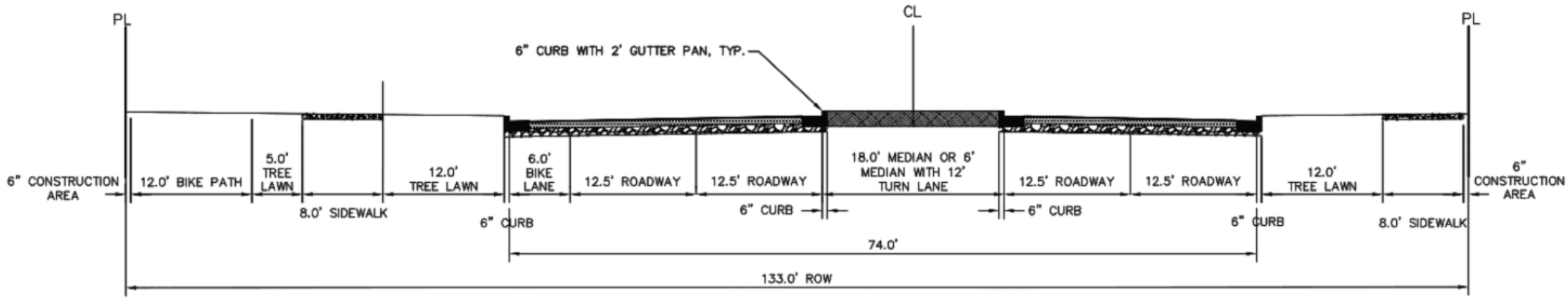
VISUALIZING DESIGN DECISIONS

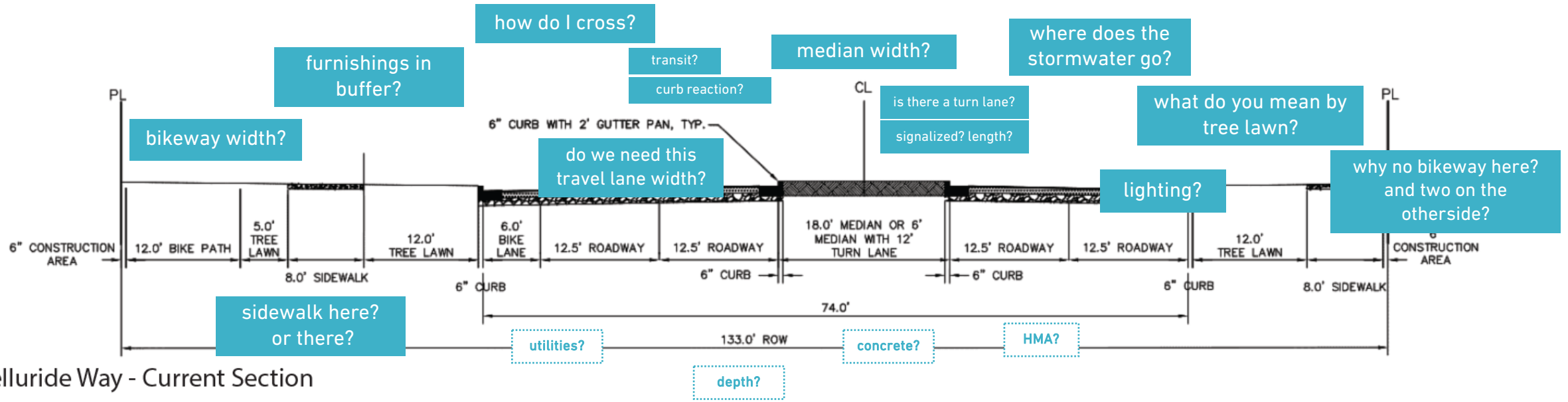
MTC Best Practices Workshop

23 June 2026

TOOLE DESIGN



Telluride Way - Current Section



Telluride Way - Current Section

Insight 1

LIKE ANY GOOD STREET, VISUAL COMMUNICATION SHOULD BE MULTIMODAL.

Different people navigate information differently.

RULES OF THUMB

Establish a consistent graphic language.

Different audiences need different ways into the same conversation.

Not everyone dreams in cross-section!

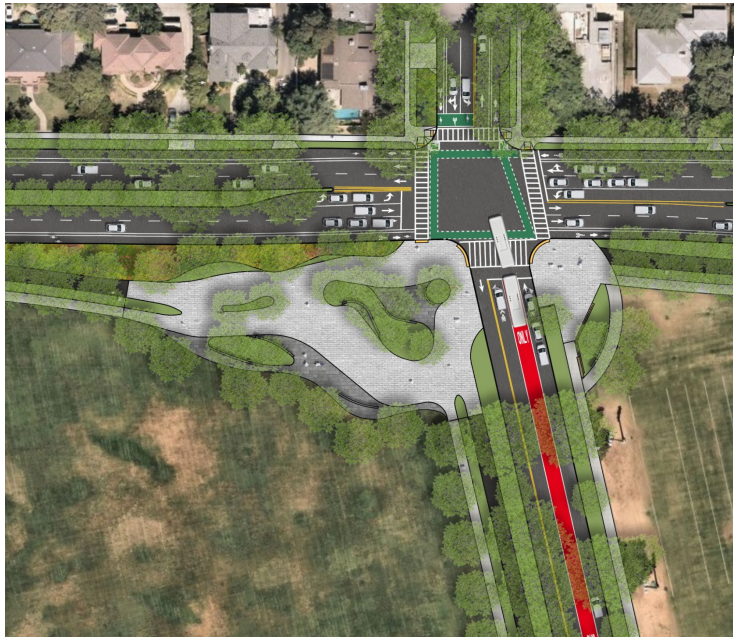
Repeat key ideas across multiple formats.

The goal is understanding to make informed decisions.

Consistency builds clarity.

- Start with the client's visual language and brand.
- Use a consistent graphic system across plans, sections, and perspectives.
- Differentiate alternatives through content – not graphic style.
- Consistency helps audiences focus on decisions, not drawings.

Variety in vantage point.

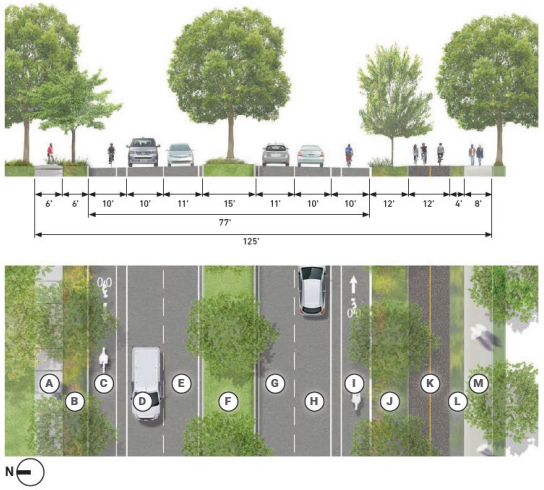


Plan Graphics

A Street to State Route 113

Conceptual Cross Section Looking East

Not to Scale



The concept repurposes space from street parking to a buffered on-street bikeway and green infrastructure strip. Along the south side, the concept includes separated pedestrian and bike paths and reallocates some travel lane space to an on-street bikeway to meet the City's arterial requirements and provide continuous and connected on-street bike lanes for the length of the corridor to make long-distance biking easy and intuitive

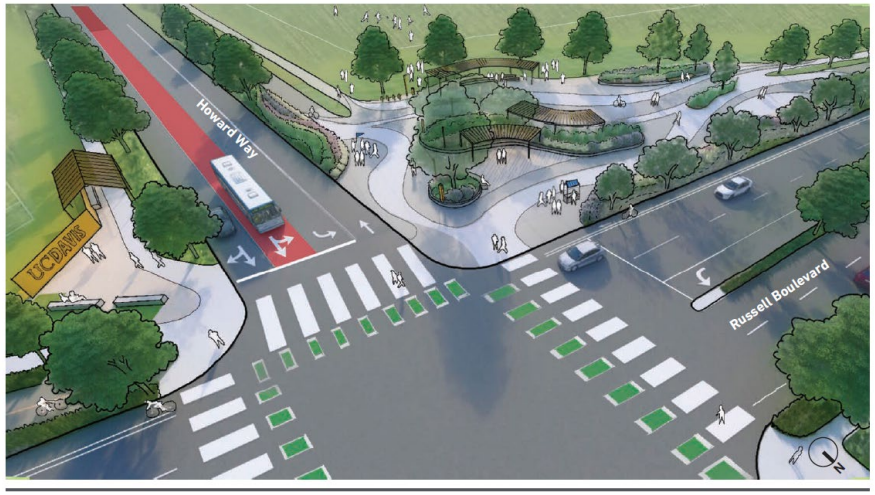
Overall Widths		
Typical Area of Influence	125'	
Curb to Curb Pavement	77'	
Street Mode Assembly		
North Sidewalk	Varies 6' to 8'	A
North Landscape	Varies 2' to 9'	B
Westbound Bike Lane	7' Lane + 2-3' Buffer	C
Westbound Vehicle Lane	10'	D
Westbound Vehicle Lane	11'	E
Center Median Strip	15'	F
Eastbound Vehicle Lane	11'	G
Eastbound Vehicle Lane	10'	H
Eastbound Bike Lane	7' Lane + 2-3' Buffer	I
South Landscape Strip	Varies 8' to 18'	J
South Bike Path	12'	K
South Green Gutter	4'	L
South Sidewalk	8'	M

Section Graphics

Howard Way

Conceptual Design

The conceptual sketch below for the intersection at Howard Way shows the social gathering space on the southwest corner, next to the UC Davis intramural fields. The size and design of the gathering space will be determined during future design projects. The design proposals for the social areas should complement the new UC Davis Alumni Gateway at the southeast corner.



Perspective Graphics

Plan Graphics Answer: Where does it go?

- Reveal relationships, connectivity, and context.
- Show what changes and what stays the same.
- Help people understand movement and access.
- Best for discussing systems, networks, and the big picture.

Howard Way to Oak Avenue

Conceptual Design

Not to Scale

As an important gateway between the City of Davis and the UC Davis Campus, the intersection of Howard Way and Russell Boulevard provides an excellent opportunity for a social gathering space. Native plantings, custom seating, shade structures, and other amenities could make this a welcoming place to rest, meet a friend, or watch an intramural game.

pathway system

3. At College Park, shortened pedestrian crossings, additional queuing space for bicyclists and pedestrians
4. Expand bike and pedestrian mixing zones at intersection of Howard Way
5. Remove on-street bike lanes on Howard Way to allow for a bus priority lane. To accommodate people biking, add sharrows and improve shared use path.
6. Adjust bus signal timing to reduce outgoing delays
7. Expand the gathering area and mixing/zone on the shared use path at Oak crossing

Landscape and Green Infrastructure

8. New stormwater swales and rain gardens capture runoff from south side of Russell Boulevard
9. New stormwater planters, selectively placed between existing street trees, capture runoff from north side of Russell Boulevard

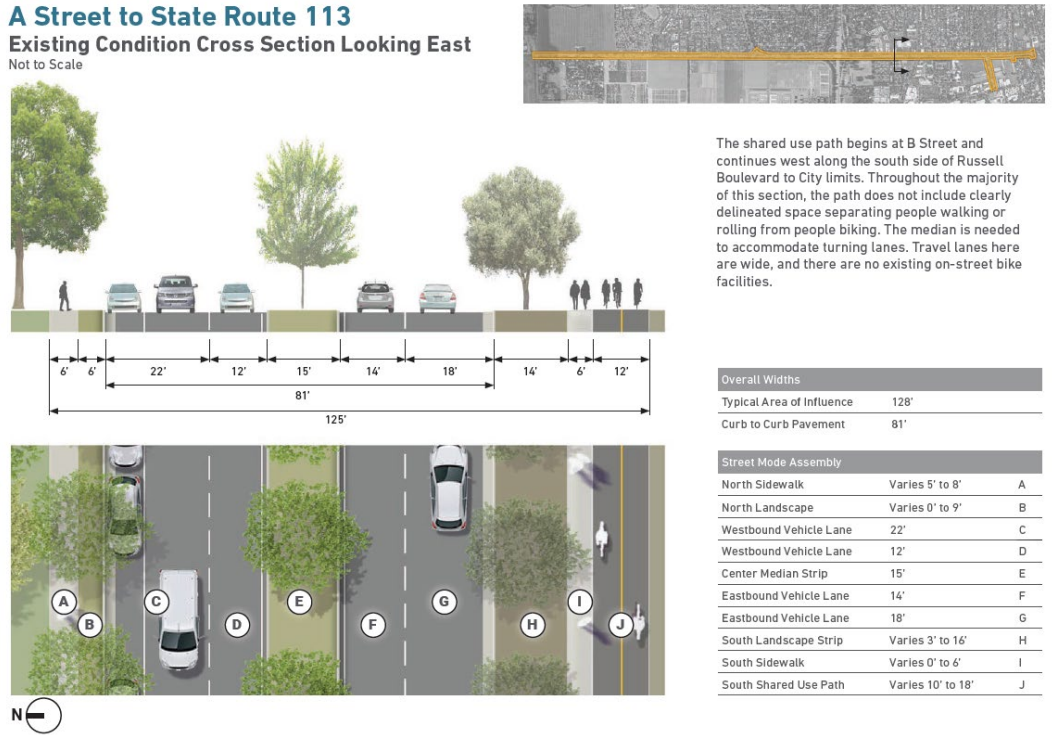
area extents and details.

Amenities include:

- Custom-designed seating to accommodate groups of various sizes to rest and congregate at this inviting corner, providing views of the intramural fields
- Wayfinding signage to provide pedestrians and bicyclists with information about nearby destinations
- Shade structures, along with a significant tree canopy, to provide shade around the seating
- Bike racks
- Plantings (both in-ground and in raised planters) to create inviting spaces within the larger social area
- Design elements that thoughtfully complement the new UC Davis sign and shade structure on the southeast corner
- Pedestrian-scale lighting integrated into the seating and landscaping
- Possible bike repair station and drinking fountain

Section Graphics Answer: How does it fit?

- Reveal how space is allocated.
- Show tradeoffs between competing priorities.
- Help people understand dimensions and operations.
- Best for discussing choices and design decisions.



A Street to State Route 113

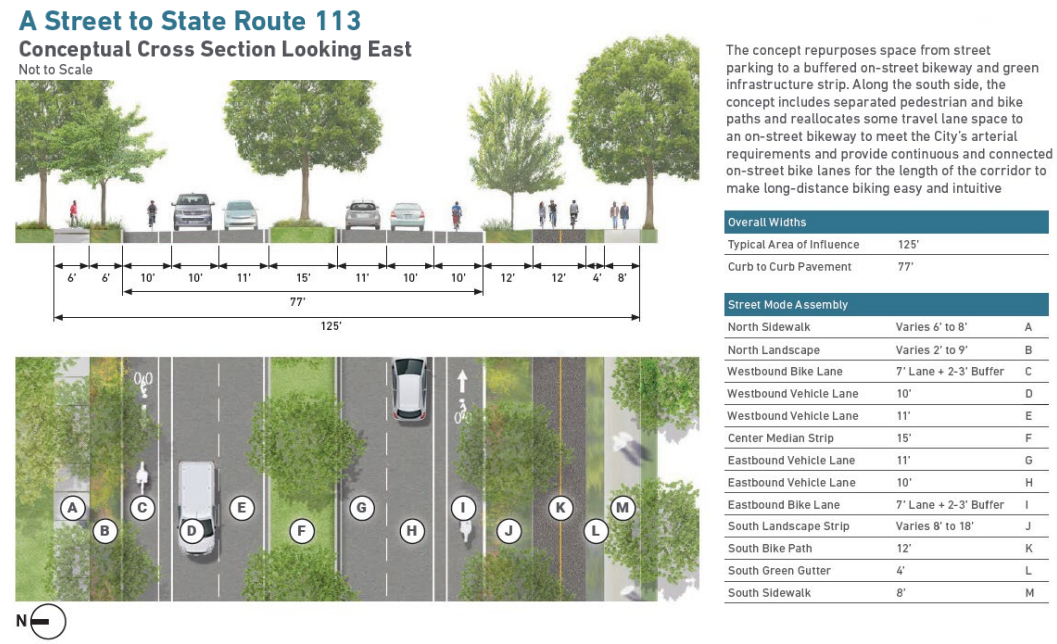
Existing Condition Cross Section Looking East

Not to Scale

The shared use path begins at B Street and continues west along the south side of Russell Boulevard to City limits. Throughout the majority of this section, the path does not include clearly delineated space separating people walking or rolling from people biking. The median is needed to accommodate turning lanes. Travel lanes here are wide, and there are no existing on-street bike facilities.

Overall Widths	
Typical Area of Influence	128'
Curb to Curb Pavement	81'

Street Mode Assembly		
North Sidewalk	Varies 5' to 8'	A
North Landscape	Varies 0' to 9'	B
Westbound Vehicle Lane	22'	C
Westbound Vehicle Lane	12'	D
Center Median Strip	15'	E
Eastbound Vehicle Lane	14'	F
Eastbound Vehicle Lane	18'	G
South Landscape Strip	Varies 3' to 16'	H
South Sidewalk	Varies 0' to 6'	I
South Shared Use Path	Varies 10' to 18'	J



A Street to State Route 113

Conceptual Cross Section Looking East

Not to Scale

The concept repurposes space from street parking to a buffered on-street bikeway and green infrastructure strip. Along the south side, the concept includes separated pedestrian and bike paths and reallocates some travel lane space to an on-street bikeway to meet the City's arterial requirements and provide continuous and connected on-street bike lanes for the length of the corridor to make long-distance biking easy and intuitive

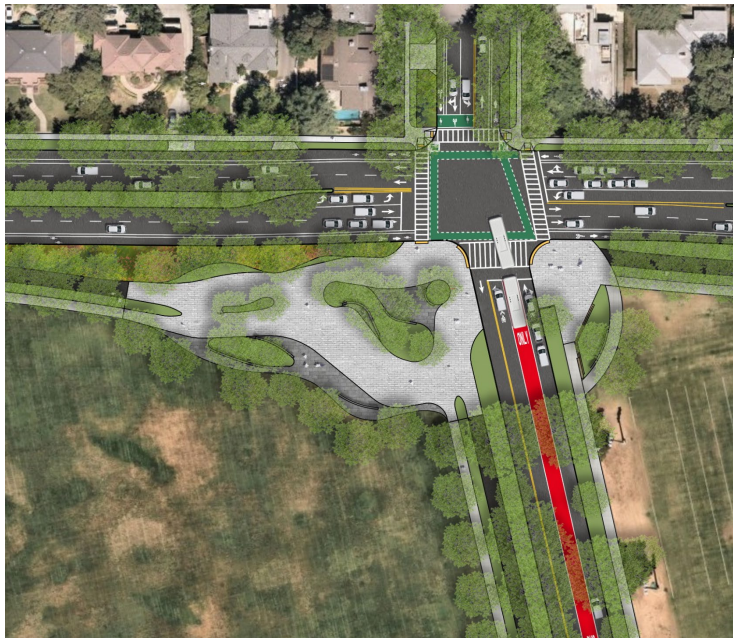
Overall Widths	
Typical Area of Influence	125'
Curb to Curb Pavement	77'

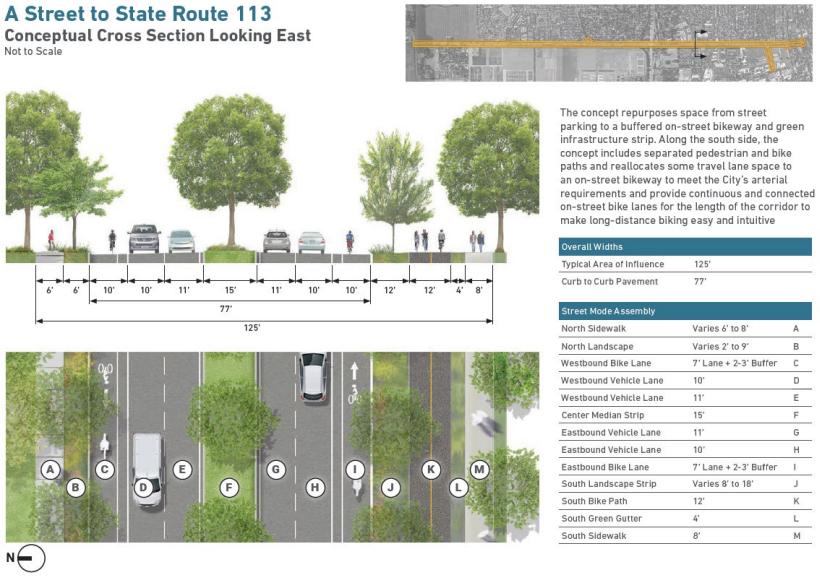
Street Mode Assembly		
North Sidewalk	Varies 6' to 8'	A
North Landscape	Varies 2' to 9'	B
Westbound Bike Lane	7' Lane + 2-3' Buffer	C
Westbound Vehicle Lane	10'	D
Westbound Vehicle Lane	11'	E
Center Median Strip	15'	F
Eastbound Vehicle Lane	11'	G
Eastbound Vehicle Lane	10'	H
Eastbound Bike Lane	7' Lane + 2-3' Buffer	I
South Landscape Strip	Varies 8' to 18'	J
South Bike Path	12'	K
South Green Gutter	4'	L
South Sidewalk	8'	M

Perspective Graphics Answer: How will it feel?

