Survey results (early 2021)

Sample characteristics

- **1,403 participants**
- Primary uses of the corridor
  - Live nearby: 48%
  - Work on or nearby: 17%
  - Use to get somewhere else: 12%
  - For recreation: 23%

Embarcadero priorities

- **Highlighted items are in the top 5 on both lists**
- By ranking (per respondent)
  1. Traffic safety
  2. Shared-use promenade
  3. Recreation and open space
  4. Parking and loading
  5. Shopping, dining, events
  6. Mobility and circulation
  7. Maritime activities and tourism
- By count of individual inputs
  1. Recreation and open space
  2. Shopping, dining, events
  3. Shared-use promenade
  4. Traffic safety
  5. Mobility and circulation
  6. Maritime activities and tourism
  7. Parking and loading

Project benefits

- Traffic safety
  - Overall safety
  
  This project will improve the overall safety of travel along The Embarcadero.
• 1 star: 9%
• 2 stars: 5%
• 3 stars: 15%
• 4 stars: 26%
• 5 stars: 45%

**Comments:**

- Many mention that the two-way bikeway would relieve pressure and free up space on the promenade.
- Many are unhappy that the protection for the existing southbound bike lane at Washington St would be removed for curbside parking.
- Some say that people bicycling would still not follow the rules, which creates unsafe interactions with people walking; they ask for more enforcement.

**Travel speeds**

It is important for this project to reduce the speed of vehicles along the roadway.

• 1 star: 10%
• 2 stars: 6%
• 3 stars: 16%
• 4 stars: 15%
• 5 stars: 53%

**Comments:**

- There is support for lowering vehicles speeds on the roadway, but many mention that this is already regulated by the progression of traffic signals and congestion.
- Many mention the importance of also reducing the speed of bike and scooter riders on the promenade.
- Some mention the need for more enforcement of speeding (i.e., that signs are not enough).

**Education and enforcement**

It is important to include education and enforcement efforts for safe roadway speeds and behaviors with this project.

• 1 star: 9%
• 2 stars: 6%
• 3 stars: 17%
• 4 stars: 19%
• 5 stars: 49%

**Comments:**
There are strong and frequent opinions that design is more important than enforcement and education at guiding safe behavior.

Many mention that enforcement has been lacking on the Embarcadero; that it can’t be relied upon.

Some ask for automated enforcement (e.g., speed cameras).

Some say it’s important to enforce the behavior of all road users, not just people driving vehicles.

- **Shared-use promenade**
  - **Pedestrian experience**

  People walking on the promenade will directly benefit from an on-street protected bikeway that attracts faster users off the promenade.

  - 1 star: 7%
  - 2 stars: 4%
  - 3 stars: 8%
  - 4 stars: 17%
  - 5 stars: 64%

  **Comments:**
  - There is very strong support for the benefits to people walking on the promenade of the on-street protected bikeway.
  - Many say people shouldn’t be able to ride bikes on the promenade. [more below]
  - Some doubt that people bicycling would use the proposed protected bikeway.
  - Some mention that the existing on-street bike lane doesn’t feel safe and that they also feel uncomfortable mixing with pedestrians on the promenade, so they’d prefer a separate on-street bikeway.

- **Promenade riding**

  Even with a new protected bikeway, it is still okay to allow people on bikes and scooters to ride on the promenade if they go slowly.

  - 1 star: 34%
  - 2 stars: 14%
  - 3 stars: 16%
  - 4 stars: 10%
  - 5 stars: 25%

  **Comments:**
  - There are mixed opinions about prohibiting riding bikes on the promenade if there were a protected on-street bikeway.
• Many recall incidents of ‘close calls’ with people bicycling and riding scooters on the promenade, and believe that mixing is uncomfortable/unsafe.
• Several people mention that they wouldn’t want their children to be required to use the on-street bikeway because it could be too fast and not entirely safe.
• Some want the on-street bikeway to be fully protected (e.g., with concrete curbs) before promenade riding is prohibited.

• **Education and enforcement**

It is important to include education and enforcement efforts for safe promenade speeds and uses with this project.

