



Port of San Francisco Impact Report 2023

2023 Impact By the Numbers

7.5

Miles of Port
Jurisdiction

16

Public Art
Experiences

108

Acres of
Open Space

550+

Port
Tenants

10-12M

Visitors to
PIER 39

1.4M

Visitors to
Alcatraz

375K

Cruise
Passengers

99

Cruise Calls

50

Public
Engagements
Conducted

52

Leases
Executed

176

Permits
Processed

270

Port
Employees

17

Internal Staff
Promotions

40

New Staff
Hired

22

Interns
Mentored

60%

Port Contracts
Awarded to
Local Businesses

\$128M

Revenue Generated
in FY 2022-23
(approx.)

2.1M

Social Media
Impressions

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Waterfront Wide

Heron's Head Park to Fisherman's Wharf

- **Safe, Clean and Vibrant:** Ensured Port waterfront was safe, clean, and vibrant for residents and visitors to enjoy.
- **Events:**
 - **Asia-Pacific Economic Cooperation (APEC):** Partnered with the City to host world dignitaries, business executives, and other leaders at several waterfront locations for events and ensured a safe, clean, and vibrant waterfront for the event and beyond.
 - Organized an event in conjunction with the APEC summit that featured members of Gov. Newsom's Administration, Lieutenant Governor Eleni Kounalakis, foreign dignitaries, and California port leaders to discuss global trade partnerships and highlight green shipping corridor programs.
 - **6th Annual Contract Open House:** Hosted event attracting 250 attendees at the Justin R. Herman Cruise Ship Terminal to connect micro and small local businesses with larger prime contractors to foster partnership opportunities and connect technical service providers with City agencies.
 - **3rd Annual Juneteenth on the Waterfront:** Continued to sponsor and participate in Foodwise's third annual celebration of Juneteenth, also known as Freedom Day, honoring the anniversary of Black emancipation in the United States. Featured at this event are other racial equity-focused community organizations to share their work and connect with the public, as well as small, local businesses that attract a diversity of people to our waterfront.
 - **Pop-Ups on the Plaza:** Partnered with the San Francisco Human Rights Commission, Dream Keeper's Initiative to sponsor Foodwise to host *Pop-Ups on the Plaza*, a series of quarterly public events celebrating Bay Area Black entrepreneurs with delicious food, community activities, and family fun. By activating the Ferry Terminal Plaza and Ferry Plaza Farmers Market, each free event showcases 12 to 20 Black-owned food and craft businesses and attracts thousands of Bay Area visitors.
 - Hosted **Assembly Select Committee** on Ports and Goods Movement and led waterside tour of Port facilities with committee members and stakeholders.
- **Waterfront Plan:** Adopted the guiding principles Plan for maritime, land use, transportation, sustainability, historic preservation, urban design, and economic development in the context of equity and resilience, which was the culmination of a three-year community-driven planning process and a two-year environmental review process.

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- **Playbooks and Reports:** Developed 2023 Emergency Power Outage Playbook and 2022-23 Existing Buildings Energy Ordinance and submitted to the Department of Energy.
- **Cruise:** Hosted approximately 375,000 passengers this year, a 15% increase in passenger volumes over the previous year. - number slide
- **Sustainable Fuels:** Supported the nation's first-ever hydrogen ferry. The ferry, fully powered by hydrogen, arrived and fueled at the Port. The vessel is awaiting the final United States Coast Guard clearance before it is put into operation.
- **Low-Carbon Fuel Standard:** Received over \$200,000 from the sale of credits that were earned from the sale of shoreside power to cruise ships at berth at Pier 27.
- **Construction Projects:**
 - Gave Notice to Proceed to eight projects, including Roundhouse 2 Building Envelope, Pier 9 Security Gate, Pier 35 Column Shoring, Islais Creek Interpretive Signage, Pier 29 Repairs and Ventilation, and Heron's Head Park Signage.
 - Achieved substantial completion for six projects in 2023 including Pier 9 Security Gate, Pier 35 Column Shoring, Pier 52 Boat Launch, Pier 70 Shipyard Uplands, Pier 29 Repairs and Ventilation, and Heron's Head Park Signage.
- **Engineering Design:** Started design on 15 projects in 2023, including Crane Cove Park Playgrounds, Aquatic Park Sewer Repair, Pier 96 Wind Power Prep, Pier 52 Boat Launch, and more.
- **USACE Flood Study:** Achieved a critical U.S. Army Corps of Engineers milestone in our general investigation of coastal flood risk along the Port's 7.5-mile Bay waterfront: City department and USACE agreement to release a Draft Integrated Feasibility Report and Environmental Impact Statement with a Tentatively Selected Plan (Draft Plan) for waterfront adaptation for public comment in January 2024. The multi-billion-dollar Draft Plan, if approved by Congress and City, addresses coastal and combined flood risk and shoreline earthquake risks and would be a major step forward in replacing the Embarcadero Seawall and stabilizing other shoreline areas. The Federal government would pay up to 65% of the costs of the final Recommended Plan.
- **Resilience Pilot Projects:** The Living Seawall Pilot Project was installed in three locations –Pier 45 Breakwater, Pier 14/Agricultural Building, and South Beach Harbor Breakwater to test and evaluate engineering with nature concepts.

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Fisherman's Wharf *Aquatic Park to PIER 39*

- **Economic Recovery Strategy:** Fisherman's Wharf has historically been a major economic driver for the Port and City, drawing an estimated 65 percent of San Francisco's tourists in to enjoy an authentic fishing village experience. While visitors are returning, the area has been slow to recover from the economic impacts of the COVID-19 pandemic due to the closures of major restaurants.

