

3rd Street Quick-Build Outreach Summary

Outreach Conducted September 2023 –
January 2024

3rd Street Quick-Build Project
3rdStreetQB@SFMTA.com

February 5, 2024



Project Background

Currently, there is a two-way protected bikeway on the east side of 3rd Street that leads to The Bay Trail at the northern end of Lefty O'Doul/3rd Street Bridge. There are narrow markings north of the bridge to Townsend Street, where cyclists ride in mixed traffic. This two-block project area along 3rd Street extends from the 3rd Street Bridge to Townsend Street and is approximately 0.2 miles long.

This project will establish a two-way separated bikeway on the east side of 3rd Street between Lefty O'Doul/3rd Street Bridge and Townsend Street, providing a protected link for cyclists between the Bay Trail and Townsend Street, with connections to The Embarcadero.

This project proposes the following:

- A northbound and southbound protected bikeway on 3rd Street
- Removing one driving lane from Berry to Townsend streets
- Floating parking configuration on the east side of the street
- A reallocation of parking/loading space
- Potential signal timing changes

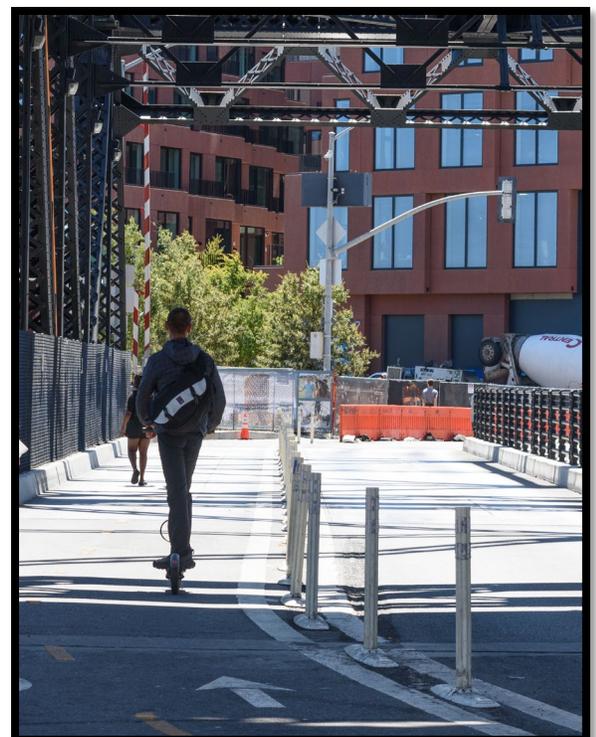
Pending SFMTA board approval construction seeks to be completed by March 2024 to support smooth event operations for the 2024 Oracle Park SF Giants season.

Considerations and Trade-offs

- Removing one northbound through lane will be consistent with the existing number of through lanes (3) north of Townsend Street
- A wide two-way protected bikeway can be used for emergency response vehicles, when needed
- One commercial yellow zone will be removed
- Signal protected vehicle right-turn phase from 3rd Street onto King Street
- Reduced length for a passenger loading zone (white painted curb) in front of the Hyatt Place Hotel

Outreach Activities

In Fall 2023 Staff began outreach on the 3rd Street Quick-Build project. Information about the project is available on the project website: [SFMTA.com/3rdStreetQB](https://www.sfmta.com/3rdStreetQB). Staff went door to door on



two separate occasions distributing a [curb use survey](#) and talking with merchants, neighbors, and other stakeholders in the area. Staff also presented the project through targeted stakeholder meetings with project presentations in person and virtually. Internally staff met with Parking Control Officers, SFMTA Signals Shop electricians, SFMTA transit division, San Francisco Fire Department, and the Port of San Francisco. In December 2023 and January 2024 a [virtual open house](#) was held with virtual office hours and an accompanying survey.



