



Celebrating Brilliant Public Engagement by Women in Transit Planning





Dave Biggs

Chief Engagement Officer
MetroQuest





Agenda

So much to celebrate!!!

Brilliant public engagement by the San Francisco Municipal Transportation Agency!

Celebrating women in transit planning!

Quick Poll

Live Q&A



Black history month

Transit for all!

Charlotte L. Brown



Black history month

Transit for all!



Mary Ellen Pleasant

Black history month



Rosa Parks

Transit for all!

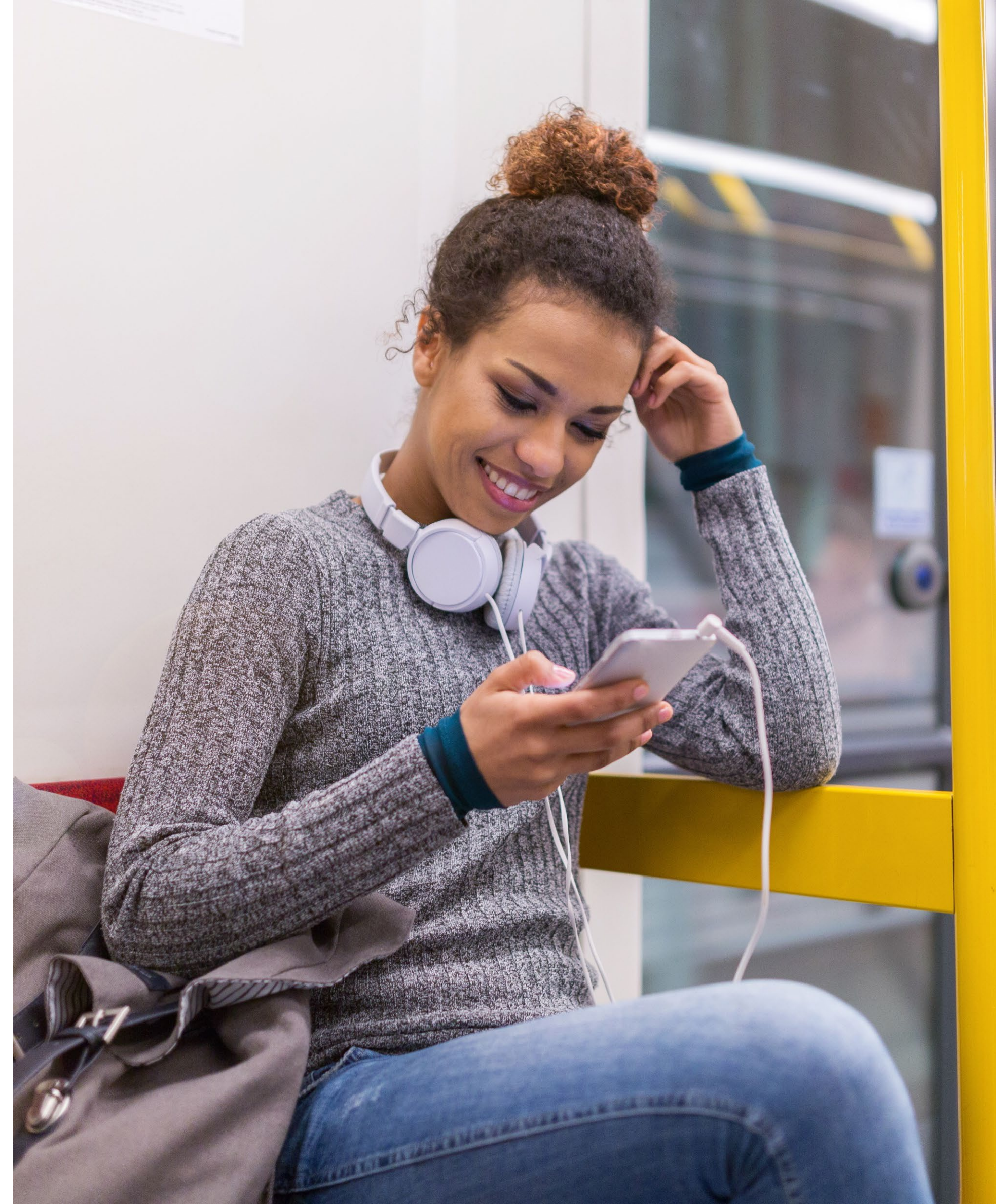


Transit for all!

- Most transit riders in the United States are women (55%)
- Communities of color make up a majority of riders (60%)



AMERICAN
PUBLIC
TRANSPORTATION
ASSOCIATION



International Women's Day 2020

Let's celebrate women in transit!





Adrienne Heim

Public Information Officer
SFMTA



Tracey Lin

Senior Transportation Planner
SFMTA



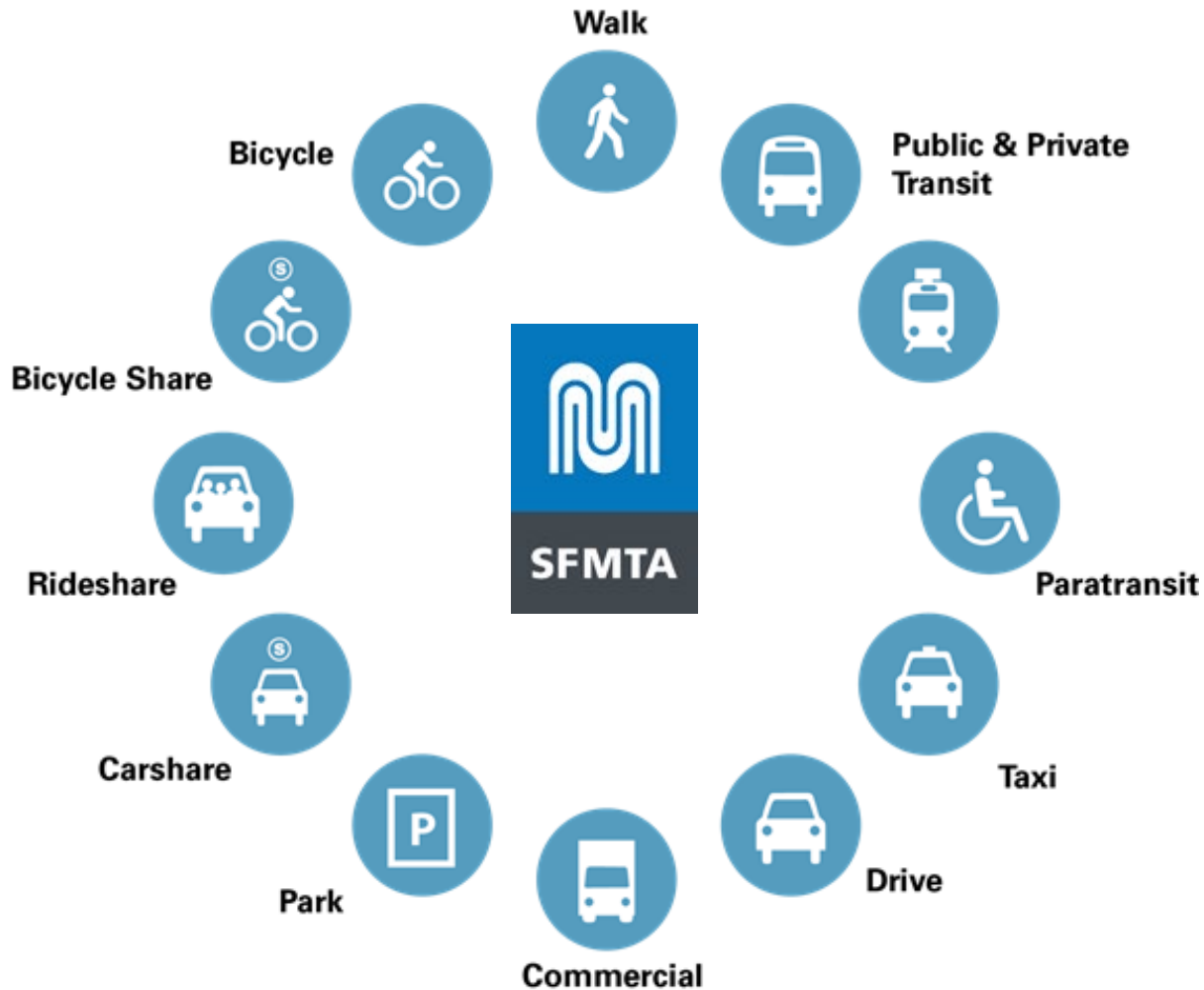
SFMTA

Central Subway Extension Alternatives Study

MetroQuest Webinar

March 4, 2020

SFMTA – We Keep the City Moving



San Francisco's Transportation System

San Francisco quick facts –

- 865,000 residents
- 47 square miles of land
- 1,000 miles of road



SFMTA manages –

- 431 miles of bike paths, lanes, and routes
- 7,200 street intersections
- 702,000 Muni boardings per day





