

Port of San Francisco

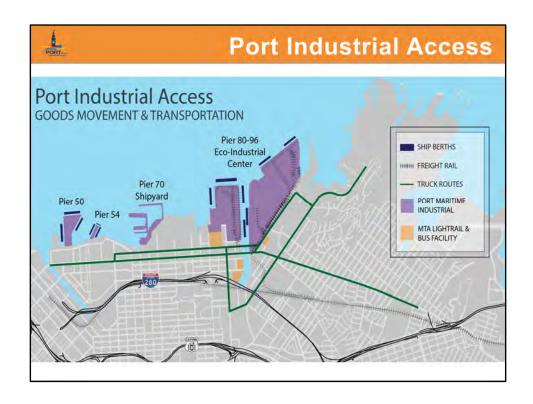
Transportation

July 6, 2016 | Waterfront Plan Update



Tonight's Presentation

- Port Policies and Key Transportation Projects
- SFMTA Policies and Planning: Waterfront Transportation Assessment
- SFMTA Transportation Demand Management (TDM)
- SFMTA Embarcadero Enhancement Project



Industrial Uses South of China Basin: The Port has diverse land use transportation needs:

Port cargo, ship repair industries, Port Maintenance Center, and non-Port PDR and City support industries (including key Muni facilities such as Muni Metro East and bus yards, and recycling operations) are located in southeast San Francisco, south of China Basin. The Port operates a short line freight rail service to maintain connection to the Union Pacific Mainline, which is shared with CalTrain peninsula commuter service.

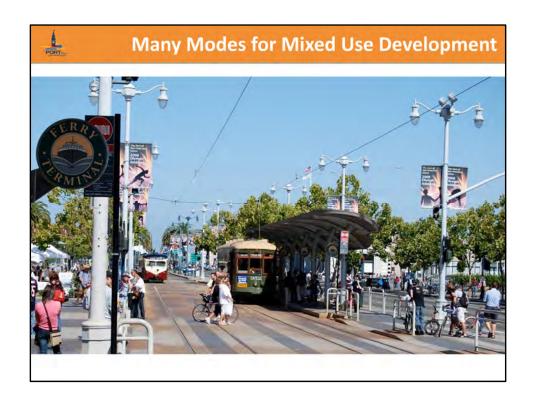
These industries rely on access and routes for heavy industrial trucks and oversized vehicles to and from I-280 and US 101, and designated City truck routes, including Third and Illinois Streets.

Port Pier 80-96 cargo terminals and rail yards also serve City emergency and disaster response needs.



Top photo: Port tenant, SF Bay Rail operates the short line freight rail service connection to the Union Pacific mainline which runs south down the peninsula.

Bottom photos: Port concrete batch manufacturers, Cemex and Central/Bode, are located adjacent to source materials: aggregate imported at Pier 94, and Bay sand that is mined and stored on the Pier 94 backlands. Oversized equipment and non-containerized cargoes of all types are received over the dock at Pier 80 terminal. Muni bus yards and maintenance center for Metro light rail vehicles are among the interesting variety of San Francisco industrial uses, make businesses and local manufacturers.



North of China Basin: Mixed urban and maritime land uses generate travel demand on multiple modes

The \$700 million Embarcadero transportation improvements have been a very successful public investment necessary to support Ferry Building and other developments that have transformed the Port waterfront.

Today the waterfront is a public gathering place, with over 30 million annual visitors. The F-line historic streetcars, and Muni Metro provide essential public transportation services, and demand often exceeds needs.



Pier 27 Mixed urban and maritime land uses generate travel demand on multiple modes North of China Basin

Maritime and mixed use projects will continue to rely on all transportation modes, as demonstrated by the Pier 27 James R. Herman Cruise Terminal and Event Center, and Cruise Terminal Park. Provisioning cruise ships that carry 2500- 3000 passengers or more

requires heavy truck and industrial access, and vehicle access to support cruise terminal operations on certain days and times. The design of the project, however, is pedestrian-oriented and promotive of public transit and alternative transportation modes.



