



SFMTA

San Francisco's Geary Rapid Project

TRB 6th National Bus Rapid Transit Conference

June 20, 2018



About City & County of San Francisco

Population: ~870,000

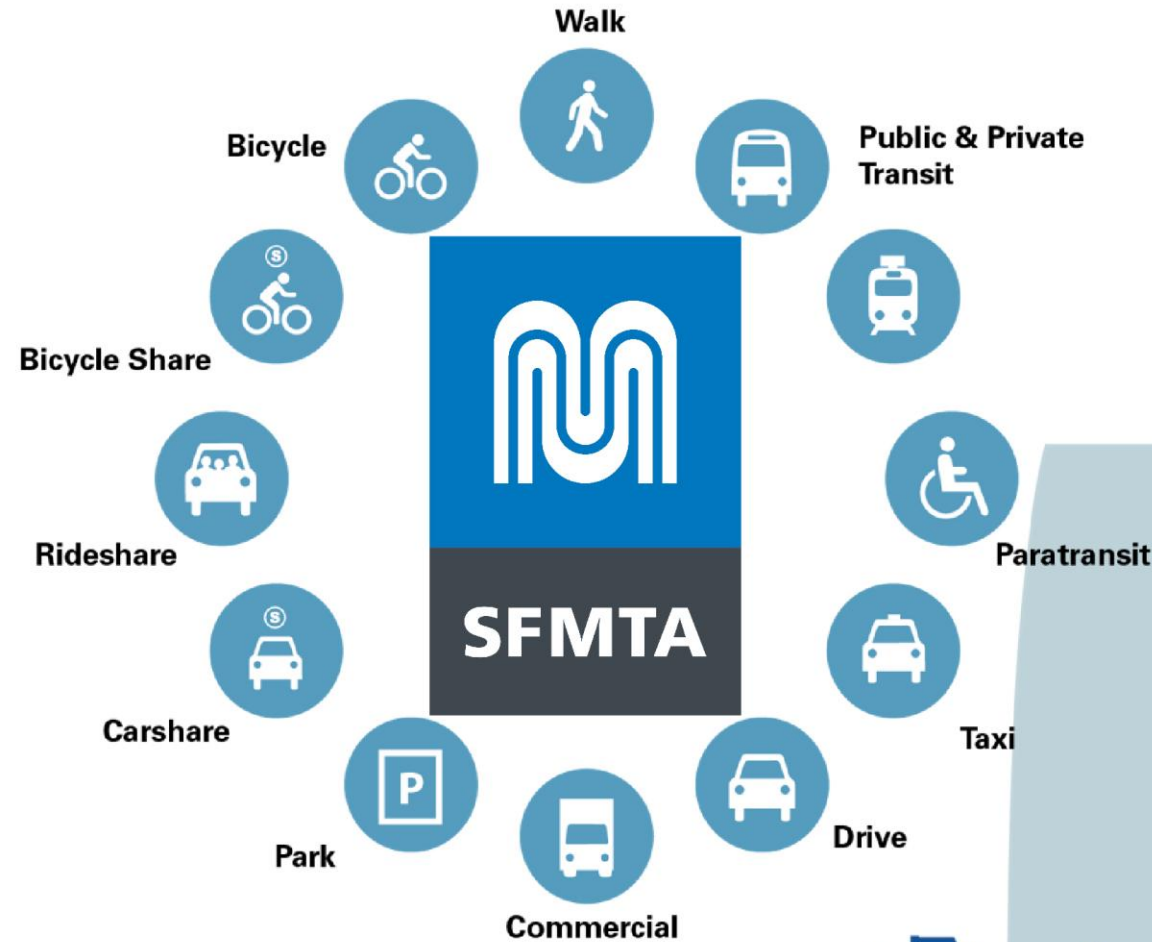
~0.7% of the Bay Area region's land area but contains:

