



Embarcadero Enhancement Project

1

Oct 2018 Design Showcase
Outreach Summary

Project Description & Goals

The Embarcadero Enhancement Project is a collaboration between the SFMTA, Port of San Francisco, and San Francisco Public Works to increase safety, comfort, and accessibility for all who travel along The Embarcadero, while assuring the corridor continues to serve businesses. The project aims to develop a 'Complete Street' vision that provides dedicated space for each mode of travel and improves safety for all users.



The Design Showcase was held in the Grand Hall of the Ferry Building.

Purpose of the 'Design Showcase'

Since 2014, the project team has collaborated with stakeholders and the public through design workshops, open houses, and one-on-one meetings. Much of the discussion centered on how to provide a dedicated space for people bicycling, leading to the preferred concept of a two-way, 'water-side' protected bikeway.

At the Concept Design Showcase, held on Oct 25, 2018 at the Ferry Building, the project team presented a more refined vision for the corridor — expanding the discussion to pedestrian safety, transit, accessibility, and vehicular travel improvements and impacts. The project team presented the latest concept design drawings for the corridor within an open house format, allowing members of the public to arrive according to their own schedules, review materials, and discuss items of concern directly with SFMTA, Port of San Francisco, and Public Works staff, as well as fellow attendees. Approximately 200 people attended the meeting.

The Embarcadero corridor concept design plan was broken up into three sections, allowing participants to engage with and provide feedback based on geographic location. Other boards presented design considerations relevant to each mode of transportation, encouraging the public to work through the trade-offs involved in making the corridor work for everyone. A survey and interactive exercises also allowed participants to communicate their priorities and concerns. Finally, information on near-term improvements (both underway and planned) was provided, which aim to improve safety prior to the larger concept being implemented.

The following pages summarize public feedback gathered from the Design Showcase, including the results of the survey, comments written on boards, and from the interactive exercises. This information will guide the project team as they move into the preliminary engineering and environmental review phases.

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Embarcadero Enhancement Project

Oct 2018 Design Showcase Outreach Summary

Survey Summary

A project survey was provided to all Design Showcase attendees to fill-out as they engaged with the various stations at the open house. The survey allowed participants to share their relationship to and how they use The Embarcadero corridor, their level of support for the project, as well as provide comments on the concept design. Over 140 completed surveys were received.

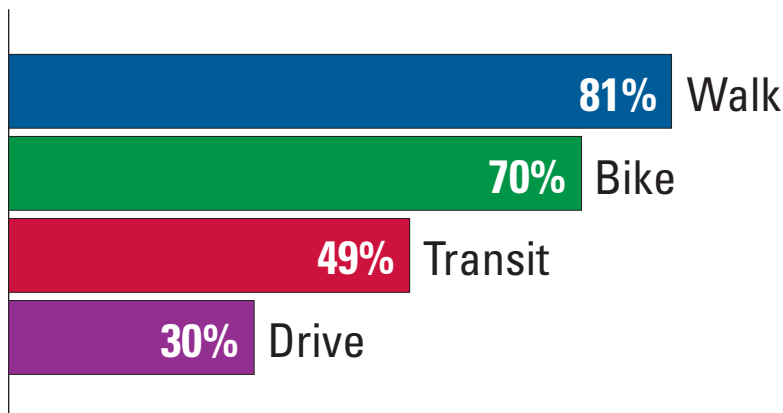
Interest in The Embarcadero:

75%
of respondents live, work,
and/or commute near
the project area

11%
lease/own a home or
business on or near
The Embarcadero

Beyond commuting, respondents visit The Embarcadero for other purposes – including events, attractions (e.g., Exploratorium), dining, and exercise – illustrating the many functions and civic importance of the corridor.

Modes of travel used:



81%
of respondents use
multiple travel modes
along The Embarcadero

Many respondents also use other active modes and personal mobility devices, including running/jogging, skating, and riding (electric) scooters and skateboards.

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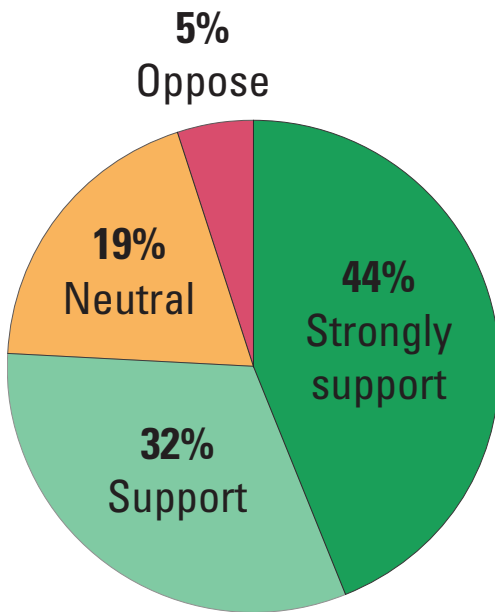


Embarcadero Enhancement Project

Oct 2018 Design Showcase Outreach Summary

Survey Summary (continued)

Level of support for project:



The Design Showcase was helpful for many participants to form an opinion of the project.

