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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WHEREAS, All near-term pilot projects should continue to engage the diverse
stakeholders who have been involved in efforts to improve Market Street; and
WHEREAS, A viable vision for the future of Market Street is of a world-class avenue drawing its success from the huge numbers of people it attracts through transit and taxis, and on foot and bicycle, and no private automobiles other than delivery vehicles: now, therefore, be it

RESOLVED, That the Board of Supervisors urges the San Francisco Municipal Transportation Agency and other departments and agencies to implement Market on the Move, a pilot project to improve Muni efficiency and reliability along Market Street and improve the safety and comfort of people walking and biking, and supporting the local commercial and cultural function of the street through increased private automobile diversions.
Resolution urging the Municipal Transportation Agency to implement a Market on the Move pilot project to improve the street for transit riders, bicyclists, and pedestrians through additional private vehicles, diversions, and other efforts.

February 04, 2014 Board of Supervisors - ADOPTED
Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

I hereby certify that the foregoing Resolution was ADOPTED on 2/4/2014 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

Angela Calvillo
Clerk of the Board