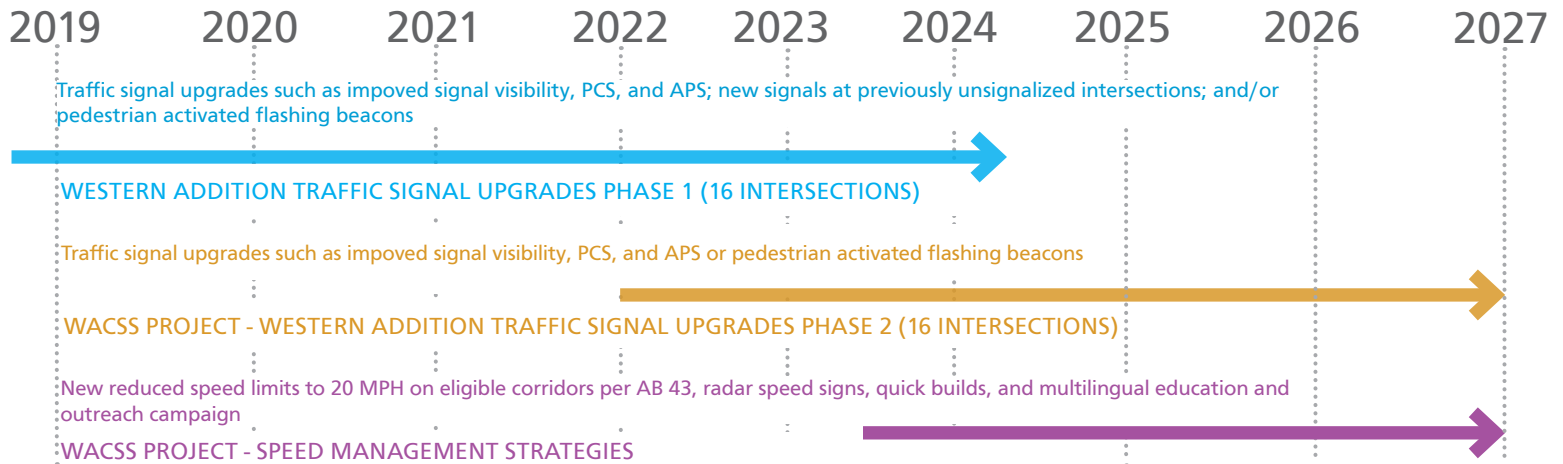
The Western Addition Traffic Signal Upgrades Phase 1 project is estimated to begin construction in spring 2023. Near term improvements identified in the WACBTP have been implemented. These include daylighting, continental crosswalks, bulb-outs, pedestrian actuated rectangular rapid flashing beacons, and advanced limit lines.

The Western Addition Traffic Signal Upgrades Phase 2 project has started design using local funds and is proposed to complete design and implement improvements at 16 intersections as part of the WACSS project.

Key elements of the WACSS project are as follows:

- Signal visibility enhancements to improve safety through larger 12" signal heads and mast arms
- Pedestrian signal improvements such as pedestrian countdown signals (PCS), accessible pedestrian signals (APS), pedestrian activated flashing beacons, upgraded streetlighting, and upgraded curb ramps
- Speed management strategies such as lower speed limits through 20 mph signage, radar speed signs, quick build improvements based on WACBTP, and additional community engagement
- Multilingual education and outreach campaign on traffic safety and speed management

PROJECT TIMELINE



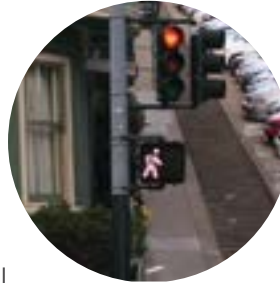
For more information, please contact geraldine.deleon@sfmta.com, vicente.romero@sfmta.com or uyen.ngo@sfmta.com

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WACSS PROJECT BUDGET

The overall budget including design, construction, and education/outreach campaign activities is estimated to be \$22M. SFMTA was recently awarded \$17.6M in SS4A grant funding with a 20% local match of \$4.4M.



FULL TRAFFIC SIGNAL UPGRADES

Full signal upgrades include new larger 12" signal heads and mast-arms, conduits, poles, controllers, enhanced streetlighting, and upgraded accessible curb ramps.



SPEED LIMIT REDUCTIONS AND SPEED RADAR SIGNS

Speed management strategies include 20 MPH speed limit reduction signage as authorized by California Assembly Bill 43 (AB 43) and radar speed signs to make drivers aware of speed limits and change driver behavior.



PEDESTRIAN COUNTDOWN SIGNALS AND ACCESSIBLE PEDESTRIAN SIGNALS

Pedestrian countdown signals (PCS) and accessible pedestrian signals (APS) provide pedestrians with additional guidance on when to start crossing safely at signalized intersections and are particularly helpful for seniors and people with vision, hearing, and mobility disabilities.



MULTILINGUAL EDUCATION AND OUTREACH CAMPAIGN

WACSS includes education and outreach efforts to increase awareness of the impacts of speed and new speed limits set in the neighborhood.



RECTANGULAR RAPID FLASHING BEACONS

Rectangular rapid flashing beacons (RRFBs) caution drivers with a flashing visual that pedestrians will be crossing at the crosswalk.

PROJECT CONTACT

For more information, please contact geraldine.deleon@sfmta.com, vicente.romero@sfmta.com, or uyen.ngo@sfmta.com

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