When arriving at the open house, **28%** of participants were neutral about the proposal; when leaving, this figure dropped to **19%**.

Top comments and concerns:

1. Desire for more/better near-term bicycle safety improvements (e.g., protected SB bike lane)
2. Desire for an accelerated project timeline
3. Desire for better bicycle connections at Market St, Townsend St, to Caltrain
4. Desire for more/better pedestrian safety improvements
5. Support for the proposed protected bikeway
6. Concerns for the project’s impacts to motorized traffic
7. Support for plaza proposal at the Ferry Building
8. Expressed priority for safety elements over parking (i.e., remove parking where necessary)
9. Concerns for interactions between different users and the importance of pedestrian priority
10. Desire for a wider bikeway (e.g., for passing, pedicab access)

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Embarcadero Enhancement Project

Oct 2018 Design Showcase Outreach Summary

Comments from Boards and Conversations

A variety of feedback and information was provided via written comments on boards and through conversations with project staff. The comments are organized below by major theme/topic.

Counts of comments received by major topic:

Near-term improvements (27)

- Protected bikeway (19)
- Sansome/Battery bike lanes (3)

Corridor design (29)

- Walking-related (8)
- Bicycling-related (22)
- Auto-related (2)
- Interactions between peds + bikes (4)
- Connections to the citywide bike network (5)

Transit (5)

- Oppose streetcar stop removal (2)
- Desire more local bus service (2)

Parking & loading (12)

- Acceptance of less on-street parking (9)

Ferry Building / Harry Bridges Plaza re-design (19)

- 'Access/drive aisle'-related (5)
- 'Vehicle access to Ferry Building'-related (5)

Other ideas / considerations (7)

- Pedicab accommodation (2)
- Consider other users – including runners, electric personal mobility



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Embarcadero Enhancement Project

Oct 2018 Design Showcase Outreach Summary

Comments by Corridor Segment

Comments written on the three corridor segment boards allow project staff to better understand the public’s concerns and ideas at particular locations. We’ve included some frequently cited and thought-provoking comments below, organized by segment.

North Point – Broadway:

“Bike lanes on Sansome/Battery would be great! Right now there are no bike lanes between The Embarcadero and Polk Street.”

Where multiple pedestrian crosswalks over the bikeway are shown near Green Street –
“Would it be possible to funnel all pedestrians to a single crossing?”

“Do not close the left-turn from The Embarcadero onto Chestnut please!”

Broadway – Folsom:

“Study how ferry commuters cross The Embarcadero in the morning and evening.”

At the Ferry Building – *“Bike parking here; [supervised] for 8-12 hours a day for commuters.”*

“[Install a] bike lane from Market Street to the Ferry Building.”

At Mission Street – *“Use bike signals to prevent pedestrian conflicts.”*

Folsom – Townsend:

At Folsom and Harrison streets – *“Pedestrian crossings need to be raised.”*

“Need to manage in and out car/ped conflicts at Piers 30/32 and other parking lots.”

“Can protected intersection designs be considered at intersections of major bike routes?”

“Be sure turning [by bike] to and from Townsend Street is well-supported.”

“Would there be a way to continue the bike path all the way to Caltrain?”



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Embarcadero Enhancement Project

Oct 2018 Design Showcase Outreach Summary

Interactive Exercises

Before leaving the open house, we asked participants to use sticky dots to identify project elements they were more excited and concerned about. We also inquired what they would like to see staff study in more detail going forward. Finally, we asked which of the three segments they would prioritize implementing first. Below are summaries and counts of the top responses, including some illustrative comments.

What project element are you most excited about?

- #1. Protected bikeway (73)
- #2. Shorter, more accessible pedestrian crossings (34)
- #3. Updated promenade (28)