1. Door-to-Door Outreach

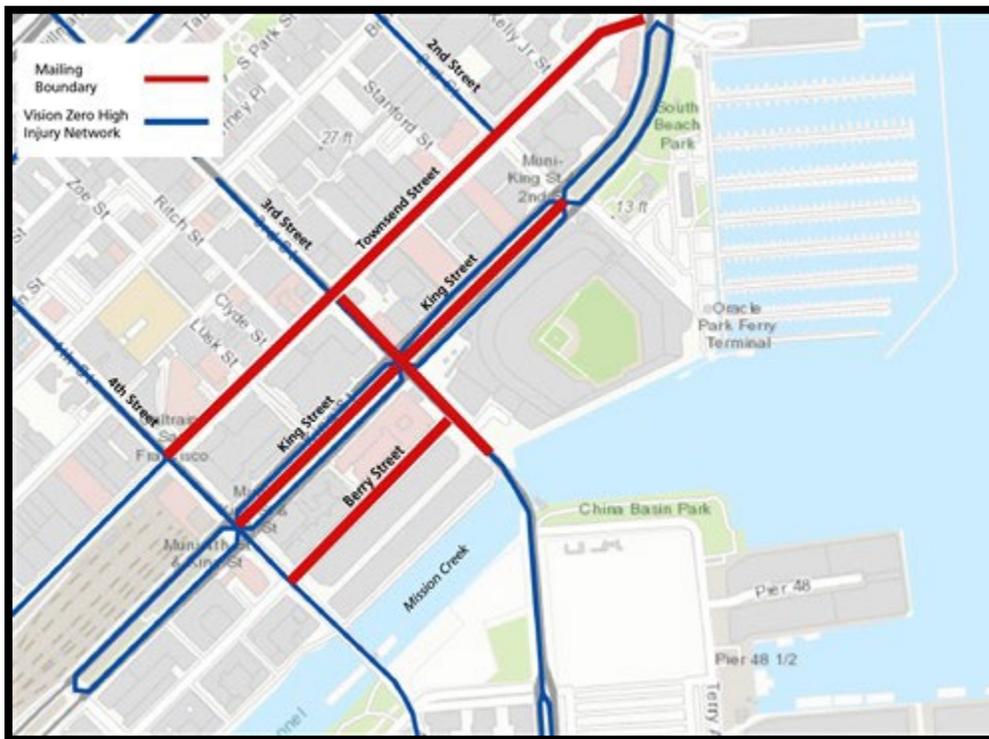
Door-to-door outreach was conducted on two separate occasions, Wednesday October 25, 2023 from 1:00PM – 3:00PM, and Tuesday November 28, 2023 from 10:30AM – 12:00PM. Staff distributed a curb use survey to better understand loading needs at the curb for adjacent businesses. Staff conducted one-on-one conversations with business owners and employees to learn about their loading schedules as well as how people who work in the area get to and from work. Curb survey respondents reported that most of their loading happens Monday through Friday during the hours of 9:00AM to 6:00PM. According to the survey the most common place for loading is in metered parking spaces. Survey respondents were concerned with the timing of the project in relation to baseball season and maintaining existing loading and parking areas.

2. Stakeholder Meetings and Presentations

In addition to one-on-one conversations with businesses and neighbors staff presented formally to interested stakeholders in the project area. These stakeholders include the San Francisco Giants, San Francisco Port, Hyatt Place Hotel, and Mcarthy Cook China Basin Property Management. Staff met with multiple stakeholders more than once. Staff worked closely with the San Francisco Giants to understand game day operations and how the area can benefit from active transportation connections. On January 17, 2024 Staff presented a project update to the [Port's Northern Advisory Committee](#). Staff met with representatives from Hyatt Place Hotel on two separate occasions to discuss in depth the proposed changes and the loading needs of the hotel. Larger stakeholders in the area are concerned with passenger loading, deliveries, and trash receptacle placement. A presentation to the South Beach Rincon Hill Mission Bay Neighborhood Association is scheduled for February 12, 2024.

3. Virtual Open House and Staff Office Hours

Staff used an interactive website to conduct a 4-week [virtual open house](#) for the project. The virtual open house period lasted from December 18, 2023 to January 12, 2024. The virtual open house duration was 4 weeks instead of the usual 2-week period to allow extra time to engage during the busy end of year season. The event was publicized with 2,200 postal mailers to project area adjacent addresses, a [post to SFMTA X \(Twitter\)](#) account with 1,400 views, a project email blast with 212 emails opened by recipients, and a text message blast which provided 10 clicks leading to the virtual open house.



During this period staff offered two separate virtual office hours sessions for members of the community to ask questions and discuss the proposed changes. Office hours were during the virtual open house from 5:00 PM to 7:00 PM on December 20, 2023 and 11:00 AM to 1:00 PM on Tuesday January 9, 2024. Attendees of the open office hours included a community liaison from the San Francisco Giants, Facilities manager from the Hyatt Place hotel, and a local resident. During the open house a survey was available with 53 respondents participating by the end of the 4 weeks. According to [US Census data](#) 34% of residents in District 6 have limited English proficiency. The virtual open house survey was available in 3 languages, English, Chinese (Mandarin), and Spanish.