Central Subway Project

Benefits

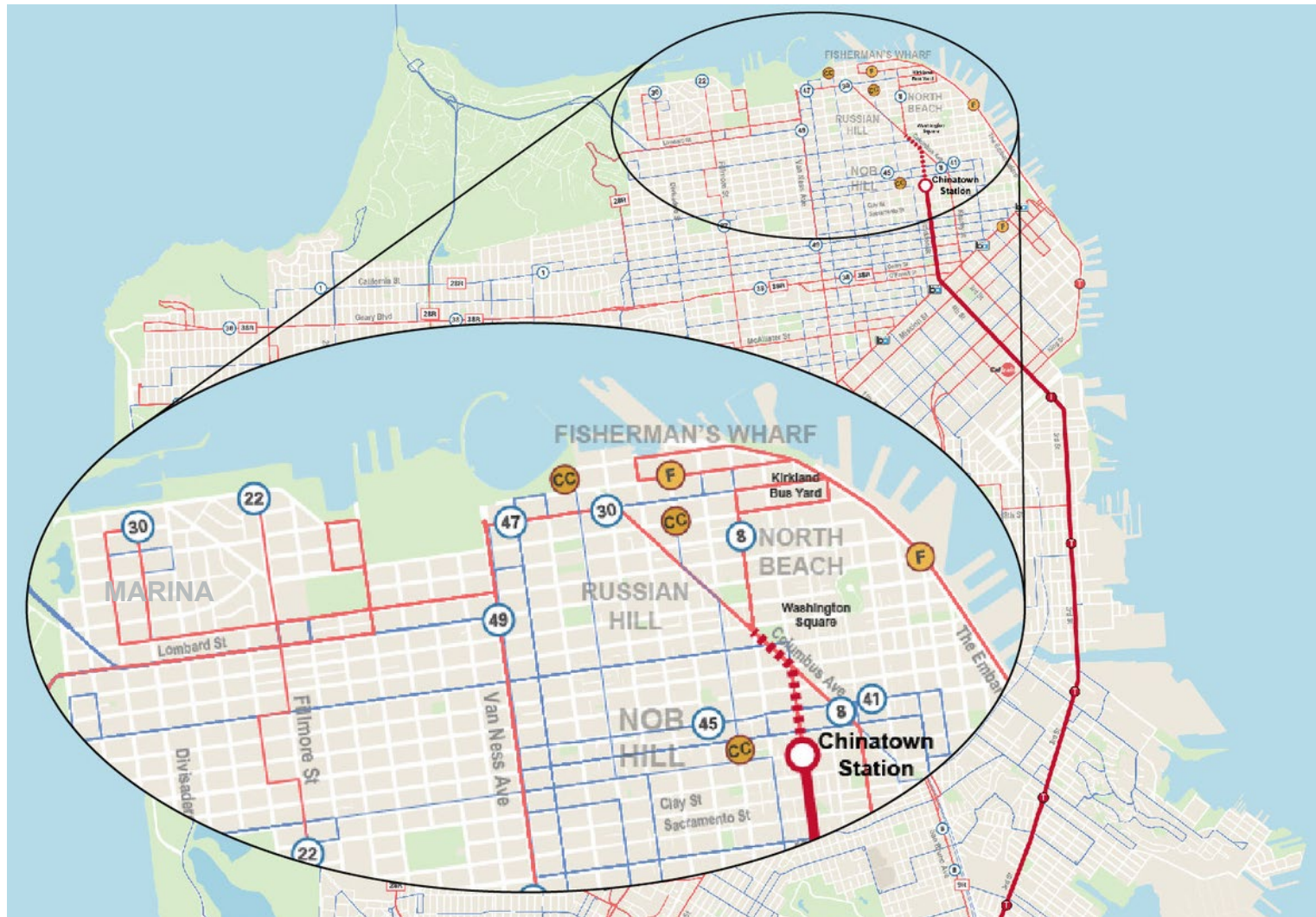
- Improved connections
- Reduced crowding on buses
- Quicker transfers to regional transit

Overview

- Adds 1.7 miles to San Francisco's north-south subway line
- Underground travel
- Four new stations



Central Subway Extension Alternatives Study



Why Study a Subway Extension?

- Heavy Muni ridership demand within the corridor
- Existing land use and density warrant a subway
- Tunnels are already constructed north of the terminus
- Supported by prior studies
 - Four Corridor Plan (1994)
 - SPUR Study Session (2013)
 - T Third Extension Concept Feasibility Study (2015)

ConnectSF

- Long range plan, multi-agency partnership
- Will prioritize transit projects
- Will dictate timing for advancement into environmental review



Alternatives Study Steps

Step 1: Confirm Goals (Purpose and Need)

Outreach Round 1: What transportation improvements are desired? Where should routes and stations be considered? (*Summer 2018-Fall 2019*)

Step 2: Develop Preliminary Alternatives

Do the alternatives address the needs expressed in Round 1? What criteria should we use to screen them? (*Now-Fall 2020*)

Step 3: Analyze and Screen Alternatives in Draft Study

Outreach Round 2: Based on the draft study results, which alternatives should we carry forward? (*Fall 2020*)

Step 4: Finalize Study, Recommend Alternatives for Environmental Review Phase

Technical Considerations

- North Beach Station Location and Connection to Existing Tunnels
- Constructability (including staging)
- Capacity of subway system
- Subway vs Surface
 - Faster, more reliable travel time vs. construction impacts and costs

Engagement Challenges

- Promote participation and meaningful input when the Central Subway Extension is at the conceptual planning stage
- Discuss the technical aspect of the project and potential tradeoffs
- Obtain a wide range of input especially from those who don't normally attend SFMTA sponsored meetings

Initial Engagement Effort

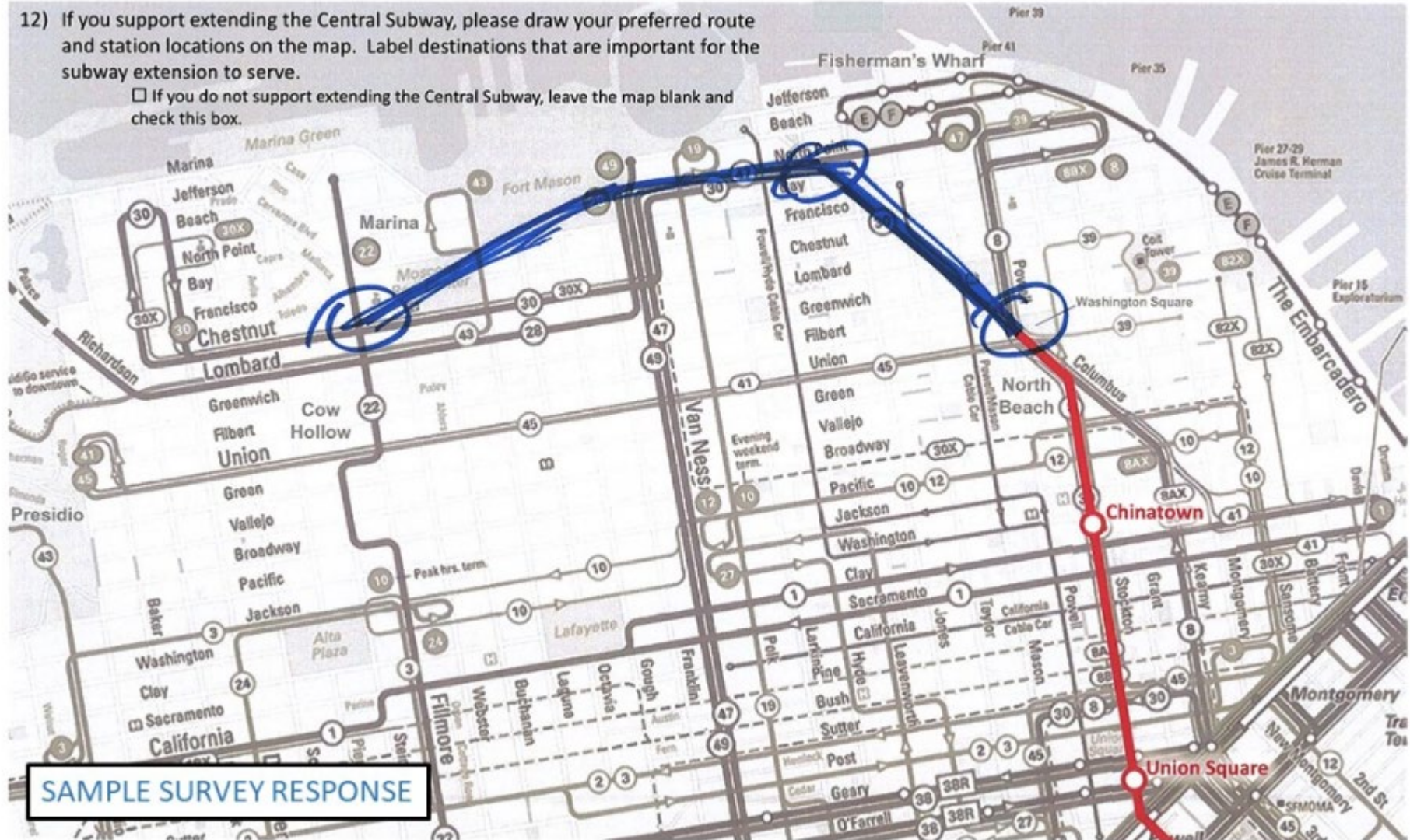
- Met with district supervisors
- Presented to neighborhood groups
- Conducted community workshops



Outreach Round 1 Survey - Paper

12) If you support extending the Central Subway, please draw your preferred route and station locations on the map. Label destinations that are important for the subway extension to serve.

☐ If you do not support extending the Central Subway, leave the map blank and check this box.



Outreach Round 1 Survey - Online

4

Map Station Locations


What to do


Next Task


MAP LOCATIONS

Please add your home, work/usual trip and preferred station locations!

Legend

Add Subway Station

Home

Work/Usual Trip

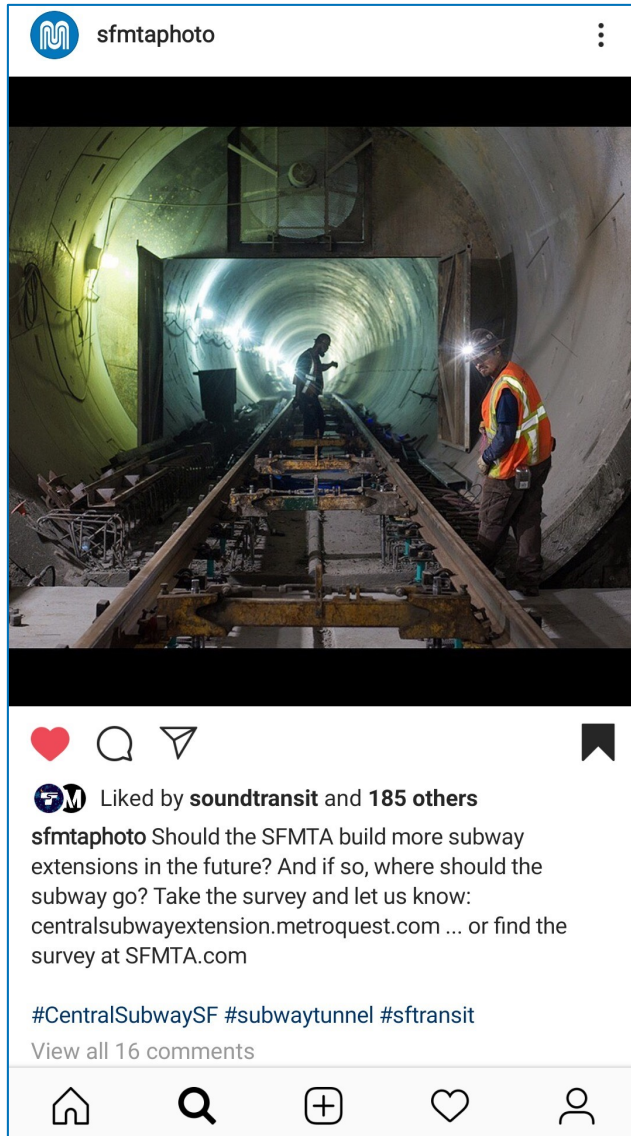
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Map of San Francisco showing various locations marked with pins. A blue rectangle highlights a central area including North Beach, Embarcadero, Financial District, Nob Hill, and SOMA. A red line indicates a route through the city, starting near Pier 39 and ending near Oracle Park. Pins are placed at Marina Green, Washington Square, Cable Car Museum, Union Square, The Fillmore, The Painted Ladies, Oracle Park, Rincon Park, Children's Creativity Museum, and the University of San Francisco. Major streets like Divisadero St, Pine St, O'Farrell St, Turk St, and Mission St are visible. Highway markers for 101 and 80 are also present.