- Reveal the project from a human perspective.
- Show how technical decisions shape experience.
- Help people imagine the future.
- Best for building understanding and support.

The conceptual sketch below for the intersection at Howard Way shows the social gathering space on the southwest corner, next to the UC Davis intramural fields. The size and design of the gathering space will be determined during future design projects. The design proposals for the social areas should complement the new UC Davis Alumni Gateway at the southeast corner.





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Plan Graphics

Reveals context

Shows relationships

Explains movement

Best for systems

Section Graphics

Reveals allocation

Shows tradeoffs

Explains decisions

Best for choices

Perspective Graphics

Reveals experience

Shows outcomes

Explains benefits

Best for consensus

Insight 2

THE LEVEL OF DETAIL SHOULD MATCH THE LEVEL OF DECISION-MAKING.

The maturity of the graphic should match the maturity of the project.

RULES OF THUMB

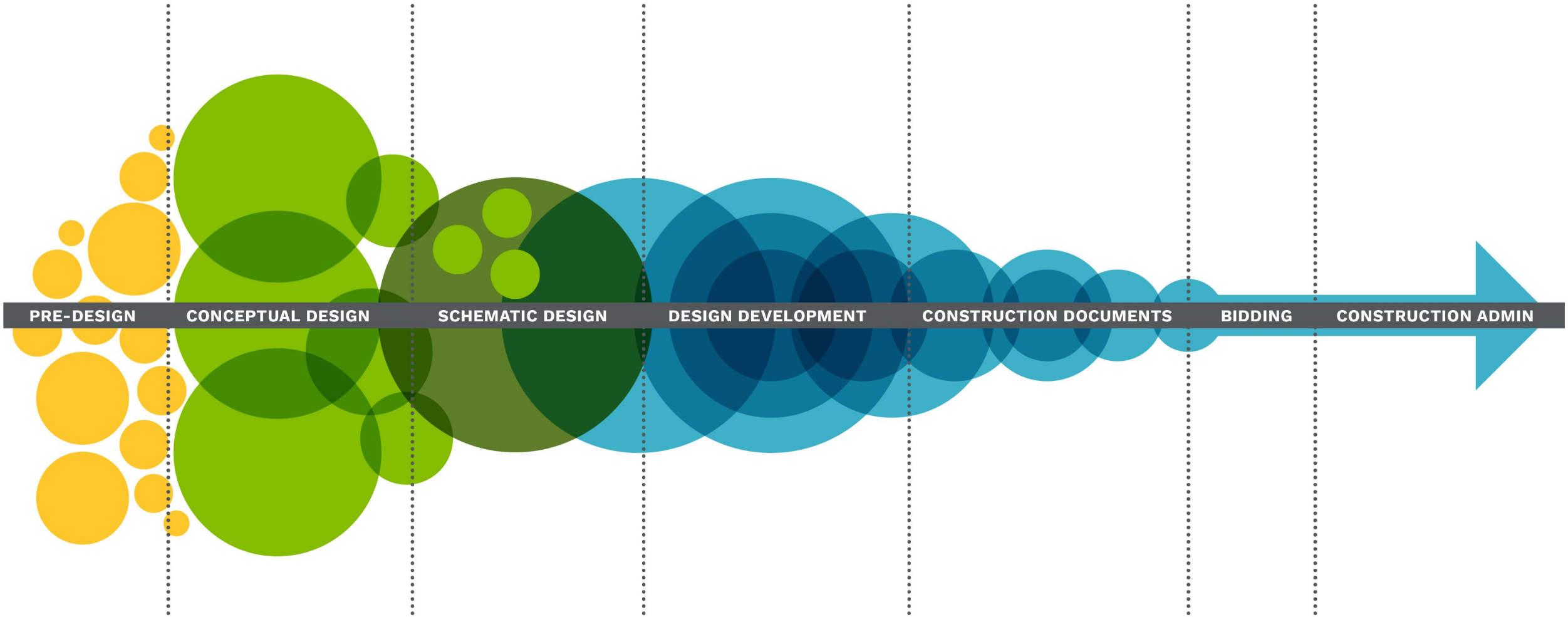
Match the resolution of the graphic to the decision being made.

Use the simplest graphic that answers the question.

More detail isn't always more clarity.

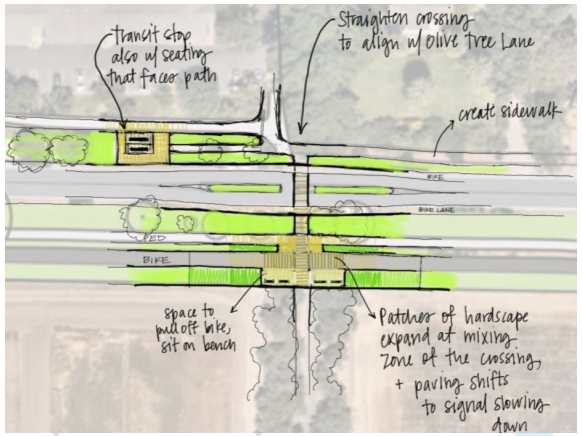
Sketch ideas invite conversation. Detail plans invite scrutiny.

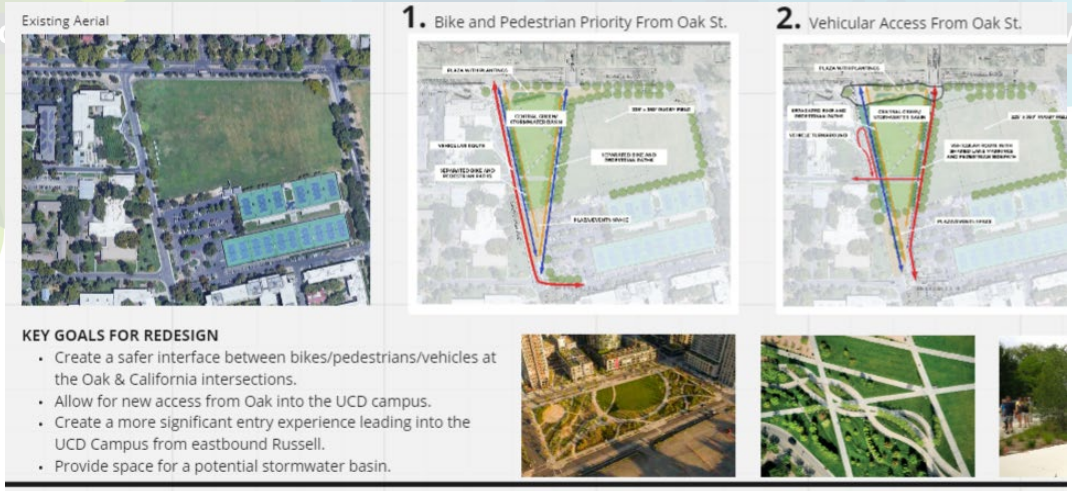
Design Phases



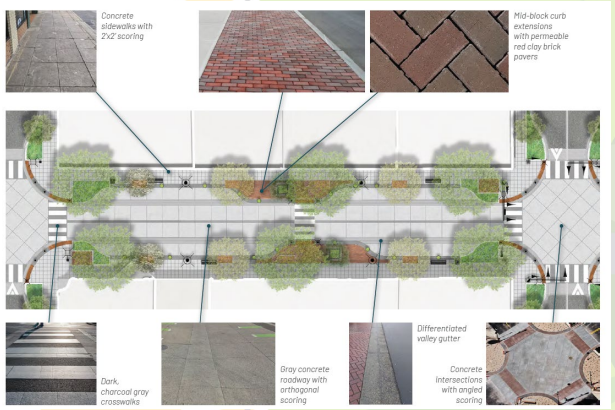
Concept Phase (0-10%)

PRE-DESIGN | CONCEPTUAL DESIGN



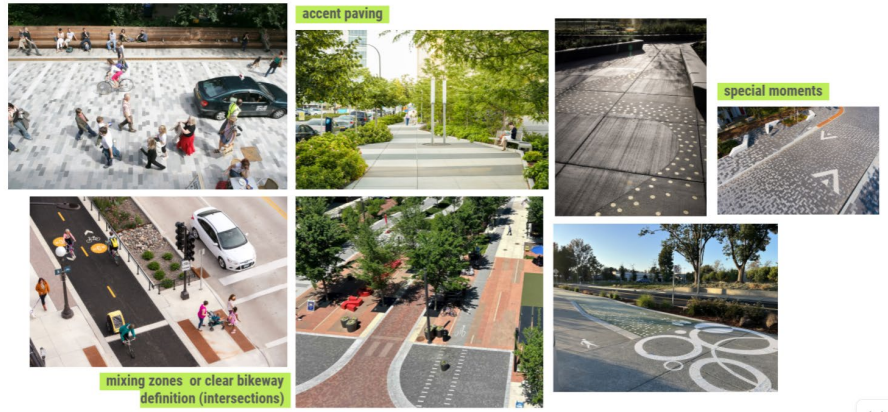


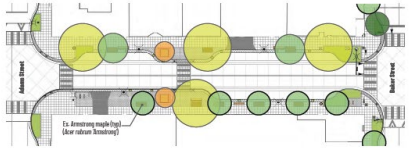
Schematic – Design Development (30%ish)



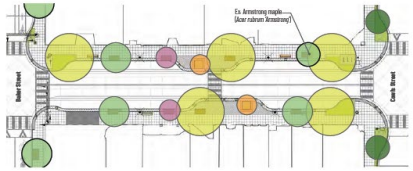
SCHEMATIC DESIGN | DESIGN DEVELOPMENT | CONS... IN

Design Palette: **Hardscape**

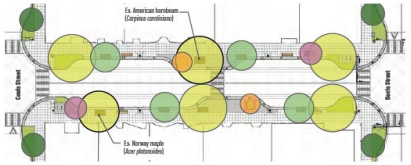




Street Trees: Adams to Baker



Street Trees: Baker to Cowls



Street Trees: Cowls to Davis

The Street Tree diagrams on this and the following page show how the five different tree types will be arrayed on each block, as well as how existing street trees will be incorporated into the overall design. It should be noted that these diagrams represent the trees at the potential mature canopy. It should also be noted that existing driveways and (on the eastern-most blocks) lane configurations necessarily alter the 'typical' pattern. Final street tree placement will be coordinated with critical infrastructure and agency standards and will preserve sightlines for intersections and the railroad crossing.

- Columnar Tree (~15' wide)
- Narrow-Canopied Tree (~20' wide)
- Small Tree in Planter (~15' wide)
- Medium-Canopied Tree (~20' wide)
- Showy, Accent Tree (~20' wide)
- Existing Tree to remain

Final Design (30% to 100%)

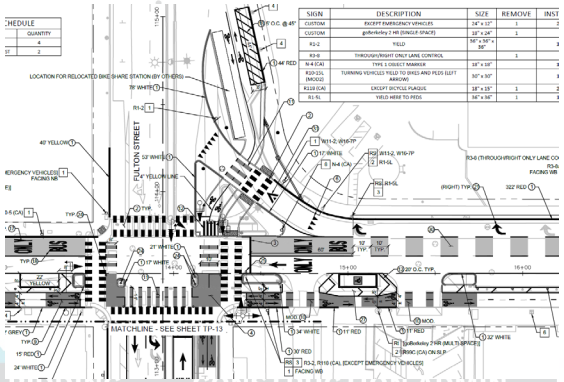
PRE-DE

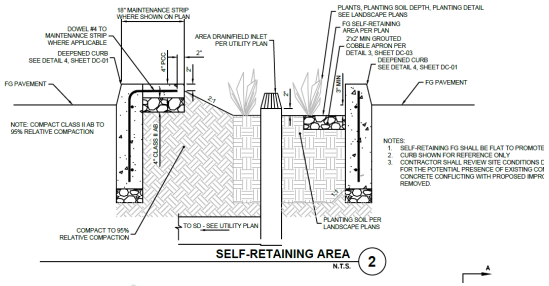
MENT

CONSTRUCTION DOCUMENTS

BIDDING

CONSTRUCTION ADMIN





Insight 3

DESTINATIONS ARE GREAT, BUT THE ROUTE TO GET THERE SHOULD BE JUST AS MEMORABLE.

Visualize tradeoffs, not just outcomes.

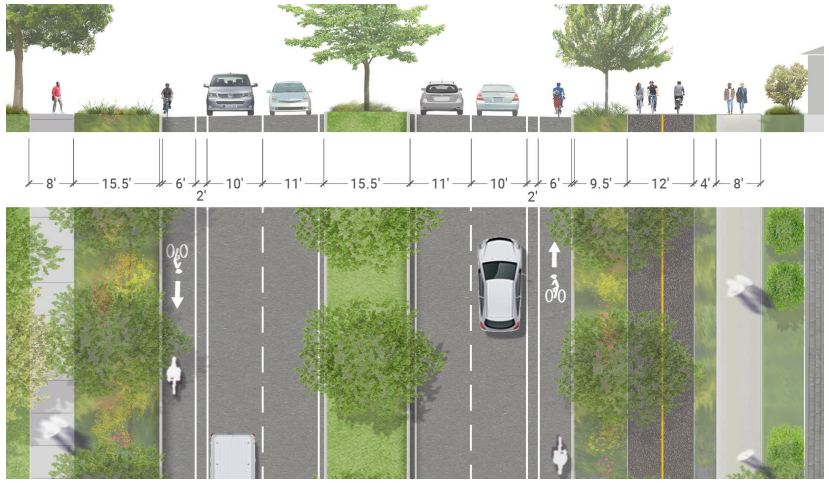
RULES OF THUMB

- Compare options using a consistent framework.
- Make tradeoffs explicit and easy to compare.
- Help people understand what is gained, removed, and balanced.
- Use as much space as the idea requires.

Clear Comparisons

Option A: Incremental Improvement

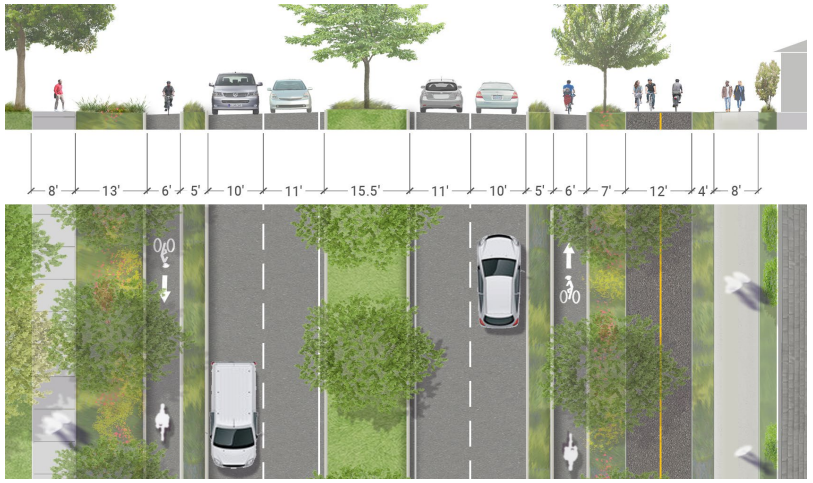
Improve what exists with minimal disruption



- On-street buffered bikeway, no on street parking
- Widened sidewalk on north
- Separate bikeway and sidewalk on south
- Opportunities for new trees and green stormwater infrastructure (GSI)

Option B: Protected Mobility

Prioritize comfort and safety for people biking and walking.



- On-street bikeways are fully protected bikeways with planted curbed area, no on street parking, driveway access considerations
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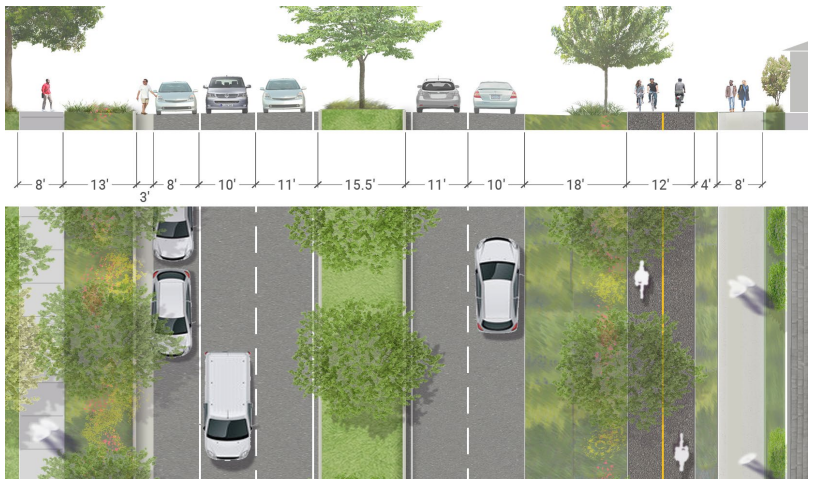
Option C: Climate Ready Corridor

Maximize trees, shade, and stormwater performance.

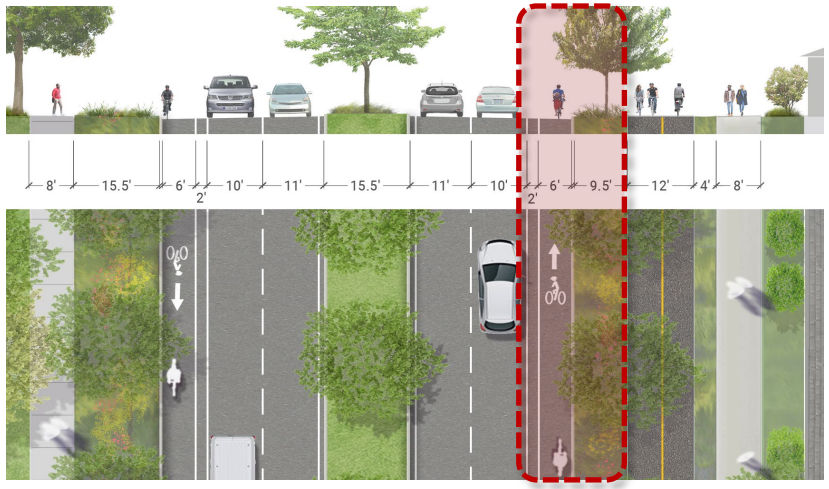


- No on-street bikeways, parking retained
- Widened sidewalk on north
- Separated bikeway and sidewalk on south
- Most generous opportunities for new trees and green stormwater infrastructure (GSI)

Clear Comparisons

Option A: Incremental Improvement

Improve what exists with minimal disruption



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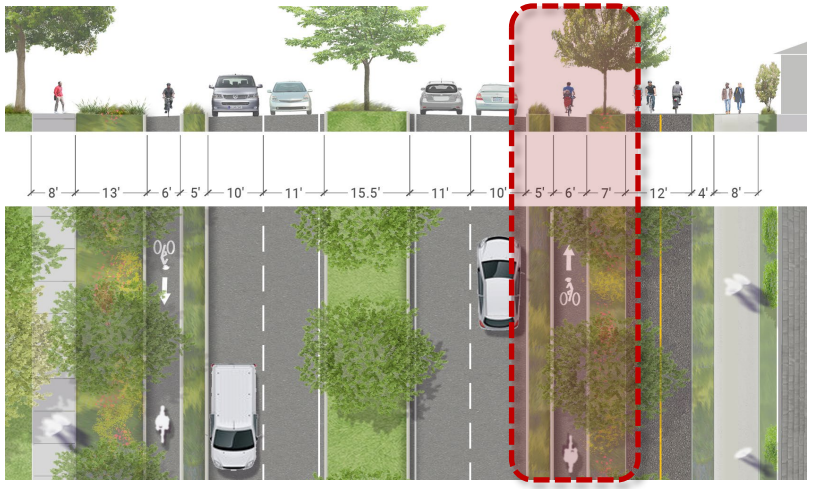

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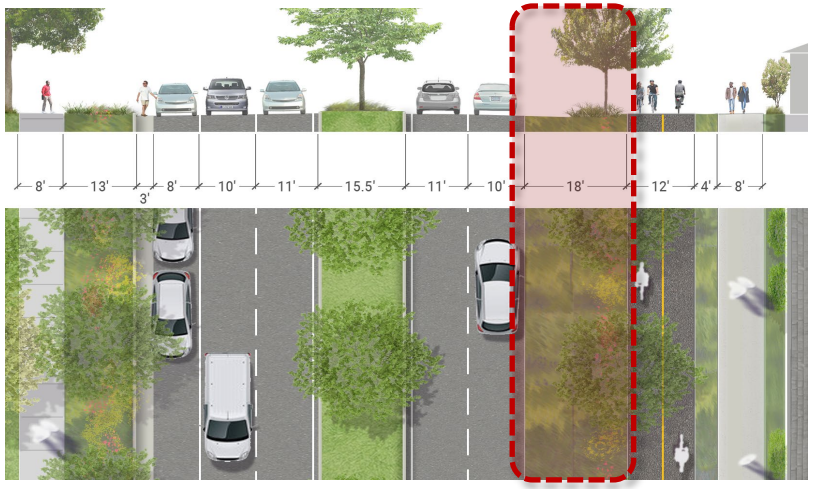

