



Living Lab Phase II - Folsom Street Lessons Learned – 2015-16

Living Lab Phase II

Lessons Learned

- Public Outreach & Communications
 - Importance of both traditional & social media
 - Need to be more proactive with messages and make info/data easier to find on website
 - More time for public outreach process (1-2+ months more time needed in advance)

Living Lab Phase II

Lessons Learned (cont.)

- Public Outreach & Communications
 - More information ready to go prior to installation (FAQs, project purpose, what to expect & when, information on the corridor elements, evaluation plan/criteria, etc)
 - Better ways to access and view information quickly (ex. install camera on corridor for 24/7 viewing)
 - Vocabulary – word choice matters

Living Lab Phase II

Lessons Learned

- Data collection, analysis, and reporting
 - Extensive “before” data was collected and analyzed to determine recommendations, but didn’t clearly communicate it to community.
 - Information on data/analysis was lost in volume of materials to TAB & Council

Living Lab Phase II

Lessons Learned (cont.)

- Data collection, analysis, and reporting
 - Positive to do NACTO peer city design review
 - More data displayed on the website, before, during installation, and immediately after
 - Difference in travel time change compared with driver experience
 - Impact of mid-block pedestrian crossings

Living Lab Phase II

Lessons Learned

- Installation
 - Underestimated time for install process
 - Need to have more information available for people to see during install
 - Install camera for 24/7 viewing
 - More frequent information updates during install
 - More quickly provide data on initial, preliminary results
 - More quickly respond to community's concerns regarding congestion