

1 [Urging the Municipal Transportation Agency to Implement a Market on the Move Pilot Project]

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3 **Resolution urging the Municipal Transportation Agency to implement a Market on the**
4 **Move pilot project to improve the street for transit riders, bicyclists and pedestrians**
5 **through additional private vehicles, diversions, and other efforts.**

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7 WHEREAS, San Francisco’s voter-approved Transit-First Policy established in City
8 Charter, Section 8A.115, that decisions regarding the use of limited public street and sidewalk
9 space shall encourage the use of public rights of way by pedestrians, bicyclists, and public
10 transit, and shall strive to reduce traffic and improve public health and safety; and

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

14 WHEREAS, Market Street is the most important street for transit in San Francisco, with
15 lines serving all neighborhoods of the City; and

16 WHEREAS, Improvements to Muni performance on Market Street will have system-
17 wide impact, saving time and money on many key transit routes; and

18 WHEREAS, Current Eastbound auto diversions at 10th and 6th Streets were shown to
19 increase Muni speeds by as much as 3 percent; and

20 WHEREAS, Thousands of new residential units and commercial spaces are planned or
21 under construction along Market Street, and the further revitalization of Mid-Market will require
22 investment in sustainable transportation options for these new residents and workers; and

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

3 WHEREAS, Market Street will be repaved in 2017, at the earliest, from the
4 Embarcadero to Octavia Boulevard, making near-term improvements vital for pedestrian and
5 bicycle safety on Market Street; and

6 WHEREAS, The Better Market Street project has included increased automobile
7 diversions as part of all of its proposed plans; and

8 WHEREAS, In recent years, various pilot and other improvement projects, separate
9 from the long-term Better Market Street project, including private automobile diversions from
10 10th and 6th streets in the downtown direction and protected and painted bicycle lanes
11 between 8th Street and Octavia Boulevard, have demonstrated that pilot projects can reduce
12 Muni delays and attract more people on bicycle and on foot; and

13 WHEREAS, Recent data indicates that private automobiles make up only 14 percent of
14 peak period weekday traffic; and

15 WHEREAS, The data further indicates that 80 to 85 percent of traffic at Market Street
16 intersections is crossing Market Street from other streets and that private vehicle trips along
17 Market Street average only two blocks, with most drivers circling and looking for parking; and

18 WHEREAS, Market on the Move will create more ordered and safer driving conditions,
19 improving transportation efficiency and safety for everyone; and

20 WHEREAS, Studies from San Francisco and around the country show that more
21 people walking, biking, and taking transit support local businesses by spending more, on
22 average, than people arriving by private automobile; and

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

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

5 RESOLVED, That the Board of Supervisors urges the San Francisco Municipal
6 Transportation Agency and other departments and agencies to implement Market on the
7 Move, a pilot project to improve Muni efficiency and reliability along Market Street and
8 improve the safety and comfort of people walking and biking, and supporting the local
9 commercial and cultural function of the street through increased private automobile
10 diversions.

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