# Table of Contents

- **Project: Ride and Walk Audit** ................................................................. 3
- **Why the Excelsior?** .............................................................................. 3
- **Neighborhood Snapshot** ................................................................. 3
- **Participant Recruitment** ................................................................. 3
- **Audit Process** .................................................................................... 4
- **Audit Summary/Highlights** ............................................................. 4
- **Findings (Site-Specific)** ................................................................. 5
  - Persia Triangle ................................................................................. 5
  - Mission Street and Geneva Avenue .............................................. 5
  - Geneva Avenue and Moscow Street .......................................... 6
- **Findings (During the Bus Ride)** ..................................................... 7
- **Final Thoughts and Participant Feedback** ................................. 8
Ride and Walk Audit

San Francisco Transit Riders conducts Ride Audits as an outreach and public input strategy tool to connect everyday transit riders with SFMTA planners, providing communities the space to share direct feedback and ensure their voices are heard and considered in project design. This has been an effective approach in gathering public opinion to help guide SFMTA during early phases of planning, before any scope has been developed.

Past Ride Audits primarily focused on transit safety, reliability, and efficiency, but did not emphasize the importance of pedestrian safety as it relates to street design, which is critical to the success of public transit. Moving forward, it was instinctive that SFTR partnered with Walk SF to implement an Audit that evaluated both the riding and walking aspects related to Muni. The Audit was structured to initiate discussion on how the two intersect and how investments in both are crucial to overall safety and reliability.

Why the Excelsior?

The Excelsior is an identified Muni Equity Strategy neighborhood that has pedestrian safety and public transit improvement plans outlined in the Mission Street Excelsior Safety Project. This project was initially proposed in the fall of 2016, and unfortunately has been delayed for two and a half years, now scheduled to be completed sometime in 2020. This is concerning because the Excelsior is home to two high-injury corridors, the 12% of streets in San Francisco that see a disproportionate 70% of all severe and fatal crashes. One resident was struck in the area and passed away right before the project was introduced. Since then, there have been two more deaths and 25 serious crashes. We know the longer this project gets delayed, the longer residents are placed at risk for serious and fatal injuries.

Neighborhood Snapshot

Combined, the Muni lines that run on Mission Street - the 14, 14X, 14R, and 49 averages 70,000 riders per weekday, making it one of San Francisco’s highest ridership routes. For both the Excelsior and the Outer Mission neighborhoods, over a third of each population commute to work via public transit.

The Excelsior is predominantly Asian and Hispanic, with both groups combined making up 81% of the neighborhood, while an overall 53% of residents are immigrants.

Participant Recruitment

SFTR and Walk SF utilized multiple modes of outreach for participants, including:

- Social media posts
- Email blasts to SFTR’s and Walk SF’s listserv
- Direct asks to Excelsior community leaders and community-based organizations
- Distributed multi-lingual flyers (English, Spanish, and Chinese) with Walk SF staff at different community organizations and centers in the Excelsior and Outer Mission
Audit Process

The Audit was held on Sunday, September 9th from 11:30AM to 1:30PM and assessed the following sites (three of the highest injury intersections within the project area):

1. Persia Triangle (where Persia Avenue and Ocean Avenue intersect Mission Street)
2. Mission Street and Geneva Avenue
3. Geneva Avenue and Moscow Street

The Audit was led by SFTR and Walk SF. The project planner from SFMTA joined along with a staff from the City Planning Department to observe and answer questions participants had related to the project. A reporter from the community newsletter, The Ingleside Excelsior Light, joined the Audit as well.

Before the Audit, SFTR and Walk SF held a brief presentation at the Excelsior Clubhouse for participants to learn about the Safe Routes to Transit campaign, emphasizing that transit, and safe access to transit, is vital for the mobility of all - especially populations that are less likely to drive, such as youth, seniors, and people with disabilities. The presentation also prepared participants for what to expect during the Audit and highlighted important transit and street designs to pay attention to.

After the orientation, participants were given a survey to fill out during the Audit, structured around yes or no questions related to bus stop and intersection quality, visibility, and safety. Each section was followed with space for open-ended feedback and comments.

The first site assessed was the Persia Triangle, followed by a walk down Mission Street to the second site located at Mission Street and Geneva Avenue. Participants boarded the 8 Bayshore east/inbound here and filled out the survey portion related to the bus ride, and off-boarded at the last site, Geneva Avenue and Moscow Street. After completing the final assessment, a short debrief was held which concluded the Audit.