4. Virtual Open House Survey Results

53 total Respondents participated in the survey during the 4-week virtual open house period. Of those 53 respondents, 49 or 92.5% are supportive of the proposed changes to 3rd street. A Majority of 90% of respondents are interested in seeing more protected bikeways in the South Beach and Mission Bay neighborhoods. Active transportation modes are common among respondents, 79% walk along 3rd Street and 85% ride bicycles or scooters. Survey respondents also included paratransit users, mobility users, Muni riders, ride share app consumers, and those who drive. The most common reason survey respondents travel along 3rd street is because they live nearby. Some concerns from respondents included, drivers not recognizing this area as home for people, safer bicycle connections, increase in traffic, effect on vehicle-turns, and post-game traffic control enforcement.



In response to the proposed bicycle infrastructure project, there is a consensus among survey respondents regarding the need for enhanced safety measures. Many express a desire for the implementation of more protected bike lanes, emphasizing the extension of protected bike lanes to the Embarcadero, the addition of concrete protected corners, and the elevation of bike lanes through intersections. The survey responses also include positive remarks acknowledging the project as a valuable addition to the neighborhood.

While survey responses were mostly positive and in favor of the proposed changes, we also understand the limitations of an online survey, especially for public members who are monolingual speakers and/or don't have reliable digital access. Although the survey was offered in three

languages all of the completed returned surveys were in English. In the future, staff should consider additional methods of advertising project surveys beyond mailers, email blasts and social media. For example, providing in-person opportunities for residents and businesses to take a paper version of the survey may help with increasing engagement.

Additionally, the team was surprised by the open house engagement levels given the reach of our mailers, email blasts, and social media views. The timing of the open house period may have contributed to survey response numbers since the virtual event was during the winter holiday season. Staff should also consider following up with residential buildings to see if there are other methods of reaching residents beyond just mailers.

Survey Questions

Do you support the proposed improvements on 3rd Street?

Value	Percent	Count
Yes	92.5%	49
No	3.8%	2
Partially	3.8%	2

Partially
Needs design changes between King and Townsend
yes, but a lot of the current protected lanes have turned SOMA into a jumbled obstacle course



Are you interested in seeing more protected bikeways in the South Beach and Mission Bay Neighborhoods?

Value	Percent	Count
Yes	90.4%	47
No	1.9%	1
Partially	7.7%	4
	Totals	52

Partially

Bike lanes on 2nd were an improvement but especially on weekends the car restrictions are overdone on weekends when there is zero traffic. Certain hours can be extraordinarily dangerous especially in the hours following a ballgame... police presence helps but not if the police do nothing... the few reckless and likely drunk drivers don't recognize the area is still home for us.

The problem is a huge increase in traffic. Not timing the lights to allow traffic to flow makes things worse. Protected bike lines in other parts of SOMA have also resulted in very awkward turn lanes that don't have a wide enough opening into the turn lane. The way that a lot of the protected bikeways have been laid out has turned SOMA into a vehicle obstacle course.