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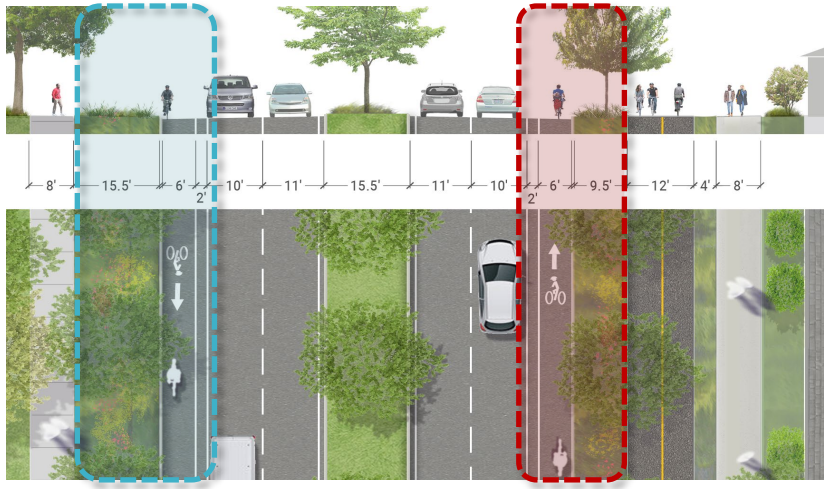

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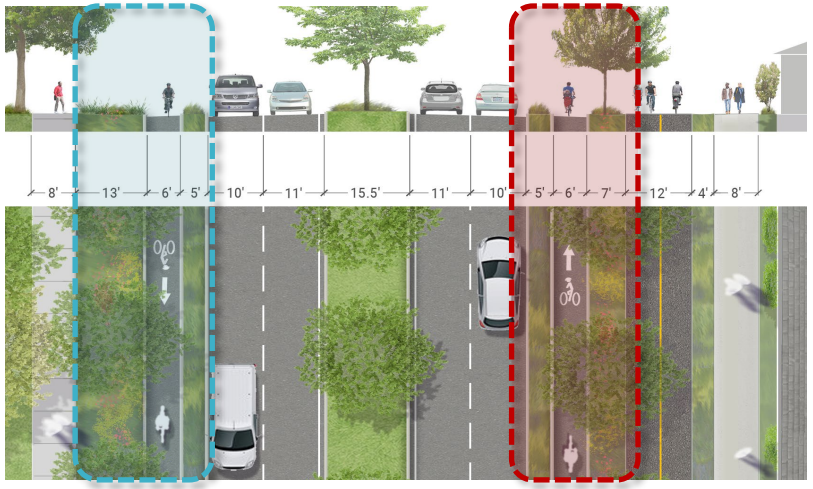
Prioritize comfort and safety for people biking and walking.



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Option C: Climate Ready Corridor

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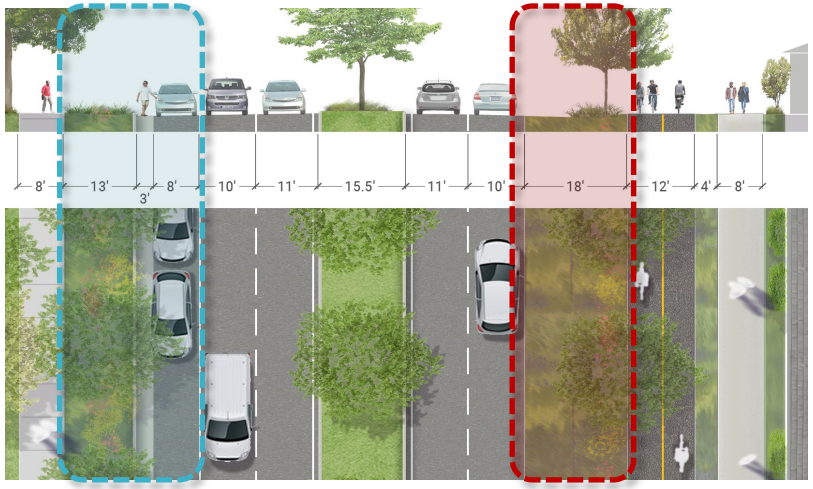

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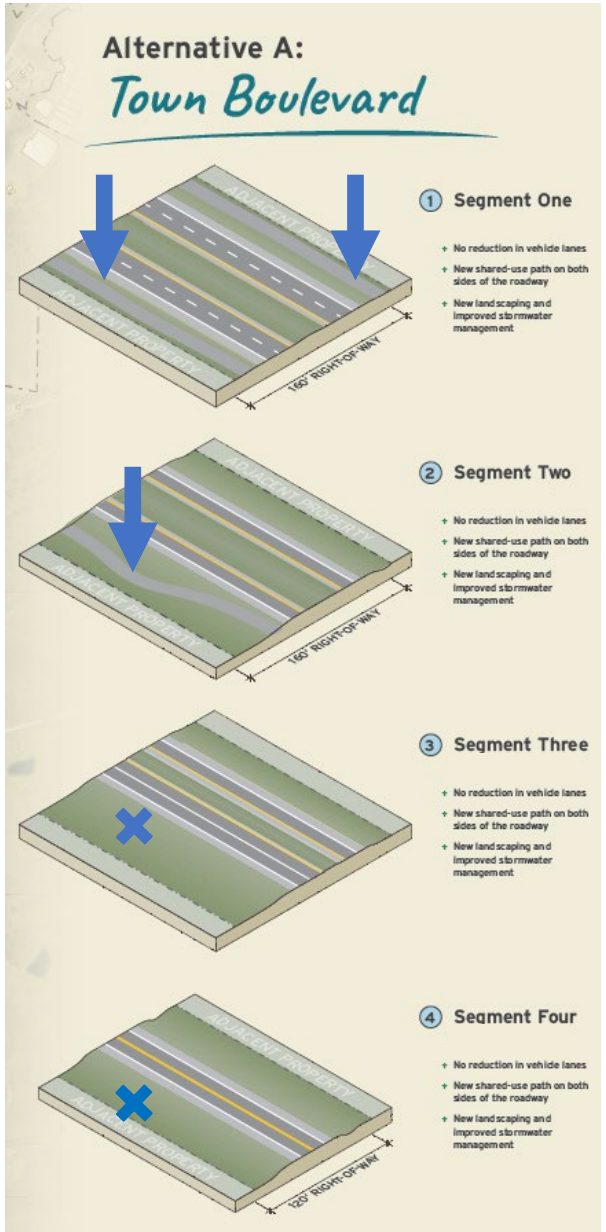
Decision Matrices

- Keep rankings simple and intuitive.
- Define performance measures clearly.
- Compare options using a consistent framework.
- Design for the “squint test” – patterns should be obvious.
- Reveal tradeoffs, not winners.

Project Goal	Performance Metrics	Bancroft 1	Bancroft 2	Bancroft 3
1 - Vision Zero	Pedestrian comfort, safety, and convenience	Fair	Fair	Poor
	Bicycle comfort, safety, convenience	Good	Good	Fair
	Pedestrian/Bicyclist Conflict Points with Vehicles (intersection crossings, driveways, etc.)	Fair	Good	Poor
2 - Transit Performance	Change in Bus Travel Time	Good	Good	Poor
	Expanded boarding areas, additional transit shelters, and platform level boarding	Poor	Good	Poor
3 - Economic Development	Enhances business and amenity access for the most common travel modes identified by the intercept survey (walking & transit) and provides new access for bicyclists (including space for bike racks)	Good	Fair	Poor
	Provides dynamic space to best serve adjacent businesses (loading zones to accommodate commercial delivery, food delivery, and/or rideshare)	Good	Good	Poor
	Provides space to ease operational considerations along the corridor (trash, recycling, compost collection)	Good	Fair	Good
	Provides area for placemaking & opportunity for roadway flexibility (festival streets, streetery space)	Good	Fair	Good
Baseline Performance Information	Traffic Analysis: Volume-to-capacity ratio (V/C), vehicular queue length, and level of service (LOS)	Fair	Fair	Poor
	Person Throughput	Good	Good	Poor
	Parking inventory	Fair	Good	Poor
	Universal Design	Good	Fair	Poor
	Concept Impacts & Costs	Good	Poor	Poor
	Fire marshal requirements	Fair	Fair	Fair
	Street Maintenance	Fair	Good	Good

Decision Matrices

- Make it a quick read.
- Compare alternatives consistently.
- Highlight meaningful differences.
- Show strengths and weaknesses visually.
- Help audiences identify patterns quickly.



Insight 4

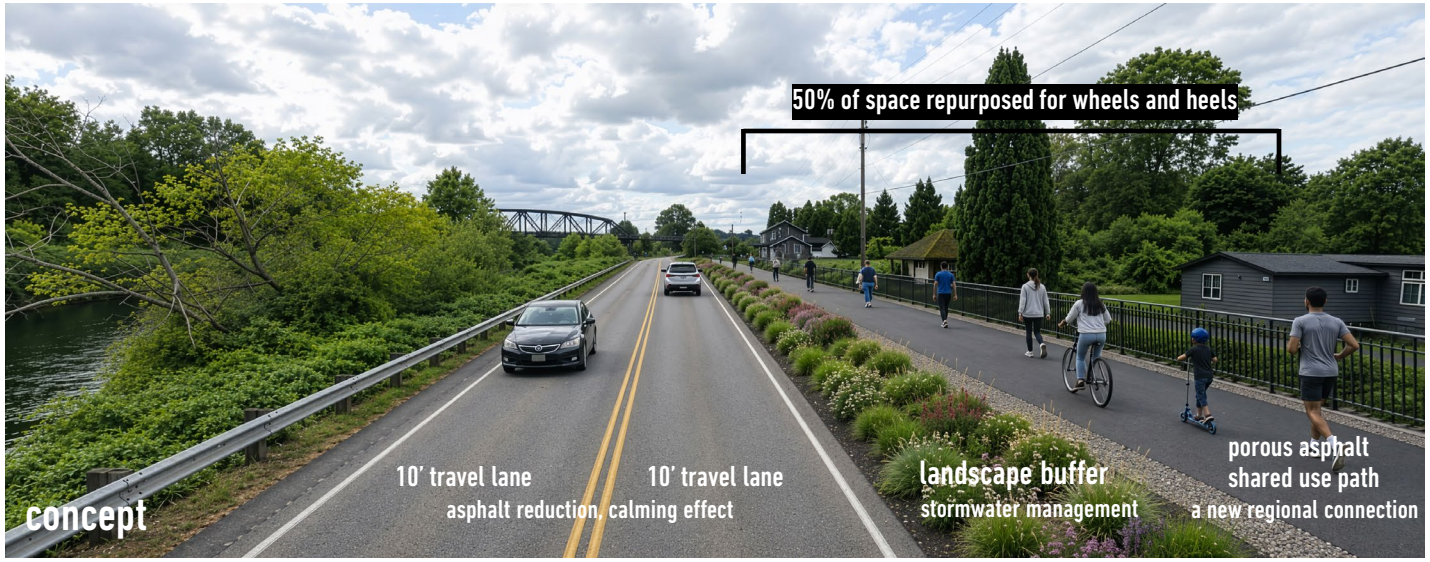
PEOPLE DON'T EXPERIENCE A PROJECT. THEY EXPERIENCE ITS BENEFITS.

Make often invisible outcomes visible.

RULES OF THUMB

- Show benefits, not just features.
- Translate data into human experience.
- Show outcomes people can see, feel, and imagine.
- Connect today's decisions to tomorrow's experiences.

The power of a before and after



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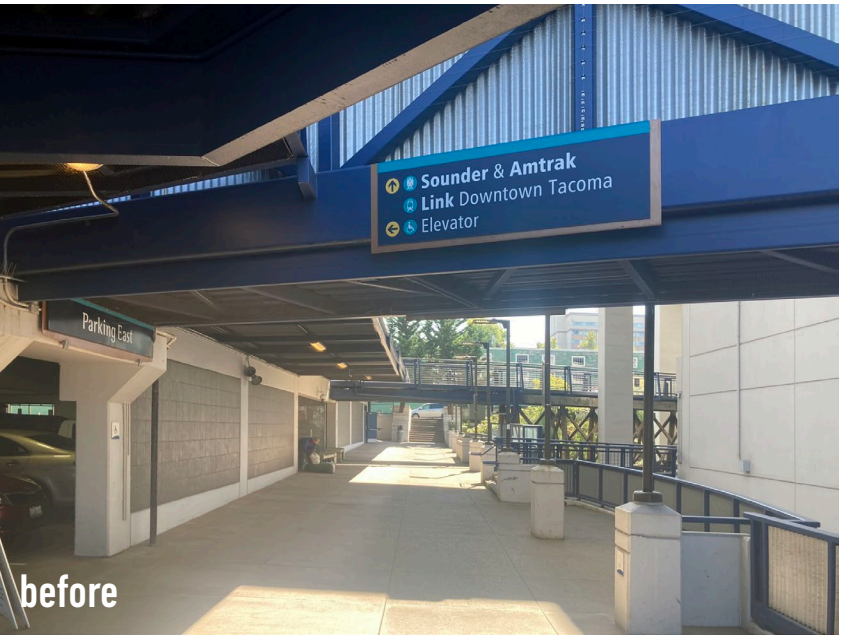
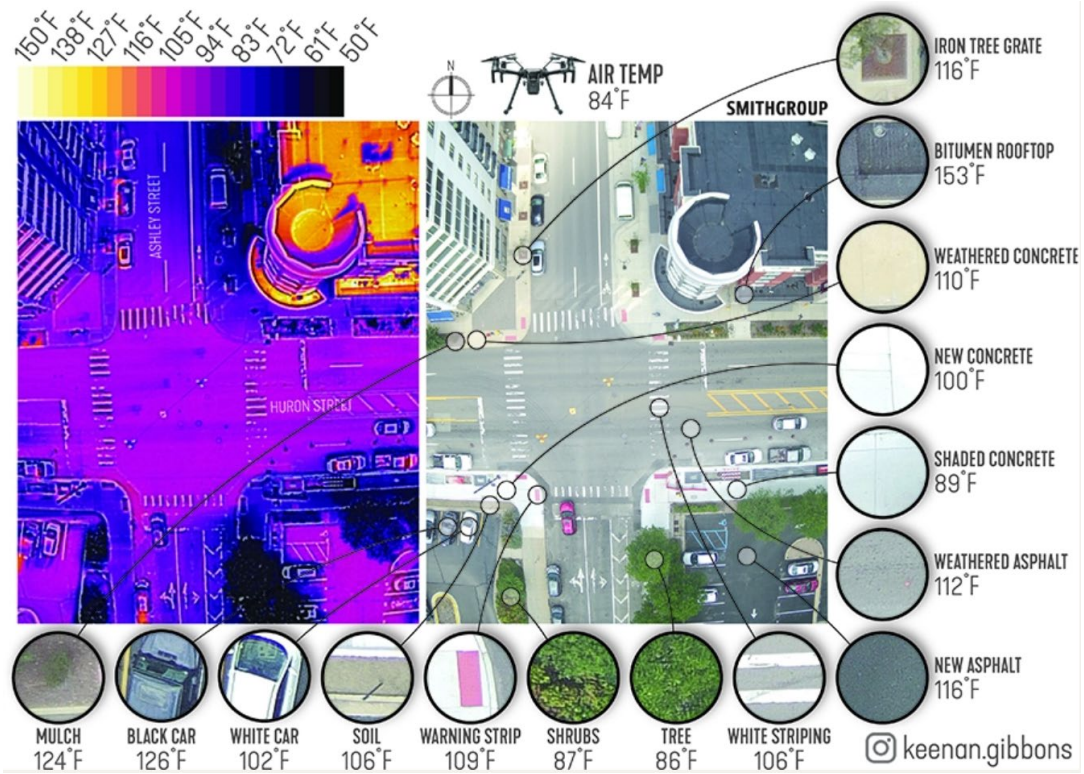


before

concept

built

Communicate co-benefits in a compelling way



Design decisions impact future experiences

Insights

1 EMBRACE MULTIMODAL

Different people navigate information differently.

2 MATCH DETAIL TO DECISIONS

The maturity of the graphic should match the maturity of the project.

3 SHOW THE ROUTE

Visualize tradeoffs, not just outcomes.

4 MAKE BENEFITS VISIBLE

Make often invisible outcomes visible.

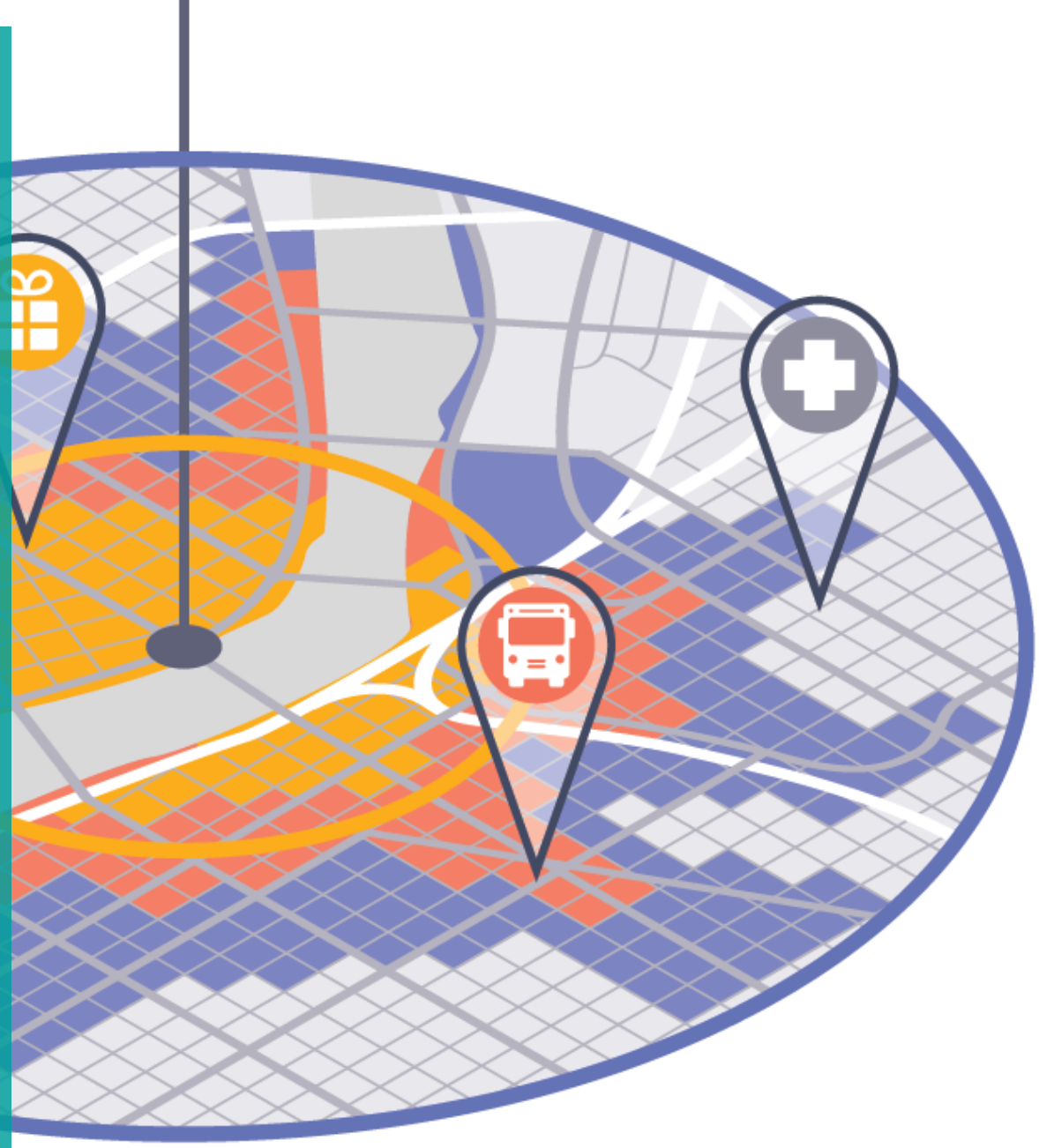
THANK YOU!