- 11% of the region's population
- 18% of the region's employment

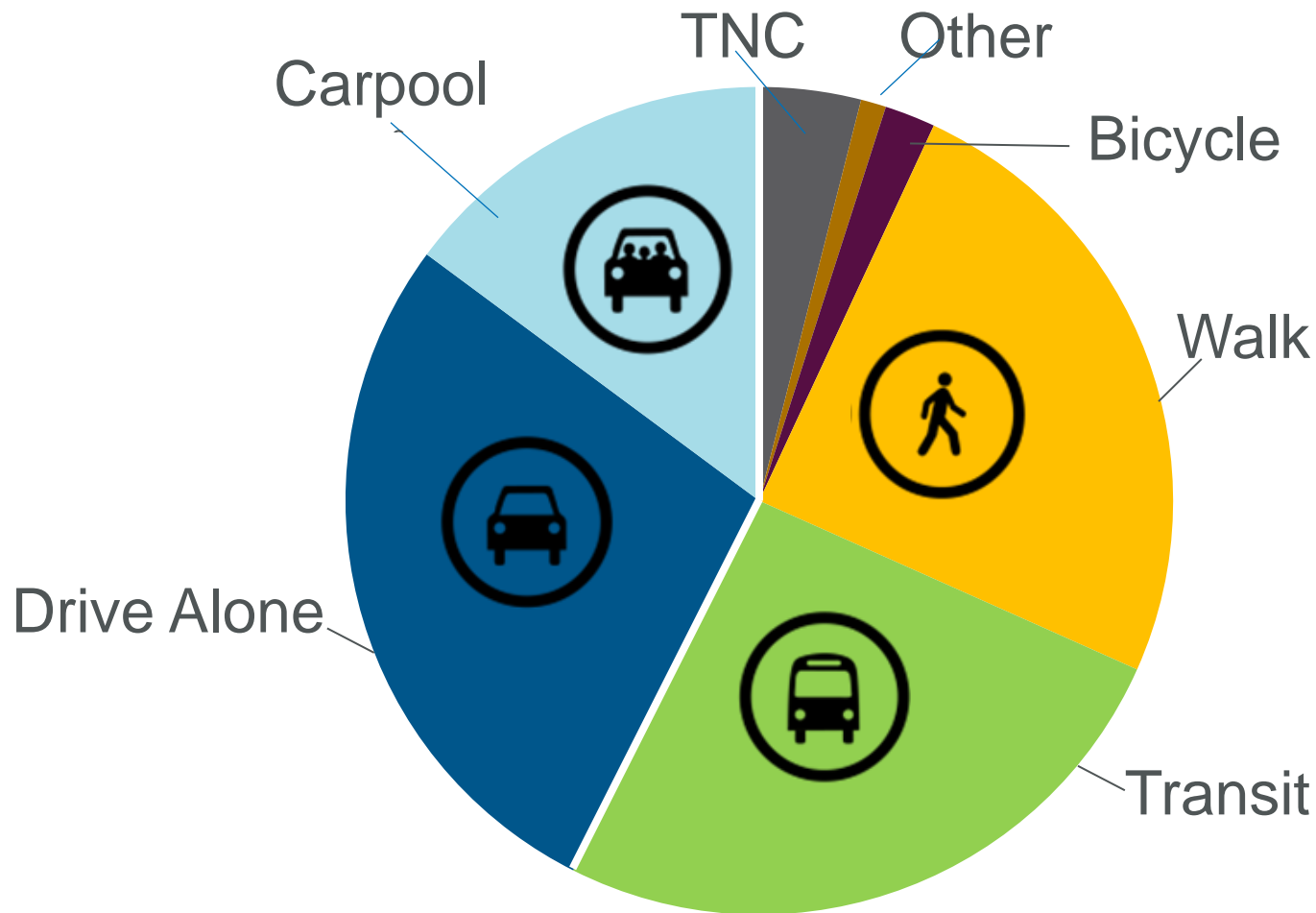


About City & County of San Francisco

All-in-one
Municipal
Transportation
Agency



Travel Mode Share for FY 2017



Transit First Policy

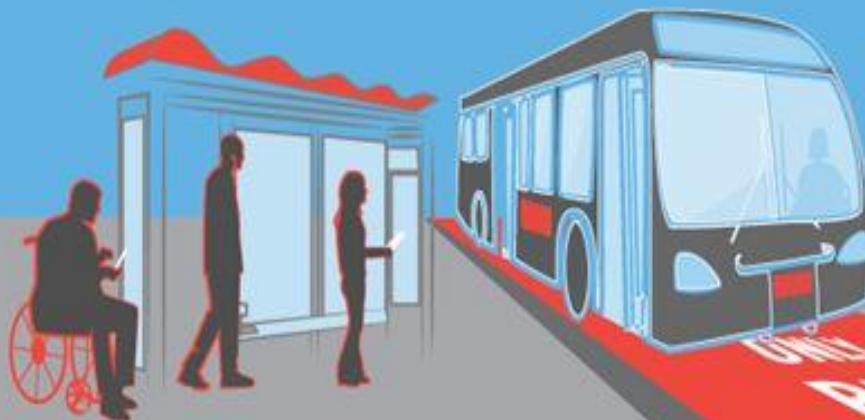