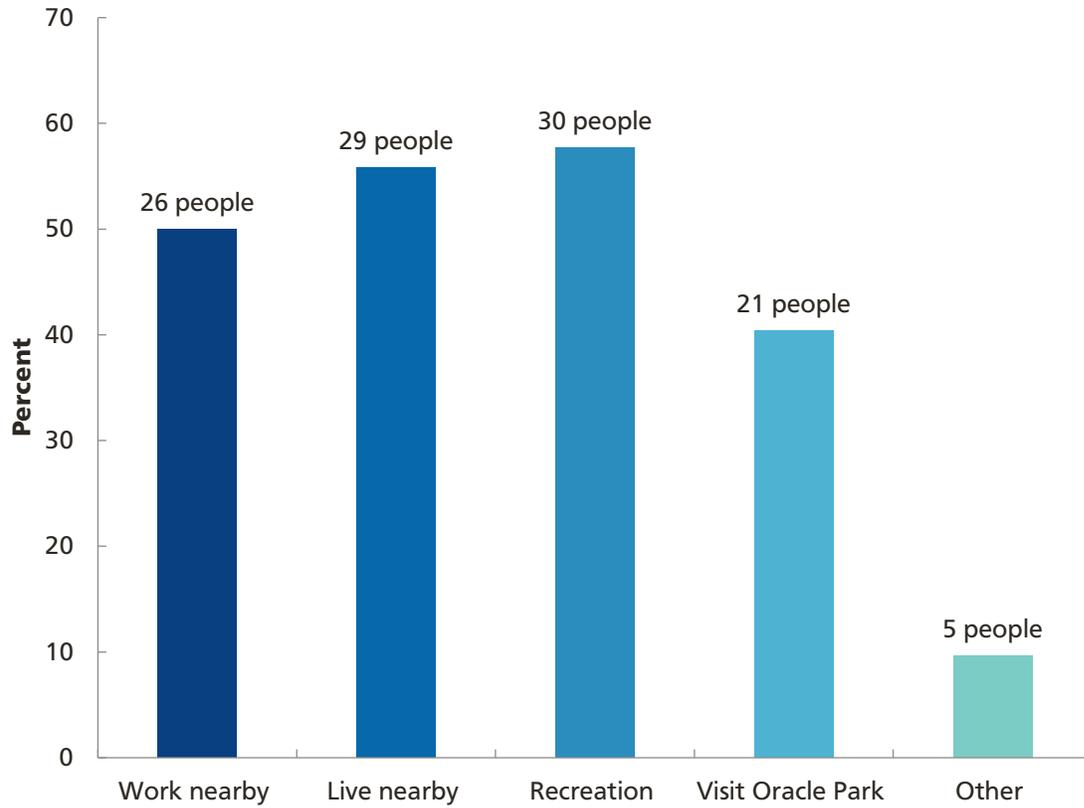


How do you travel along 3rd Street? Please select all that apply:

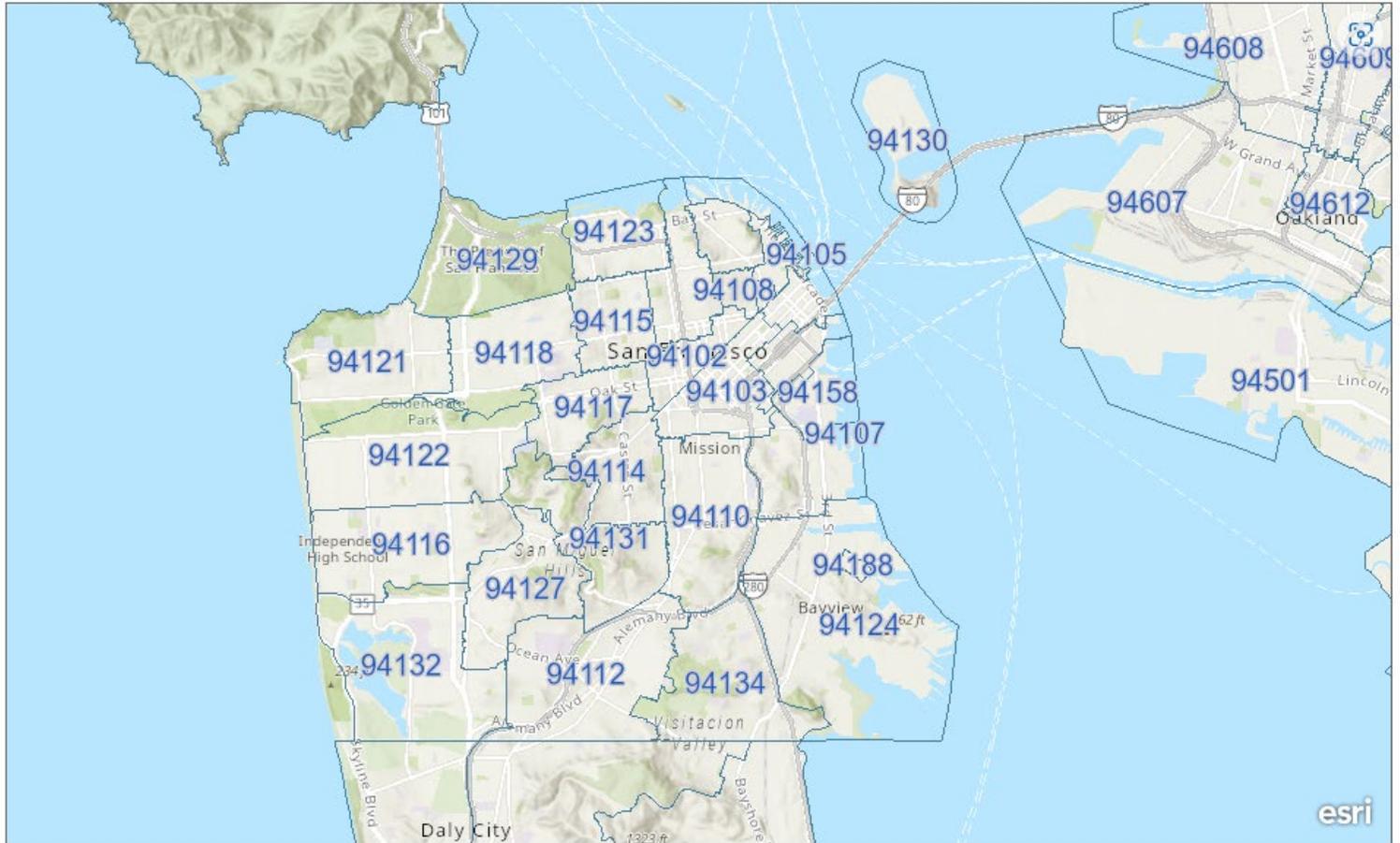
Value	Percent	Count
Walk	79.2%	42
Wheelchair or other mobility aid (e.g. cane, scooter, guide dog, or walker)	1.9%	1
Ride share (e.g. Lyft/Uber)	22.6%	12
Vehicle or motorcycle	26.4%	14
Bicycle or scooter	84.9%	45
Muni	56.6%	30
Paratransit	1.9%	1
Taxi	1.9%	1
Skateboard	3.8%	2
Other - please specify	3.8%	2