- 1 star: 10%
- 2 stars: 6%
- 3 stars: 16%
- 4 stars: 19%
- 5 stars: 49%

**Comments:**

- Some say that good design shouldn’t need enforcement.
- Some ask for self-enforcing designs (e.g., speed humps in bikeway at pedestrian crossings).
- Some mention that the enforcement/prohibition of promenade riding should be focused on e-bikes and e-scooters.
- A few say they wouldn’t want citations issued to people visiting, families, and less confident bike riders.

• **Mobility and circulation**

• **Travel by bicycle and scooter**

The project will make it easier for more people to reach more destinations by bike and scooter along the waterfront.

- 1 star: 15%
- 2 stars: 7%
- 3 stars: 17%
- 4 stars: 22%
- 5 stars: 40%

**Comments:**

- Many mention the benefit of people bicycling having a dedicated lane, separate from both the roadway and promenade.
- Some mention the need for the two-way bikeway to extend the length of the Embarcadero to serve more trips by bike and scooter.
- A few mention the trade-off of losing the existing bike lane’s protection in the southbound direction near Washington Street.
A few ask for more physical protection (e.g., concrete curbs).

**Connections to the city**

This project better connects the waterfront to downtown and adjacent neighborhoods.

- 1 star: 14%
- 2 stars: 9%
- 3 stars: 22%
- 4 stars: 20%
- 5 stars: 34%

**Comments:**
- Most say that they don’t expect a change one way or the other regarding connections to the waterfront.
- A few say shorter crossings will make walking to the waterfront easier.
- One said if driving is more difficult, fewer people will visit the waterfront.

**Vehicle congestion, travel time**

It is important to evaluate initial impacts to vehicle traffic and travel time before investing in more permanent changes.

- 1 star: 23%
- 2 stars: 10%
- 3 stars: 12%
- 4 stars: 15%
- 5 stars: 41%

**Comments:**
- Many mention that safety and access for other modes of travel should be prioritized over moving vehicles, including several people who live in the area and drive.
- Some say they are not happy about the proposal to further reduce traffic capacity on the Embarcadero.
- A few ask that traffic lights be better timed to move traffic.

**Frequency of travel**

I am more likely to travel on The Embarcadero due to the proposed changes with the project.

- 1 star: 20%
- 2 stars: 9%
- 3 stars: 21%
- 4 stars: 18%
- 5 stars: 32%
• **Comments:**
  - Many people who drive say they expect to need to avoid the Embarcadero if traffic congestion worsens.
  - Many people who currently bike say they’ll ride on the Embarcadero more; several people say these changes could make them pick up bicycling (versus taking other modes).

• **Parking and loading**
  - **Southbound Embarcadero**
    It is important to provide more parking and loading on the city side of The Embarcadero at Washington Street, near the Ferry Building.
    • 1 star: 17%
    • 2 stars: 8%
    • 3 stars: 14%
    • 4 stars: 12%
    • 5 stars: 49%
  
  • **Comments:**
    - Many mention the need for loading near the Ferry Building, but that it’s most needed in the northbound direction / water side.
    - Some would prefer more parking, as opposed to more loading.
    - Some mention the loss of parking in the area over the years (including on Port property), and the need for more where ever it can be found.

• **Wayfinding and information**
  It is important to provide real-time message and wayfinding signs directing people to off-street parking garages and nearby lots.
  • 1 star: 16%
  • 2 stars: 13%
  • 3 stars: 16%
  • 4 stars: 21%
  • 5 stars: 33%
  
  • **Comments:**
    - There is light support for additional signage with several ideas:
      - Signs designs that express the uniqueness of the waterfront area
      - Signs for to warn people driving of upcoming traffic changes
      - Signs directing folks to nearby off-street parking

• **Bikeway crossing**
In general, I am comfortable with the concept of a protected bikeway and needing to cross it when loading or unloading a vehicle.

- **1 star: 47%**
- **2 stars: 14%**
- **3 stars: 11%**
- **4 stars: 10%**
- **5 stars: 18%**

**Comments:**
- Many are concerned for crossing the bikeway as a pedestrian, including those otherwise in support of protected bikeways.
- Many desire strong messaging and/or traffic calming treatments to slow bikes at pedestrian crossings, as well as making bike/pedestrian interactions a focus of the project’s evaluation plan.
- Many express their belief that people bicycling are unlikely to yield to pedestrians at crosswalks.
- Some are concerned for how the two-way bikeway would interface with the loading operations of the Ferry Building farmer’s market.