SEC. 8A.115. TRANSIT-FIRST POLICY. (an excerpt)

“Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, **travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.**”



Transit First Policy

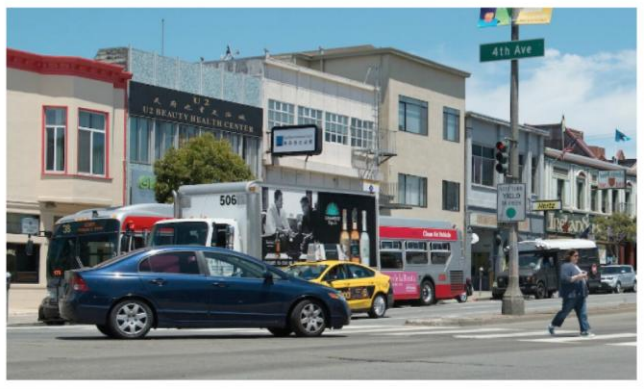
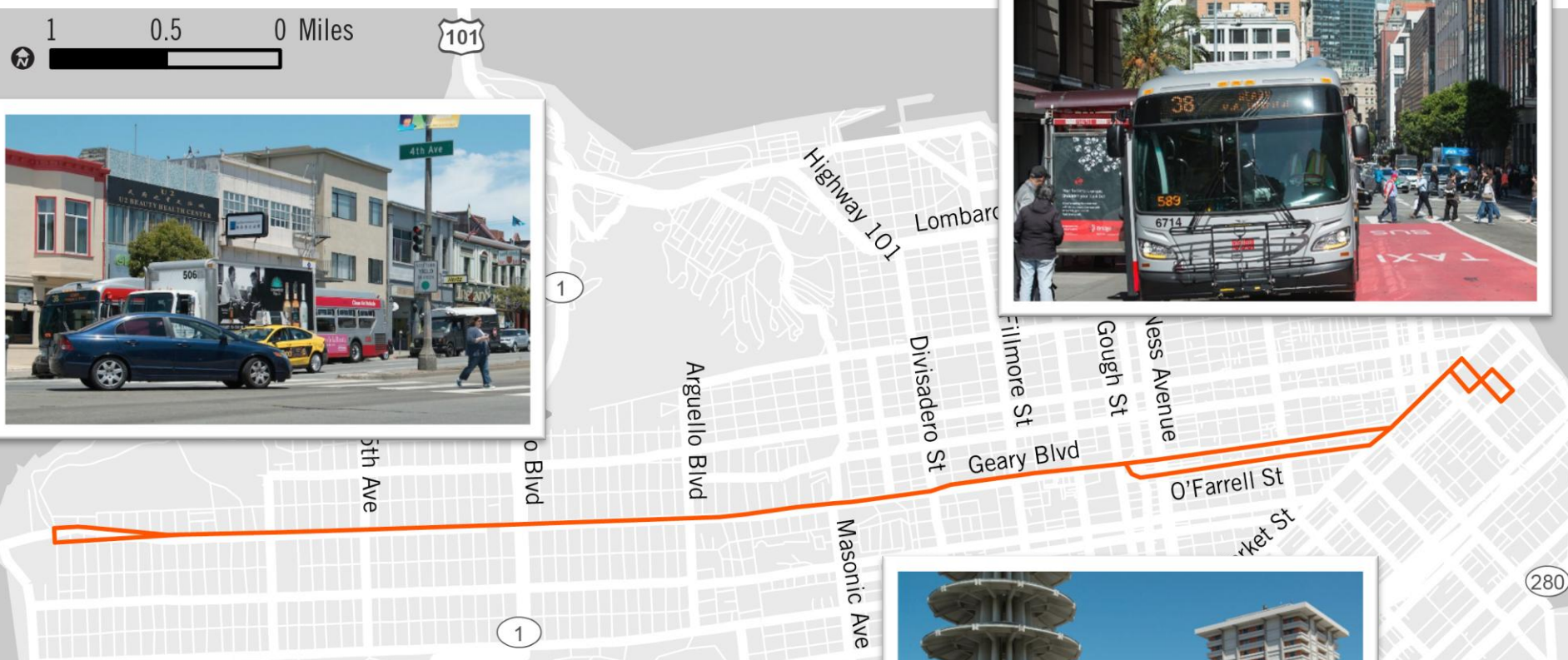
MUNI
FORWARD