What is the main reason that you travel on 3rd Street?



Please let us know your ZIP code so we can better understand our survey respondents.

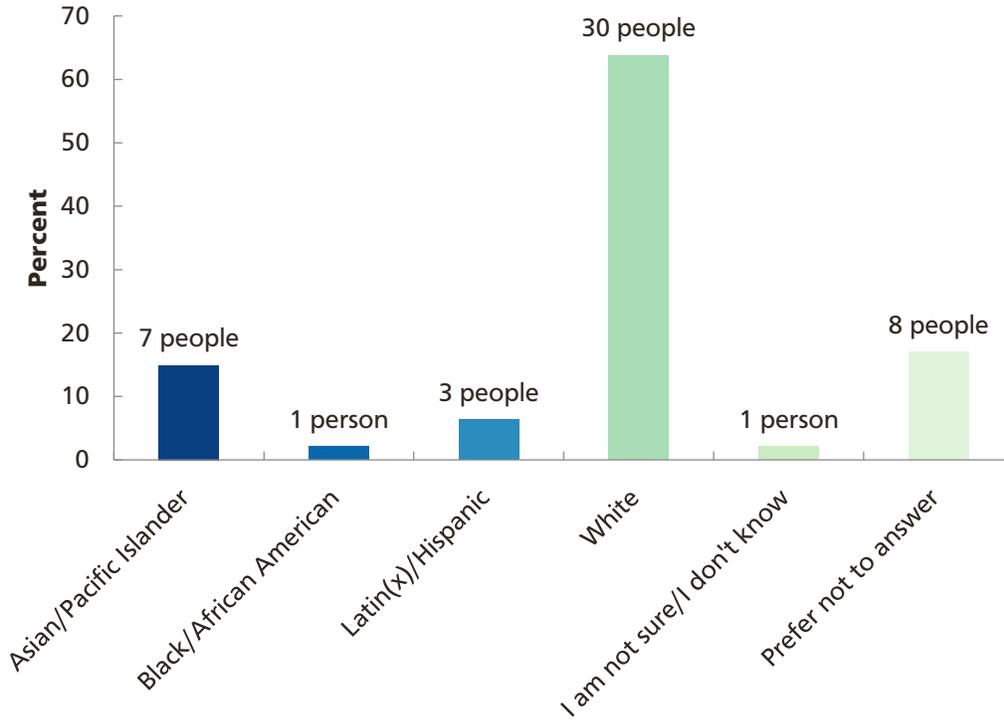


Esri, NASA, NGA, USGS | California State Parks, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, USDA, USFWS

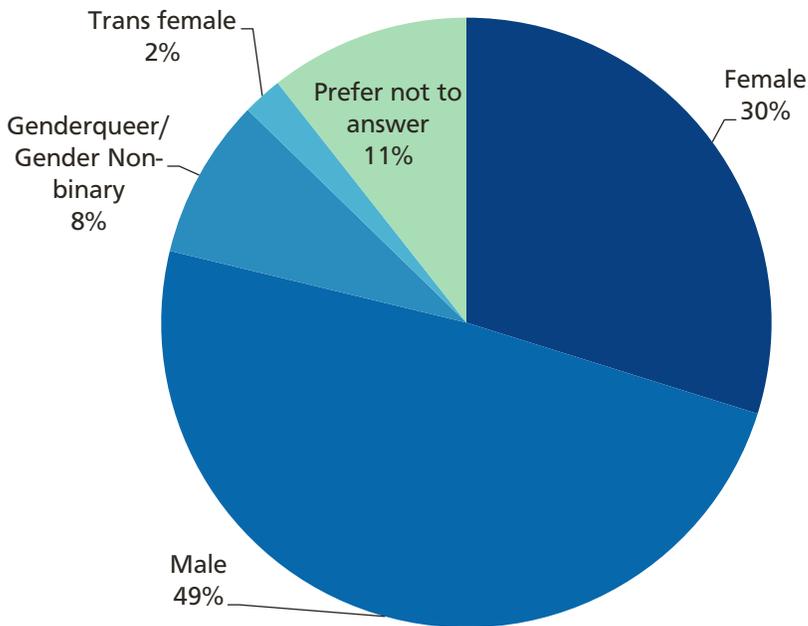
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- 94124: 2
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- 94158: 2
- 94121: 2
- 94110: 1
- 94131: 1
- 94606: 1
- 94118: 1
- 94109: 1
- 94115: 1
- 94132: 1



