

VAN NESS

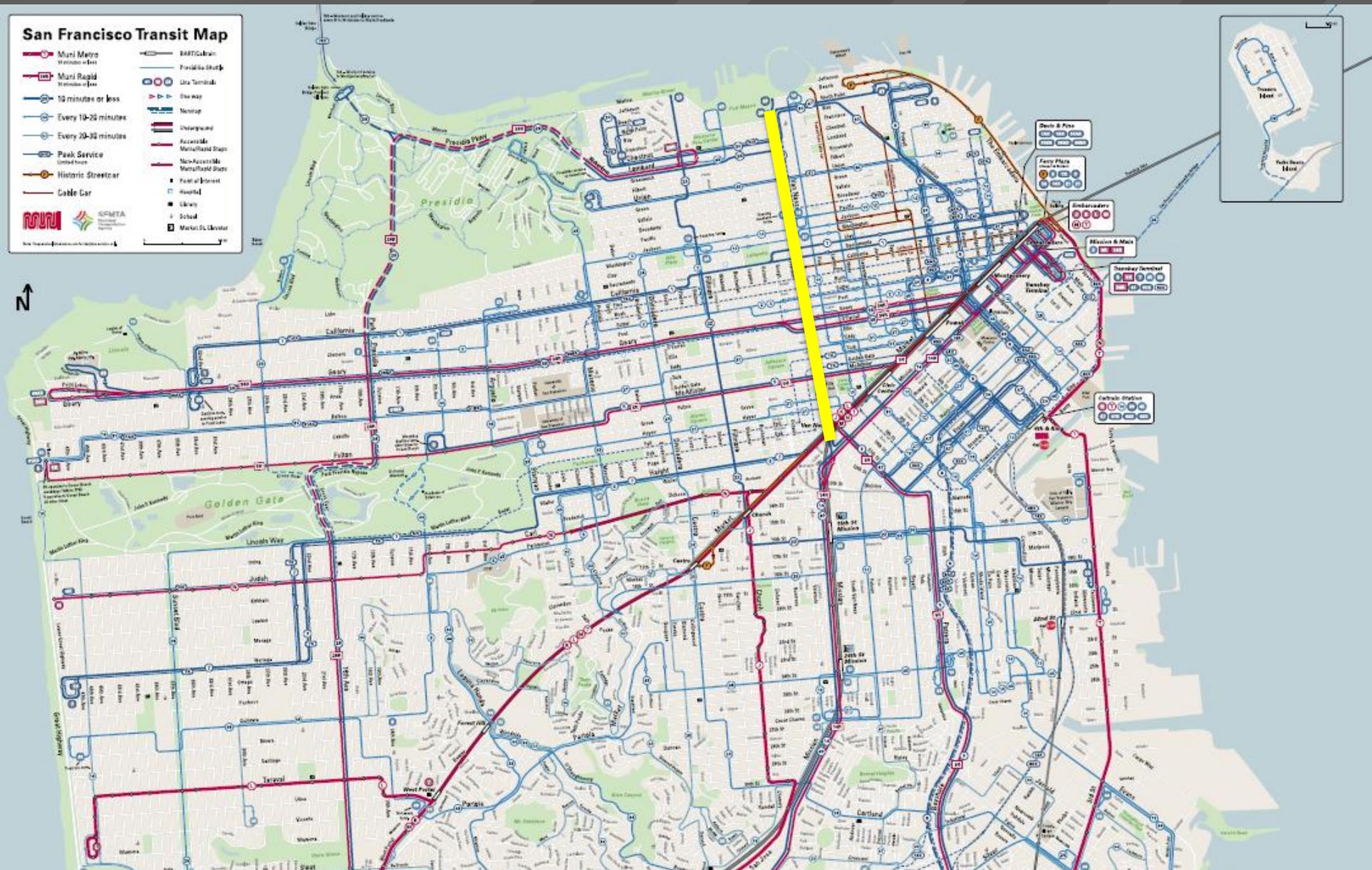
IMPROVEMENT PROJECT



April 11, 2017



Van Ness Improvement Project



San Francisco's Spine



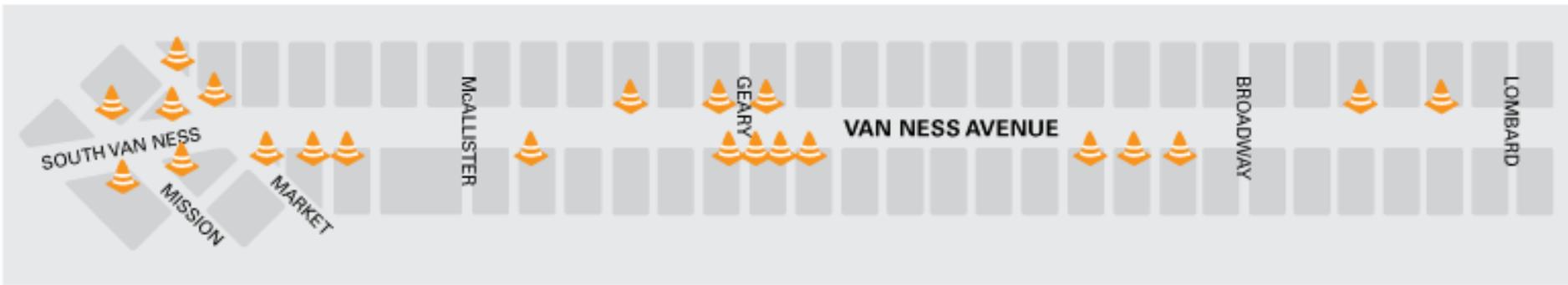
Van Ness Avenue is the backbone of civic life in San Francisco and one of the most important thoroughfares connecting the region. This project will make the street accessible and enjoyable for everyone through:

- The City's first Bus Rapid Transit system, a globally proven solution to improve transit service and address traffic congestion.
- Utility maintenance including repaving the street and replacing water and sewer systems to ensure reliability.
- Public improvements like more efficient street lighting, new sidewalk lighting and landscaping.

Core Project Need

- Highway 101 and North-South arterial
- 16,000 daily passengers boarding within the project corridor
- Bus speed averages 8 mph (including stops and boarding), 12 SFMTA buses on Van Ness at peak
- Traffic averages 9 mph, heavy traffic congestion from Mission to Lombard streets
- Pedestrian high injury corridor

PLANNED DEVELOPMENTS



Polling Question

- What has been your agency's approach to public participation in the past?
 - We haven't strayed far from traditional methods like town hall meetings and mailers
 - We've been passive, mostly interacting through posted notices
 - We've used a consultant to manage outreach
 - We're very active and are always trying new technologies and methods to reach new audiences

Outreach Efforts

- Pre-construction surveys collected data from 85% project-facing business and residential properties
- Launched Business Advisory Committee
- Series of walking tours to show existing conditions and to discuss project features and improvements once construction is complete



Polling Question

- What percentage of Americans use text messaging at least once a day?
 - 97%
 - 80%
 - 67%
 - 98%
 - 90%

Interactive Text Messaging Campaign



VAN NESS IMPROVEMENT PROJECT

We're **UPGRADING** to keep your water and sewer flowing

Curious about what's happening on Van Ness Avenue?

Text YES to 415-413-4201 to find out more.