TOOLE DESIGN

STORYTELLING THROUGH ANALYTICS

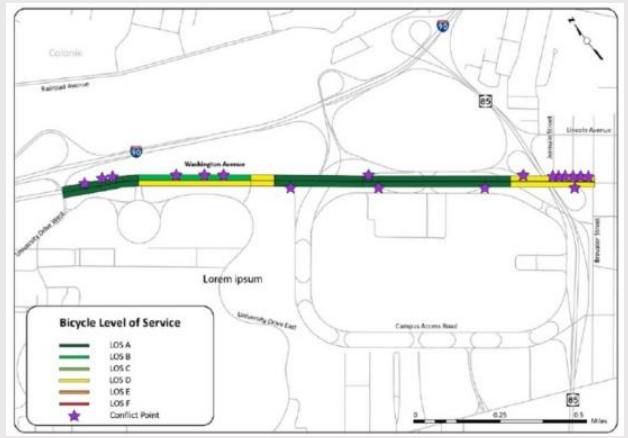
Mauricio Hernández

Alta Planning + Design

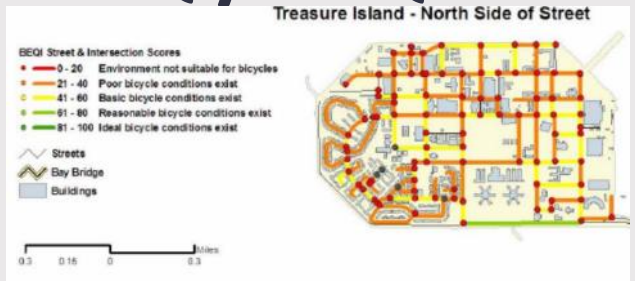


Growth of Network Analysis

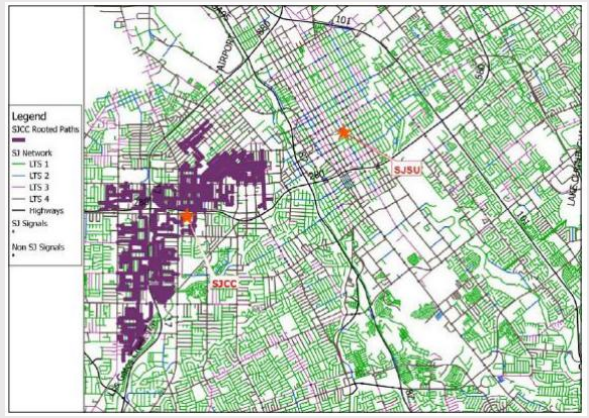
BLOS/PLOS



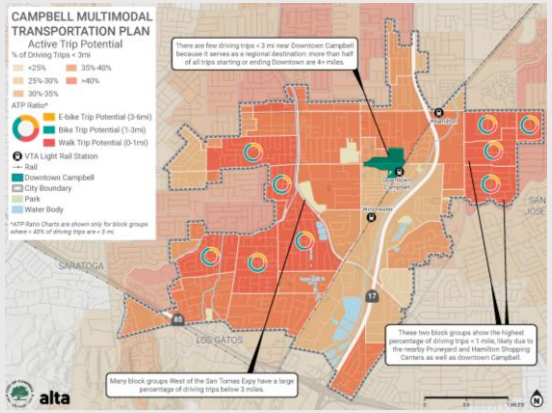
BEQI/PEQI



BLTS/PLTS



ACTIVE TRIP POTENTIAL



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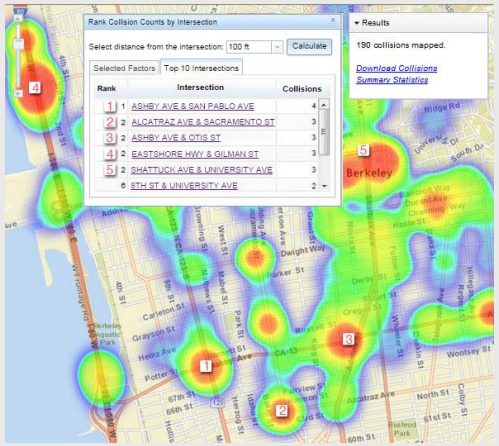
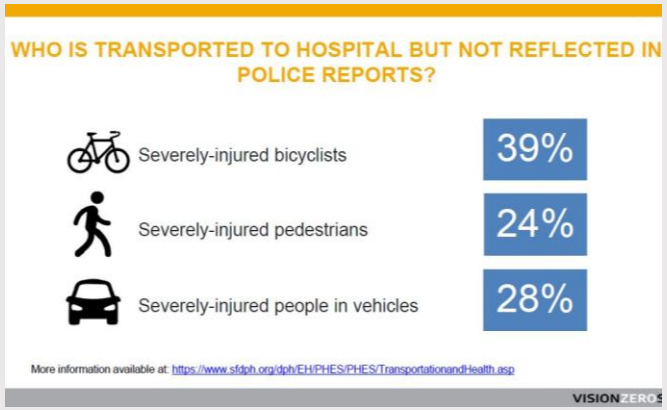
Growth of Collision Analysis

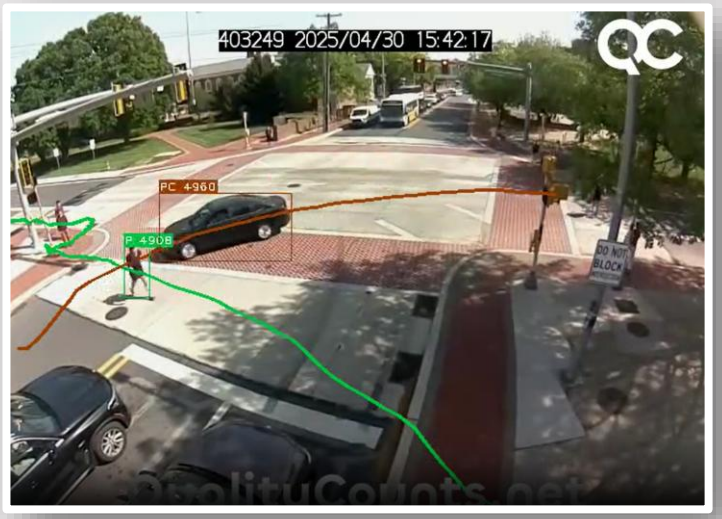
TIMS/SWITRS



PUBLIC HEALTH DATA



PREDICTIVE RISK ANALYSIS



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Storytelling with Analysis

- Who's your primary audience?
- What kind of story do you need to tell?

Keys to Success

- Let the map tell the story
- Use data to validate lived experience
- Do complicated things to say something simple

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CUPERTINO

A Case Study on Advanced Network Analysis

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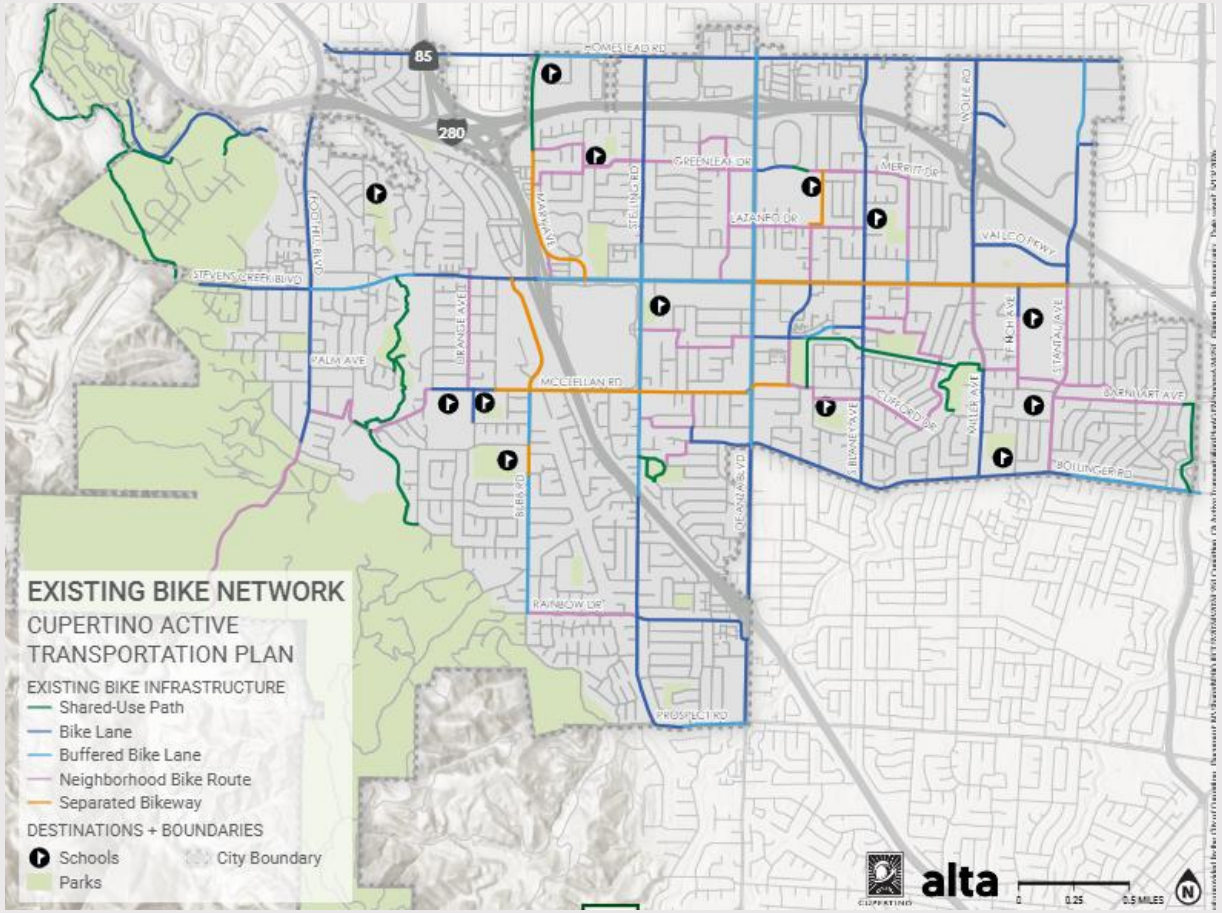
Quick Background…

2014 community tragedy: catalyzed momentum for bicycle infrastructure investment

2020s focus shift:

- build facilities and evaluate outcomes and performance
- How to balance traffic operations with cyclist safety
- Using past investments to inform smarter future decisions



A new approach:

- Emphasizes innovation
- Relies on objective, data-driven decision-making

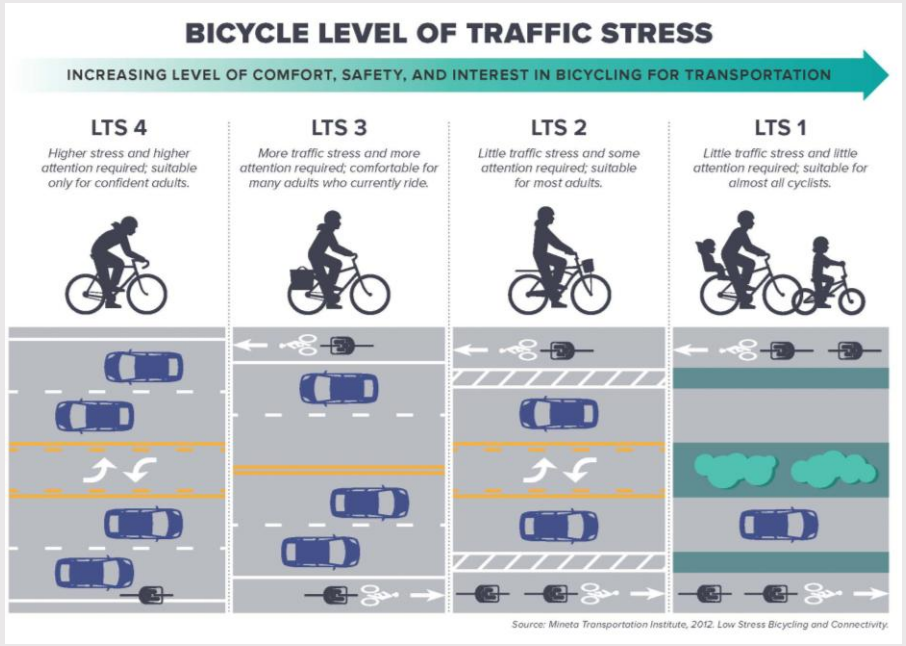
Level of Traffic Stress (LTS) Analysis

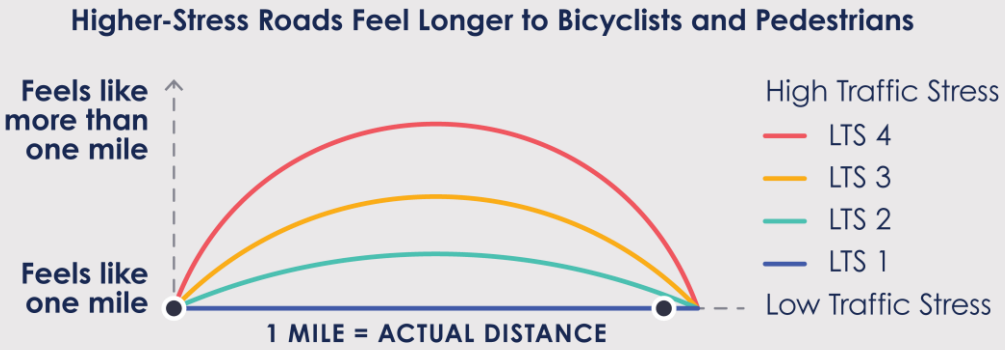
Purpose

- Objective measure of the perception of comfort and safety while walking and biking.
- Assigs travel costs to the network because more stress is more perceived travel time.

Based on Roadway Characteristics

- Examples: speed, width, type of infrastructure, etc.





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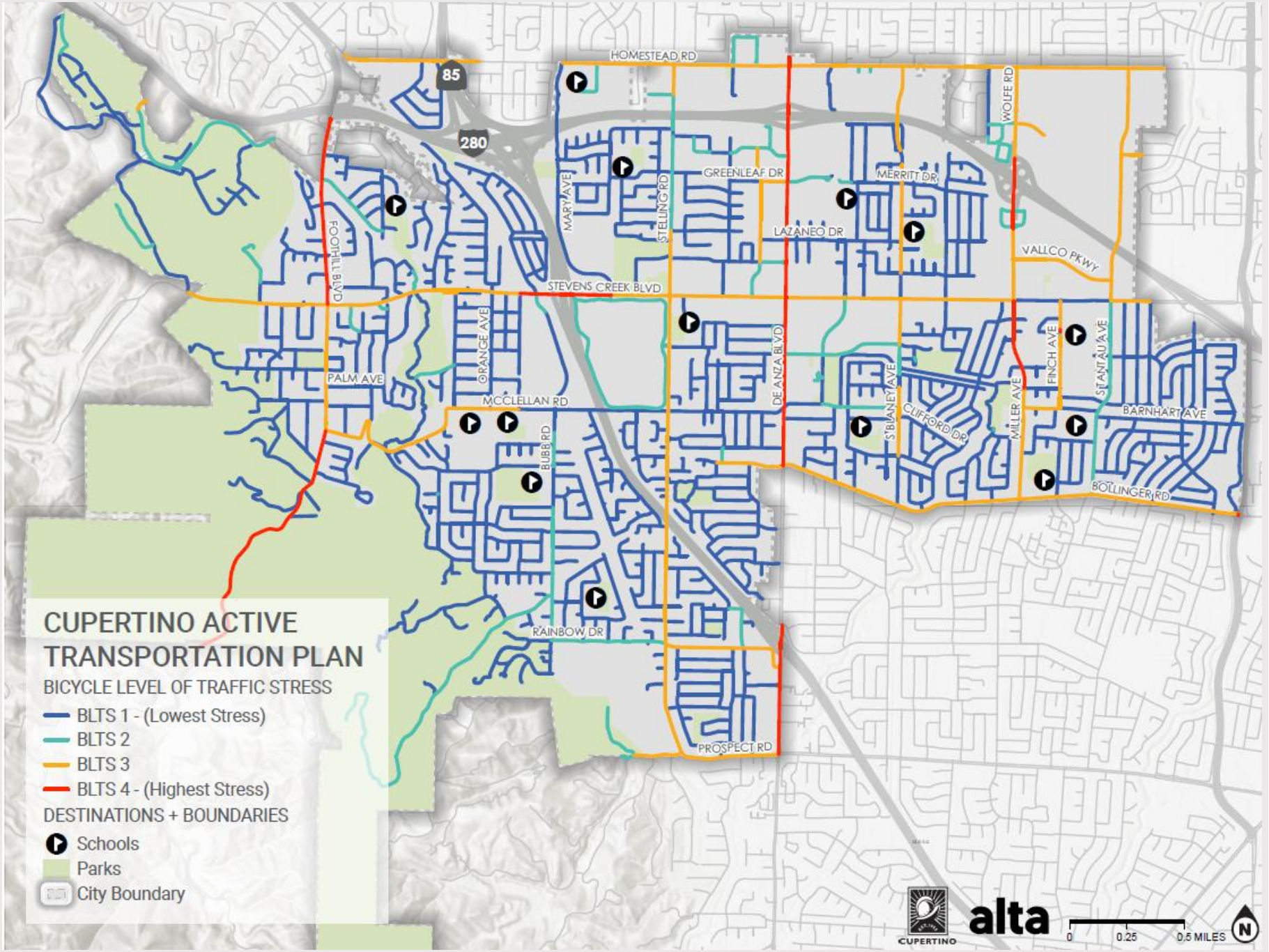
Bicycle
Level of Traffic Stress

Arterial roadways

- Higher stress (red and yellow)

Local roadways

- Less stress (teal and blue)



Active Trip Potential Analysis

Purpose

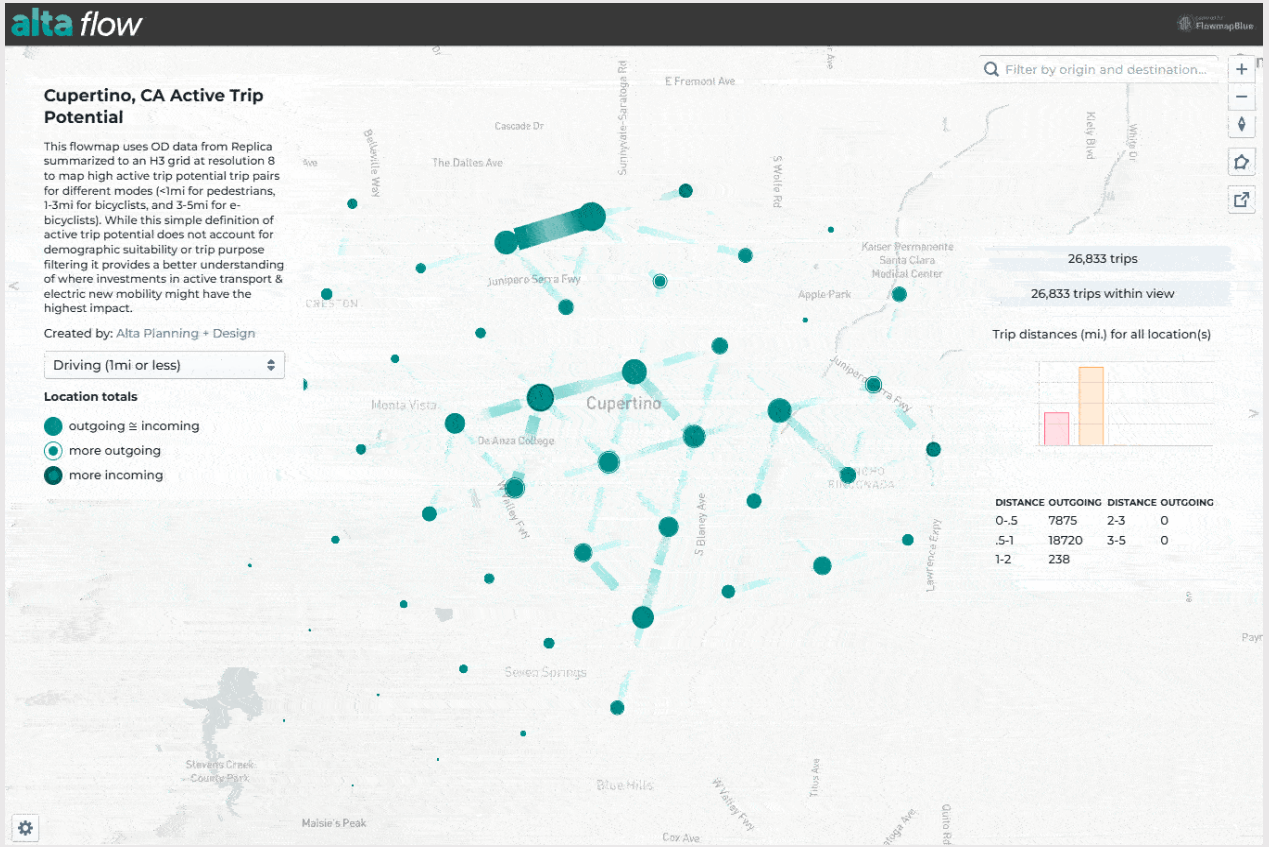
- To identify specific areas where short driving trips are currently occurring.

A Big-Data Solution

- Uses origin/ destination data from an activity-based model calibrated to mobile data, simulated for privacy.