Waterfront Plan Transportation Policies - Summary

Southern Waterfront:

- Protect industrial access (roadway, rail, water)
- Coordinate with expanded public access

Mixed Use Development:

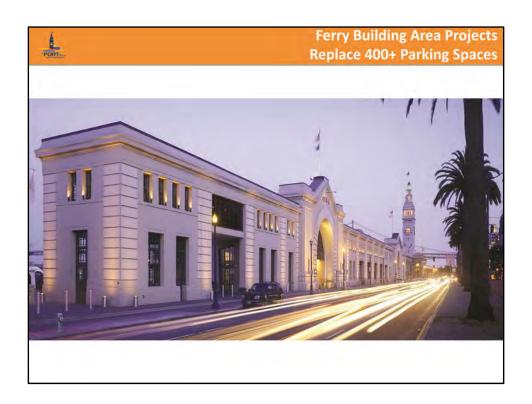
- Promote public transportation
- Efficient parking
- Promote pedestrian uses and public access
- Promote water transportation

The transportation policies in the Waterfront Plan are tied to land uses

- Protect industrial truck routes, freeway access, and freight rail access for southern waterfront maritime and industry
- For new mixed use development and projects:

Promote public transit Efficient use of parking

- Shared parking use and management with Port and non-Port parking facilities
- Support shuttle services
- Limit long-term parking
- Promote ridesharing, TDM (ride share, transit passes)

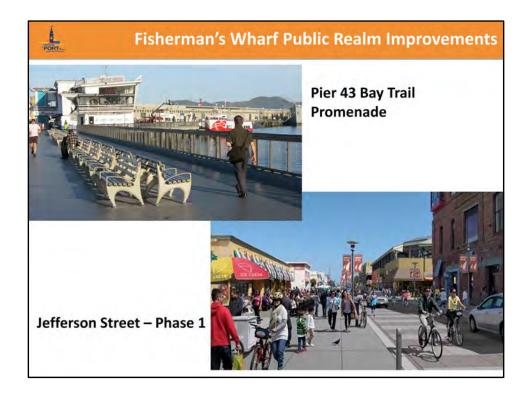


Project implemented since approval of the Waterfront Plan have promoted these transportation policies in many ways:

- The Embarcadero Transportation improvements projects removed over 1000 parking spaces from The Embarcadero
- The historic rehabilitation of the Ferry Building, Pier 1 and Piers 1½, 3 and 5 development projects and changes around the Agriculture Building removed over 400 parking spaces. As part of the original approval of the Waterfront Plan, the Port secured amendments to the San Francisco Planning Code to allow an exemption from City off-street parking requirements for Port developments. The development projects in the Ferry Building area secured such parking exceptions.



In 2005, the Port partnered with SFMTA to pilot demand-based pricing for on-street parking meters, which was further improved and developed in the SF Park meter program.



The Port has worked with the City to implement public realm projects that vastly improve pedestrian circulation and enjoyment in Fisherman's Wharf.

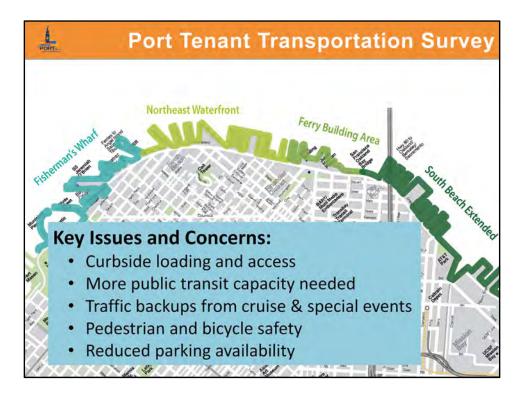
The Pier 43 Bay Trail Promenade was developed by the Port with General Obligation Bond financing approved by San Francisco voters, which included the removal of the former 200 space parking lot that was located at Pier 43.

The Port also worked with the Planning Department, San Francisco Public Works and SFMTA to transform two blocks of Jefferson Street to expand areas for café dining, walking and bicycles, and coordinated vehicle and loading access. This Jefferson Street Phase 1 project was coordinated with Port sidewalk and pedestrian improvements of Taylor Street, which connects to the Pier 43 Promenade. The success of Jefferson Street Phase 1 has resulted in community efforts to secure funding and implementation of Phase 2, to extend the pedestrian improvements to the blocks between Jones and Powell Streets.