- = Make getting around San Francisco more reliable and safer.
- = More frequent service.
- = Implementation and expansion of the Muni Rapid network of core routes that serve 70% of all Muni customers

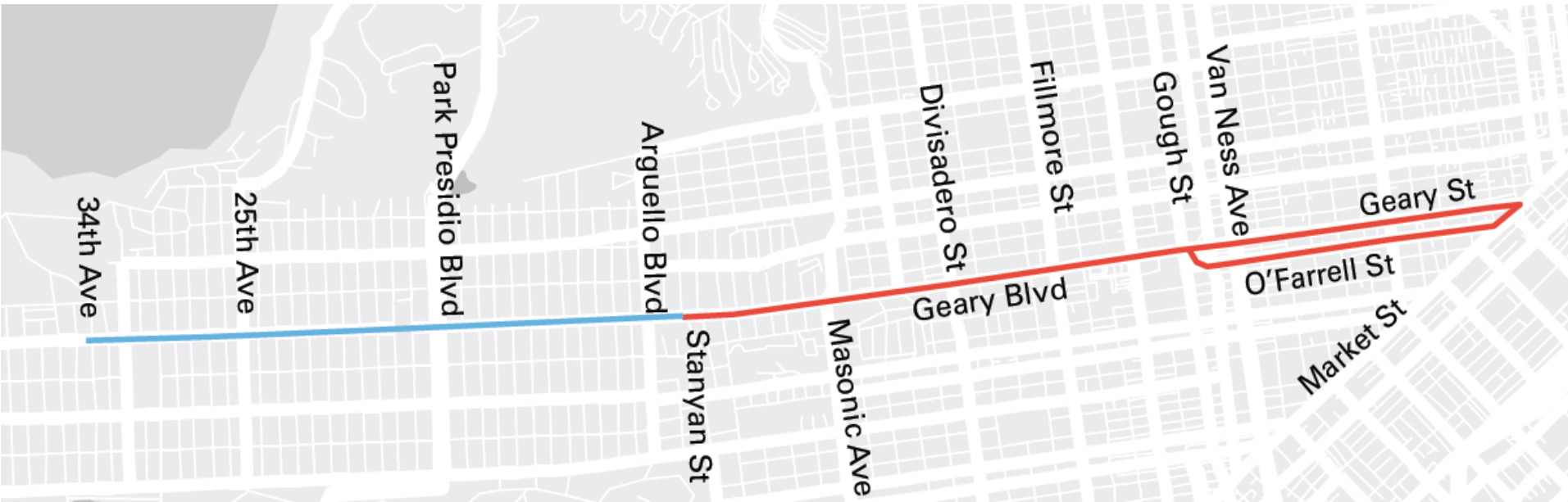