Where are People Traveling?

- ~30% of all car trips starting or ending in Cupertino are 5 miles or less.



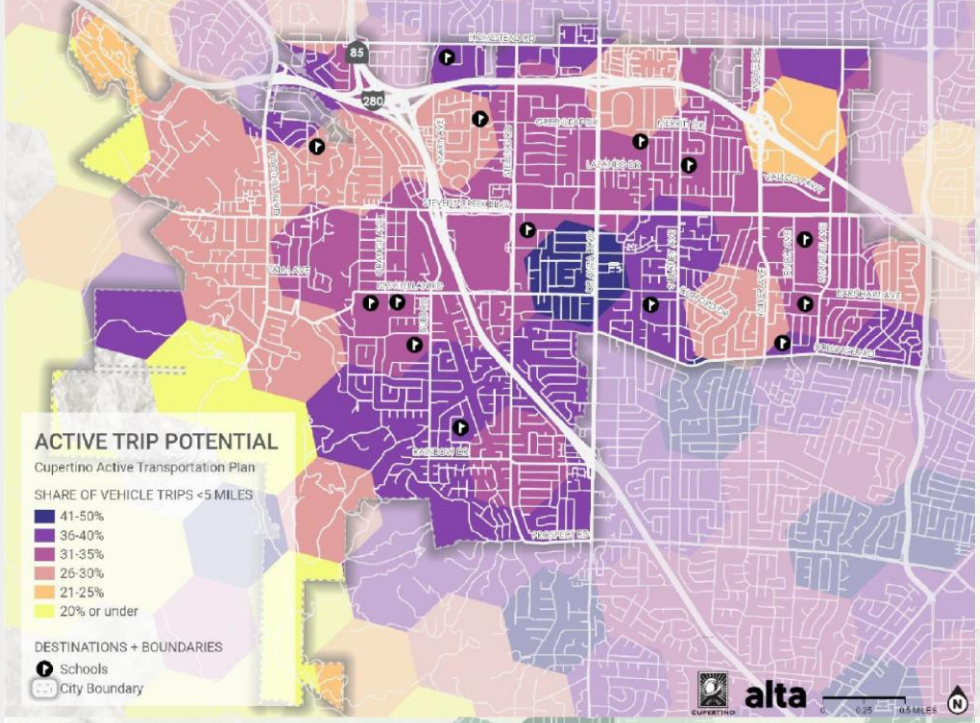
https://flowmap.altago.site/1DDBl9gnj-FtUTPoFkwBPdxd1MjIXNg5nhAVigXpp1Xs/d7df4d7

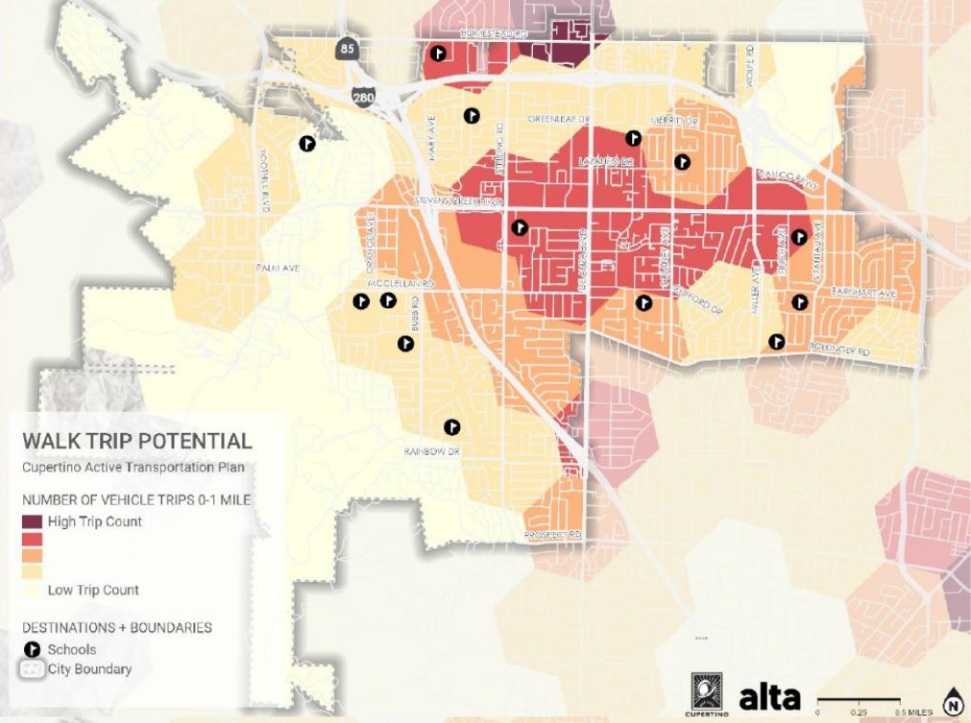
Active Trip Potential

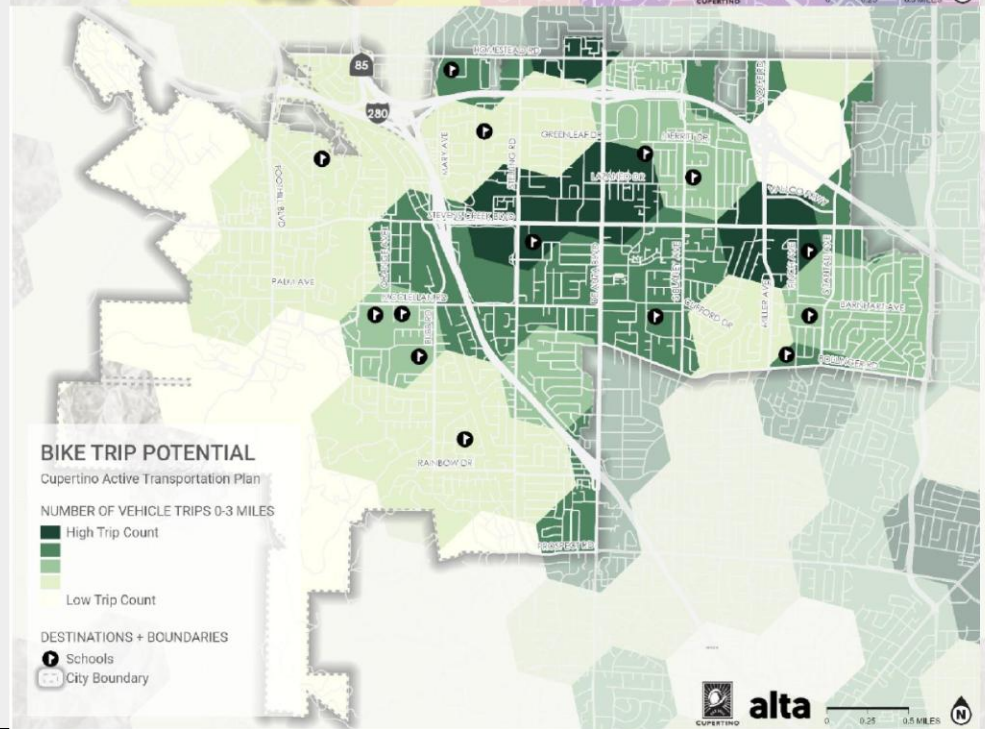
Trip distance is an important factor in mode choice.

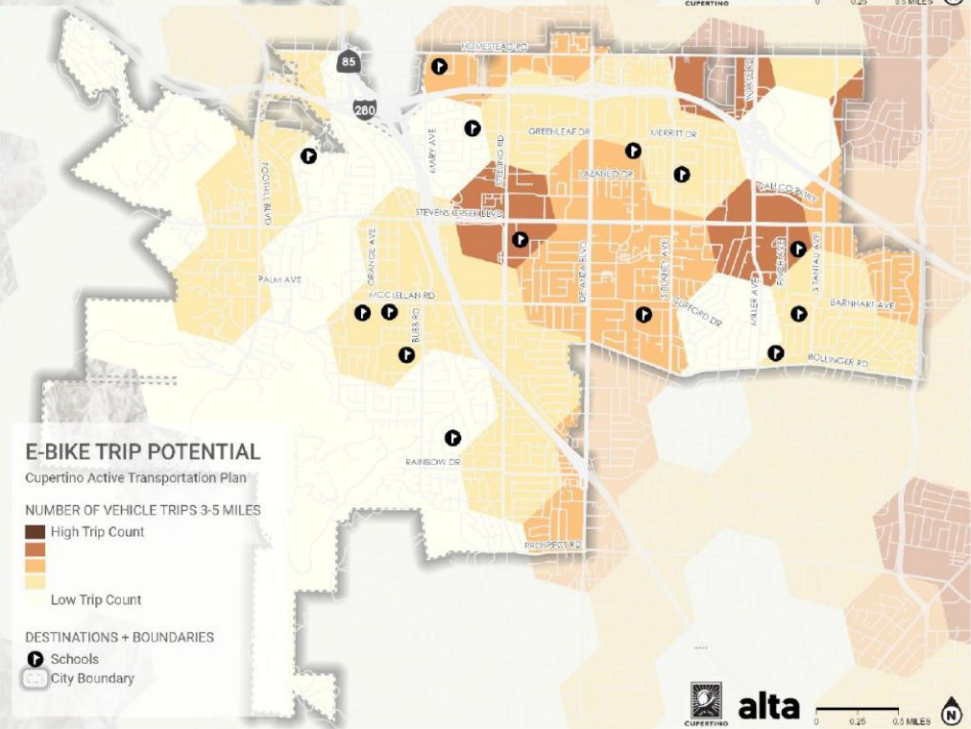
Assumptions on reasonable distances:

- 1 mi - pedestrian trips
- 3 mi. - bike trips
- 3-5 mi. - e-bikes





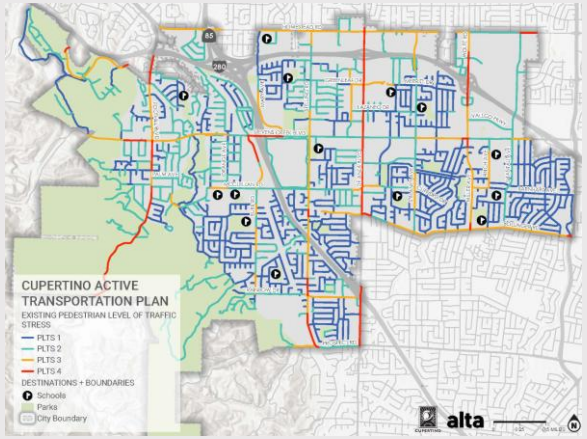




Stress-Adjusted Short Trip Analysis

- Identify where short car trips could shift to walking/biking but don't
- Highlight barriers: stressful, incomplete, or uncomfortable networks

- Gap scores show where latent demand is suppressed
- Higher scores = greater unmet demand due to poor connectivity & comfort

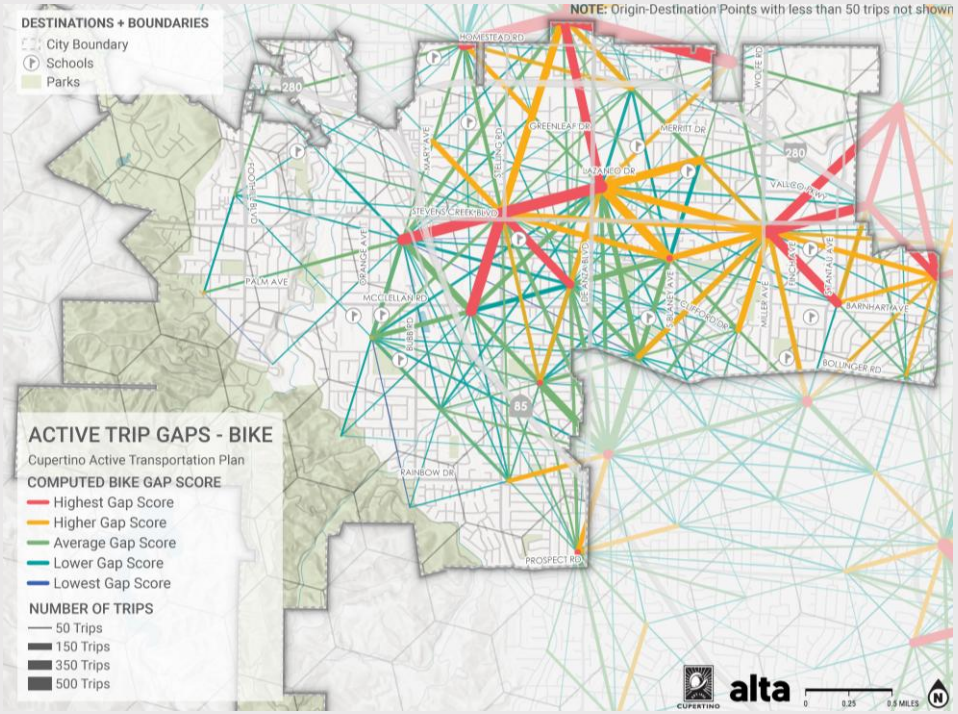


LEVEL OF TRAFFIC STRESS

+

ACTIVE TRIP POTENTIAL

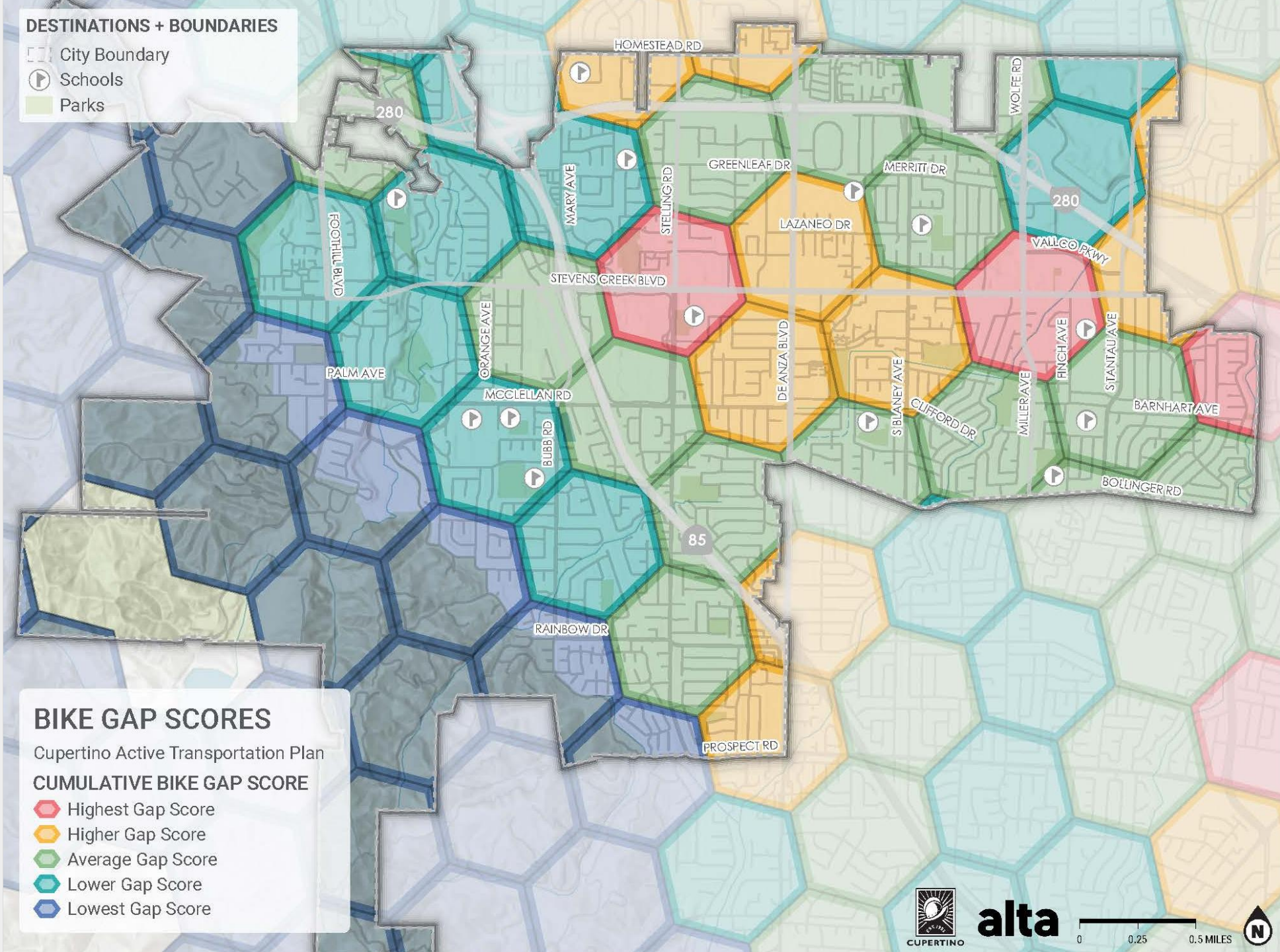
=



STRESS-ADJUSTED SHORT TRIP

Biking Gap Scores

- Measured suppressed demand for short trips
- Captured trips that could be walked/biked but aren't
- Driven by traffic stress between origin and destination
- Higher scores = greater unmet potential for active travel



Takeaways and Lessons Learned

Makes the case for combining community feedback + objective data for stronger, unbiased findings

- Gap scores aligned with community input on barriers and key destinations
- Confirmed community-identified destinations through short-trip data
- Shows many destinations require high-stress routes → discourages walking/biking
- Builds confidence with community and decision-makers
- Reinforces that top-ranked projects will deliver the greatest impact

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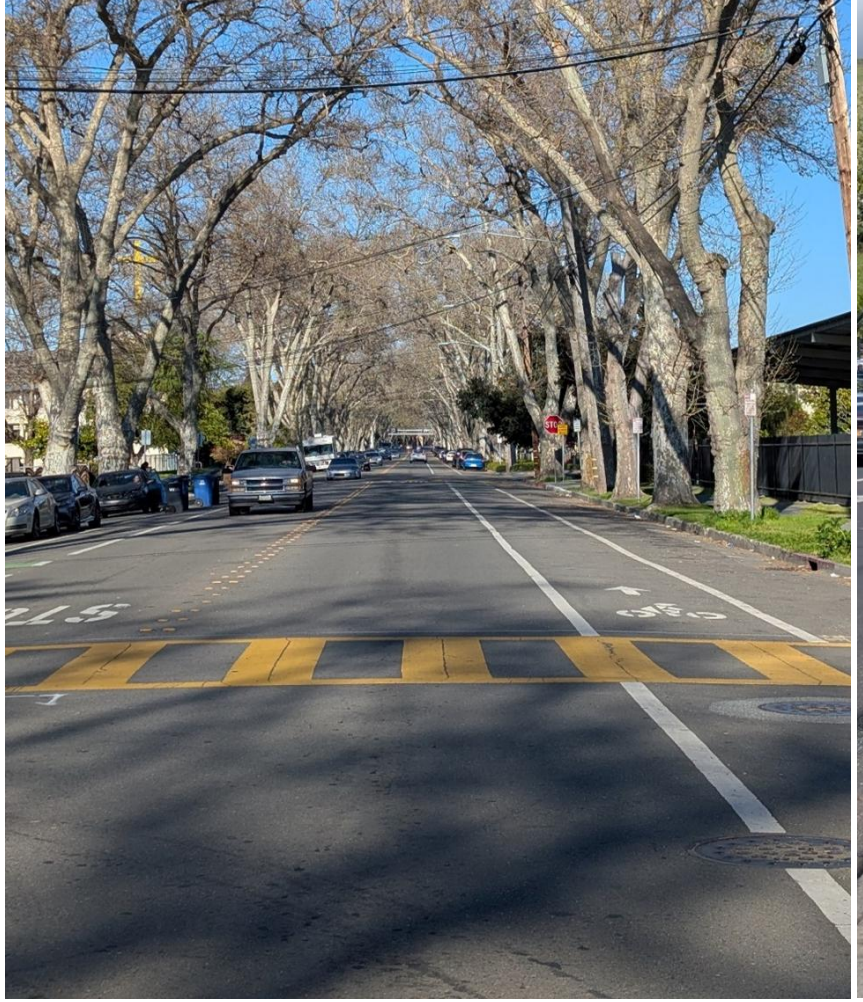
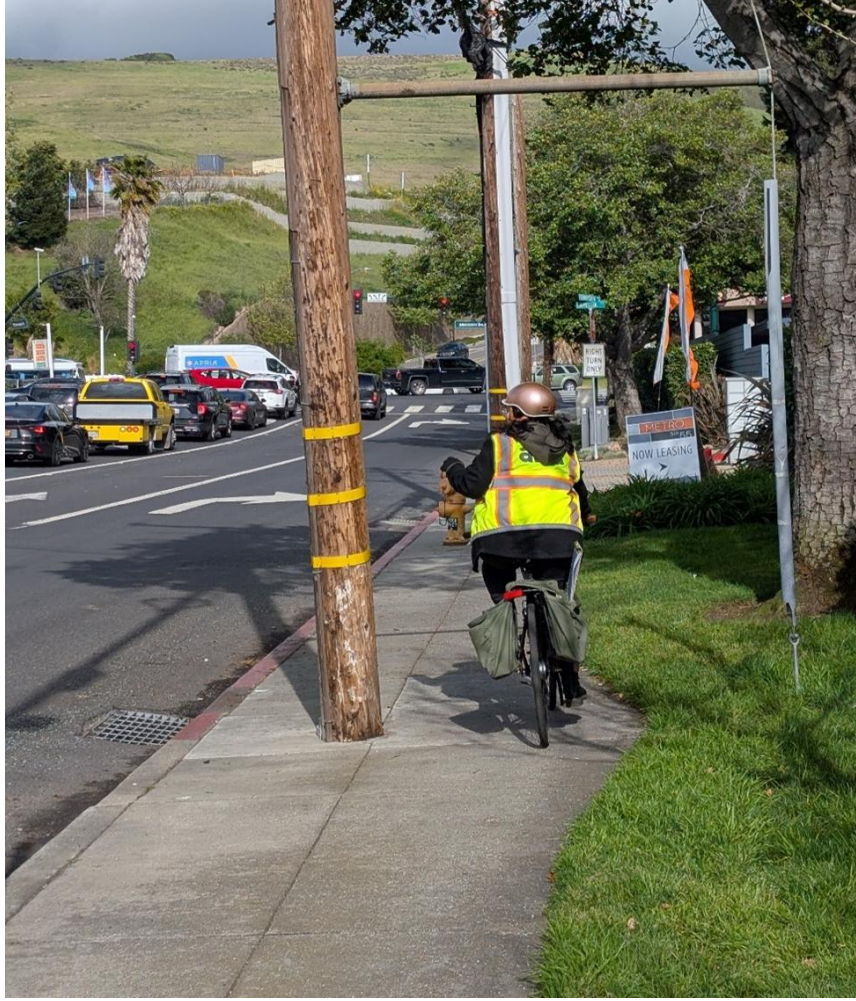