The Port also works closely with the San Francisco Planning Department, Office of Economic and Workforce Development, SFMTA and SFCTA to develop site design, transportation management programs and transportation investments that promote walking and alternative transportation modes. SFMTA's Liz Brisson and Carli Payne will provide more details in their presentations about these coordinated City development and transportation planning and implementation efforts, which are concentrated along the Southern Bayfront.

The Mission Rock and Pier 70 development projects are the beneficiaries of this City transportation work. Each are transit-oriented infill developments, planned to be served by urban transportation systems favoring public transit (including water), walk, bicycle modes, and will implement segments of the Blue Greenway. At the same time, both projects also must be planned to protect industrial access for Port maintenance, ship repair, Westar/maritime and PDR uses at Pier 50 in Mission Bay, and BAE ship repair yard at Pier 70.



Slide 12: New projects offer new improvements for the area, but the Port also needs to be attentive to the transportation and loading access needs of its 500+ Port tenant businesses that lease Port facilities. The major developments along The Embarcadero have transformed the northern half of the Port waterfront. In 2015, the Port conducted a Port business transportation survey to ensure it was tracking the needs of its tenant businesses in the busiest part of the waterfront, between Fisherman's Wharf and AT&T Ballpark.

The questions were tabulated by subarea: Fisherman's Wharf, Northeast Waterfront (based of Telegraph Hill), Ferry Building area, and South Beach and beyond. Key findings:

- 1) Need to provide for curbside access/loading;
- 2) Public transit service is inadequate, more service needed on F-line and other routes connecting to the waterfront
- 3) Traffic congestion along The Embarcadero from special events and cruise ship calls
- 4) Bike and pedestrian safety conflicts and hazards along The Embarcadero

The Port is partnering with SFMTA to develop a design for Embarcadero

Enhancement Project, a priority Vision Zero project, which Patrick Golier will describe further in this presentation.

On a related note, the Port also has worked with the San Francisco Office of Community Investment and Infrastructure (formerly the Redevelopment Agency) to similarly plan a two-way bikeway along Terry Francois Boulevard, with separate pedestrian walkway. This planned improvement coordinates improvements of the Mission Rock/SWL 337 development project, development of Bayfront Park as part of the Mission Bay Redevelopment Plan, and the Blue Greenway public access and water recreation network, between China Basin and the south City limit of San Francisco.



The Port operates in a rich transportation environment. While many Port projects seek to advance transportation improvements, the Port has limited direct control of transportation systems and relies on partnerships and interagency coordination. The Port does work hands-on with its water transportation partners to provide new opportunities to expand ferry and water taxi transportation.

We have those perspectives represented on the Working Group : Carolyn Horgan, Blue & Gold, and

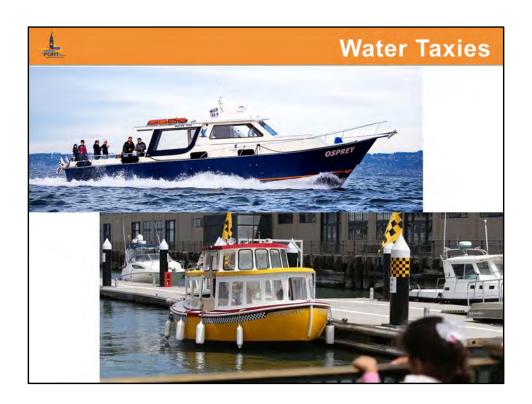
the Maritime and Transportation Advisory Teams: Michael Gougherty, Water Emergency Transportation Agency (WETA) which plans and managed regional ferry service; and Port water taxi business representatives: Nathan Nayman, Tideline Marine Group; and Dave Thomas, SF Water Taxi

WETA and Golden Gate Ferry manage the primary ferry systems that serve San Francisco and the Bay Area region. Both provide service out of ferry landings shown in the map (purple dots).

Water taxies are a relatively new water transportation mode at the Port, promoted by the Port Commission. The Port initiated a pilot opportunity for water taxi service

which is now provided by Tideline Marine Group which provides on-demand transport in San Francisco and to other Bay Area destinations, and San Francisco Water Tax, which provides regular scheduled hop-on, hop-off service between the Pier 1½ just north of the Ferry Building and Hyde Street Harbor in Fisherman's Wharf.