Geary Rapid Project

= Increase transit reliability & improve pedestrian safety



Geary Rapid Project

= Increase transit reliability & improve pedestrian safety



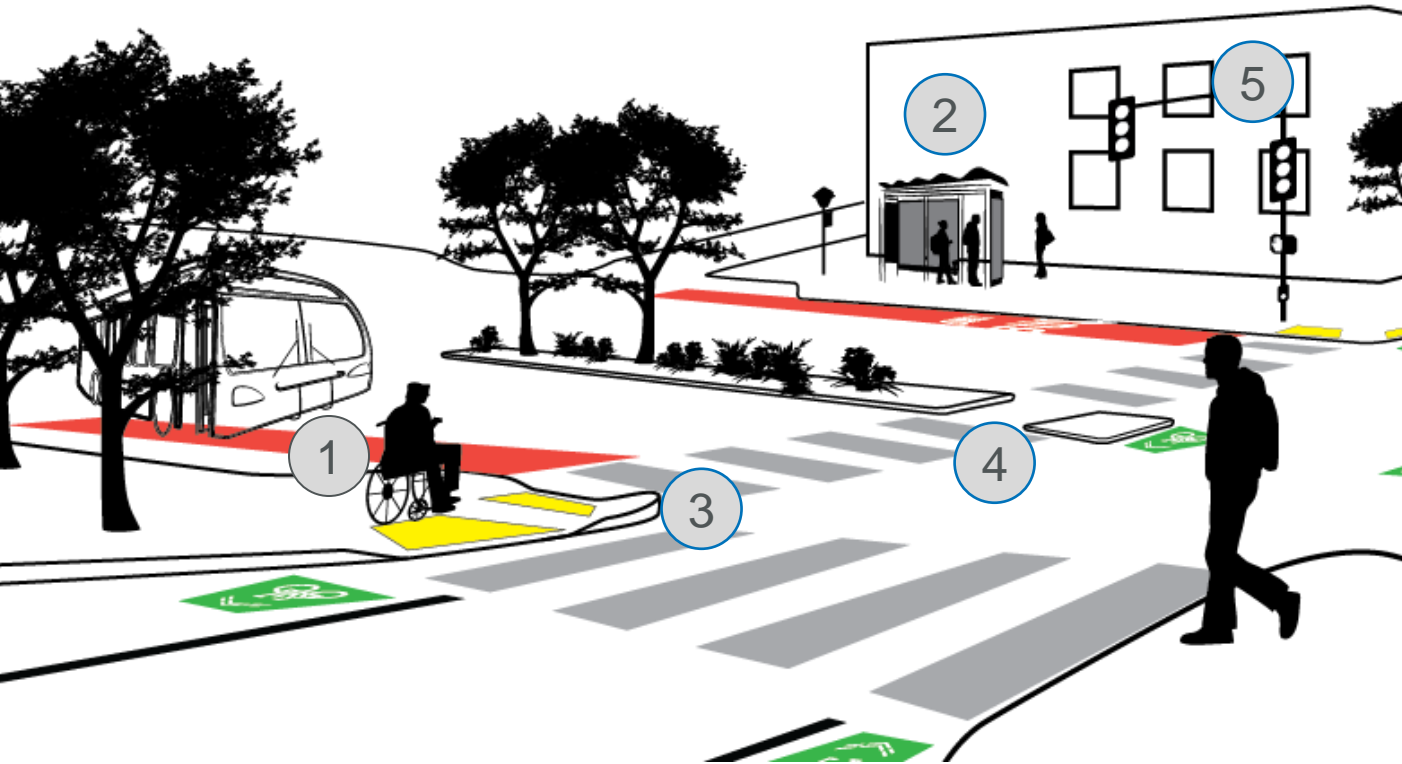
Phase 2
Geary Boulevard
Improvement Project