What race/ethnicity do you identify with? (select one)



How do you describe your gender identity? (Check one that best describes your gender identity)





Do any of the following disabilities currently affect your daily life? (Select all that apply)

Value	Percent	Count
Blindness or vision impairment	20.0%	2
Mobility disability (example: difficulty walking or climbing stairs)	10.0%	1
Prefer not to answer	70.0%	7

Other comments or questions about the project from the virtual open house survey available during the dates December 18, 2023 – January 12, 2024, with staff responses.

#	Respondent Comment or Question	Staff Response
1	The bikeshare station at 3rd and Townsend should be relocated to the same side of the street as the 2-way bike lane or onto Townsend. It's insanely dangerous docking or undocking in 3rd Street. Also the delivery drivers going to Taco Bell use the docks as parking and often block the bikes or docks.	We will be exploring opportunities to move the bikeshare station adjacent to the new bike lanes following installation, along with a number of other optimizations.
2	Please add more protected bike lanes and finish the connection with the Embarcadero two-way protected bike lane. Would also suggest moving bikeshare docks to the side of the street with the bike-lane.	We will be exploring opportunities to move the bikeshare station adjacent to the new bike lanes following installation, along with a number of other optimizations.
3	Please install concrete protected corners. Extend solid green paint on all parts of bike lanes including through intersections. The large intersections are not safe for people of all ages and	Thanks for the feedback. The bike lane was designed in compliance with local and



	<p>abilities on bikes. Elevate the bike lane through the intersection so that cars slow down when they hit the bump. Townsend protected bike lanes need to be extended to the Embarcadero. This section of 3rd is way too short.</p>	<p>state design guidelines and includes concrete protected corners where practical. As this is a Quick-Build project, there will be opportunities for further changes as we evaluate the project over the coming year.</p>
4	<p>Yes! Please more safe connections along this and all parts of 3rd street!</p>	<p>Comment noted</p>
5	<p>This is a great addition to the neighborhood, please get this built ASAP for the safety of everyone in the neighborhood.</p>	<p>Comment noted</p>
6	<p>Thank you for the project! I live car-free in the area and walk along 3rd street all the time, including pushing my 2-year-old in a stroller, and I support any move toward calmer safer forms of transportation like biking. I'm personally very interested in biking in the area, but my wife and I are both concerned about how dangerous it can be, and protected bike lanes would alleviate many of those concerns. This particular segment would make it much more reasonable for me to take a bike share from work to pick up my child from daycare on short notice.</p>	<p>Comment noted</p>
7	<p>Protected bike lanes everywhere!</p>	<p>Comment noted</p>
8	<p>Protected bike lanes good! Traffic lanes and parking bad!</p>	<p>Comment noted</p>
9	<p>This feels like a no-brainer-- do this!!</p>	<p>Comment noted</p>
10	<p>More more more! Let's get started on it ASAP.</p>	<p>Comment noted</p>
11	<p>The protected bikeway should extend all the way to Market. Third is a nightmare hellscape that has killed multiple people, and we shouldn't have to guess which SOMA streets have bike facilities in which direction</p>	<p>Thank you for your feedback. There are currently no plans to extend protected bike facilities on 3rd Street north of Townsend Street. Protected bikeways are currently available on 2nd Street, 5th Street, 7th Street, and The Embarcadero to connect riders to Market Street.</p>