Safe Streets Hayward

Advanced Analytics: Near-Miss Safety Analysis

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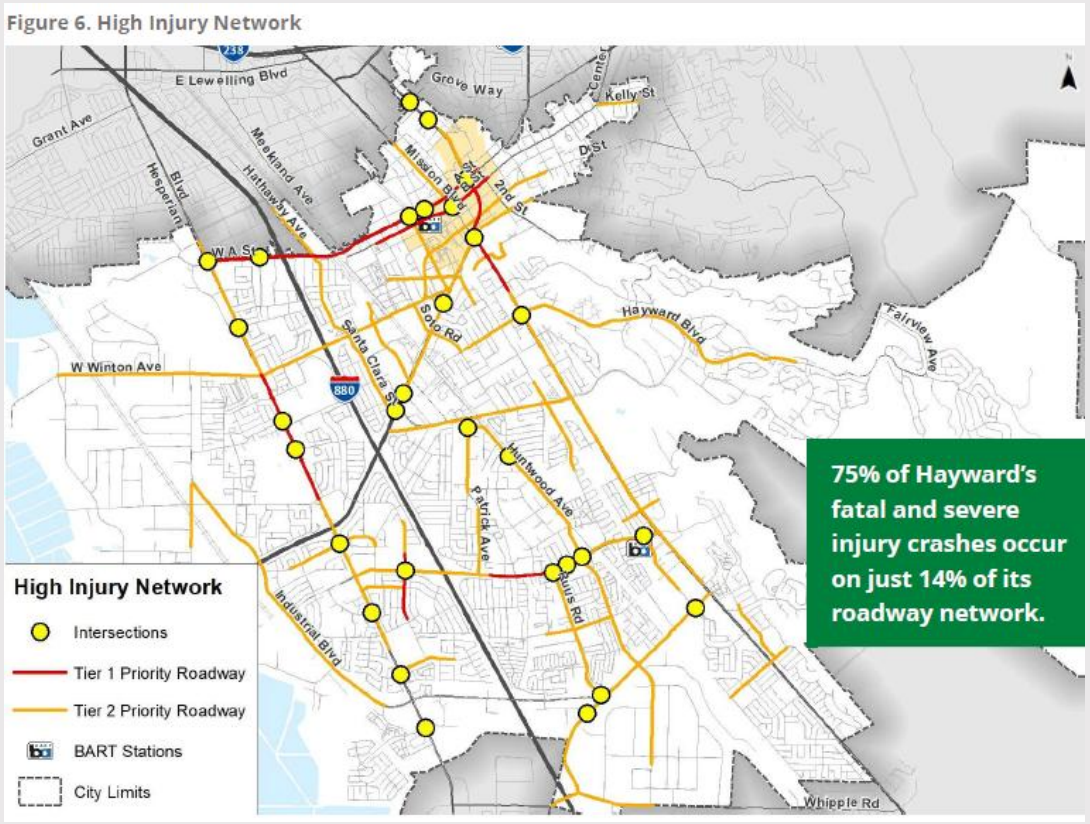
Quick Background…



Vision Zero Plan adopted in 2023

- Resident concerns overwhelmingly focused on risks of red-light running
- Hayward PD under-reporting of collisions makes reliance on TIMS problematic for comprehensive safety solutions

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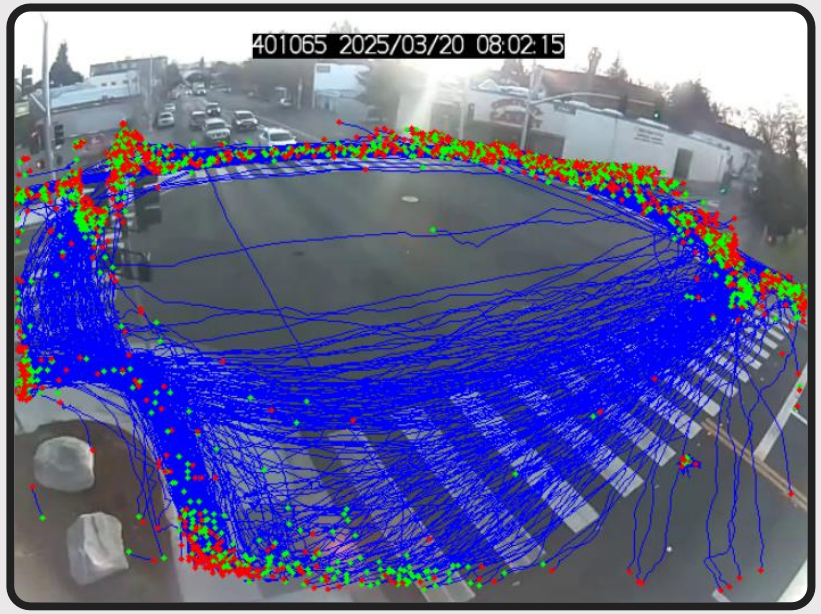
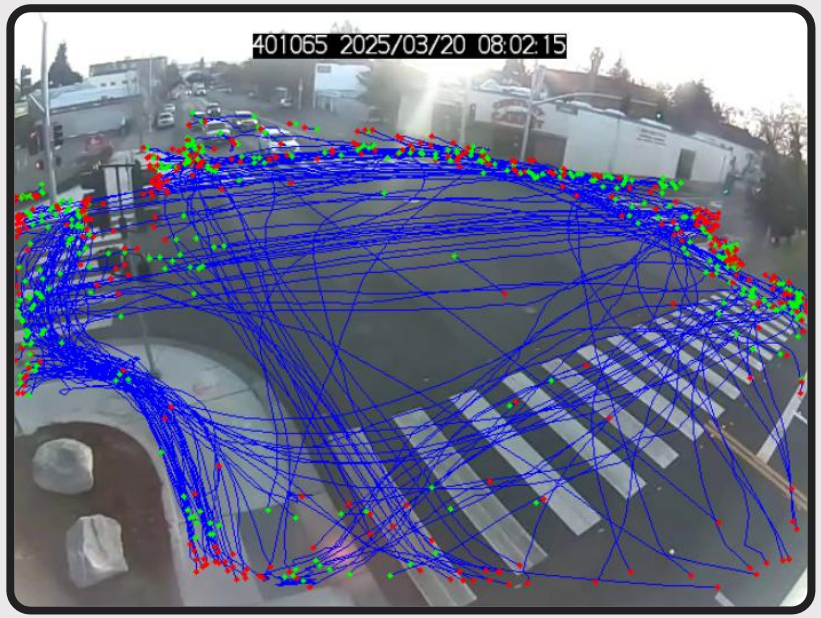
Near Miss Analysis

Video Monitoring

Peds



Bikes



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Red-Light Runs

by total events and per 1,000 vehicles

Intersection	Total Events		Per 1,000 Vehicles		Predominant Time Period
	Weekday	Weekend	Weekday	Weekend	
All 9 intersections	484	477	1.95	2.15	Midday
Hesperian Blvd and West A St	55	16	1.23	0.42	Afternoon
Victory Dr and West A St	88	122	3.29	4.37	Midday
Western Blvd/Grand St and A St	156	123	5.47	4.83	Midday & Afternoon
Montgomery Ave and A St	72	55	3.40	2.94	Midday & Afternoon
Calaroga Ave and Tennyson Rd	29	39	0.73	1.28	Morning, Midday & Evening
Ruus Rd and Tennyson Rd	33	26	1.03	0.86	Midday & Evening
Huntwood Ave and Tennyson Rd	31	37	0.94	1.22	Evening
E 12th St/Dixon St and Tennyson Rd	20	59	0.91	2.84	Midday

"A Street" had the highest volumes & rates of red-light running – predominantly in mid-day

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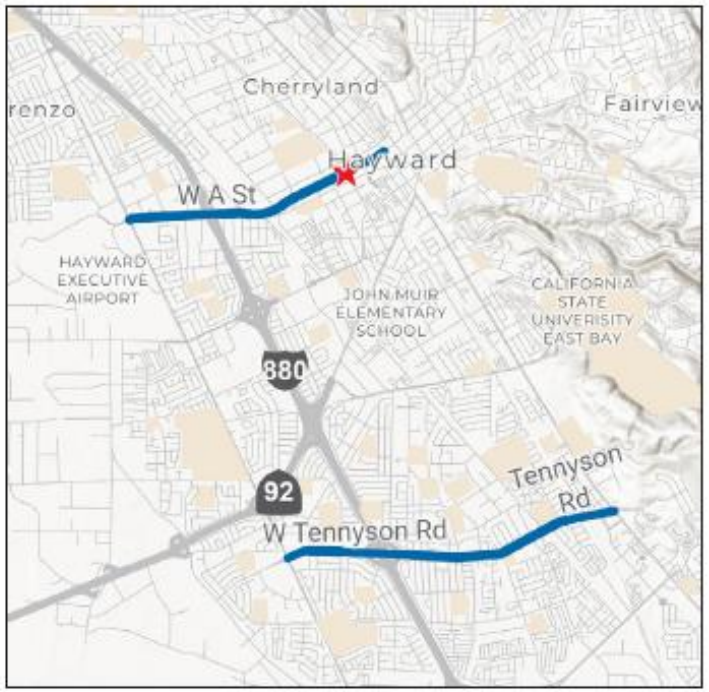
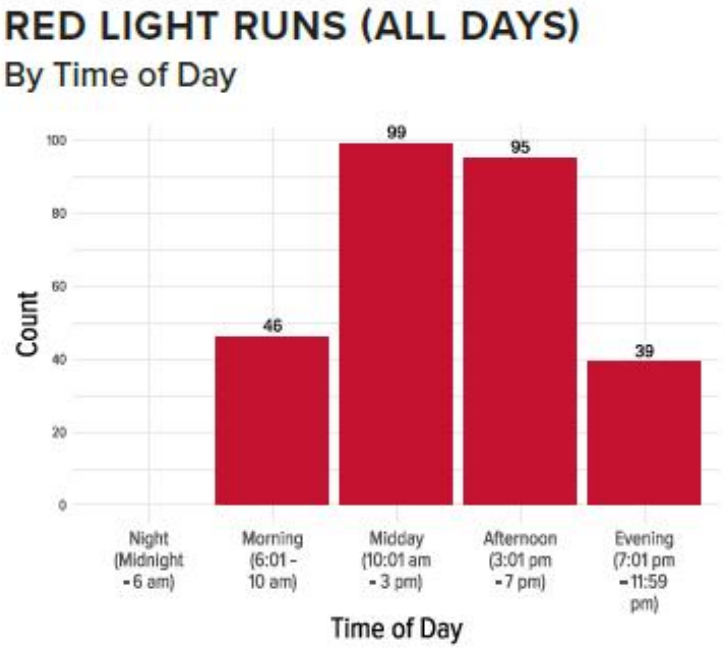
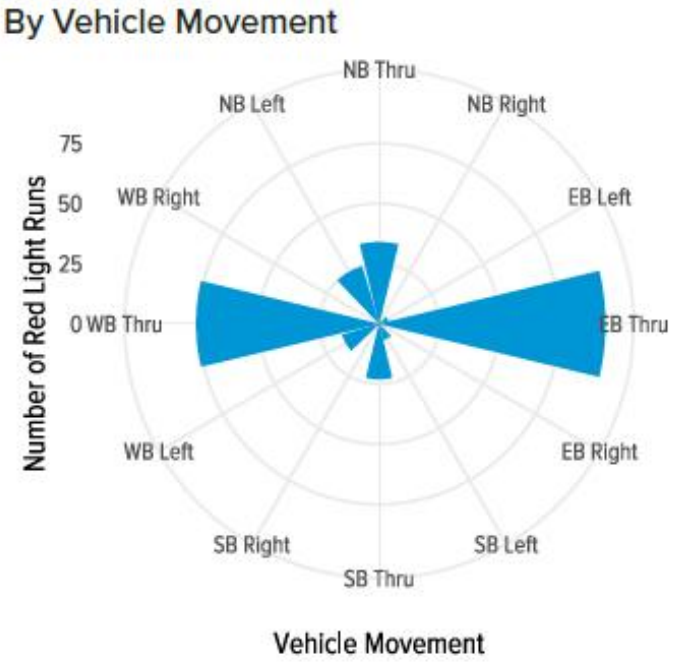
Visualizing Results – Red Light Running

Western Blvd/Grand St & A St

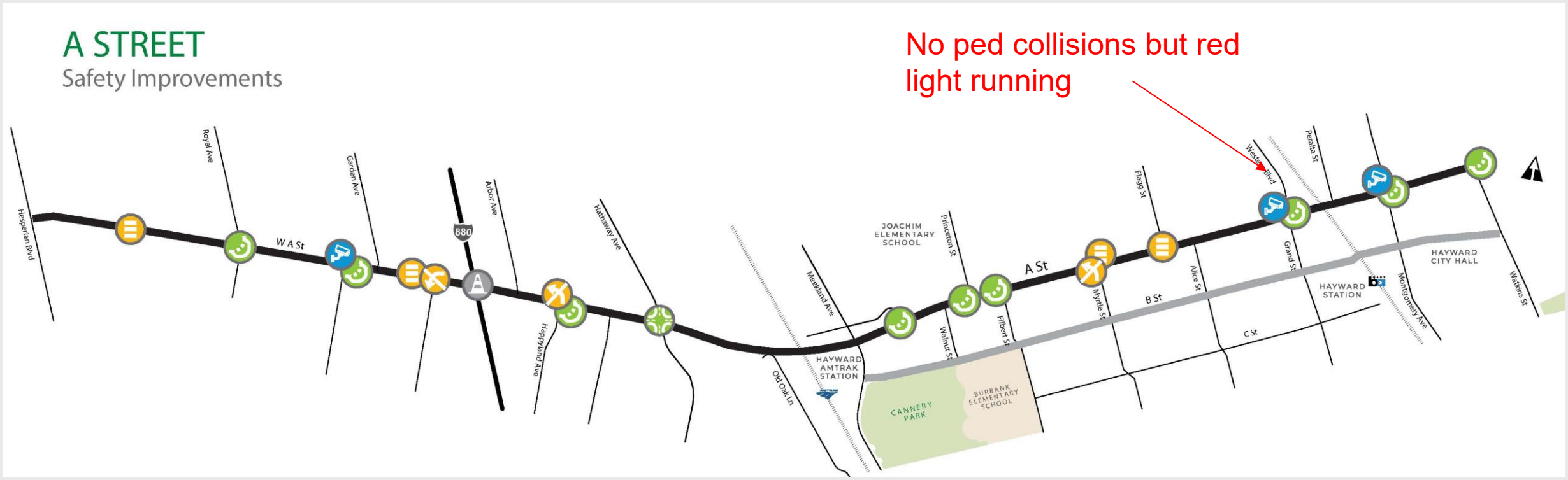
VEHICLE-VEHICLE CONFLICT ANALYSIS / APRIL 3 & 5, 2025







A Street: Recommendations



SPECIFIC INTERSECTION RECOMMENDATIONS

- Protected Intersection
- Pedestrian Bulb-Out

SPEEDING DETERRENTS

- Red Light Cameras

SIGNAL / TURNING RESTRICTIONS

- Midblock Crossing with RRFB
- Close left turning movements

OTHER PROJECTS

- Improvements that are part of another project

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Near-Miss Results

conflicts per 100 bikes/pedestrians

Intersection	Weekday		Weekend	
	Pedestrian	Bicyclist	Pedestrian	Bicyclist
Hesperian Blvd and West A St	8.99	14.63	9.88	18.80
Victory Dr and West A St	3.44	1.85	1.60	6.12
Western Blvd/Grand St and A St	6.14	17.50	7.77	14.41
Montgomery Ave and A St	5.56	7.46	4.37	4.46
Calaroga Ave and Tennyson Rd	9.48	3.85	9.92	4.61
Ruus Rd and Tennyson Rd	7.43	7.05	10.87	5.71
Baldwin St and Tennyson Rd	4.71	4.50	2.95	7.28
Huntwood Ave and Tennyson Rd	6.09	8.46	5.41	9.80
E 12th St/Dixon St and Tennyson Rd	10.63	15.85	4.73	4.70

Multiple locations where 10-15% of pedestrians & bicyclists experience a near-miss!