Phase 1
Geary Rapid Project

Geary Rapid Project



Geary Rapid – Project Features



- 1 Dedicated bus-only lanes
- 2 Better bus stops
- 3 Sidewalk extensions
- 4 Median improvements
- 5 Smarter traffic signals

Example: Geary at Buchanan

Existing Condition



Example: Geary at Buchanan

Project Proposals



Geary Rapid – Outreach strategies

Outreach

Planning

Environmental

Legislation

Design

Advertise/
Award

Construction



Geary Rapid – Outreach strategies



Project phase	Planning/ Environmental	Design and approvals	Implementation
Public participation goal	<p>Involve: Ensure that community concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced decisions.</p>	<p>Consult: Keep public informed, listen to and acknowledge concerns and aspirations and provide feedback on how public input influenced decisions.</p>	<p>Inform: Keep public informed.</p>
Public participation opportunities	<ul style="list-style-type: none"> • Define project purpose and need • Preferences among project alternatives • Refinements to preferred alternative • Major project features (locations of bus lanes, bus stops, pedestrian safety features) 	<ul style="list-style-type: none"> • Inform of project design concept approved during planning/ environmental review phase • Curb space detailed proposals for input • Draft final design for final input 	<ul style="list-style-type: none"> • Inform stakeholders of final project design • Pre-construction outreach • Construction progress updates

Geary Rapid – Detailed Design Outreach



moving SF

Home / About the SFMTA / Blog / Help Shape Geary's Future on Our New Community Advisory Committee

Help Shape Geary's Future on Our New Community Advisory Committee

by Aaron Bialick
Tuesday, June 6, 2017



Geary Rapid – Detailed Design Outreach

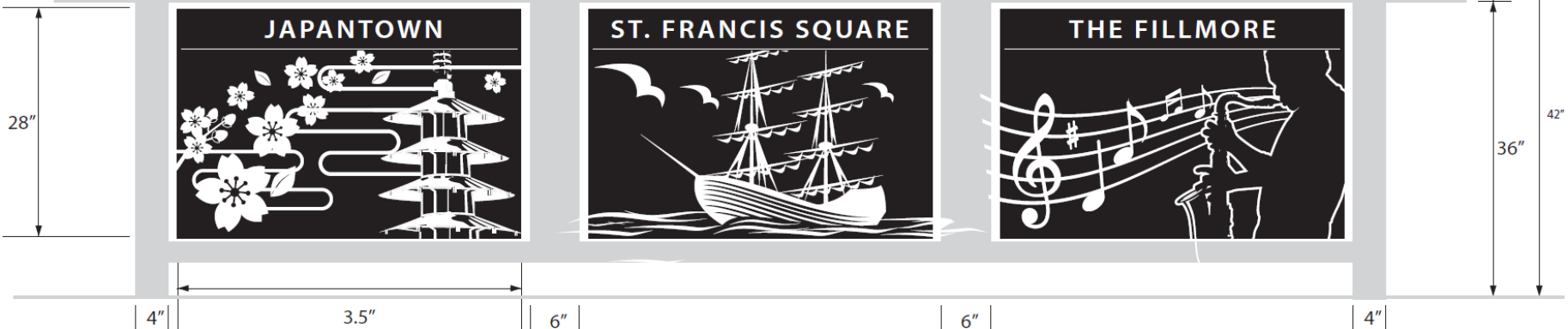


13.5'