12	More protected bike lanes please with focus on their connectivity	Comment noted
13	I think the proposal looks great	Comment noted
14	Is Channel Street addressed in creating additional dedicated bike lanes?	Currently there are no plans to add protected bicycle facilities on Channel Street as part of this project. Connections exist in this area through a multi-use path that extends through Huffaker Park, Mission Creek Park, and Mission Creek Stormwater Park located between Channel Street and the Mission Creek Channel.
15	Please improve conditions along 3rd street through Bayview. Provide equitable safety solutions for Bayview residents who bike to downtown/civic center because transit options are so poor.	Thank you for your feedback. The SFMTA recognizes that the members of the Bayview community need a robust and diverse transportation network for access to economic and social opportunities. Through the Bayview Community Based Transportation Plan the SFMTA is working with community members to prioritize transportation investment in the Bayview neighborhood and its major corridor connections.
16	Make sure to connect 3rd st to 2nd st bike lane	Comment noted
17	So excited about the protected intersections, and that you're connecting the network!	Comment noted
18	The cycle tracks in SoMa are awesome where they exist. Walking or biking from my office to Oracle Park or Chase Center is much nicer than Muni or Uber; they're much faster. More safe lanes and intersections will definitely mean more bike rides for me and my coworkers and less stress on Muni! I think a lot of people ride Muni just to stay off the street.	Comment noted



19	<p>Please consider closing all of 3rd Street to cars. I live on 3rd St and have a small coffee shop down the street. I would love to see 3rd street be turned into a pedestrian street. Until then, two way protected bike paths with protected intersections and closed for cars on some days would be ideal!</p>	Comment noted
20	<p>Protected bike networks are a must, but they are only as good as their weakest link. For most of the last 9 months pedestrians and people on bikes have had to share the bike lanes on the Lefty O'Doul Bridge. The eastmost car lane must be closed to cars until the sidewalk is fixed. SFMTA already determined there was not space for bikes and pedestrians to share which is why the bike lanes were installed. King St heading SW will need a no turn on red sign (and preferably some sort of enforcement - a camera would be great) to keep drivers from looking left while trying to turn right on red with cross bike traffic coming from their right.</p>	<p>Thanks for your feedback. The unexpected damage to the Lefty O'Doul bridge has forced a temporary shared condition in the bike lane. Unfortunately, we don't have a schedule of when repairs will be completed at this time. The intersection of 3rd Street at King Street will have signal protection with turn restrictions.</p>
21	<p>I like the more protected intersections!!</p>	Comment noted
22	<p>This project is urgently needed. I ride this segment all the time, and I currently take a much more roundabout path around Oracle Park to increase safety. I'd much prefer 3rd St, and would bike more if this were an option. I know Townsend between 3rd and the Embarcadero is getting a redesign, thank the lord, but please fix Townsend between 3rd and 4th too. Leaving that gap is dangerous.</p>	<p>Thank you for your feedback. Townsend Street between 4th and 8th streets has been part of a completed Quick-Build project :Townsend Corridor Improvement Project This project was specifically designed to make near-term improvements to the street in advance of the planned excavation of Townsend Street as part of the Downtown Rail Extension Project. Townsend between 4th and 3rd is designed to accommodate multiple Muni bus routes in addition to bicycles.</p>
23	<p>This is fantastic, as a bicyclist who frequently rides the connection over the 3rd St bridge to Mission Bay this will be very helpful. Please also ensure the future Townsend project will further improve cycling network connections in that area.</p>	Comment noted
24	<p>3rd Street should have a protected bike lane all the way to Market!</p>	Comment noted



25	This project is very much needed. I bike this as my route to and from work, and the current mixed traffic situation on a bike is really bad and unsafe in this area.	Comment noted
26	Thank you for filling this gap in the bike network! It would be great to continue a one way bikeway up third to folsom and/or Howard where the other main bike routes cross thru soma. There are many destinations on 3rd near Yerba buena gardens that require riding in a bus or vehicle lane to access (like SFMOMA's front entrance).	Comment noted
27	We need that right lane to turn from third onto Townsend St while driving. Without it we, as neighbors and residence! will get caught in Bridge traffic having to use 2nd st @ King or Townsend off The Embarcadero to turn left to get home. That one block difference when traffic is heavy can take up to 40 minutes! One block of single lane compared to the two lanes on Townsend at 2nd that enable residents to go straight on Townsend past all that Bridge traffic. Please keep that right lane off third onto Townsend assessible to cars! Please think about those of us who LIVE down here! What you should be fixing is the disaster that is the all the u turns and double parking going south on Townsend across from CalTrans! Put up some poles!!	Thank you for your feedback. We will closely monitor traffic conditions and have opportunities to refine our design following the installation of our project should problems arise.
28	The 3rd st project is awesome. Currently white knuckles getting from bridge to Townsend... Thanks!	Comment noted
29	The Hyatt has a very active curb, which often has 3 or more cars waiting to pickup or drop off hotel guests and often spills over into the red zone. In the evenings, there are often cars double parked in the rightmost lane of travel already, since the hotel has a popular rooftop restaurant. I think the hotel (3rd from King to Townsend) needs more passenger loading zone curb space than currently allocated or there is a risk cars will use the bike lane as overflow parking/standing areas when the hotel is busy (e.g. the soft hit posts will quickly be destroyed by cars and trucks). As is, the hashed out zones on either side of the hotel driveway will become de facto loading zones unless an actual curb is poured.	Thank you for your feedback. We will closely monitor loading conditions and have opportunities to refine our design following the installation of our project should problems arise.
30	PLEASE do the same thing on Harrison St and Folsom St. Folsom st is only a 1 way bikeway, but the bikeway is SO wide you can easily make it a 2 way bikeway. Also please put a bikeway on Harrison st; it desperately needs it.	Thank you for your feedback. Improvements to the SOMA bicycle facility network are currently underway as part of the Folsom-Howard Streetscape project. Although this project does