New waterfront developments provide new attractions and business development opportunities to promote ridership on water taxies and ferries, including the creation of new water taxi landings as part of new projects. The Exploratorium is the latest development project to complete construction of a water taxi landing at Pier 15. The Port also is working with Office of Economic and Workforce Development and WETA to develop a ferry and water taxi landing in Mission Bay, at the terminus of 16th Street, to serve UCSF, Mission Bay, future Warriors Arena and the Southern Bayfront.



Top: Tideline Marine Group's Osprey provides on-demand water taxi service: https://tidelinetickets.com

Bottom: San Francisco Water Taxi provides scheduled hop-on, hop-off water taxi service between the Ferry Building area and Fisherman's Wharf: https://www.facebook.com/San-Francisco-Water-Taxi-Co-263227010527719

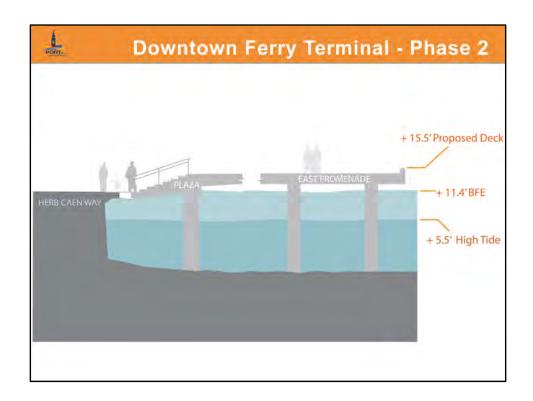


WETA and Golden Gate Ferry are the Port's regional ferry partners.

Port supports WETA, GGF public ferry service, and ferry service businesses (Blue & Gold). This is in addition to Port excursion boat services (such for specialized services such as sport fishing, National Park Service' Alcatraz Island Museum).

The Port initiated the first phase of the Downtown Ferry Terminal developed in 2001, which was coordinated with the historic rehabilitation of the Ferry Building. The Port and WETA are now partnering on Downtown Ferry Terminal Phase 2, which will provide two new gates and gangways, and a major public plaza to accommodate passenger waiting and public access.

Today the ferry system serves over 16,000 passengers per weekday and is at capacity. Annual ridership on GGF and WETA grew from 3.8 million in 2012 to 4.87 million in 2015. BART and the region's bridges are at capacity, and the employment growth during this economic cycle has generated huge growth in ferry ridership. With additional planned development, including Treasure Island, the demand for regional water transportation service will continue to grow.



The E in WETA stands for "Emergency" and Phase 2 will be built to operate after an earthquake. The project design also incorporates adaptation for sea level rise. The plaza platform will be gracefully elevated by 38 inches.



Coordination and Partnerships

- America's Cup People Plan → Waterfront Transportation Assessment
- · Jefferson Street Phase 1 Project
- Coordinated street management (Port, SFMTA, PUC, SF Public Works)
- Ballpark Transportation Coordinating Committee
- Embarcadero Enhancement Project & Vision Zero

Transportation collaboration and partnerships are key

As noted, the ability to manage transportation to and along Port property requires strong and continued partnerships with SFMTA, San Francisco County Transportation Agency, San Francisco Planning Department, WETA and Port maritime transportation tenant businesses. Port transportation operations and capital investments are guided by the Waterfront Plan policies, as well as City goals and policies, including SFMTA Strategic Plan, Vision Zero, and SF General Plan Transportation Element. Interagency collaboration was advanced particularly to deliver premium and coordinated transportation services for the 34th America's Cup, and the delivery of the Jefferson Street Phase 1 project. That work informed the continued coordination of local and regional transportation planning and implementation efforts in the Waterfront Transportation Assessment, to be discussed further in this presentation by SFMTA's Liz Brisson.

The Port owns certain City streets which were transferred under the Burton Act (most notably The Embarcadero, Terry Francois Boulevard, portions of Illinois Street, and Cargo Way). While the Port owns the streets, much of the maintenance

and management is handled under City agreements with SF Public Works, PUC and SFMTA:

- DPW maintains street pavement, curbs and gutters
- PUC maintains sewer and water infrastructure
- SFMTA manages lane configurations, signals, bike and pedestrian improvements
- SFMTA parking meter, curb zone and towaway lane enforcement

The Port has sponsored past transportation improvement processes through the Embarcadero Transportation Task Force (which promote increased F-Line service), participates in the Ballpark Transportation Coordination Committee, and is partnering with SFMTA on the Embarcadero Enhancement Project, a priority of the City's Vision Zero Program, which Patrick Golier will describe in detail in this presentation.