12"

11.5'

12"



Geary Rapid – Detailed Design Outreach

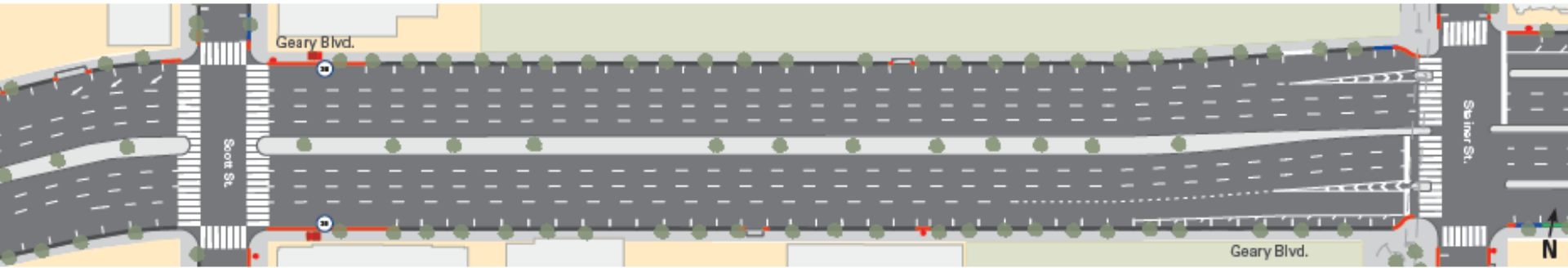
Door-to-door merchant loading survey



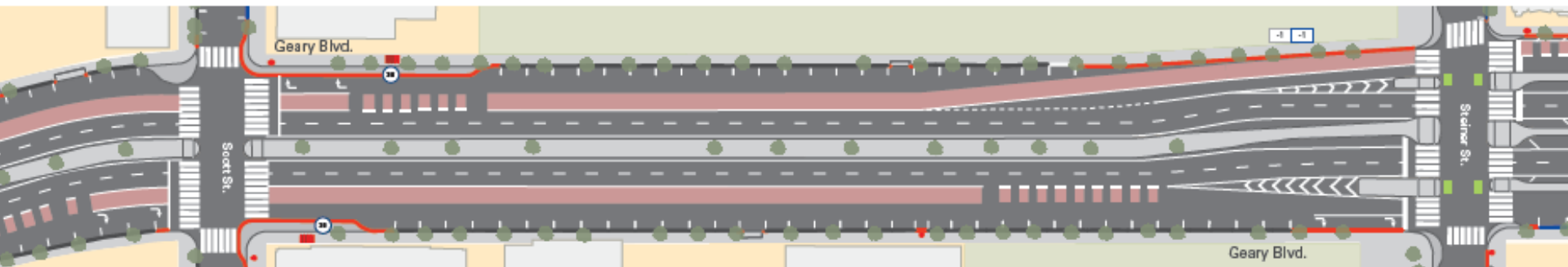
Geary Rapid – Detailed Design Outreach

Collaterals – Project Drawings

Existing Conditions



Project Proposals



Lessons Learned

1. Go to the people
2. Follow-up and follow through on discussions
3. Collaterals such as detailed project drawings and renderings are helpful



Questions?

sfmta.com/geary

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Geary Rapid – Detailed Design Outreach

- Stakeholder meetings
- **Field visits**
- Door-to-door merchant outreach
- **Pedestrian intercept survey**
- Bus stop outreach
- **Open houses**
- Presentations to neighborhood groups
- **Community Advisory Committee**
- Hotline
- **Dedicated email**
- Joint meetings with other projects
- **Mailers**
- Blog posts
- **Email updates**
- Textizen & survey
- **Tabling at community events & farmers markets**
- Corridor walk throughs
- **In-reach to bus operators**
- Coffee hours