Map data ©2019 Google Terms of Use

Social Media Promotion



Results

8,137

stakeholders
engaged

148,405

data points
collected

13,737

comments
captured

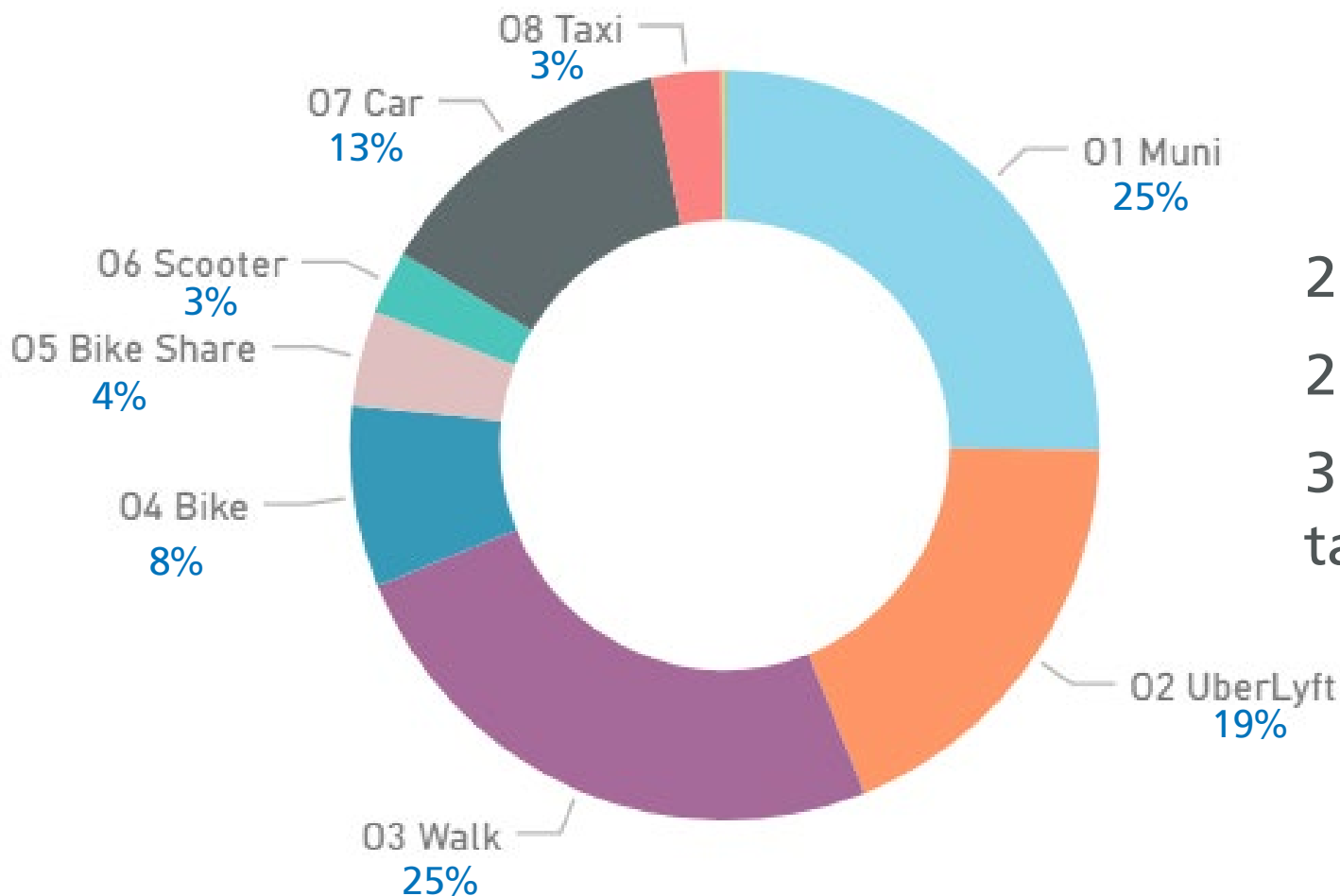
Major Themes Captured

**Transit is a
top priority**

**Support an
extension
further north +
west**

**Support
underground
option**

How do you currently get around SF?