Transportation Policies to Consider

- Embarcadero Enhancement Project & Vision Zero
- West side of The Embarcadero public realm
- Transportation Demand Management in major development project planning
- Port Seawall seismic project: protect BART/Muni subways and The Embarcadero
- Continued transportation coordination (SFMTA, SFCTA, OEWD, Planning Department)
- Continued partnerships to expand public ferry and water-taxi berthing and operations

While there has been enormous change and improvement to improve transportation to and along the Port waterfront, from land and water, the transportation challenges people feel today dictate the need for continued dedicated attention from the Port, City and regional transportation agencies. The transportation improvements now underway should inform updates to transportation policies in the Waterfront Plan. This includes recognition of the Embarcadero Seawall project. On its face, the Seawall may not seem to relate to transportation. However, it is a high-priority and fundamental public infrastructure project needed to protect the operational integrity of The Embarcadero transportation system after a major Bay Area earthquake, as well as provide flood and sea level rise protection to the east side of the City, including Muni and BART subway tunnels.



SFMTA Presentation Overview

- 1. Share SFMTA transportation policy framework
- 2. Share recent and planned transportation improvements/policies affecting waterfront
- 3. Frame major waterfront transportation opportunities + challenges
 - Contextualizing analysis of travel demand and capacity
 - Areas of possible focus for Waterfront Land Use Plan policies



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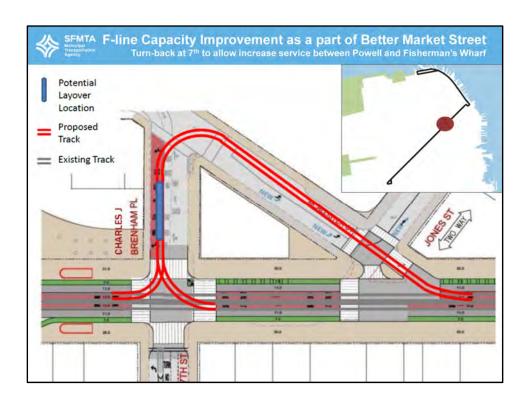


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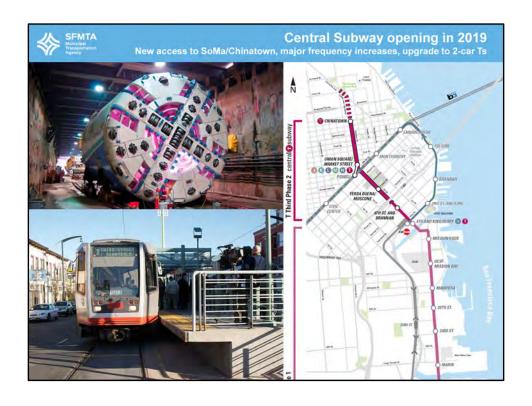
Key Area for Waterfront Land Use Plan Policy Coordination