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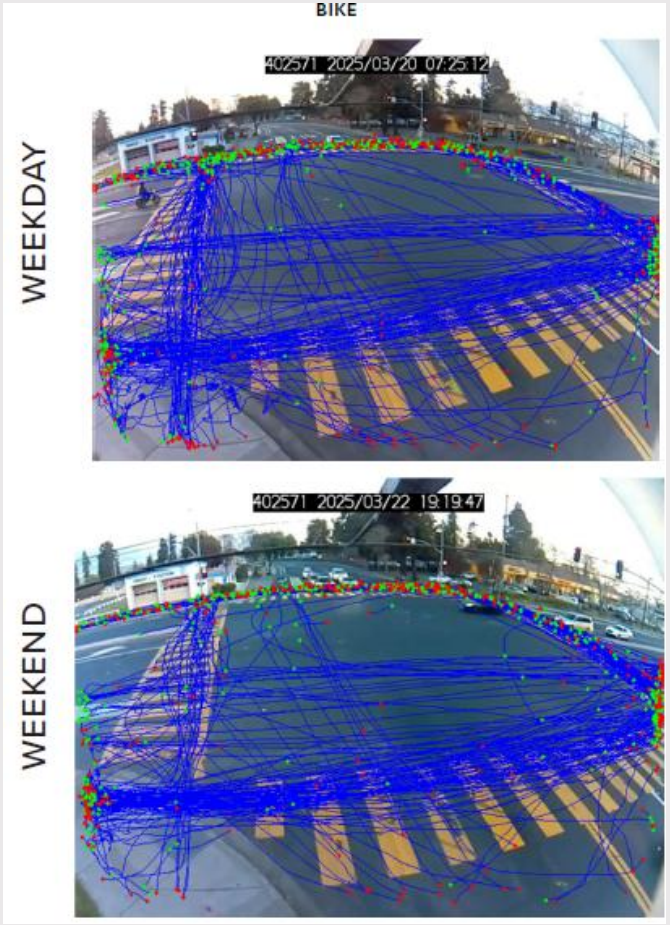
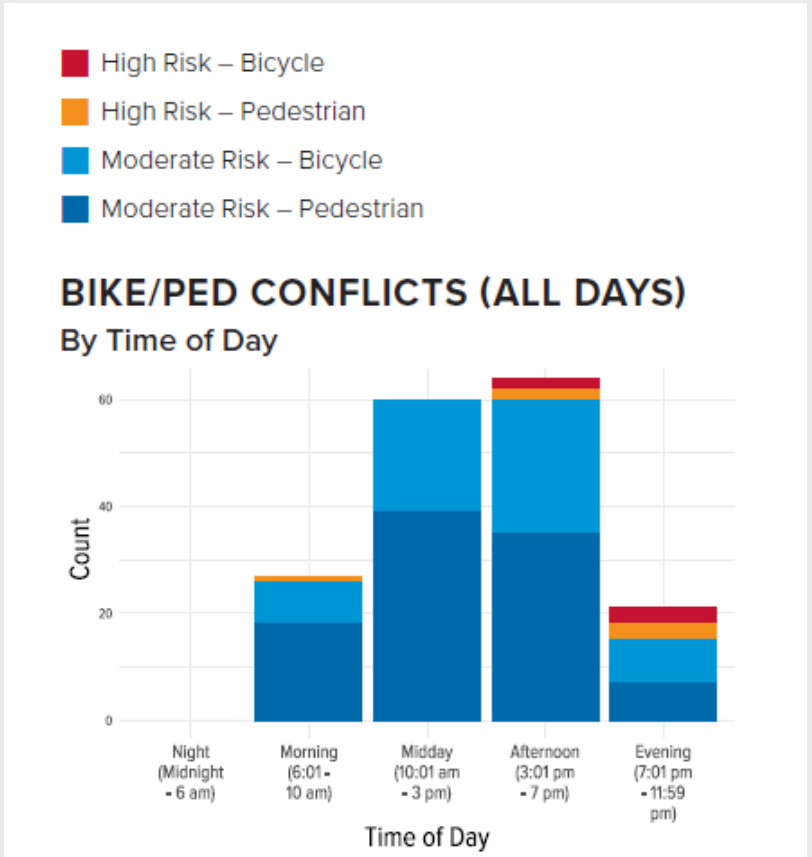
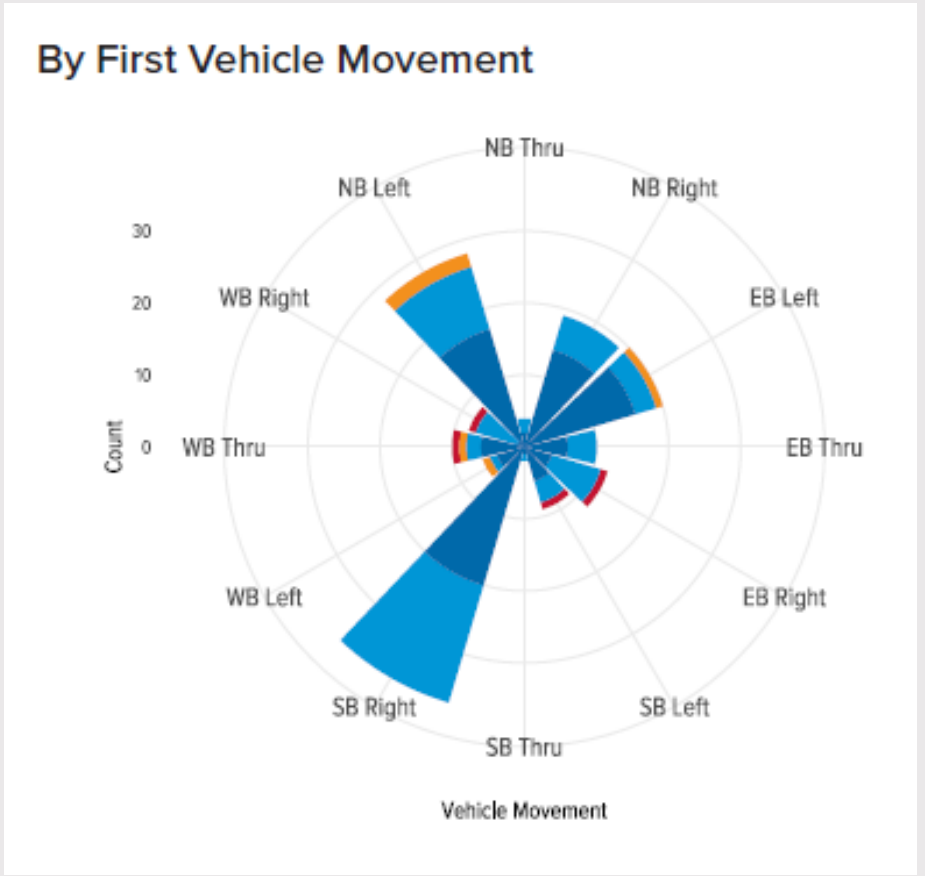
Visualizing Results: Near Miss Collisions

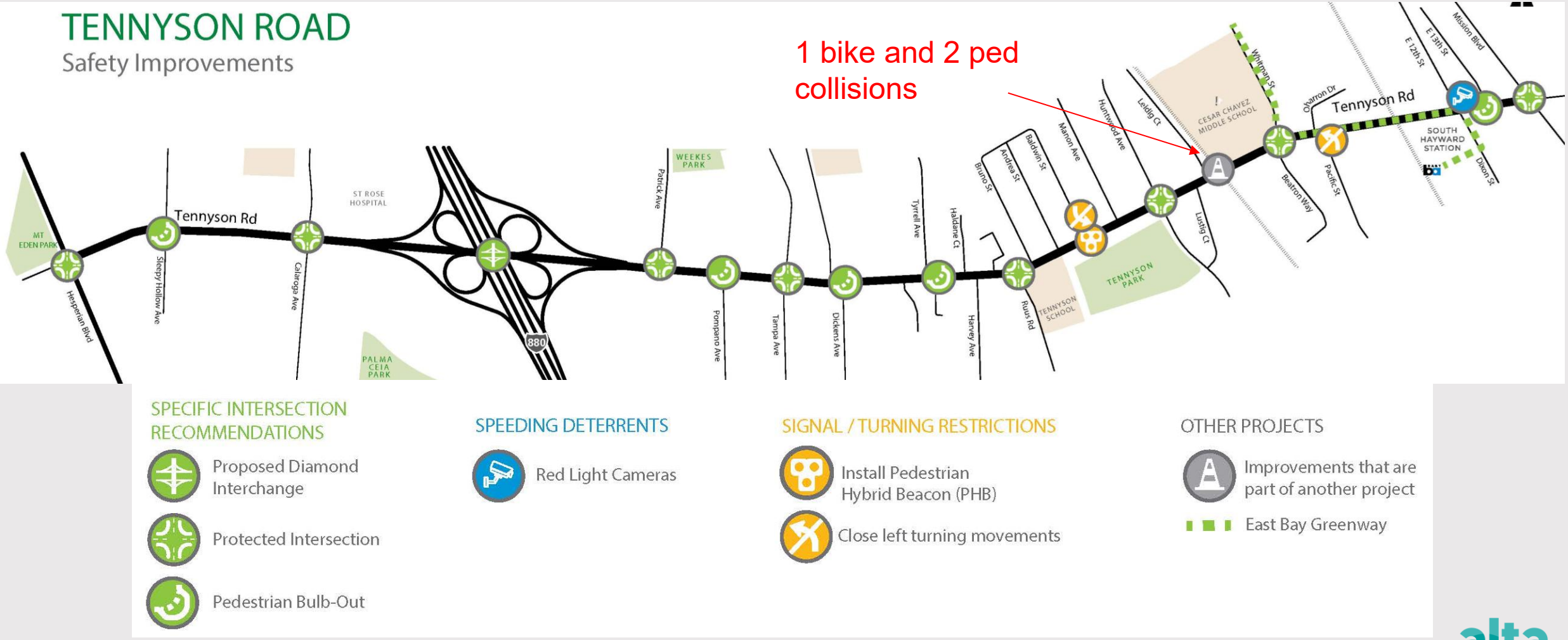
Tennyson Road at Huntwood Avenue







Tennyson Road: Recommendations



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Lessons Learned & Other Benefits

- Supplement, not replace existing data
- Validate community lived experience & build the case for stronger interventions
  - “Right-turn-on-red” restrictions
  - Leading pedestrian intervals
  - Protected intersections
  - Automated enforcement programs

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Thank You!

Mauricio Hernández

Alta Planning + Design

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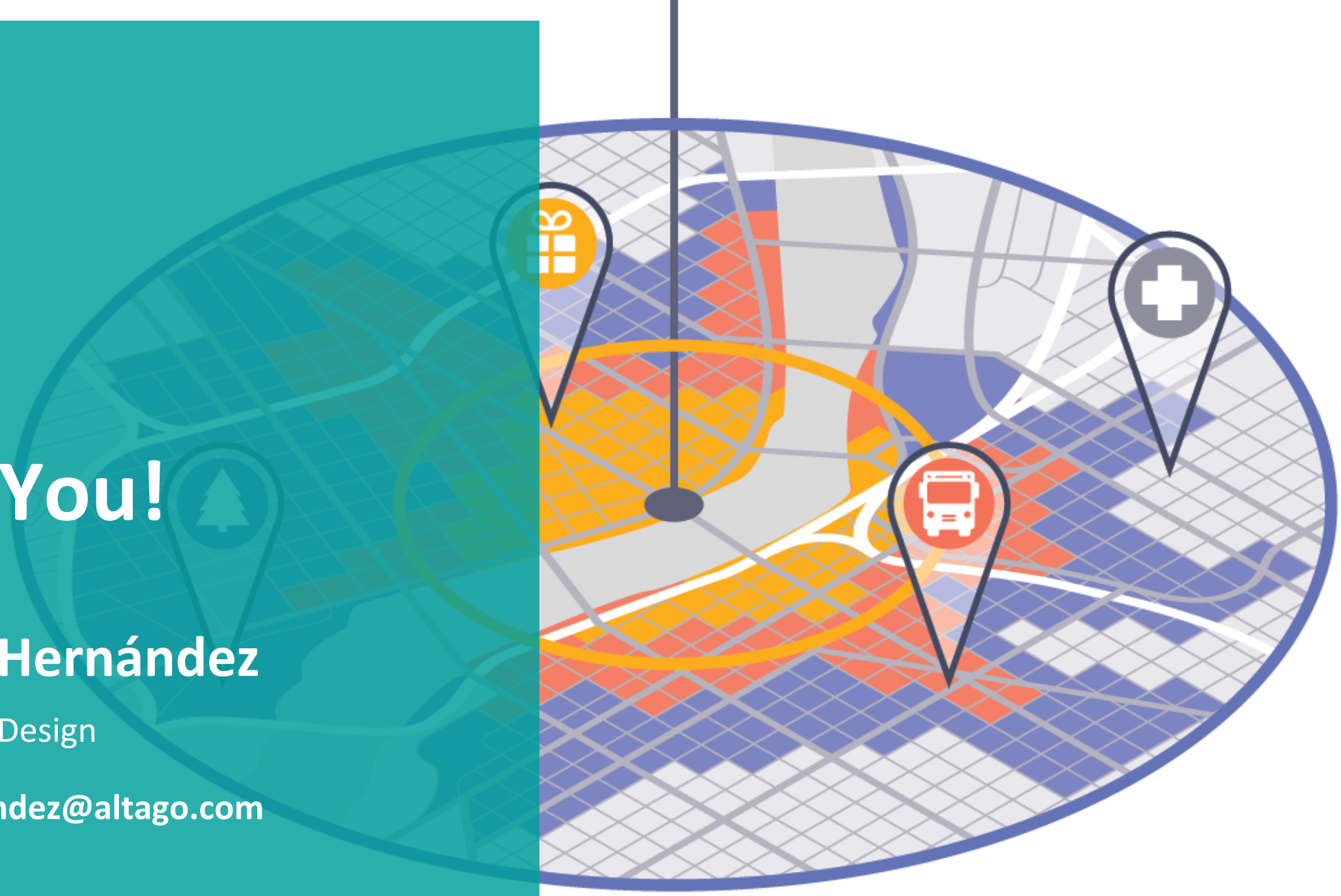


Comms Lessons Learned:
Folsom Streetscape & Valencia Bikeway Projects

Bobby Lee

Public Relations Officer

SFMTA – Streets Division/Livable Streets

Projects in Focus

- Folsom Streetscape Project
  - 1.4-mile streetscape project
  - Heart of SoMa District
  - “Freeway” like characteristics/cut-through

- Valencia Bikeway Pilot/Project
  - ~1 mile bikeway project
  - Eclectic, commercial corridor
  - Bustling nightlife and bike corridor

Folsom Streetscape Project

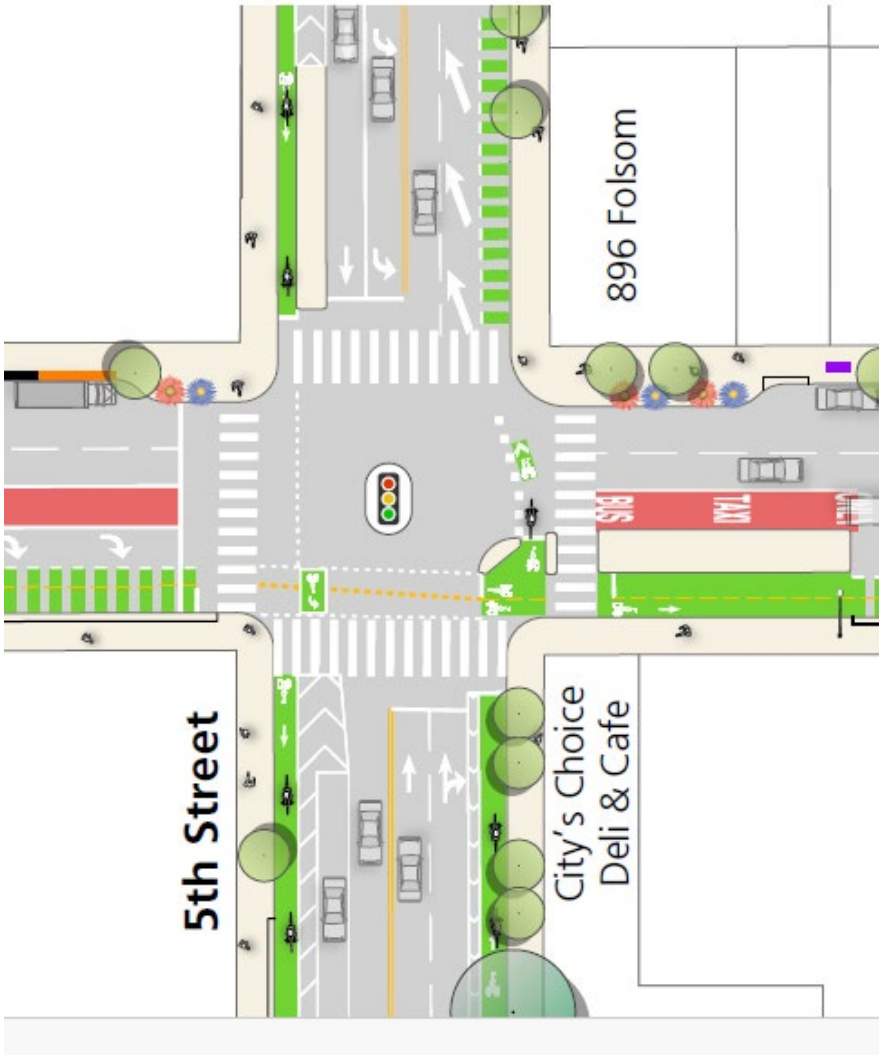
Goals and Objectives

- Improve safety for all users
- Make biking, walking and riding transit in SoMa more comfortable
- Identify/reflect the cultural diversity and vibrancy in SoMa
- Enhance the public realm and landscape