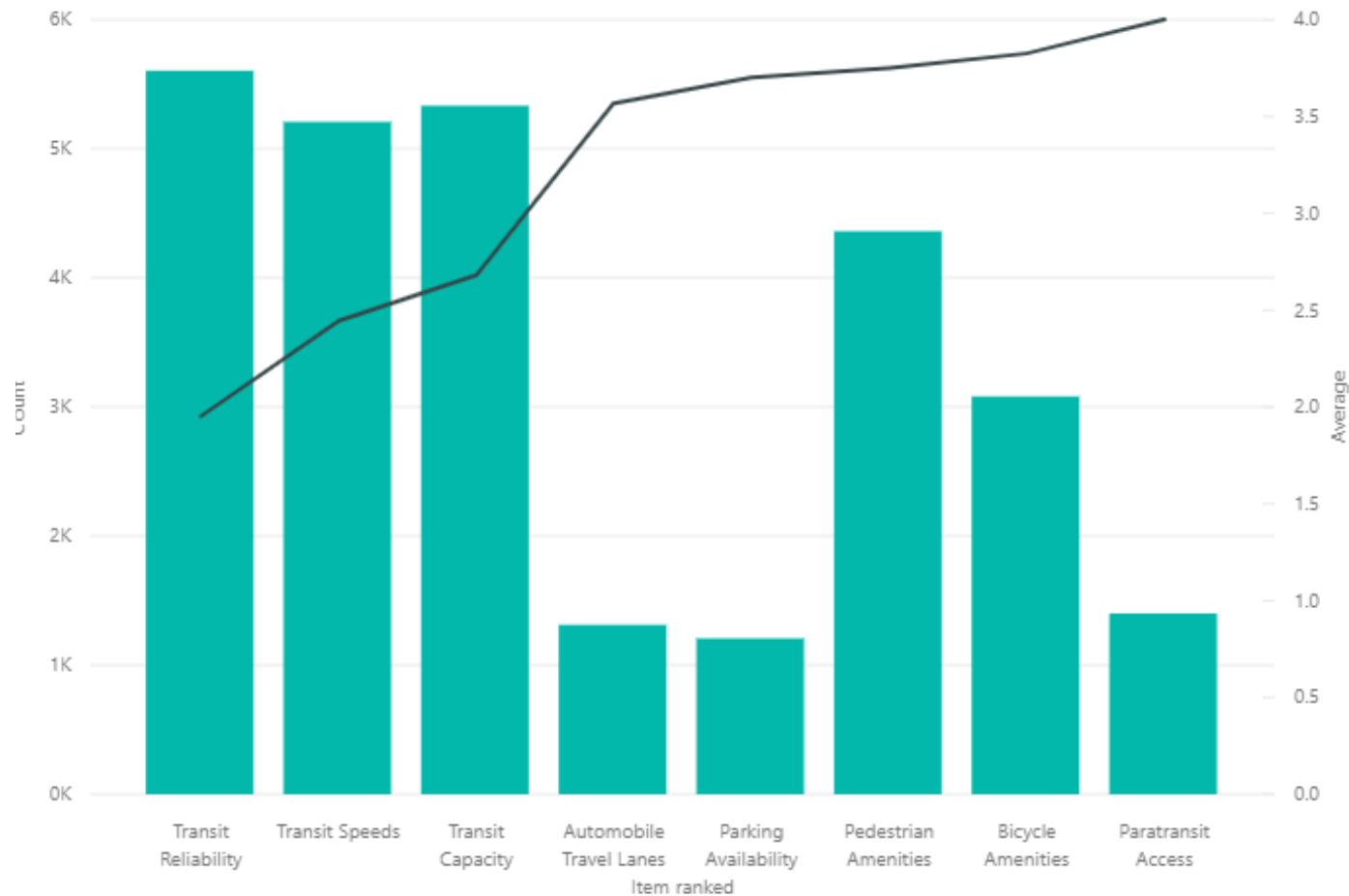


25% take Muni

25% walk

32% drive or
take Uber/Lyft

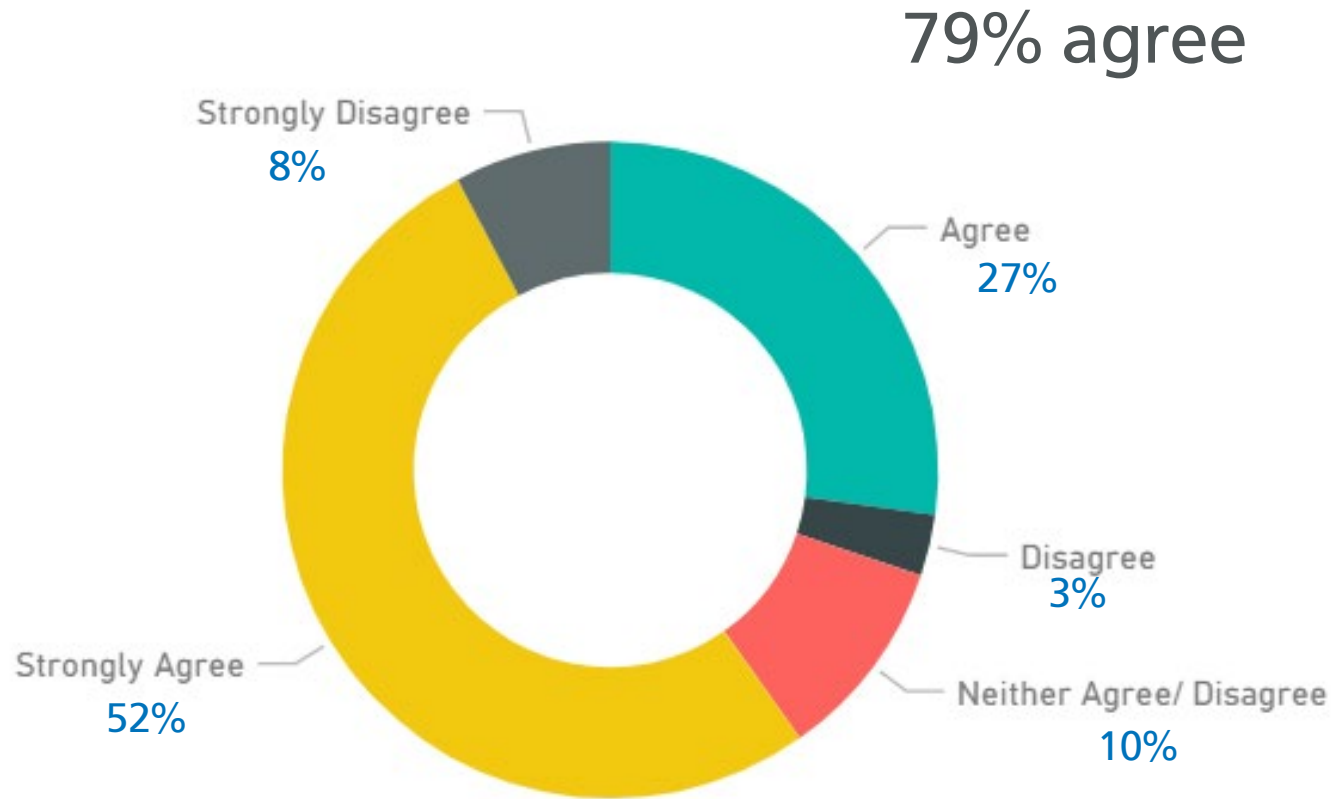
Which transportation goals would you like to see prioritized?



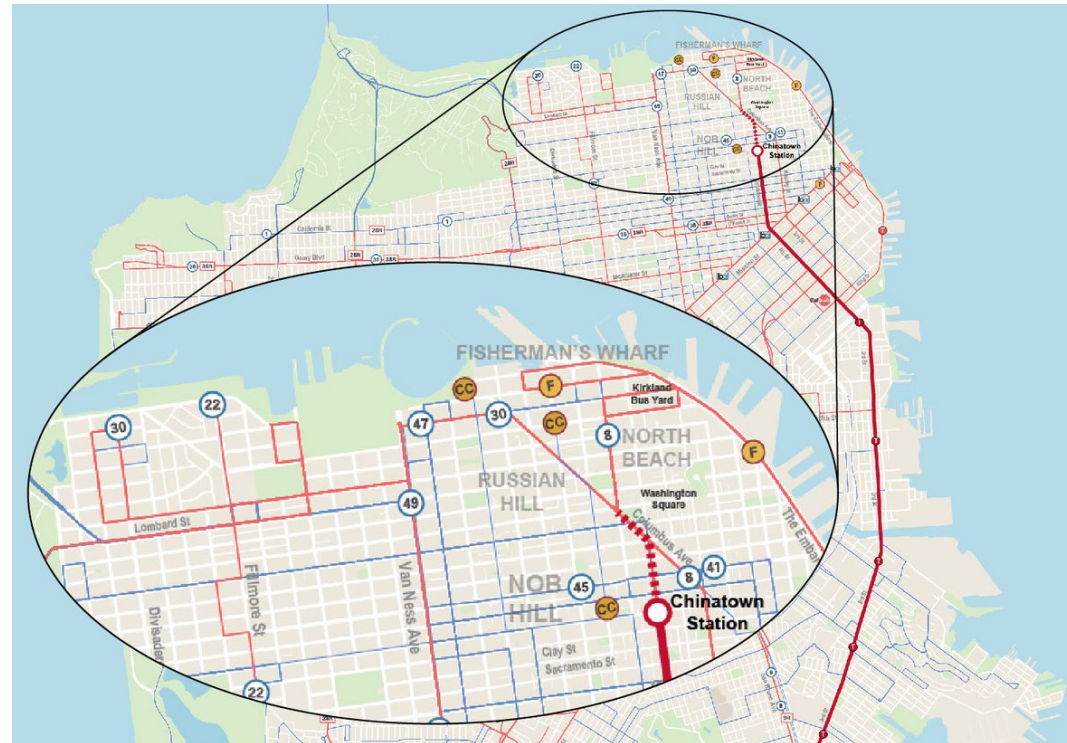
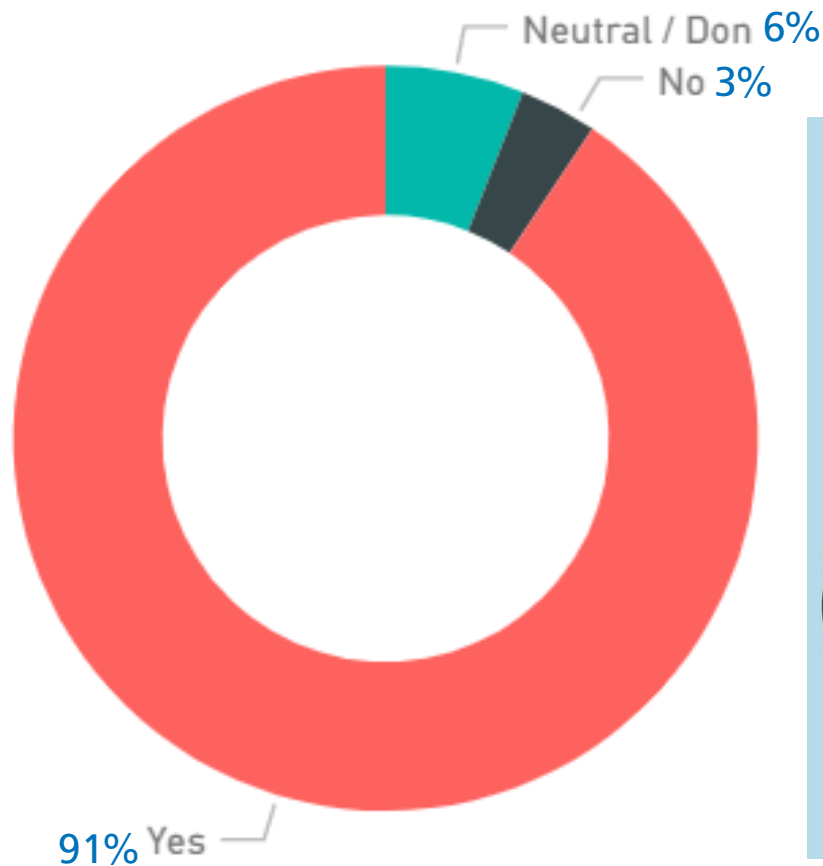
Transit is a top priority

* Note that the highest rank is 1, so small rankings and averages are better than high ones.

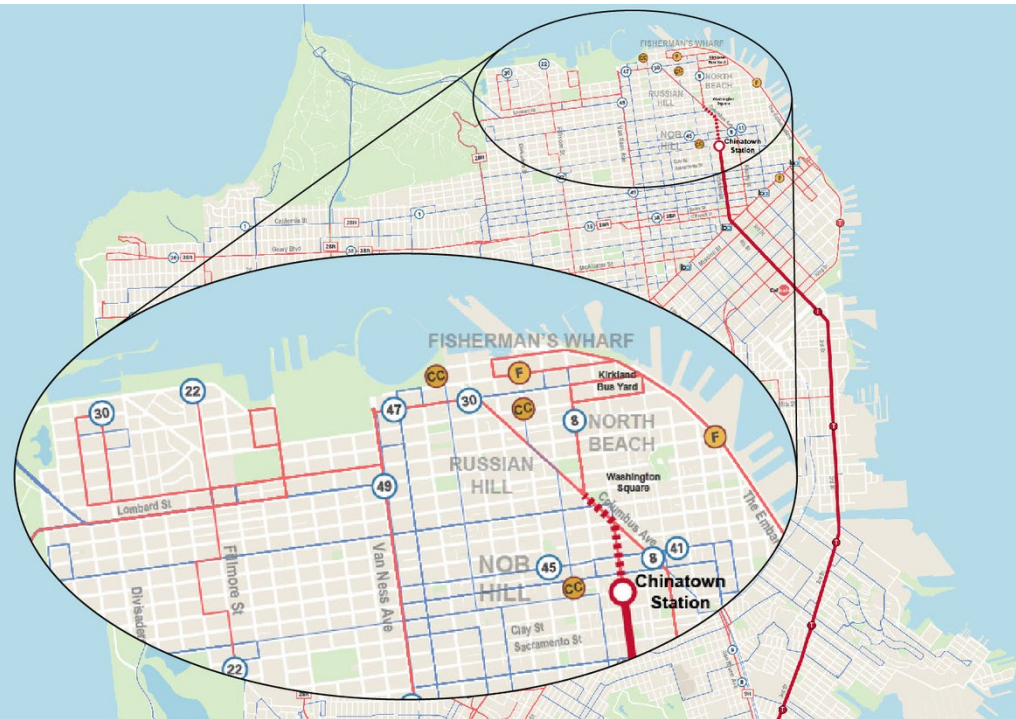
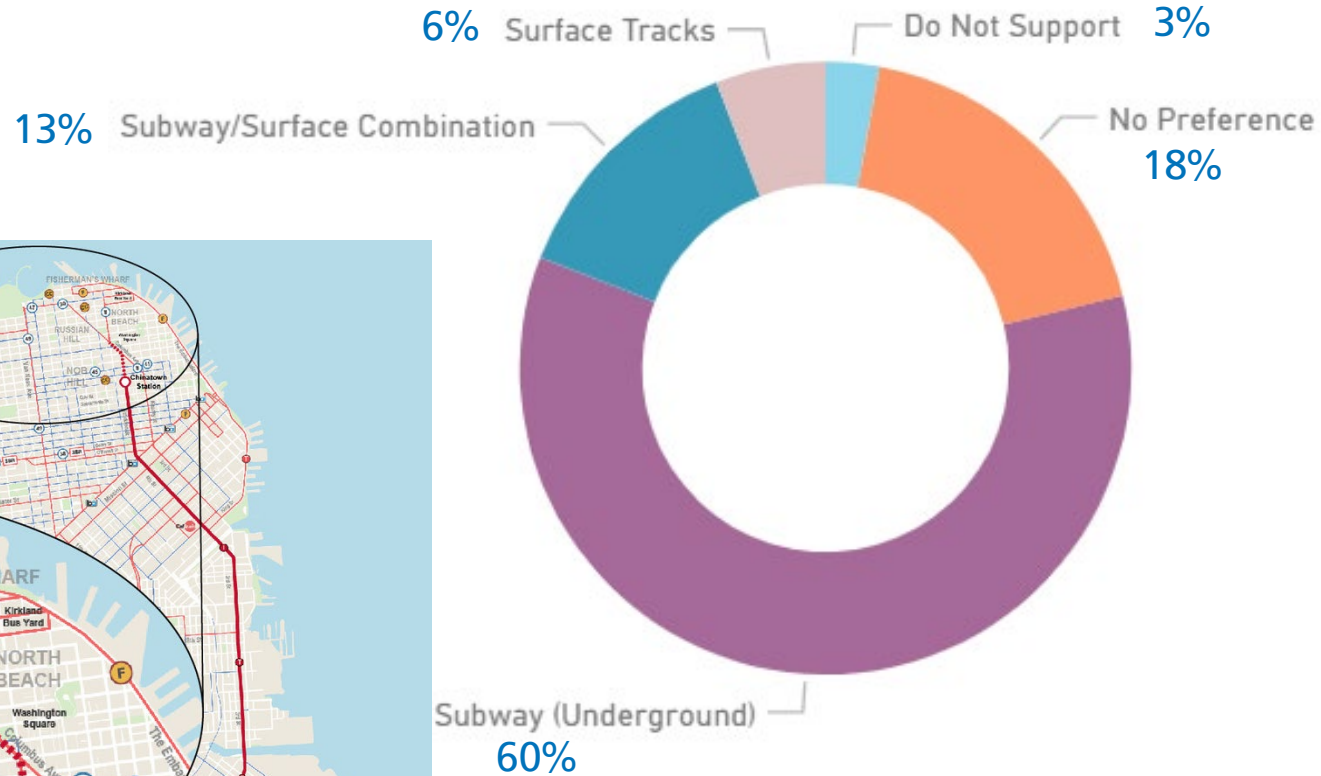
Would an extension of the Central Subway help meet your transportation goals?