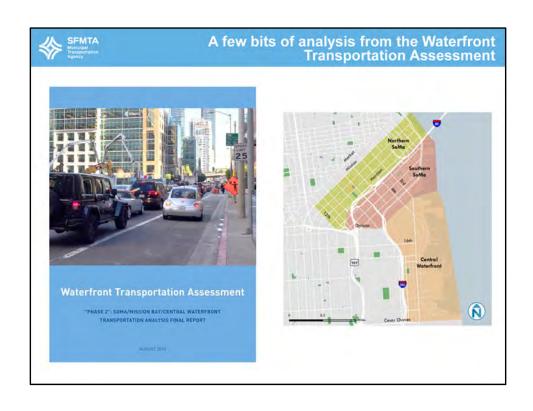




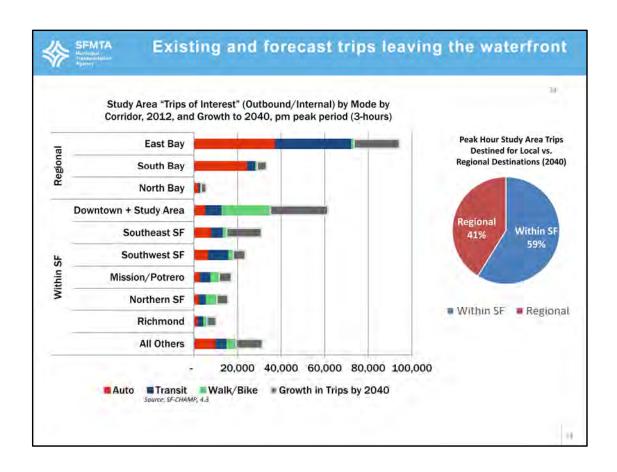


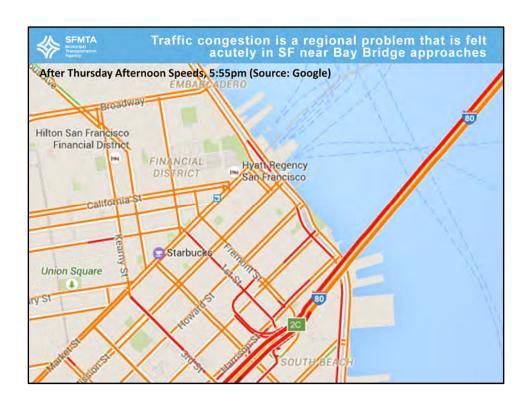
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Mode share vision



ource: Muenster Department of Transportation

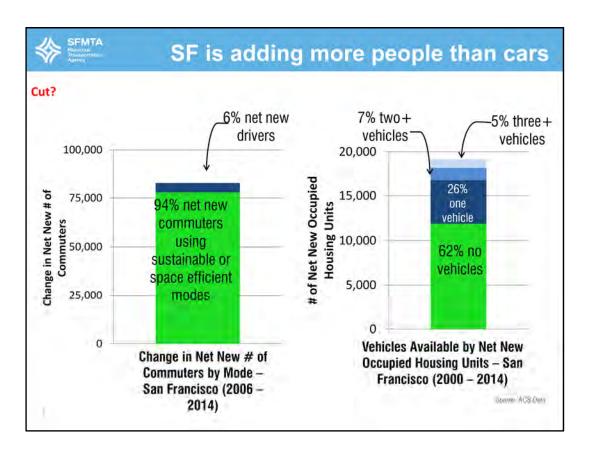
Shape travel in recognition of limited roadway capacity and in support of SF's policy goals.

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otential Alignment with Vaterfront Land Use Plan	Port is Stakeholder In
Vision Zero policy Transportation Demand Management strategies for Port controlled land Embarcadero Enhancement Project	 ConnectSF Core Capacity Transit Study Managed Lanes Implementation Plan Plan Bay Area Railyard Alternatives and I-280 Boulevard Feasibility Study Freeway Corridor Management Study Southern Bayfront Strategy
Discussed in tonight's presentation	More information in handout









Negotiated TDM plans

Robust TDM Plans

Examples:

- Transit subsidies
- Carshare/bikeshare Memberships







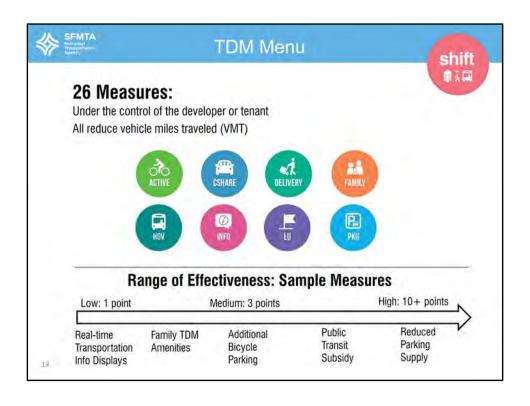


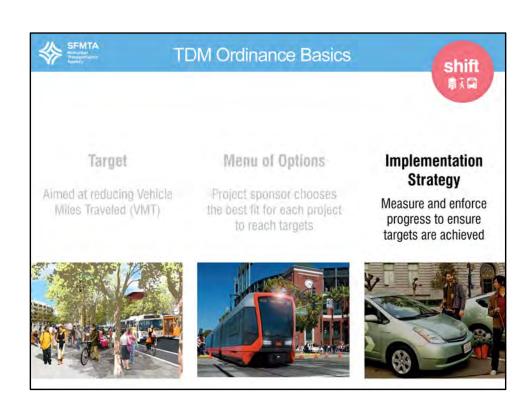


- Family amenities: storage for carts, carseats & strollers, cargo bikes
- Information and marketing
- · Parking supply and parking management
- Auto mode share or trip cap & compliance monitoring











