Embarcadero Enhancement Update

1. Embarcadero Program & Project Phasing
2. Central Embarcadero Safety Project
   1. Final Quick-Build Proposal
   2. Funding
   3. Stakeholders & Outreach
   4. Evaluation & Public Education
3. Schedule of Next Steps

June 1, 2021
SFMTA Board of Directors
2020 Quick-Build Projects

Ferry Terminal

Rincon Restaurant Zone

Pier 35
Preliminary Engineering

Analysis

Phase 1
Central Segment
Mission to Broadway

- 3rd travel lane provides room for quick, cost-effective improvements
- addresses top collision locations

Phase 2
Southern Segment
Folsom to Townsend

- no 3rd lane but promenade generally wider
- few loading conflicts
- higher infrastructure costs, other uncertainties

Northern Segment
(more study needed)
Broadway to North Point

- no 3rd lane, narrower promenade
- loading zone challenges
- higher infrastructure costs, other uncertainties

Embarcadero Enhancement Program
June 2021
Northern Embarcadero (including Fisherman’s Wharf / Pier 39)  
Broadway to Jefferson

Central Embarcadero  
Bryant to Broadway

Southern Embarcadero  
Townsend to Bryant
Embarcadero Enhancement Program

Central Embarcadero Safety Project

Quick-Build Phase

Capital Phase

Southern Embarcadero

Northern Embarcadero

FW-Pier 39 Circulation Study

(needs re-scoping)

Example / Completed Projects

- 2018 Southbound Embarcadero Safety Project
- 2019 Battery Sansome Connections Project
- 2020 Vision Zero Quick Build
- Micromobility coordination
- Resiliency coordination (e.g. adaptation guidelines)
- Development review

June 2021
Central Embarcadero Safety Project

Quick-Build
Central Embarcadero Safety Project

Capital Phase

Conceptual

Embarcadero Enhancement Program

June 2021
### Central Embarcadero Safety Project

#### Quick Build

**Mission to Broadway**
Core safety improvements made possible by northbound road diet, including waterside bikeway; Ferry Building curb management upgrades; emphasis on public education and project evaluation

<table>
<thead>
<tr>
<th>Target Construction</th>
<th>Budget (est.)</th>
</tr>
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<tbody>
<tr>
<td>2021/22</td>
<td>$1m</td>
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#### Capital Safety Project

**Bryant to Broadway**
Improve existing design with more permanent measures and extend bikeway south to Bryant Street; emphasis on pedestrian crossings and median narrowing/parking removal to minimize promenade changes

<table>
<thead>
<tr>
<th>Target Construction</th>
<th>Budget (est.)</th>
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<tbody>
<tr>
<td>2023/24</td>
<td>$5-7m*</td>
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*Fund request in process with SFCTA for quick build construction and capital phase detailed design.*
Port Northern Advisory Committee (NAC)
- Comprehensive briefing to key Embarcadero stakeholders

Ferry Building (Hudson Properties & farmer’s market)
- Multiple staff meetings, farmer’s market observations
- Proposal maintains 92% of existing loading; design supports market load-out operations
- Loading will be a focus of the evaluation; design adjustments/tweaks as needed

Barbary Coast Neighborhood
- Met with Safety Committee, conducted walking tour

Chinatown TRIP (Transportation Research & Improvement Project)
- Concerns: vehicle access into Chinatown (via Washington Street and Broadway)
- Proposal maintains two left-turn lanes onto Washington Street

*partial list*
Central Embarcadero Safety Project

Survey Results

- Over **1,400 responses** from folks with a variety of connections to the waterfront
- **Two-thirds strongly agree** that people walking on the promenade benefit from an on-street protected bikeway
- About half are **uncomfortable needing to cross the bikeway** to access the ‘floating’ loading lane
- Opinions are mixed on the design proposal at the **Broadway intersection**, with many concerned about traffic congestion.
- Many mention the need for more loading near the Ferry Building and **supporting the farmers' market**
Central Embarcadero

Quick-Build Evaluation

- Robust data collection and monitoring to hold project accountable to goals & preliminary analysis
- Informs potential design and signal timing ‘tweaks,’ priorities for capital safety phase

Central Embarcadero

Public Education

- Promote use of bikeway for wheeled device users, compliance with bike signals
- Encourage slower travel, pedestrian priority on shared use promenade
- Expand Vision Zero messaging & understanding
Central Embarcadero Timeline

May 25
SF Port Commission public hearing

Today
SFMTA Board (briefing)

June 8
Port Commission (seek approval)

June 22
SFCTA Board (seek approval)

Late 2021
Implement Quick-Build

2022

- Coordination with PUC project (est. completion late ‘21, early ‘22)
- Public education campaign concurrent with implementation
- Evaluation/adjustments within months of implementation
- Staff coordination and design for capital safety phase
Embarcadero Enhancement Program
Southern Embarcadero

Target Completion

2021/22

- Finalize SFMTA preliminary engineering
- Port adaptation design guidelines
- Pier & seawall lot project development review & coordination
- Potential SFMTA ‘gap closure’ project

Concept rendering: Piers 30-32, Seawall Lot 330 development

Concept rendering: Piers 38-40 development

June 2021
Embarcadero Enhancement Program

Northern Embarcadero

- Re-scoping Fisherman’s Wharf – Pier 39 study, supplemental data collection
- Port adaptation design guidelines
- Conduct planning-level outreach
- Potential targeted investments in transit, intersection safety

Target Completion

2022

TBD

Embarcadero at Beach/Stockton streets

Embarcadero quick-build at Pier 35
Thank You!
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Central Embarcadero

Education & Enforcement

• Robust data collection and monitoring to hold project accountable to goals & preliminary analysis
• Informs potential design and signal timing 'tweaks,' priorities for capital safety phase

Central Embarcadero Curb Management

Embarcadero Enhancement Program
June 2021
Pedestrian crossing distance with islands:
Existing: 38 feet  Potential: 22 feet

No change to promenade clear path-of-travel (12-16 feet)
Big-Data Approach to Evaluate Traffic Conditions Under the Proposed Phase One Improvements (Mission Street to Broadway)

Key components of the analysis:
- Origin-Destination (OD) data from the StreetLight platform
- Top Routes for OD pairs from the StreetLight platform
- Travel time data for the Top Routes from the Inrix platform
- Traffic operations and travel times based on calibrated Synchro models

Travel Time Summary (minutes)

<table>
<thead>
<tr>
<th></th>
<th>Weekday AM Peak Hour</th>
<th>Weekday PM Peak Hour</th>
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<tbody>
<tr>
<td></td>
<td>Shifted Vehicles</td>
<td>Travel Time</td>
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<tr>
<td>Existing Conditions</td>
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<tr>
<td>Proposed Phase One - No Volume Shift</td>
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<td>12.4*</td>
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<tr>
<td>Proposed Phase One - 50% Volume Shift</td>
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<td>9.0*</td>
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<tr>
<td>Proposed Phase One - 100% Volume Shift</td>
<td>500</td>
<td>6.8</td>
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*Travel times may be sensitive to clear capacity conditions and queue spillback (especially at Washington Street).

*Desired volume shift to maintain existing travel times and current levels of congestion with the reduction of one HB lane (and no signal timing changes)
Central Embarcadero

Washington Street

Embarcadero at Washington

Washington, Embarcadero to Drumm Street