Audit Summary/Highlights

Twenty three residents participated in the Audit, a significantly higher turnout than expected. Every single participant thought the bus routes that ran through the neighborhood could be improved, but overall felt that they were reliable. A significant number of participants expressed interest in installing a transit-only lane along Mission Street. Though parking removal is not included in the project plans, some participants were still concerned about the limited parking in the neighborhood as well as increasing car congestion. In terms of pedestrian safety, almost all participants felt that the major intersections in the project area were dangerous and unsafe to cross due to speeding cars and crosslights that allow for both pedestrians to cross and cars to turn simultaneously.
Do you feel safe crossing streets on Mission Street? 
n = 19

Do you think the 14/14R would benefit from a transit-only lane? 
n = 19

Findings (Site-Specific)

Persia Triangle (the intersections of Persia Avenue, Ocean Avenue, and Mission Street)

This is a heavy foot, private vehicle, and bus traffic intersection, with the 14, 14R, and 14X lines running along Mission St., the 29 and 52 running along Persia Ave. and crossing Mission St., and the 49 turning onto Mission St. from Ocean Ave.

Bus Stop Assessment

- Participants found bus stops easy to locate, but noticed that only one of the four bus stops at this intersection had a bus shelter with a digital display.
- Sidewalk space was narrow, meaning bus stops were congested and forced people walking to weave in and out. Participants thought transit bulbs would be a suitable improvement.

Intersection/Ped. Safety Assessment

- This intersection felt especially dangerous because it is heavily trafficked, leading to various distractions for both drivers and pedestrians.
- Many of the monolingual Chinese seniors voiced a need for increasing the amount of time to cross the street at this intersection.

Mission Street and Geneva Avenue

This is a heavy foot and vehicle traffic intersection as well, with many transit riders hopping on and off to catch their transfer buses. The focus was the south side bus stop, with buses heading east on Geneva Ave.
Bus Stop Assessment
- The majority of participants stated they did not feel safe waiting at this bus stop due to the lack of lighting at night.
- Sidewalk space is limited; participants wanted to see a transit bulb installed here as well.

Intersection/Ped. Safety Assessment
- Similar concerns were raised compared to Persia Triangle - there is not enough time to cross the street.
- Many participants commented on the poor quality of the crosswalk paint and general street conditions.
- The biggest concerns at this intersection were the amount of speeding cars along with cars turning while pedestrians are trying to cross the street. Many transit riders are trying to catch transfers, and as a result, people such as youth and seniors are at risk when running across the street on a green light that allows cars to turn as well.
- Participants also noted that the pedestrian island on Geneva Avenue is inadequate and actually seems more dangerous to use than to not.

Geneva Avenue and Moscow Street
This last stop experiences the least amount of foot traffic. The 8 drops off riders onto an island, which is also the location for the 43 Masonic terminal.

Bus Stop Assessment
- This bus stop has a shelter and a digital display, and was relatively clean.
- There were concerns about safety waiting at night given the low amount of foot traffic.
Intersection/Ped. Safety Assessment

- Intersection and pedestrian safety aspects were lacking at this stop. The audit concluded at the front entrance of Crocker Amazon Park, which is across the street from the bus stop. However, in order to get there from the bus stop, one needs to cross 3 intersections.
- On crossing the second leg of intersections, participants voiced their concern about a parked car that blocked a portion of the sidewalk.
- All participants wanted to install a crosswalk that extends from the bus stop directly to the park entrance. Currently, the island invites transit riders to J-walk across two lanes to the dividing island on Geneva Avenue before crossing another two lanes to finally reach the park, which is especially dangerous given that many of the cars were going 15 to 20 mph above the speed limit.
- Other participants noticed that the island doesn’t have a mirroring curb ramp, but rather leads into a private driveway.
- Similar improvements from previous intersections were raised again, such as increasing crosswalk time.

Findings (During the Bus Ride)

Participants boarded the 8 Bayshore at Mission St. and Geneva Ave. heading inbound/east and rode for four stops, off-boarding at Geneva Avenue and Moscow Street.

Bus Stop Assessment

- The digital display was functioning properly and the bus arrived promptly on time.
- While riders were trying to board, the Muni operator shut the doors and drove off, leaving a few riders behind.

On the Bus Assessment

- All participants agreed that the bus was moving at a reasonable speed.
- There was plenty of seating available, given travel was during non-peak hours on a weekend.
- A couple participants mentioned the odor of the bus was unpleasant.
- There was tension from other riders on the bus, who were yelling at other passengers and at the operator. This made some
participants feel uncomfortable during the ride.

Final Thoughts and Participant Feedback

All participants rely heavily on the bus, being daily riders with many unable to drive. Most recognized the project area is a transit hub and were grateful for the variety in access to bus lines, but all shared the same concerns of safety waiting at bus stops as well as crossing high speed and heavily trafficked streets. Participants emphasized the following improvements for the project area:

1. Promoting safety at bus stops and on the bus.
2. Increasing signage, visibility, and quality of bus stops and crosswalks.
3. Prioritizing pedestrian safety and traffic calming - reducing car speeds and staggering crosswalk times for pedestrians and cars.