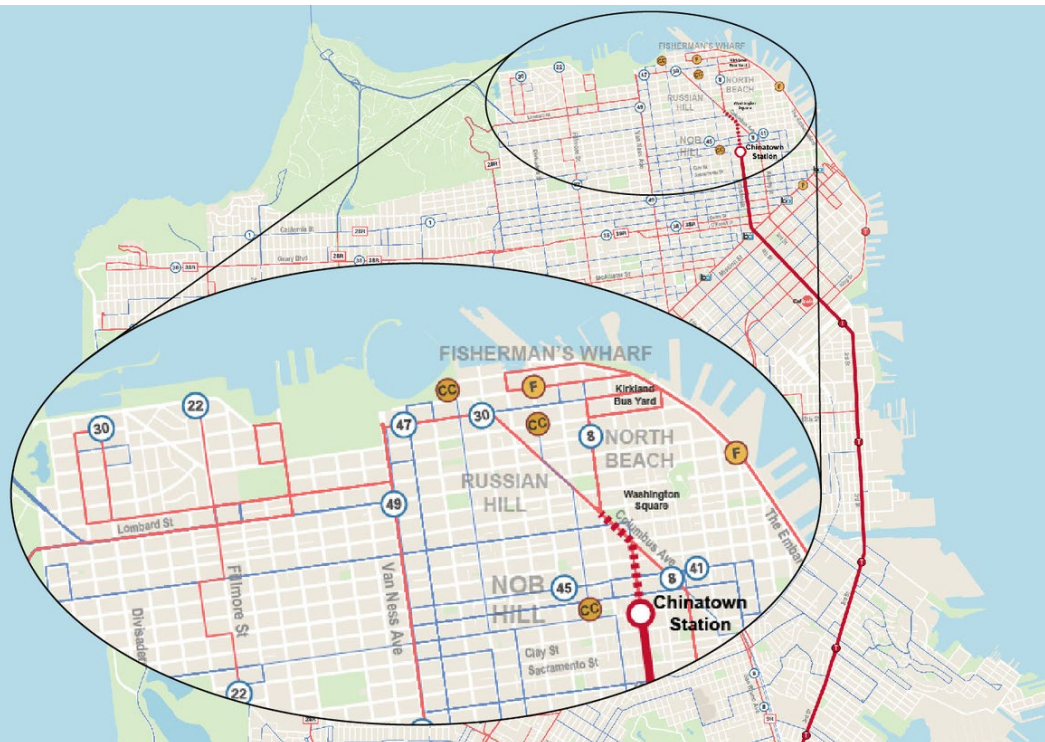
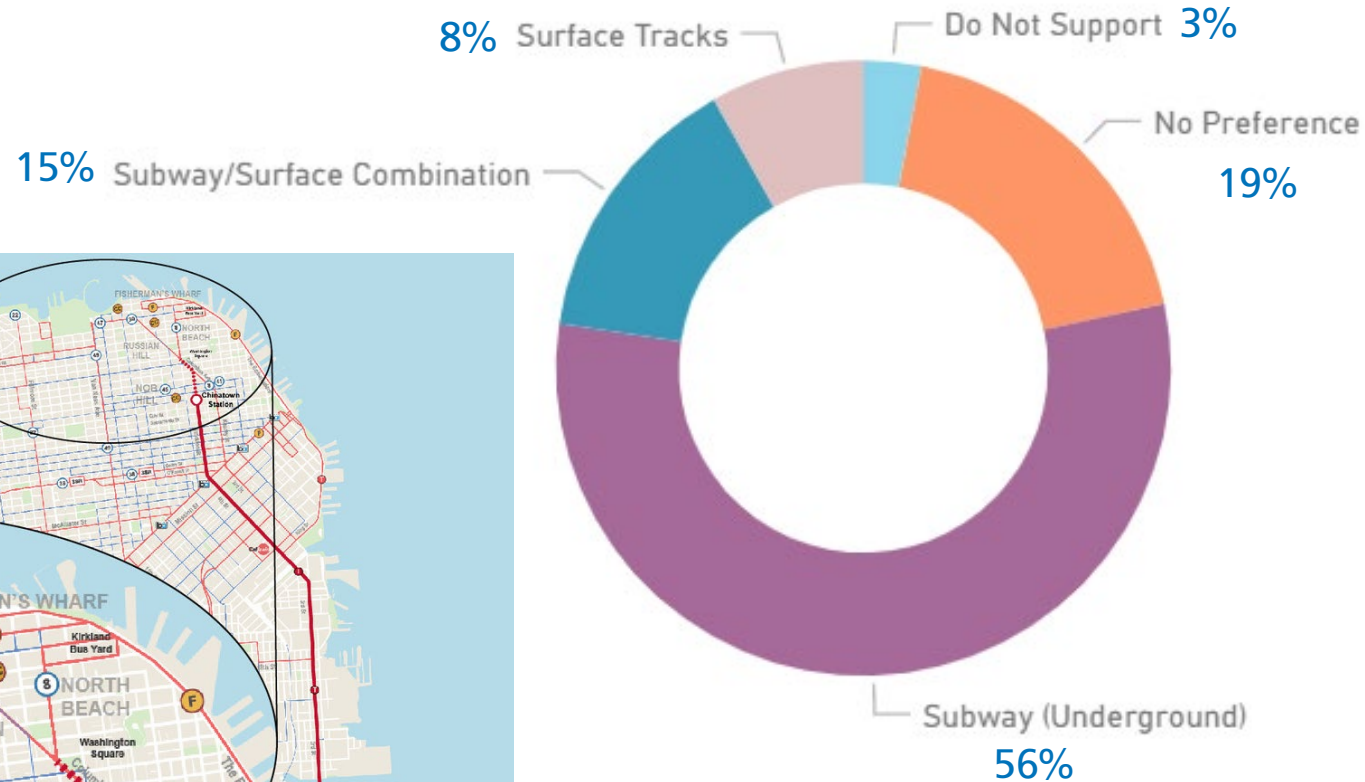
Should Central Subway be extended to North Beach using existing tunnels, with a new station near Washington Square?