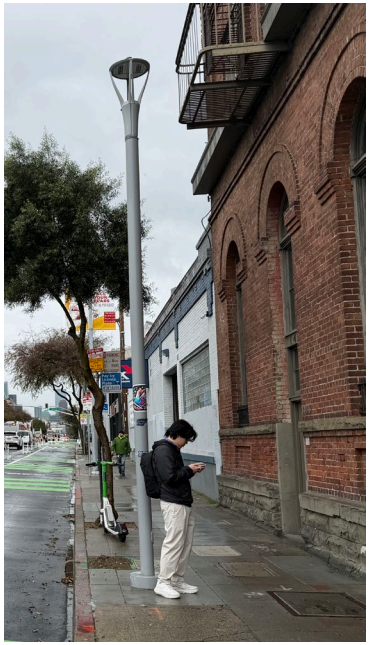
Howard Streetscape Project Limits

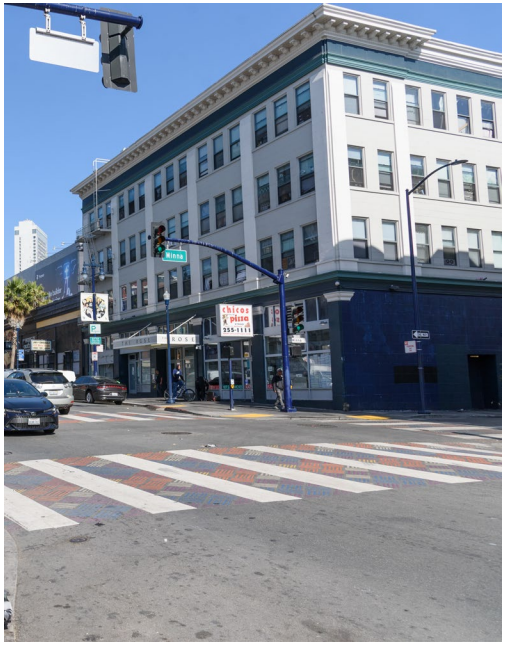
Folsom Streetscape Project Limits

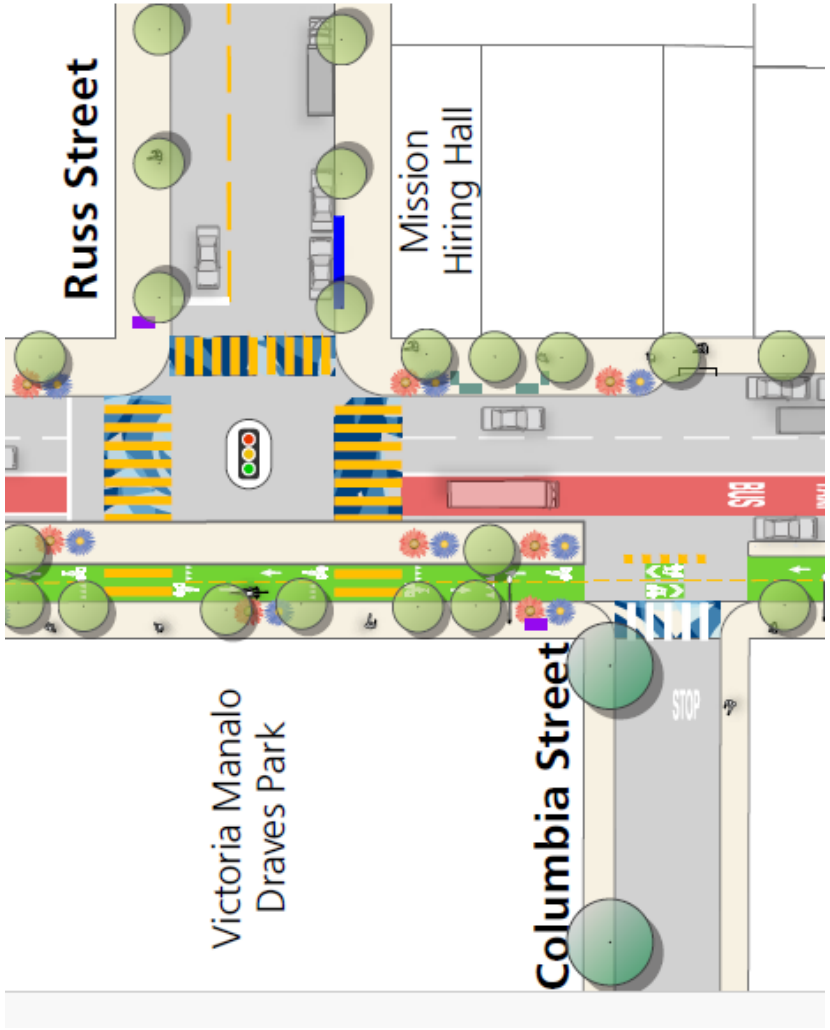
What Did We Do? Biking



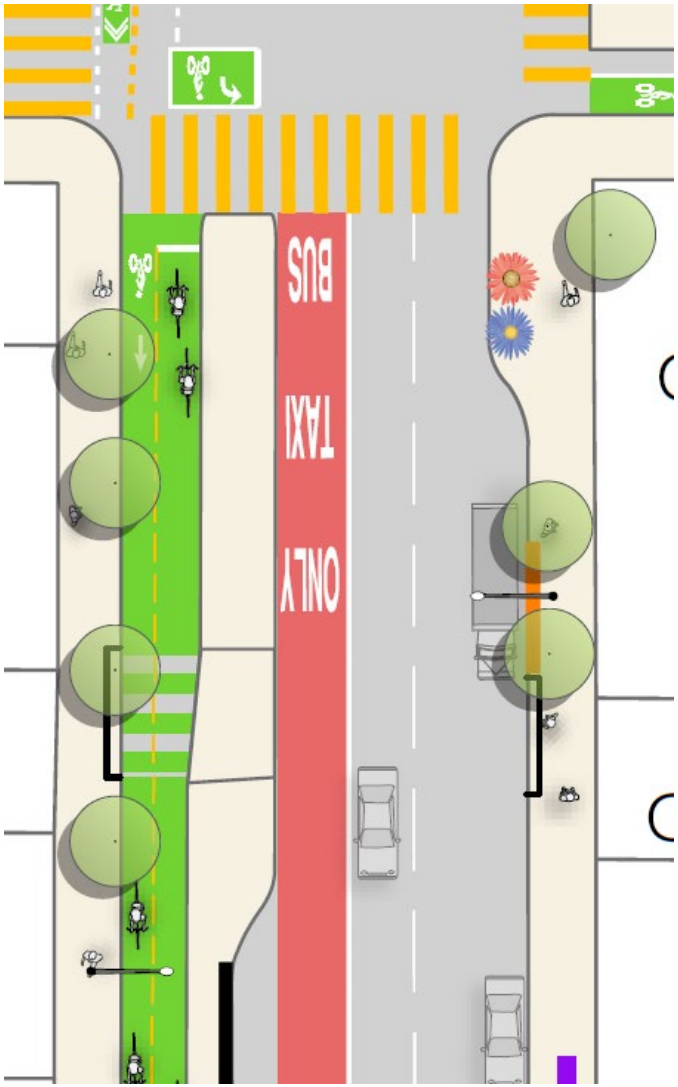
Walking





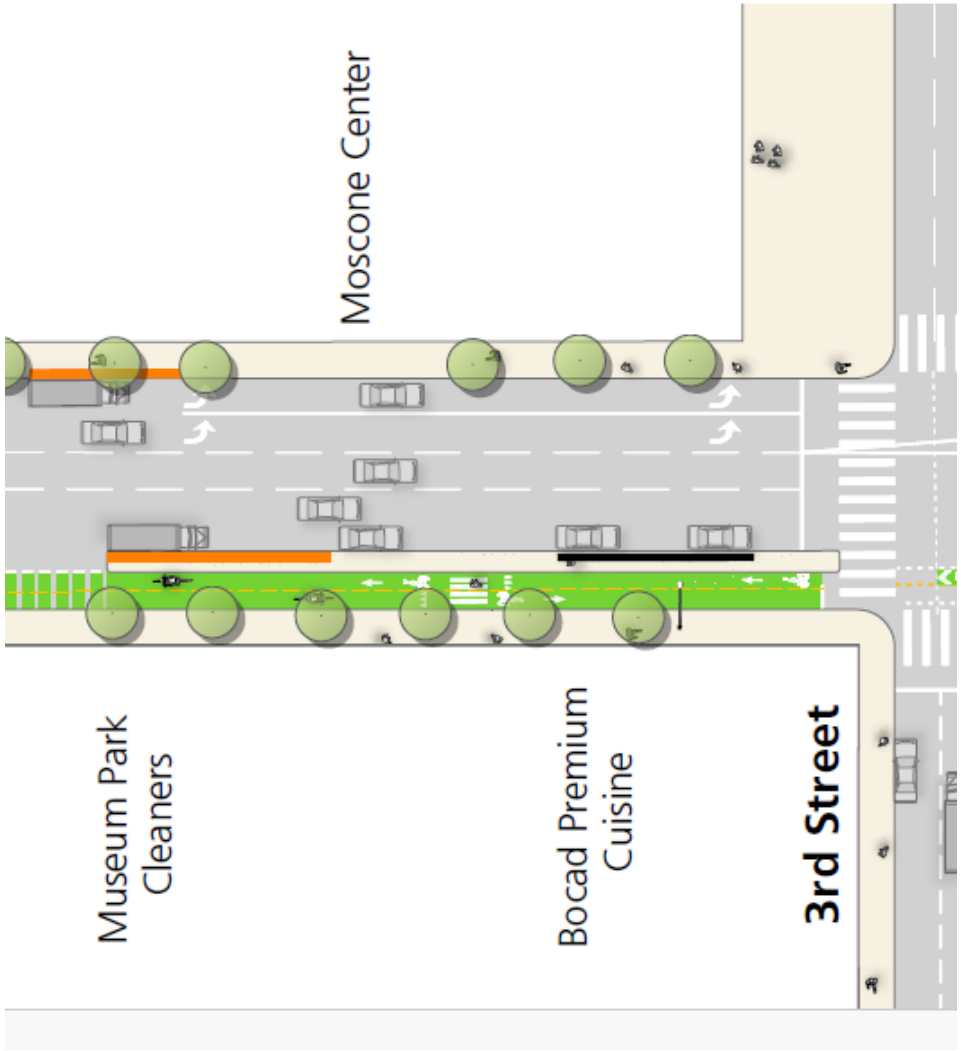

Russ Street
Mission
Hiring Hall
BUS
Victoria Manalo
Draves Park
Columbia Street
STOP

Transit

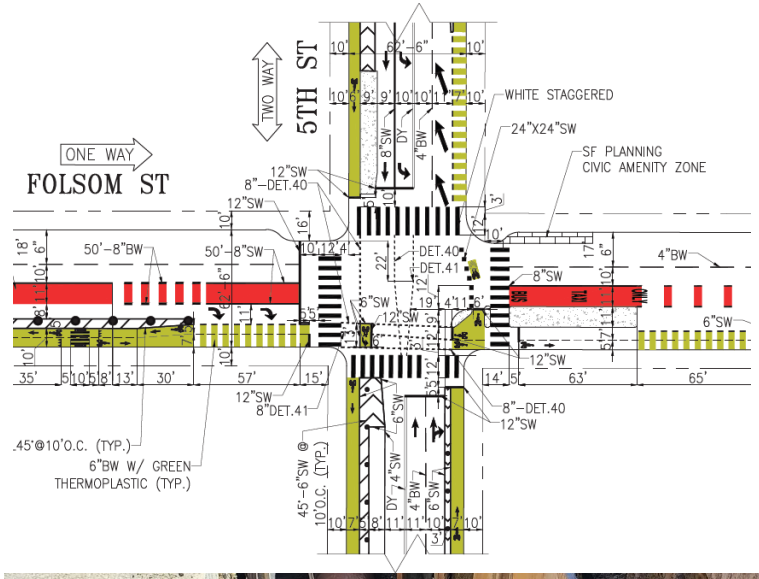


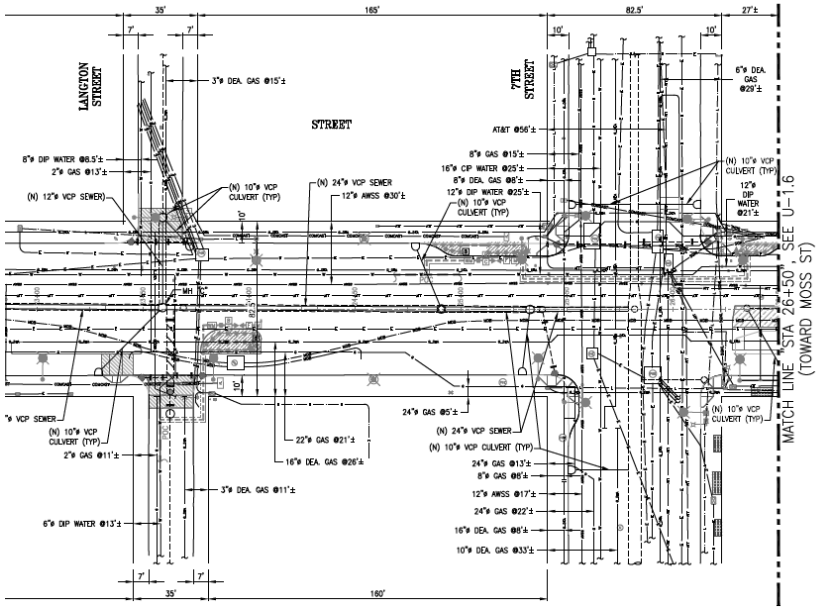
Vehicles


ONE WAY
9TH ST
9th St
California College of the Arts


Moscone Center
Museum Park Cleaners
Bocad Premium Cuisine
3rd Street

Infrastructure





Challenges

- 3 distinct neighborhoods
  - West SoMa – Nightclubs & Bars, LGBTQ Heritage
    - Felt left out of every economic boom, ignored by City
    - Late night operating hours
  - Central Soma – Social Services & Filipino Heritage, Schools, Parks & Rec, Residents
    - Manage disruption to major traffic routes, school and recreational activities
  - Eastern SoMa – Moscone/Convention, Commercial, Office/Tech, Residents
    - Work around big conventions, daily traffic gridlock

Communications Goals

- Tell the “big picture” story – once-in-a-lifetime transformation from cut-through to thriving community
- Explain design and construction impacts
    - DPW & Contractors were construction partners, separate PIO
- Involve the community in design, construction arrangement
- Navigate sensitive stakeholder needs
- Promote the work of cultural heritage districts
- Celebrate change!

How We Communicated

- Met with community stakeholders 1:1 (CBO's, CBD's, Influential Stakeholders) multiple times – including at City Hall with Elected Officials
- Held Open Houses & tabling at community events
    - Used Plan View documents
    - Photo simulation/Photos
- Door-by-Door visits, every business on the corridor visited at least 2-3x
- Launched Parking & Loading Survey
    - Made color curb or parking changes where possible
- Responded promptly to 311, coordinated with other city agencies
- Created an escalation path for concerns from elected officials.
- Merchant Working Group
    - Budgetary set-aside
    - Convened 5 meeting to direct 6-figure of funds to marketing the corridor
    - Marketing Campaign – poster, bus card ads, social media, city website
- Produced video to define narrative of project

Valencia Bikeway Project

Goals and Objectives

- Reduce Injuries
  - 2 serious bike collisions per month, pre-COVID
- Restore order to chaotic corridor
- Curb/parking was not functioning for anyone, lots of double parking
- We already installed the center-running bike lane during COVID, faced a lot of controversies
- Decision was made to switch back to a side-running, curbside bike lane
  - Trade-offs! Make a decision on parklet positioning

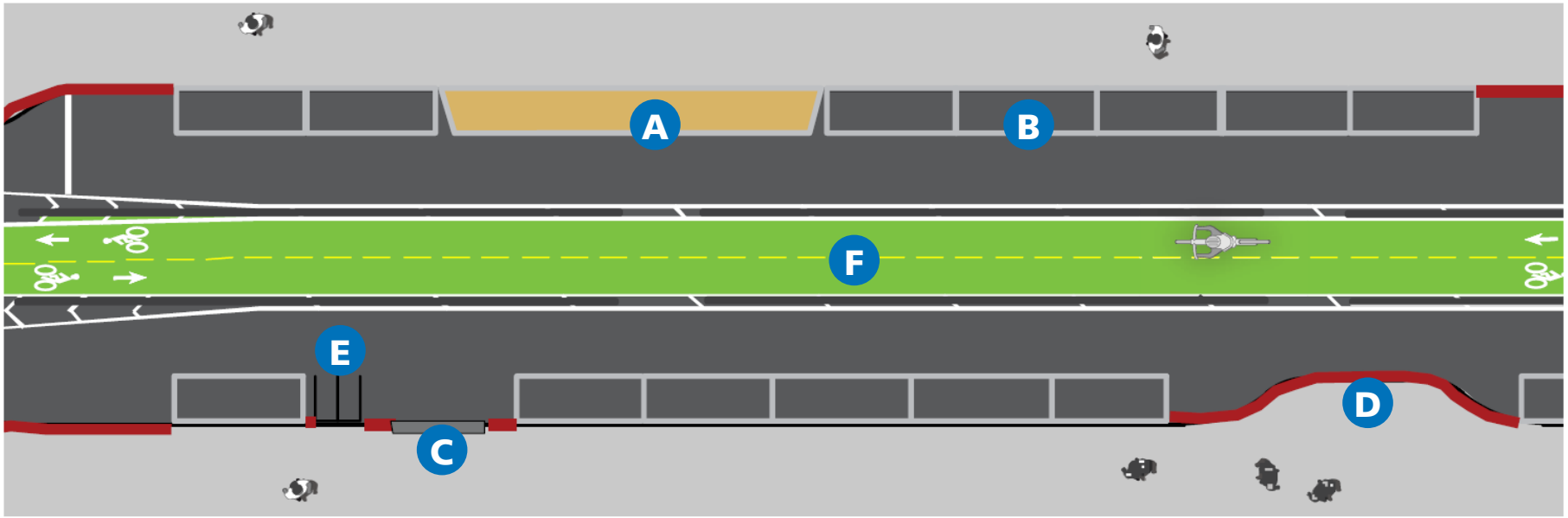
Curbside Protected Bikeway

Side-running protected bikeway

- Implemented on Valencia between Market and 15th Street
- Standard protected bikeway design that is seen throughout the city
- Considered for the mid-Valencia pilot

Parklet Tradeoffs

Center–Running Bikeway Pilot

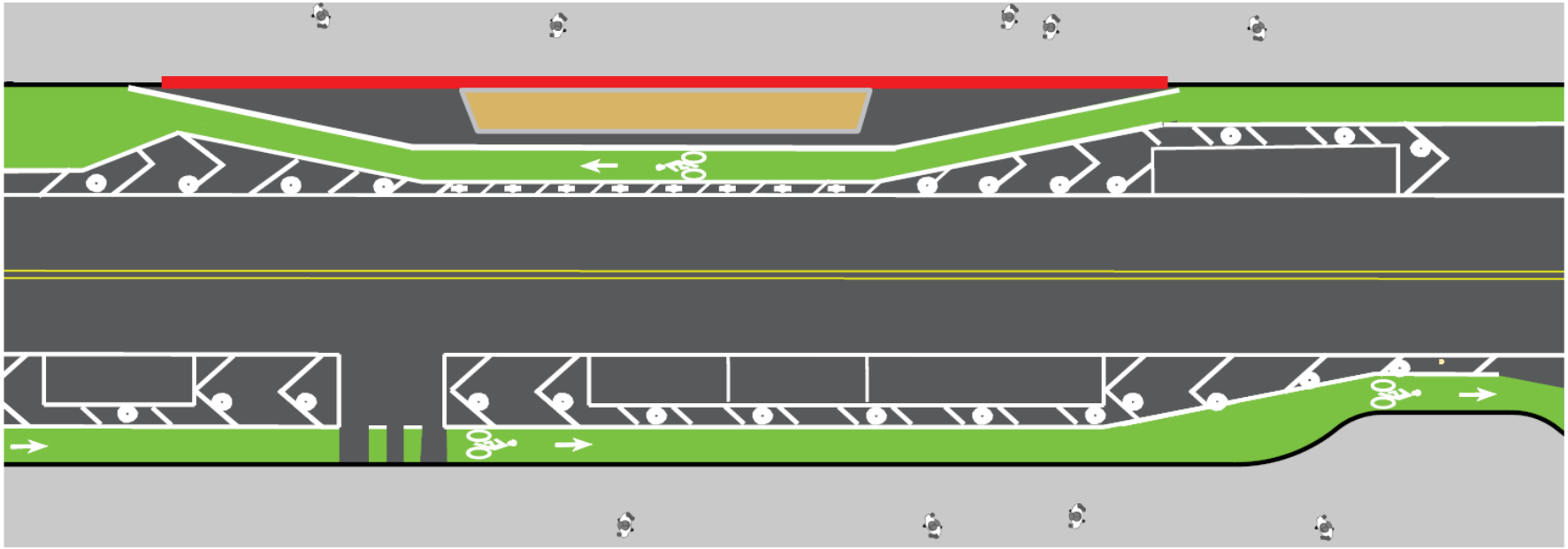


Legend:

- **A** Shared Spaces outdoor dining parklet
- **B** Parking/loading space
- **C** Driveway
- **D** Red zone
- **E** Motorcycle parking
- **F** Center-running protected bikeway

Parklet Tradeoffs

Example Side–Running Bikeway with Curbside Parklet

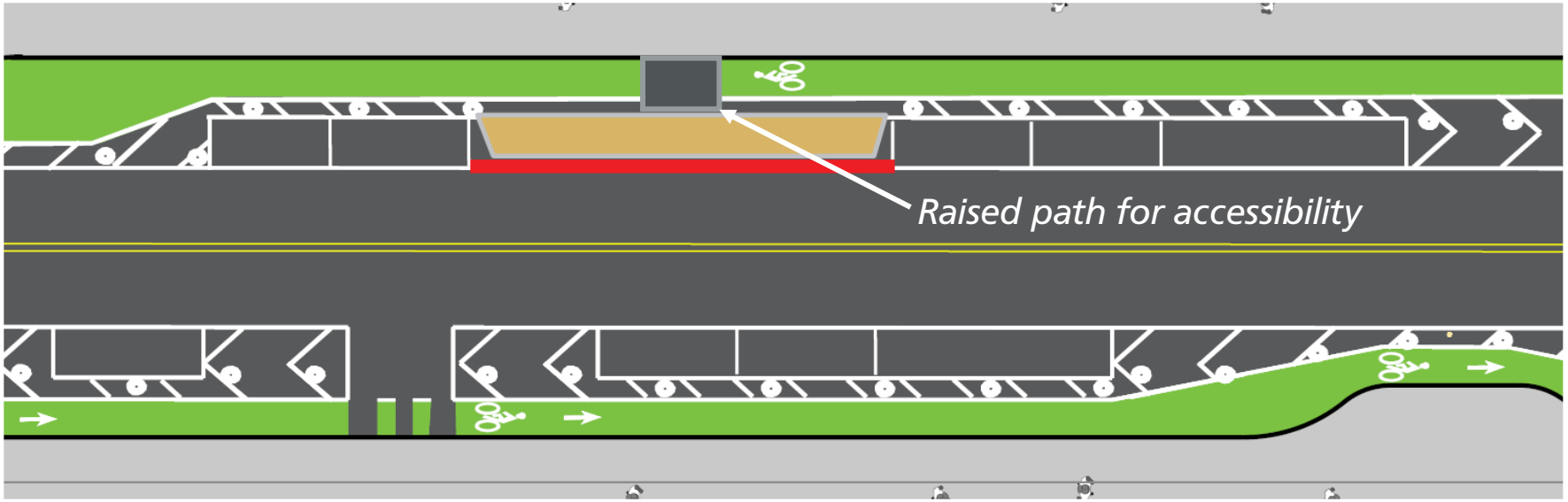


Considerations:

- Weaving is required so that people on bikes can go around the parklet
- Prohibits new parklets from being constructed on the corridor

Parklet Tradeoffs

Example Side–Running Bikeway with Floating Parklet



Considerations:

- Does not require the removal of additional parking for bikeway transitions
- Cost implications for relocating existing parklets
- Will require an accessible raised pathway to be constructed, which will impact the bicycling experience
- Will need to solve for access to parklet across a busy bikeway

Communications Goals

- Tell the “big picture” story – we heard center-running bike lane doesn’t work, we are pivoting to a traditional side-running bike lane.
- Communicate significant trade-offs
    - Loss of Parking
    - Parklets need to be modified or moved, new ped path
    - Full-block closures were needed
- Request design feedback – Parklets location
- Request construction scheduling feedback
- We needed to know the best time of year, week, day to perform street closures/construction
- Communicate bike lanes can be a positive economic impact on a commercial corridor – countering inaccurate narratives

How We Communicated

- Met with community stakeholders 1:1 (CBO's, CBD's, Influential Stakeholders) Monthly to Quarterly – Over-communications
- Door-by-Door visits, every business on the corridor visited at least 2-3x
- Launched Parking, Loading, and Construction Survey
- Formed a Construction Working Group to inform us on construction impacts and considerations
- Produced video to define narrative of project

- Held Open Houses during off-peak hours for business owners (Block by block charette)
    - Used Plan View documents
    - Grouped business owners by proximity and had side conversations with the small groups to solve the design issue.
- Hosted a social media influencer, media round table at every step
- Began an analysis of sales tax revenue, leasing, credit card receipts on corridor. Great exercise, couldn't get data needed.

Key Takeaways & Advice

- Foundational
  - Build and reassess your communication plan (IAP2)
  - Work alongside your outreach consultants & staff
    - "How come I haven't ever heard of this project?"
  - Be responsive during construction and after project is complete
- Tactics in Conversation
  - Take a customer service mindset, be a connector, help direct frantic energy
  - This may be the first time a constituent may be speaking to a city employee in 10-20 years; other external factors may be influencing them
  - Explain acronyms and concepts at an 8th grade level
  - Tell them what you are going to tell them, tell them, then tell them what you told them. Follow up question? Ask "Why" 3x, get to the full context
  - Explain the whole process further – when is input accepted? What are you asking? Or are you informing?
  - Build relationships, bring them along, they'll likely participate in your next project.

Key Takeaways & Advice

- Everyone loves photos, videos, and illustrations
    - Show example corridors, neighboring cities
    - If you can afford it: photo simulations, fly-thru videos
    - Plan view diagrams help everyone orient themselves
    - Drone shots are amazing (FAA licensing)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FRESH MADE PIZZAS

Key Takeaways & Advice

- Help everyone get to that “aha” moment
    - Everyone has a different learning style
    - Be available at every discovery moment
    - Help guide them to that “aha” moment where they can envision the project in their mind’s eye
    - Use familiar references (e.g. “the corner liquor store”)
    - Ensure your materials are accessible in person and online

SFMTA

Questions?

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