

1 [Urging near-term pilot projects to improve Market Street]

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3 **Resolution urging the San Francisco Municipal Transportation Agency and other**
4 **departments and agencies to implement near-term pilot projects, including increased**
5 **private automobile diversions, to speed up transit along Market Street while improving**
6 **the safety and comfort of people walking and biking, and supporting the local**
7 **commercial and cultural function of the street.**

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9 WHEREAS, The San Francisco Charter’s voter-approved Transit-First policy
10 establishes in Section 8A.115 that “[D]ecisions regarding the use of limited public street and
11 sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and
12 public transit, and shall strive to reduce traffic and improve public health and safety;” and,

13 WHEREAS, Market Street serves as the spine of San Francisco’s sustainable
14 transportation system, with more than 200,000 transit riders on surface Muni routes, more
15 than 200,000 people walking, and thousands of people bicycling every weekday; and,

16 WHEREAS, Market Street will be repaved in 2015 from the Embarcadero to Octavia
17 Boulevard; and,

18 WHEREAS, A planning effort called the Better Market Street project, which includes
19 numerous City departments and related agencies as well as varied stakeholders from
20 business representatives to transportation advocates, is working to develop a design for
21 Market Street in advance of the 2015 repaving; and,

22 WHEREAS, In recent years, various pilot and other improvement projects, separate
23 from the long-term Better Market Street project, including private automobile diversions from
24 10th and 6th streets in the downtown direction and protected and painted bicycle lanes

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1 between 8th Street and Octavia Boulevard, have demonstrated that pilot projects can reduce
2 Muni delays and attract more people on bicycle and on foot; and,

3 WHEREAS, In June 2011, the SFMTA Board of Directors received a briefing from
4 SFMTA staff about possible additional pilot projects that could be undertaken soon on Market
5 Street, but the recommendations are not poised to make significant impacts on Muni
6 performance; and,

7 WHEREAS, Recent data indicates that 80 to 85 percent of traffic at Market Street
8 intersections is crossing Market Street from other streets, with only 15 to 20 percent of traffic
9 traveling along Market Street; and,

10 WHEREAS, The data further indicates that private vehicle trips along Market Street
11 average only two blocks, and most drivers are circling and looking for parking; and,

12 WHEREAS, Additional near-term pilot projects on Market Street should test further
13 diversions of private automobiles from Market Street in both directions as well as other
14 strategies to reduce Muni delays and improve the safety and attractiveness of Market Street
15 for people walking and bicycling, while still supporting the business and cultural environment;
16 and

17 WHEREAS, Beyond private automobile diversions, one potential pilot project could be
18 expanded and colorized transit-only lanes on Market Street to reduce Muni delays; and,

19 WHEREAS, All near-term pilot projects should continue to engage the diverse
20 stakeholders who have been involved in efforts to improve Market Street; and,

21 WHEREAS, A viable vision for the future of Market Street is of a world-class avenue
22 drawing its success from the huge numbers of people it attracts through transit and taxis, and
23 on foot and bicycle, and no private automobiles other than delivery vehicles; now, therefore
24 be it

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1 RESOLVED, That the Board of Supervisors urges the San Francisco Municipal
2 Transportation Agency and other departments and agencies to implement near-term pilot
3 projects, including increased private automobile diversions, to speed up transit along Market
4 Street while improving the safety and comfort of people walking and biking, and supporting
5 the local commercial and cultural function of the street.

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