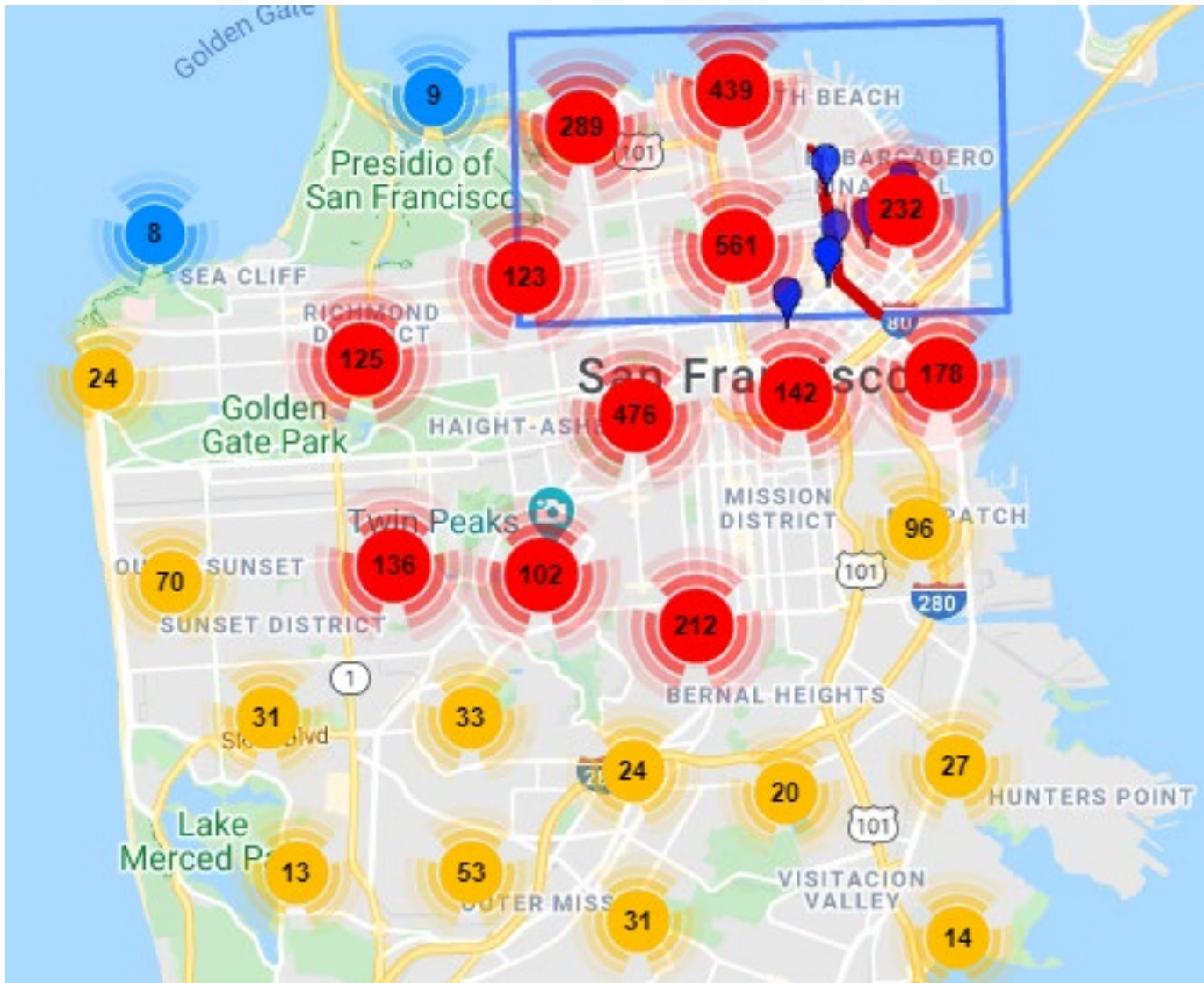
North Beach to Fisherman's Wharf – surface or underground?



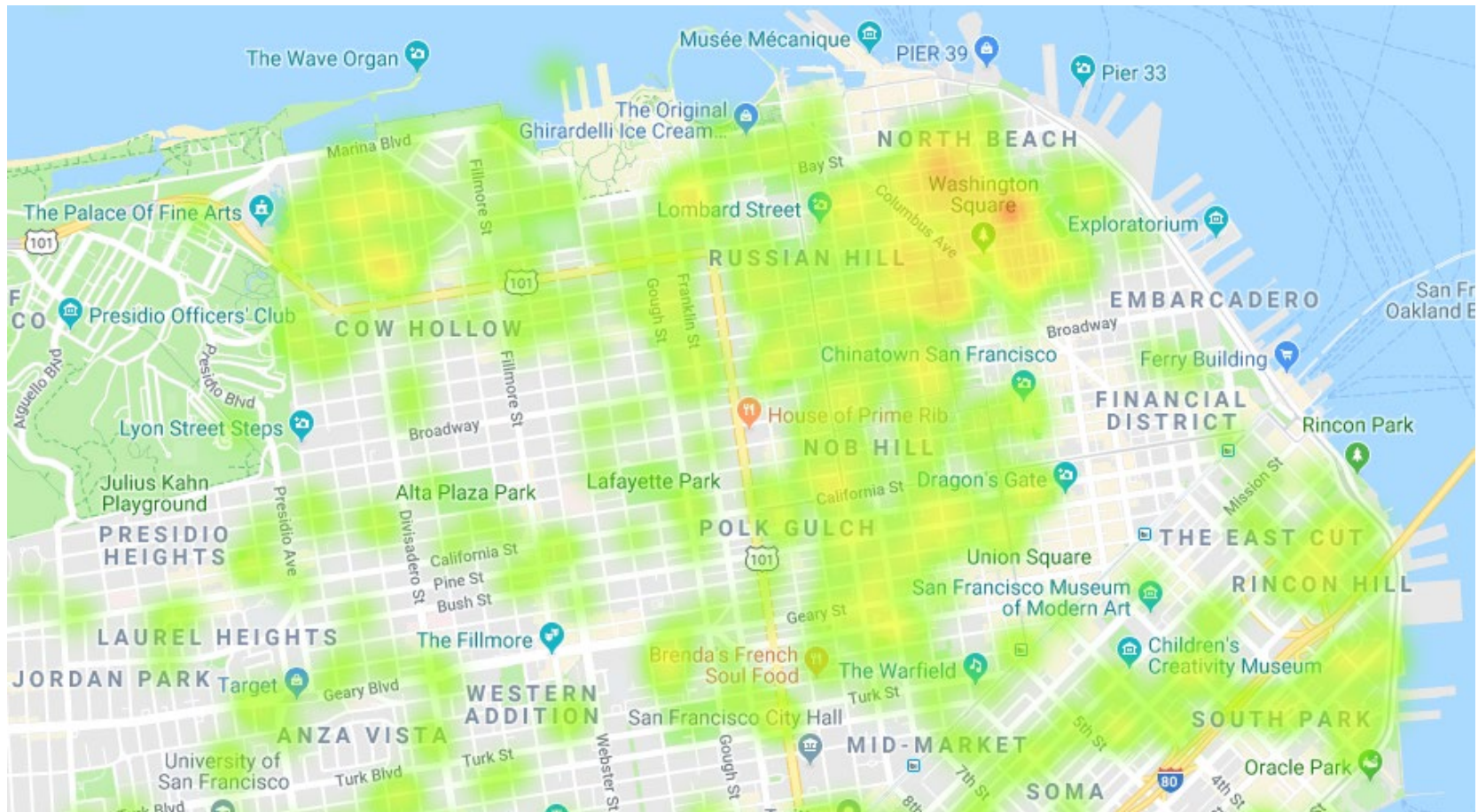
Marina/Cow Hollow extension – surface or underground?



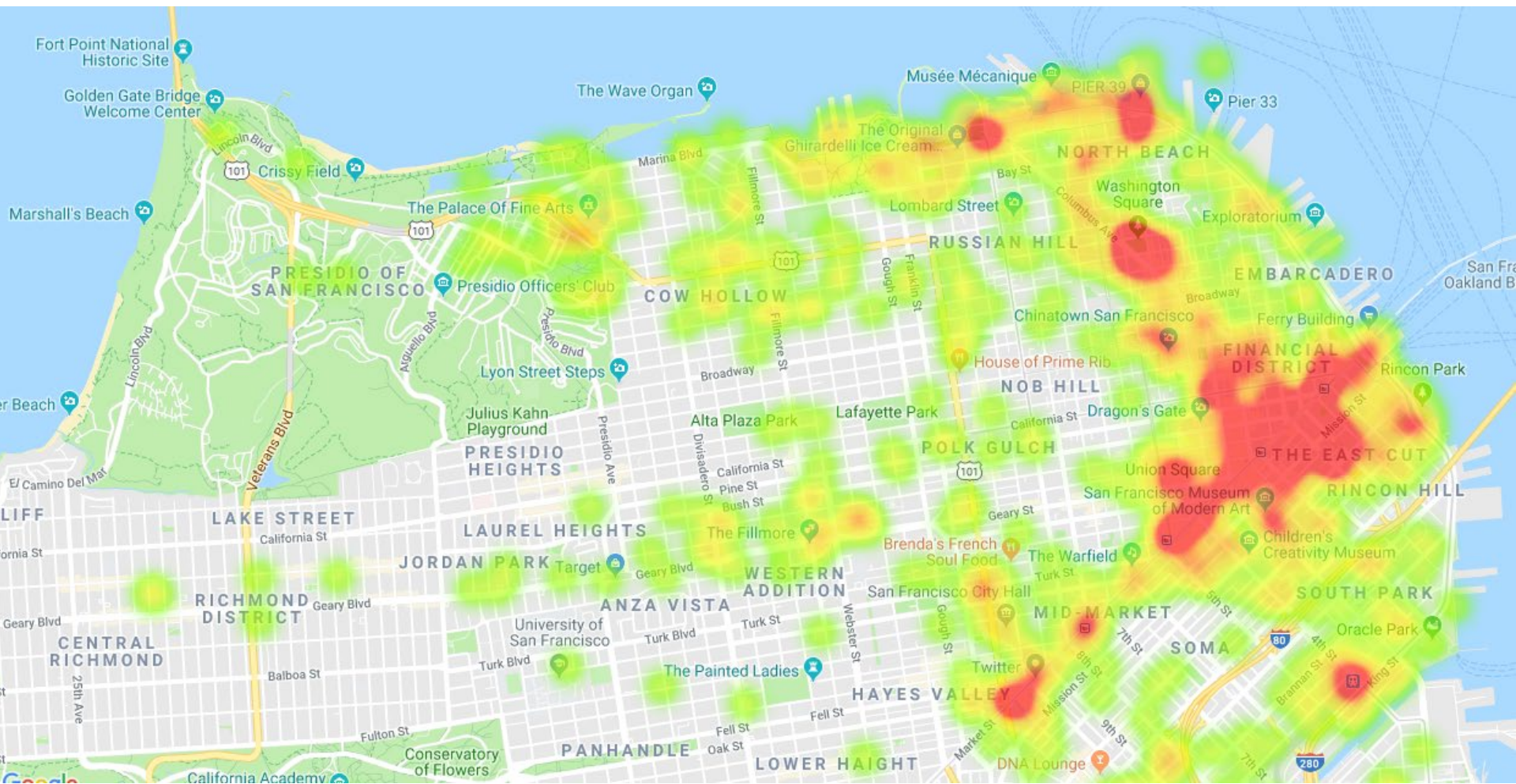
Home Markers – City Wide



Home Markers – Study Area



Work Markers – Study Area

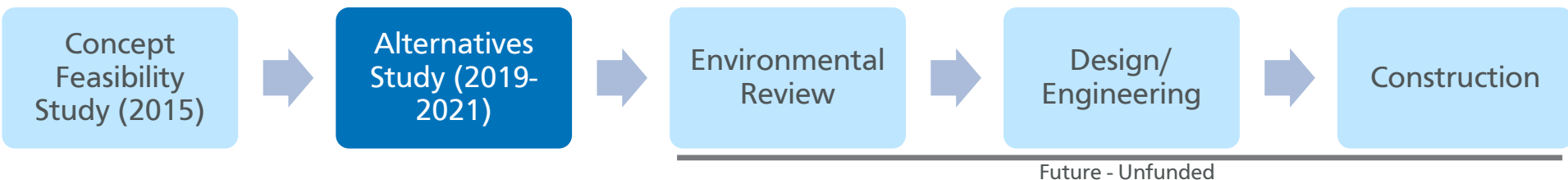


Subway Station Mapping Results



Current Work Overview

- Study timeline: Now through early 2021
- Outcome: Alternatives (routes and stations) recommended for future environmental review



Takeaways

- Survey results
 - Transit is top priority
 - Support subway extension to north and west
 - Support for underground extension
- Complements traditional engagement methods
- Good survey design is key– asking the right questions, survey length, ease of use

230+ MetroQuest surveys for transit!