How does this work? Once you text us, we will reply with information. Standard text message rates may apply. Your privacy is important to us. We won't share or sell your phone number. More information at sfmta.com/vanmess

SFMTA AUCRI

VAN NESS IMPROVEMENT PROJECT

We're **PAVING THE WAY** for a better ride

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SFMTA AUCRI

VAN NESS IMPROVEMENT PROJECT

We're improving your **SAFETY** on Van Ness

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SFMTA AUCRI

VAN NESS IMPROVEMENT PROJECT

It's going to get **BRIGHTER** on Van Ness

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SFMTA AUCRI

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Future home of SF's first Bus **RAPID** Transit

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SFMTA AUCRI

VAN NESS IMPROVEMENT PROJECT

We're going to **IMPROVE** your commute on Van Ness

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SFMTA AUCRI

Interactive Text Messaging Campaign



VAN NESS IMPROVEMENT PROJECT

我們將強化 Van Ness 的供水和排水系統

想了解 Van Ness 大道的改變嗎？

請發送短信 YES 到 415-599-4706 了解更多信息。

sfmta.com/vanness

VAN NESS IMPROVEMENT PROJECT

We're going to **IMPROVE** your commute on Van Ness

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VAN NESS IMPROVEMENT PROJECT

Repavimentaremos la calle para tener **MEJORES VIAJES**

¿Le interesa saber lo que está ocurriendo en Van Ness Avenue?

Envíe un mensaje de texto con la palabra SI al 415-968-5191 si desea saber más.

sfmta.com/vanness

VAN NESS IMPROVEMENT PROJECT

Van Ness 將變得 **更明亮**

想了解 Van Ness 大街的改變嗎？

請發送短信是到 415-599-4706 了解更多信息。

sfmta.com/vanness

VAN NESS IMPROVEMENT PROJECT

Magiging mas **MALIWANAG** sa Van Ness

Gusto mo bang malaman kung ano ang nangyayari sa Van Ness Avenue?

I-text ang OO sa 415-702-3671 para makakuha ng karagdagang impormasyon.

sfmta.com/vanness

Interactive Text Messaging Campaign



Resources:

Textizen Knowledge Base

<http://support.textizen.com>

3 Tips for Writing a Great Survey Hook

<http://blog.textizen.com/surveyhook-20150115>

Gallery of outreach materials

<http://support.textizen.com/article/67-gallery-textizen-outreach-materials>

5 Tips for Creating an Effective Outreach Poster

<http://blog.textizen.com/outreach-poster-20141113/>

Thank you



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