Shaping Trips in Existing Land Uses

Mechanisms:

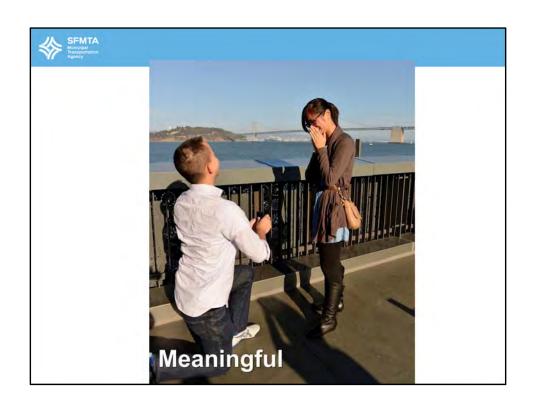
- Property owner/employer/destination-provided (voluntarily)
- Lease terms
- Transportation Management Association Examples:
- · Sustainable transportation allowance
- Parking management (cash-out, unbundling, pricing)
- · Communications/information
- Campaigns and incentives





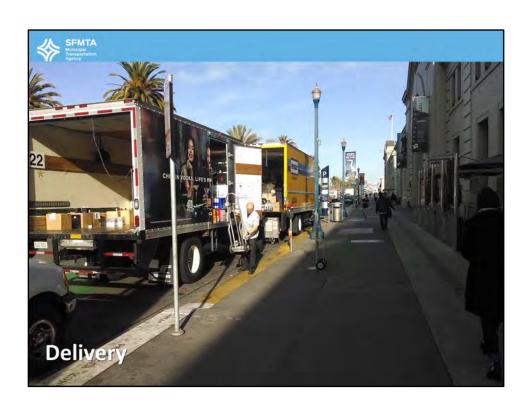


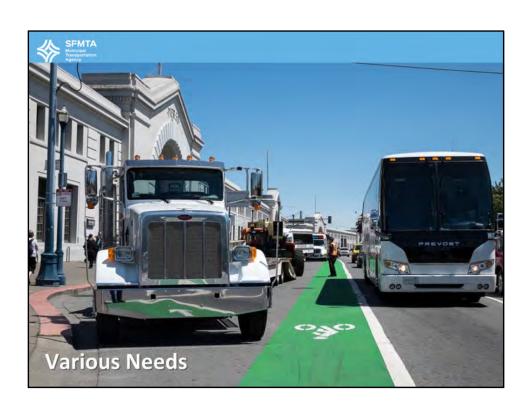


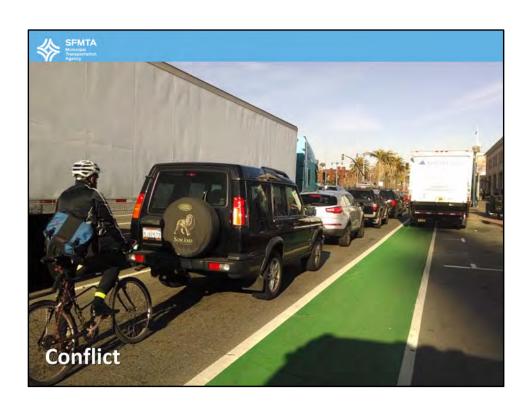




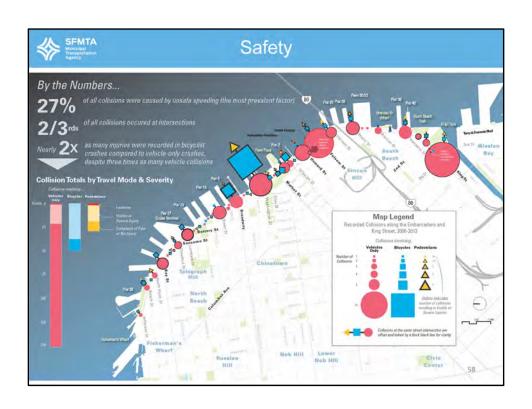


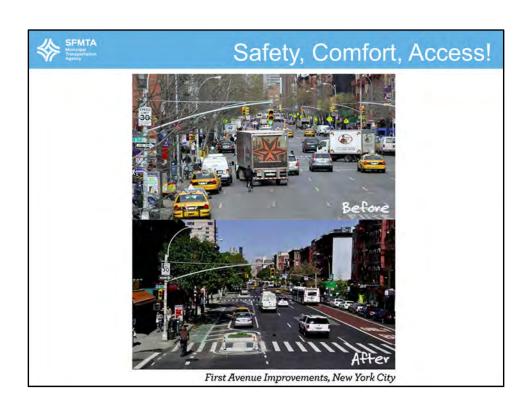






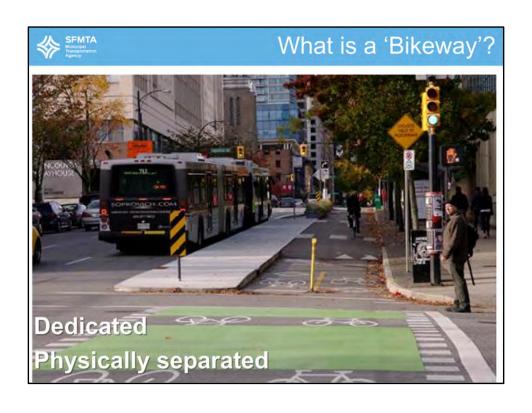


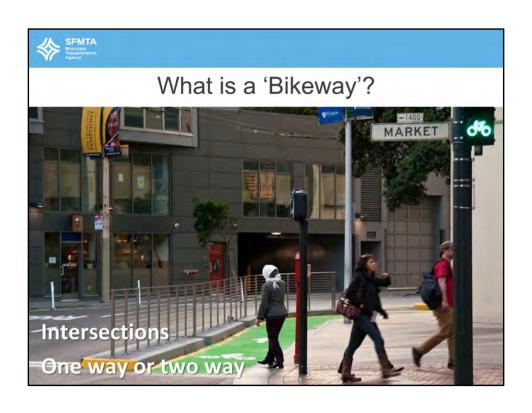


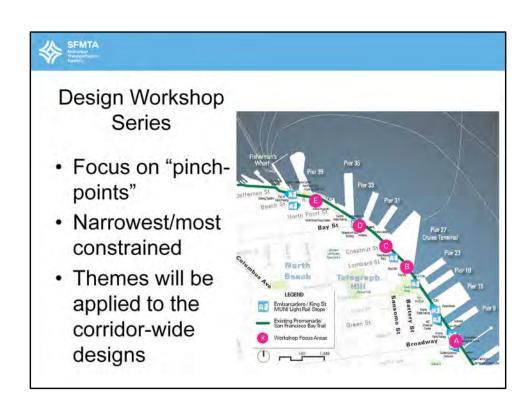














2014 Design Workshops

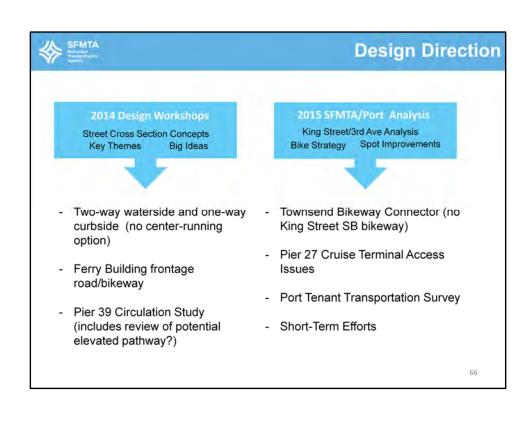
Summary

- · Wide and Welcoming / Think 'Big'
- Details Matter!
- Accommodate Loading/Unloading
- Flexibility
- · On-street Parking Not a Priority
- · Maintain Travel Lane Widths





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Immediate Next Steps

- · Summarize Impacts / Trade-Offs (MTA)
- Flesh out "Big Moves" concepts (MTA/Planning)
- Identification of high level cost estimates for design alternatives (MTA/DPW)
- Coordinate short-term changes to The Embarcadero (Port and MTA)
- Initiate public outreach to identify preferred design alternative for more detailed preliminary engineering
 - Initiate one-on-one stakeholder outreach April (MTA)
 - Schedule public event June (MTA)
 - Presentations to committees/TACs/Boards

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