60% by women!



New York City
Transit



Toronto



motion



Nashville
MTA



VIA Metropolitan Transit
San Antonio, Texas

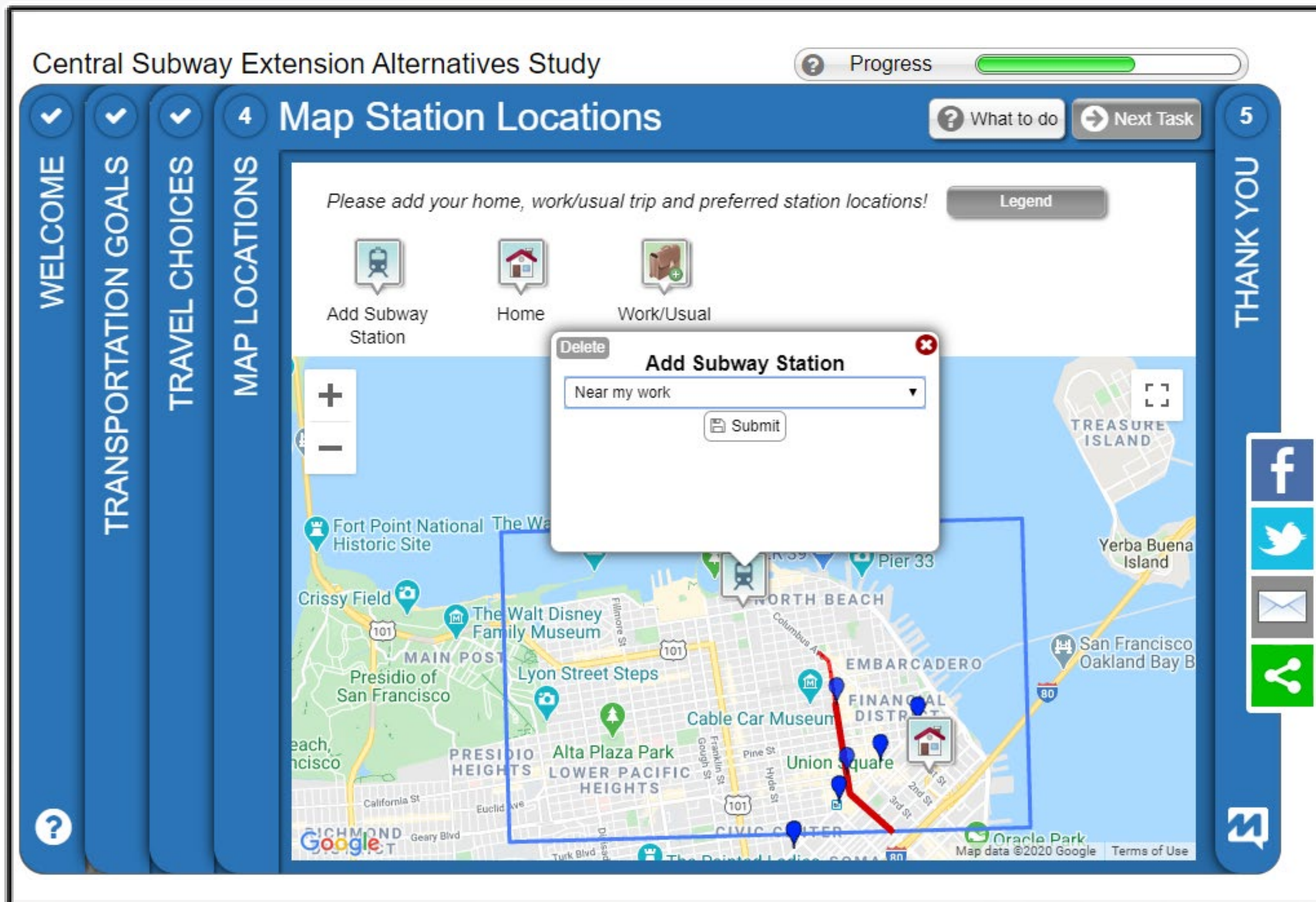


CENTRAL OHIO TRANSIT AUTHORITY



Anchorage
Talks Transit





8,130+ participants
148,400+ data points
23,580+ map markers



SFMTA



Jessica Cignarella,
Manager, Bus Service Planning



Metropolitan
Transportation
Authority

Brooklyn Bus Network Redesign Customer Survey

More at: new.mta.info/brooklynbusredesign

Trade-offs

Help us make difficult choices by sharing your preferences

Ridership vs. Coverage

Connection vs. One-Seat Ride

Faster Rides vs. More Stops

Do you prefer speeding up the bus or having bus stops close together?

Choose the option that best represents your preference

Faster Rides

Buses stop less often resulting in longer walks to bus stops, but buses move faster and rides are shorter.



More Stops

Buses stop more often resulting in shorter walks to stops, but buses move slower and rides are longer.