- **Recreation and open space**
  - **An enjoyable waterfront**

This project will make being on The Embarcadero more enjoyable for more people.

- **1 star: 8%**
- **2 stars: 4%**
- **3 stars: 11%**
- **4 stars: 21%**
- **5 stars: 56%**

**Comments:**
- Many say the experience of the promenade would be improved if people bicycling and riding scooters use the proposed on-street protected bikeway.
- Some mention that more needs to be done to deprioritize vehicle traffic along the waterfront.
- A few mention that more needs to be done to reduce exhibition driving, loud motorcycles, etc.

- **Exercise**

I am more likely to exercise (stroll, walk, jog, bike) along The Embarcadero due to the changes with this project.

- **1 star: 13%**
- **2 stars: 6%**
- **3 stars: 16%**
• 4 stars: 17%
• 5 stars: 47%

**Comments:**

• *There are mixed opinions about whether the proposed project would change how often they exercise on the Embarcadero — split between those expecting to use the corridor more and those not expecting much change.*

• *Many expressed support for moving faster bike and scooter riders off the promenade.*

**Maritime activities and tourism**

**Connections to ferries**

Bicycles, scooters, and other forms of micromobility are helpful ‘last-mile’ connections to ferry service.

• 1 star: 15%
• 2 stars: 8%
• 3 stars: 16%
• 4 stars: 16%
• 5 stars: 46%

**Comments:**

• *There is general positivity on the use of bikes and scooters (shared and personal) for ‘last-mile’ connections to the ferries.*

• *A few expressed the importance of passenger loading for those being dropped off or picked up in vehicles.*

**Tourism**

This project will help make The Embarcadero more welcoming for tourists and other out-of-town visitors.

• 1 star: 15%
• 2 stars: 7%
• 3 stars: 15%
• 4 stars: 19%
• 5 stars: 45%

**Comments:**

• *Many say that people visiting need more protection and guidance to safely navigate the Embarcadero, including signage guiding them into the two-way bikeway.*

• *Some mentioned the importance of providing space for tour buses to drop off and pick up passengers, including with safe crossings from the ‘floating’ loading lane across the bikeway.*

**Shopping, dining, events**

• **Business access**
The project will improve access to the Ferry Building, restaurants, and other event spaces along the waterfront.

- 1 star: 15%
- 2 stars: 6%
- 3 stars: 18%
- 4 stars: 20%
- 5 stars: 40%

**Comments:**
- Many mention the importance of providing loading space for businesses and, specifically, the Ferry Building farmers’ market.
- Some are concerned about the ‘floating’ loading arrangement and goods loading across the bikeway.
- Many believe that the project would improve business access by bicycle, scooter, and other micromobility, which they say are important modes in crowded urban areas.
- Some say that by reducing travel lanes, they expect access by vehicle to be worsened.
- A few ask for more short-term parking and loading locations near businesses.

**Frequency of economic activity**

I am more likely to shop, dine, or attend special events along The Embarcadero due to the proposed changes with this project.

- 1 star: 19%
- 2 stars: 6%
- 3 stars: 18%
- 4 stars: 19%
- 5 stars: 38%

**Comments:**
- Some say the changes will make access by foot, bike, and scooter easier, and they’d therefore be more likely to visit.
- Others say the changes will make access by vehicle more difficult, and they’d therefore be less likely to visit.

**Design elements**

- **Intersection changes**
  - **Washington Street**

  Approaching Washington Street northbound, remove one left-turn lane and convert Washington into one lane in each direction with safety improvements.

  - 1 star: 22%
• 2 stars: 6%
• 3 stars: 13%
• 4 stars: 19%
• 5 stars: 41%

- **Comments:**
  - There are few comments specifically about Washington Street — some would like to see two lanes maintained on Washington Street; others support the proposal, and support adding bike lanes on Washington Street.
  - Some would like to see more vehicle travel lanes maintained overall; others would like to see fewer lanes, with more space provided for other modes.
  - Some doubt the benefits of a ‘pedestrian refuge’ and would prefer a travel lane be maintained.
  - Some said that the hatched ‘pedestrian refuge’ area needs a concrete island or other raised elements so people waiting feel safe and people don’t drive in the area.

• **Broadway**

To best address a "pinch point" at Broadway, include a short segment with a single through lane and retain the two left-turn lanes onto Broadway.