		not include Harrison Street. SFMTA.com/FolsomHoward
31	<p>The design includes a barrier on 3rd immediately at the corner of King. These barriers are unfamiliar to many, even those of us who live nearby. Driving into these inflicts potentially thousands of dollars of damage to cars. Look at the rounded shape of the obstacle at the corner of Howard and Beale... nobody expects that object in the middle of a turn! I am an avid cyclist and see the intent, but there needs to be a better design that prevents cars from entering bike lanes but is more recognizable. In any case, despite the efforts to redesign, I'll be still biking behind the ballpark which is far safer and offers better views.</p>	Comment noted
32	<p>I am in support of expanding protected bikeways in SOMA/Mission Bay area!</p>	Comment noted
33	<p>This neighborhood needs more bike lanes, and safer bike lanes</p>	Comment noted
34	<p>I'm in favor of protected bike lanes. However, other aspects need to be adjusted to help maintain the flow of traffic through an area that has a lot of traffic, and is easily bottle-necked. 1. Time the lights so that all of the lights are all green and the traffic can flow straight up 3rd street toward the bridge and Union Square. 2. Time the cross walk signals similarly to those in the Financial District - where all traffic is stopped and pedestrians can cross any street or diagonally. 3. Don't put in any "No Turn on Red" signs. These only jam up traffic because when the light turns green, the street is full of crossing pedestrians and cars barely have time to turn. 4. If the bike lanes are placed in a turn lane, create a separate turn lane. Currently, in heavy traffic, people trying to turn are stuck in gridlock traffic behind cars going straight through the lights toward the bridge. This is a big problem on 5th street. 5. ENFORCED bike lane stoplights would also help prevent accidents. The majority of bikers don't obey any traffic signals and jet across an intersection with oncoming traffic.</p>	<p>Thank you for your feedback. We will be providing separate lanes for right turns and bicycles at King Street, and separating bikes from motor vehicles at Townsend. At both intersections, no right turn on red restrictions will be used to ensure that cyclists and pedestrians can safely cross at their dedicated times on the signal. We will be exploring optimizations to signal timing on 3rd, but pedestrian scrambles as found in the financial district will not be possible due to traffic volumes, the presence of transit, and long pedestrian crossing distances.</p>

Key Takeaways and Next Steps

Outreach for the 3rd Street Quick-Build helped staff to understand the priorities for community members in the project area. Through conversations, presentations, surveys, site visits, and correspondences the project team was able to listen to the feedback of a wide range of stakeholders to help inform the project design. These priorities include but are not limited to:

- Maintain loading capacity
- Increase safe connections to citywide bike network
- Build more protected bicycle facilities
- Keep in mind that people live in the area
- Support smooth game day operations
- Do not increase vehicle traffic or congestion
- Improve connections to the Bayview, the Embarcadero, and Market Street.
- Move quickly and plan construction before baseball season

There were also key takeaways project staff took away from the outreach process that will inform our work as we continue to advance traffic safety projects in the South Beach/Mission Bay neighborhood. These key take aways include:

- Increasing our in-person reach to gather feedback on project proposals. This may include in-person open houses in community trusted spaces, pop-ups, or attending neighborhood events.
- Improving project reach to Limited English Proficient (LEP) and monolingual populations in the South Beach/Mission Bay neighborhood.
- Connecting with residential building property managers to discuss additional ways staff can engage with residents (e.g. targeted presentations, office hours in lobby)
- Increasing resident focused outreach to better understand the priorities of those who live in the area
- Considering scheduling major outreach events during non-holiday periods

The next steps for the project are internal staff committee review by other city agencies including SF Police, SF Fire, SF Department of Public Works, and SFMTA engineers. After internal committee approval, the project will then be heard in front of the SFMTA Board of Directors in early March 2024. If approved, implementation is anticipated to be completed by the end of March 2024.