WELCOME

GETTING AROUND BY BUS

BALANCING RESOURCES

saved

4 DIFFICULT BUS TRIPS

5 STAY INVOLVED

5,650+ participants
72,130+ data points
9,860+ map markers

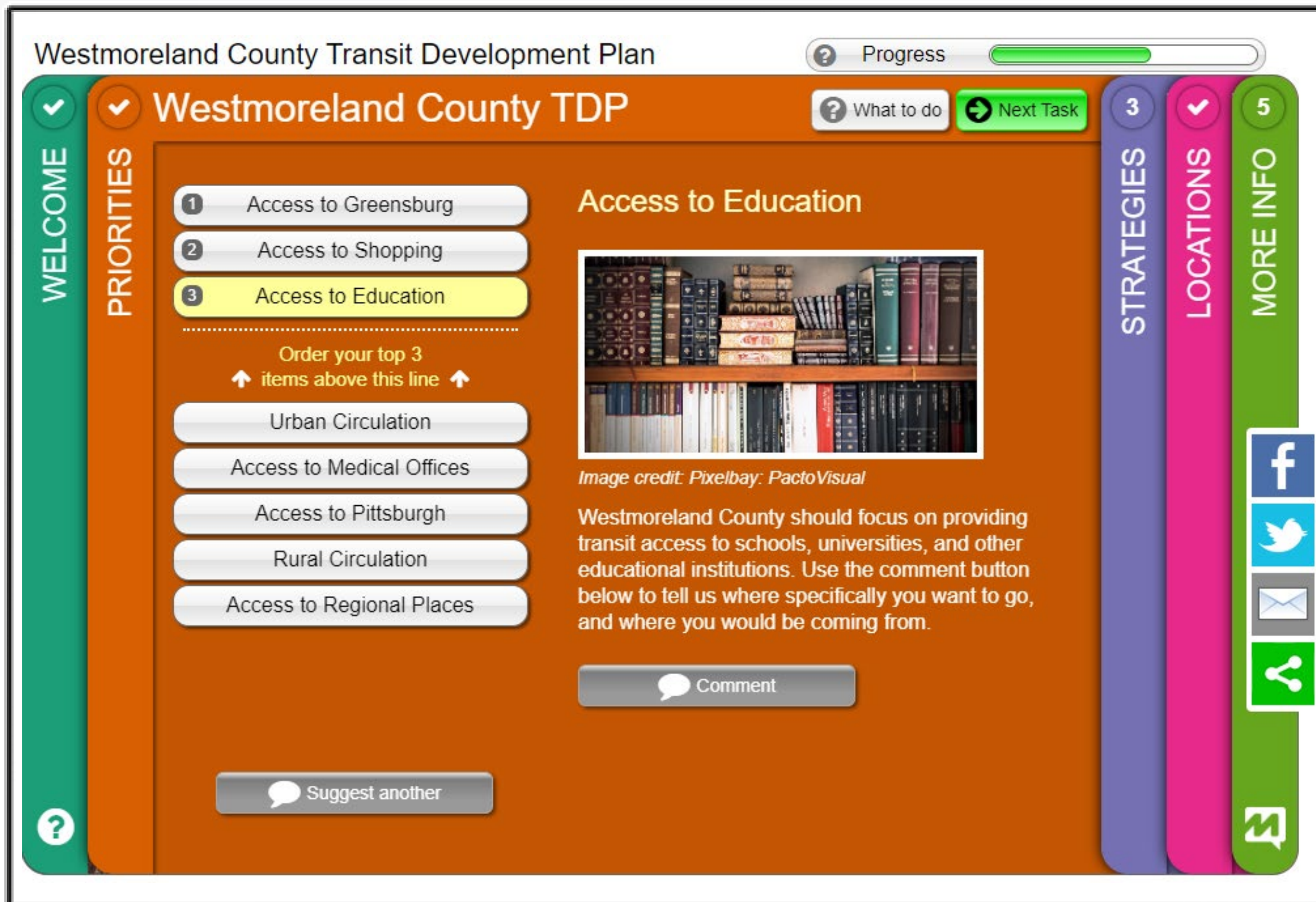


Metropolitan
Transportation
Authority



Lorna Parkins,
VP Transportation Planning

Michael Baker
INTERNATIONAL



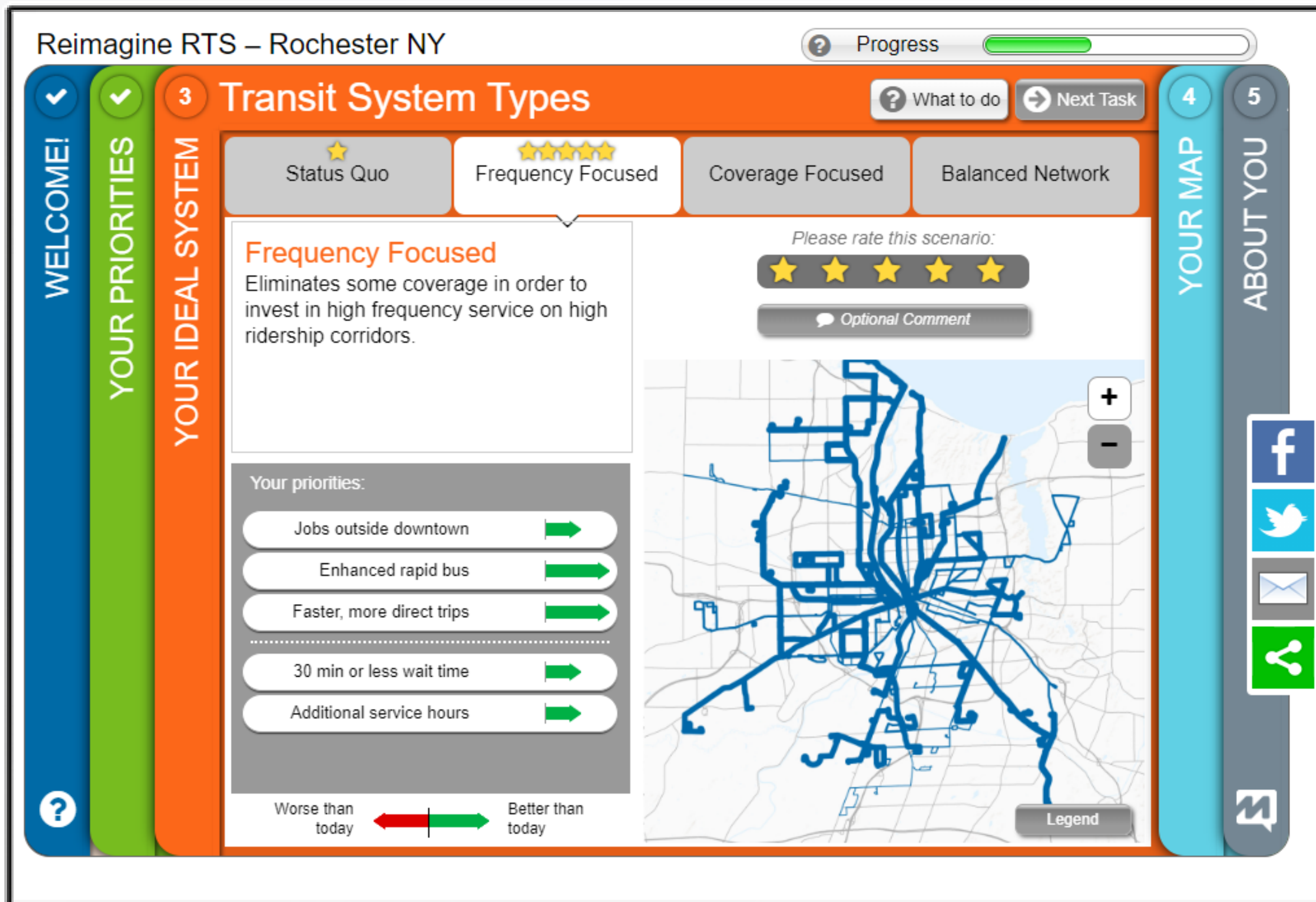
1,420+ participants
23,830+ data points
13,090+ map markers



Susan Charland, AICP
Project Director and COO



HIGHLAND PLANNING



3,180+ participants
36,310+ data points
8,380+ map markers



HIGHLAND PLANNING



Melissa Holguin,
Senior Project Manager,
Public Outreach



arellano
associates

NextGen Bus Study

Progress

2 Service Qualities

What to do Next Task

WELCOME

SET YOUR BUDGET

TRADEOFFS

Route Design System Design Service Times Connectivity Reliability

Speed vs Access

Choose the option that best shows which tradeoff you prefer

Fewer stops for a faster trip on the bus

More stops for a shorter walk to and from the bus

Previous Optional Comment Next Tradeoff

MAP MARKERS

WRAP UP

Facebook Twitter Email Share

6,900+ participants
129,300+ data points
17,889+ map markers

Select MetroQuest subscribers

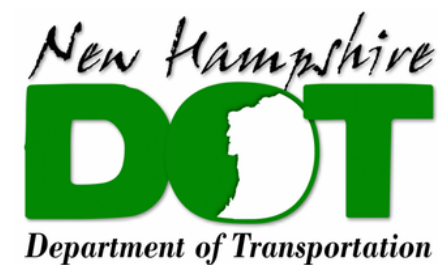
Local Agencies



New York City
Transit



State Agencies



Consulting Firms




MetroQuest – Engagement Optimized

- ✓ Engage thousands online
- ✓ Involve a diverse audience
- ✓ Educate the public
- ✓ Collect informed input
- ✓ Deliver actionable results

Unlimited surveys with
your annual subscription!





Poll: What
additional information
would you like?





What projects is MetroQuest designed for?



Urban
design



LRTPs



Transit



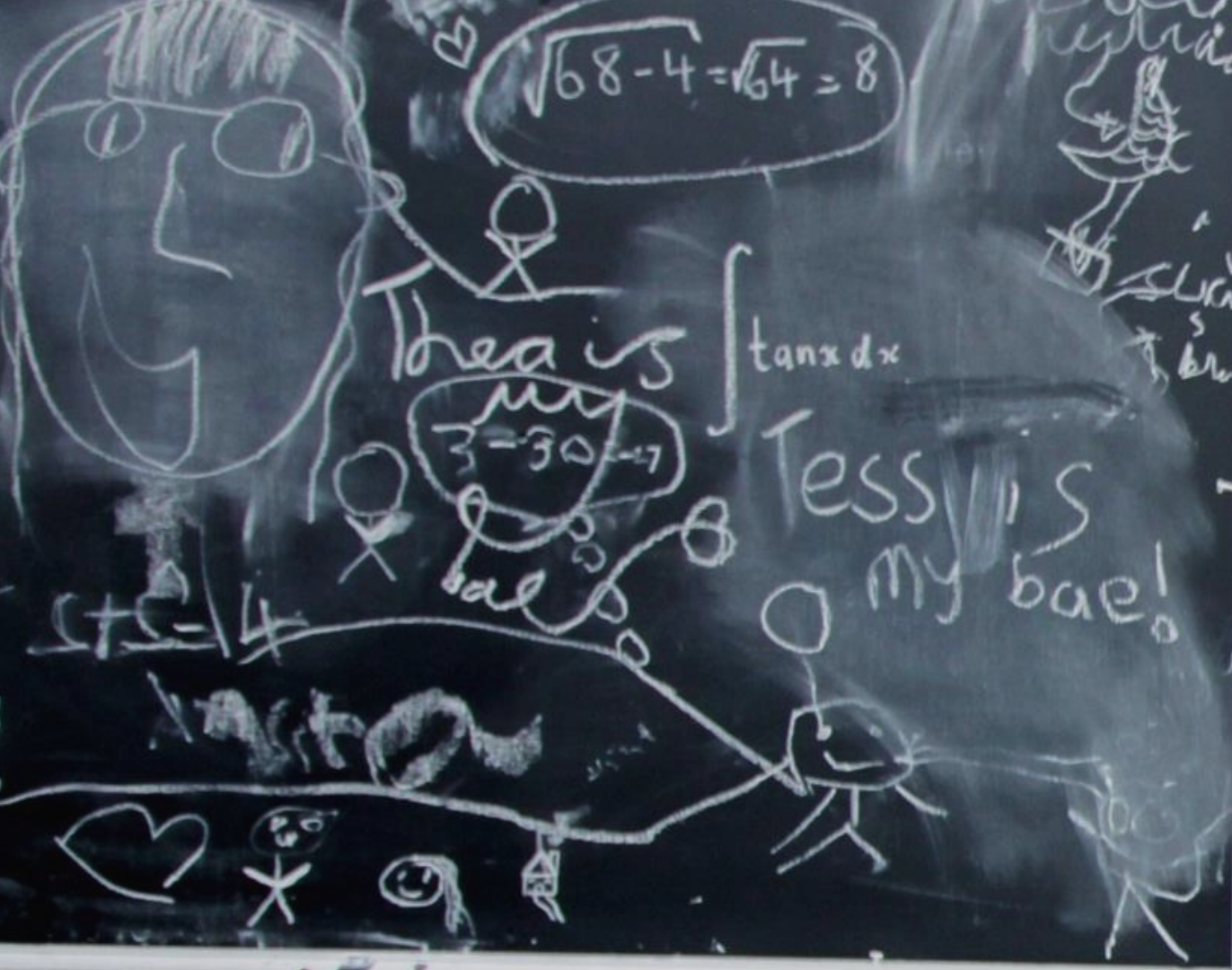
Bike &
pedestrian



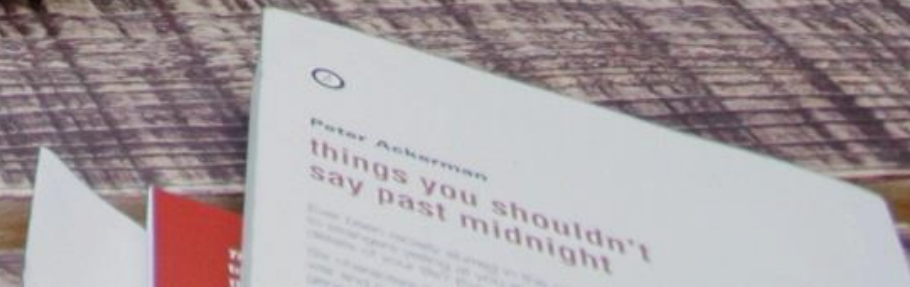
Land
use



Comprehensive



Poll: What types of projects
are coming up for you?
Send me examples for:



Questions?



Adrienne Heim

Public Information Officer
SFMTA



Tracey Lin

Senior Transportation Planner
SFMTA

Thank you for participating!

AICP CM: <https://www.planning.org/events/course/9197305/>



SFMTA