• 1 star: 23%
• 2 stars: 8%
• 3 stars: 15%
• 4 stars: 20%
• 5 stars: 34%

- **Comments:**
  - Many oppose only maintaining a single through lane approaching Broadway; some say only a single through lane is necessary, including north of Broadway.
  - More people say their route is to turn left onto Broadway than continue straight on The Embarcadero past Broadway.
  - Several ask that clear signage be included so people know the left-most lane becomes a left-turn lane onto Broadway.
  - A few ask for a designated area for left-turning bike riders to wait in the intersection.

• **Promenade conflicts**

- **Encourage faster users in the bikeway**

Use guidance signs to encourage faster riders to use the protected bikeway.

• 1 star: 11%
• 2 stars: 5%
• 3 stars: 14%
4 stars: 22%
5 stars: 49%

Comments:
- A majority support for signs to encourage people to ride bikes and scooters in the proposed on-street bikeway.
- Many doubt the efficacy of signs alone; some suggest using on-pavement stencils.
- Many would like to prohibit riding on the promenade altogether; others would like to keep promenade riding as an option for those less confident, with children, etc.

Enforce e-scooters off promenade

Enforce the prohibition on motorized scooters and other devices on the promenade.

1 star: 12%
2 stars: 5%
3 stars: 10%
4 stars: 10%
5 stars: 63%

Comments:
- A majority support the prohibition of e-scooters on the promenade, but there are mixed opinions of how to achieve this — some want more enforcement, while others desire a design solution (i.e., an attractive, separated bikeway).
- A good number say that e-scooters are slow and compatible with other users on the promenade.
- A few suggest using ambassadors to encourage people to use the on-street bikeway.

Ferry Building "dismount zone"

Establish a "dismount zone" for bike and scooter riders near the Ferry Building once a two-way bikeway is installed.

1 star: 14%
2 stars: 6%
3 stars: 13%
4 stars: 15%
5 stars: 51%

Comments:
- Most doubt that people would actually dismount their bikes and scooters; some suggest using barriers at the ends of the zone to slow people down and get them to pay attention.
- Some express disapproval of additional enforcement, which they say would be inequitable.
- A few suggest establishing a ‘slow zone’ instead.

Crossing the bikeway
• **Raised crosswalk with bikeway yield**

  Manage bikeway user speeds with physical measures, such as raised crosswalks.

  • 1 star: 11%
  • 2 stars: 5%
  • 3 stars: 10%
  • 4 stars: 17%
  • 5 stars: 56%

  **Comments:**
  • *Overall, there are positive opinions of using raised crosswalks in the bikeway.*
  • *Many doubt that even raised crosswalks would be effective at getting bike riders to yield, but more think this treatment would be effective than using bike signals or stop signs.*
  • *Some believe that too many raised elements will encourage people to still ride on the promenade.*
  • *A few ask that pedestrian-activated flashing lights be added.*
  • *A few support but ask for similar ‘traffic calming’ elements to be added to the vehicle travel lanes too.*

• **Bikeway traffic signal**

  Use bicycle traffic signals at secondary, ‘mid-block’ crossings.

  • 1 star: 16%
  • 2 stars: 8%
  • 3 stars: 16%
  • 4 stars: 16%
  • 5 stars: 44%

  **Comments:**
  • *Many say few people bicycling would stop at red bike signals; some say this unpredictable behavior would create a ‘false sense of security at crosswalks’.*
  • *Many say that bike signals are “overkill” for pedestrian/bicycle interactions.*
  • *Many ask that bike signals be mounted lower so bike riders are more likely to see them.*
  • *Some suggest using a flashing yellow ‘yield’ bike signals instead.*
  • *Some believe that too many bike signals will encourage people to still ride on the promenade.*

• **Bikeway stop sign**

  Use bicycle stop signs at secondary, ‘mid-block’ crossings.

  • 1 star: 22%
  • 2 stars: 10%
- 3 stars: 17%
- 4 stars: 13%
- 5 stars: 38%

**Comments:**

- *Overall, most comments doubt the efficacy of bike stop signs, saying this treatment would be the least effective.*
- *Many express that stop signs are not compatible with riding a bicycle efficiently (stopping and going is difficult).*
- *Many believe that too many stop signs will encourage people to still ride on the promenade.*