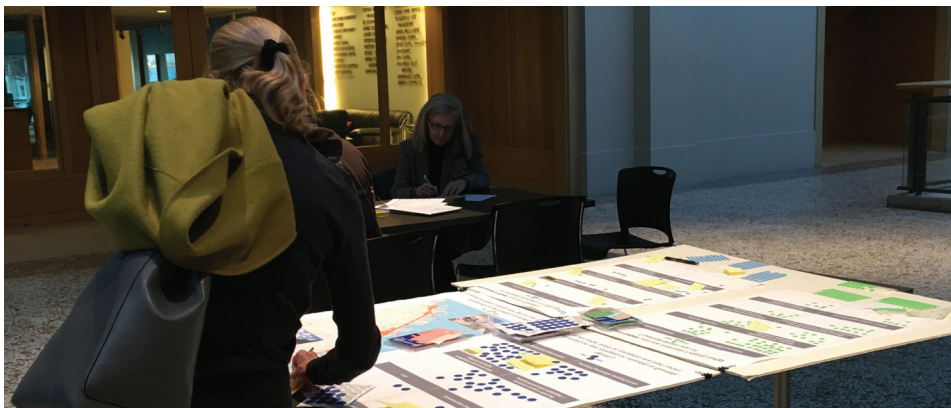
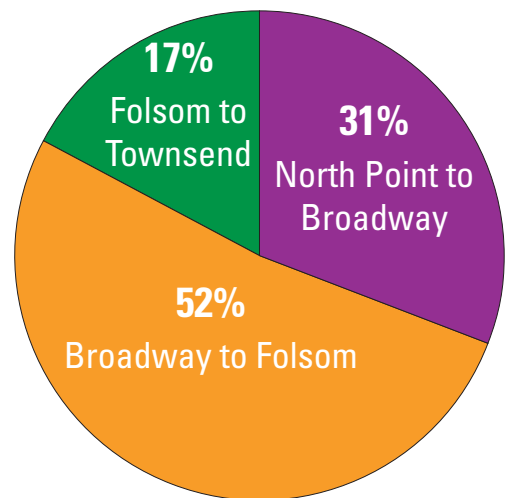
What project element are you most concerned about?

- #1. Improved loading (18)
"How to prevent peds from crossing bikeway without looking?"
- #2. Real-time wayfinding/parking info (13)
"Parking should not be prioritized."
- #3. Efficient intersections (12)
"Efficient and safe intersections (raised crosswalks)!"

What would you like to see studied in more detail?

- #1. Ped-bike interactions (55)
*"Please keep bikers and scooters off the sidewalk."
"Build protected lane and scooters will not use the sidewalks."*
- #2. Transit speed/reliability; transit stop spacing (28)
- #3. Passenger/business loading (23)
"Protect bikers from loading TNCs"

What segment would you prioritize implementing first?



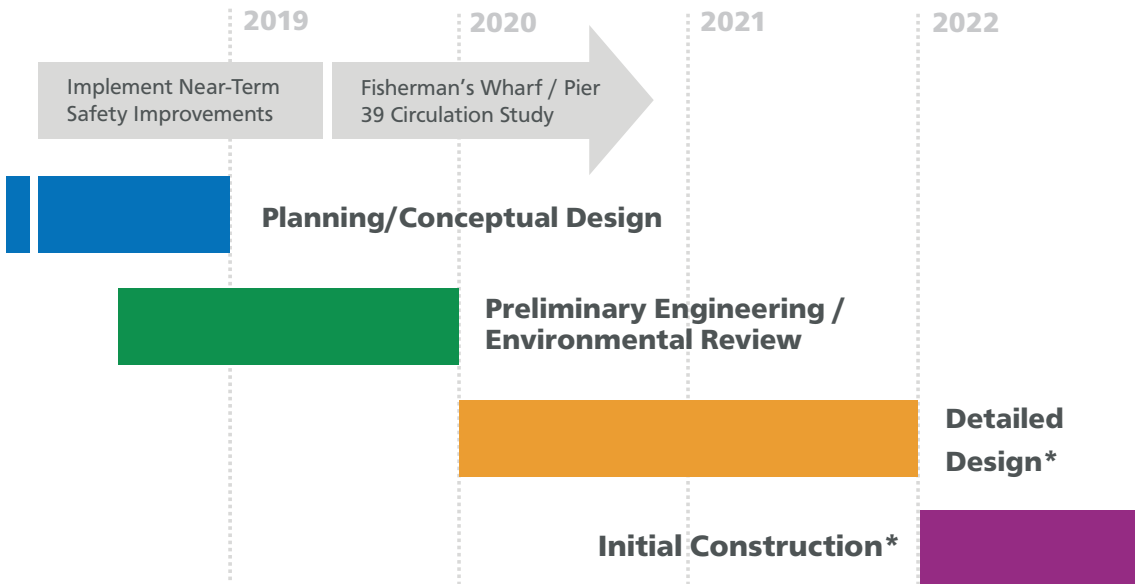
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Oct 2018 Design Showcase Outreach Summary

Project Timeline



** Timeline tentative; funding not yet secured*

Next Steps

In early 2019, the project team will finalize a Conceptual Design Report that summarizes all work completed and progress made to date. Following, a technical consultant team will be brought on to assist with project design development and traffic analysis. Ad-hoc stakeholder meetings and briefings will continue with an anticipated update to the public in late summer 2019.



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