The Port's economic recovery strategy is to leverage the Wharf's unique features and history and offer new draws to be a destination for both visitors and locals. Immediate actions include:

- Greeting and guiding visitors with welcome ambassadors.
- Beautifying public spaces with hanging flower baskets, murals, and lighting.
- Activating the area with a summer concert series and the installation of the SkyStar Wheel.
- Connecting the public to the working fishing industry through improved access to off-the-boat fish sales.
- Improving facilities to reduce barriers to entry for new tenants.

In addition to retaining and generating new business for current tenants that struggled through the pandemic, these efforts to enliven the district will help brokers market the Port's vacant restaurants and office spaces.

- **Fisherman's Wharf Restaurants:** Following the devastating economic impacts of COVID, there are eight Port restaurants actively operating in Fisherman's Wharf: Boudins, Scoma's, the Franciscan, Nick's Lighthouse, Capurro's, Sabella and La Torre, the Crab Station and Cioppino's. Maven Properties has been hired to market the spaces formerly occupied by Alioto's, Lou's Blues, Pompeii's as well as the vacant building at 490 Jefferson.
- **Historical Vessel Relocation:** Executed new lease agreement to relocate the Jeremiah O'Brien to the Northern Waterfront at Pier 35 from its original berth at Pier 45 in Fisherman's Wharf.
- **Wharf J9 Resilience:** Completed design for the temporary float for off-the-boat fish sales and advanced pre-design of the seawall and wharf replacement project.

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- **Fisherman's Wharf Activation:** Awarded Fisherman's Wharf CBD \$2 million grant to activate neighborhood.
 - Produced Pier Party summer event series which put on 32 free concerts at the Crab Wheel Plaza, 75% of which were performed by BIPOC artists.
 - Produced the 20th annual Trolley Dances and installed sea-themed murals, hanging flower baskets, and decorative lighting.
- **SkyStar Observation Wheel:** Relocated Wheel to Fisherman's Wharf from Golden Gate Park as an activation to draw more visitors and locals to the neighborhood.

Northeast Waterfront *Ferry Building to PIER 39*



- **Resilience Contracts:** Issued two advertisements for construction contracts for significant harbor infrastructure improvements at both Fisherman's Wharf Hyde Street Harbor and South Beach Harbor.
- **Pier 9 & 15 Seawall Earthquake Safety Projects:** Completed needs assessment and alternatives analysis reports for early project.
- **Pier 35.5 EFWS Relocation & Earthquake Resilience:** Completed needs assessment report for early project and supported SFPUC in evaluating relocation options.
- **Downtown Coastal Resilience Project:** Advanced pre-design and received notice of a tentative award from FEMA for a Building Resilient Infrastructure and Communities Grant of up to \$50 million.
- **Ferry Building Resilience:** Completed geotechnical investigations around and through the existing seawall. Completed needs assessment report and adaptation study with constructability analysis.
- **Retail Leasing:** Entered into a contract with Cushman & Wakefield for marketing of the Ferry Plaza East Building and the restaurant space at Pier 33.5 formerly occupied by the Butterfly Restaurant. Currently in active lease negotiations with PB&K/Kuleto's for the space at Pier 33.5.



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South Beach *Rincon Park to The Ballpark*

- **Legislation:** Supported effort to pass Senate Bill 273, authorizing the State Lands Commission to allow a mixed-use, public-private partnership to develop, improve, and repair Piers 30-32.
- **Pier 24-28 Resilience:** Completed geotechnical investigations that supported advancing the pre-design of an early retrofit project and provided information for refinement of the USACE adaptation plan.
- **Resilience Planning and Design Grant:** Received \$7.8 million grant from the California Coastal Conservancy to advance Resilience Planning and Design between Howard and Townsend Street along the Embarcadero, including developing an interpretive program to tell the story of natural and cultural history as well as resilience, and all other design.
- **Leasing:** Entered into a new Memorandum of Understanding with the Department of Homelessness and Supportive Housing for continued operations of the Embarcadero Safe Navigation Center at SWL-330 for an additional two years.

Mission Bay *China Basin to Mariposa Street*

- **Mission Rock:** Received three of the four vertical building certificates of occupancy, with residents continuing to move into Building A and Visa expected to occupy its new corporate headquarters at Building G in 2024. The project also has leasing successes, signing five retail tenants and a substantial office lease of nearly 30,000 sq. ft. at Building A.
- **Mission Bay Ferry Landing:** Continued to work with Water Emergency Transportation Agency to develop a funding and construction plan to develop Mission Bay Ferry Landing and initiate zero-emission ferry service in the Central Waterfront. With the resolution of the Regional Measure 3 litigation earlier this year, a significant funding source is now available for the project. Project Management Office and Executive staff are working to develop a funding plan and schedule for further review by the Port Commission in the first half of 2024.
- **Pier 50 Resilience:** Awarded contract and started seismic risk assessment of the facility, to focus on functionality of Port maintenance after an earthquake.
- **Parks Legislation:** Secured all necessary approvals of the Parks legislation in 2023 including from the Port Commission, Recreation and Park Commission, OCII Commission and Board of Supervisors, to return the Mission Bay Parks on Port land to the Port for management through 2044 beginning in 2030.
- **Bayfront Park:** Began construction on new seven-acre waterfront public park to be opened as soon as January 2024.

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Southern Waterfront *Crane Cove Park to India Basin*

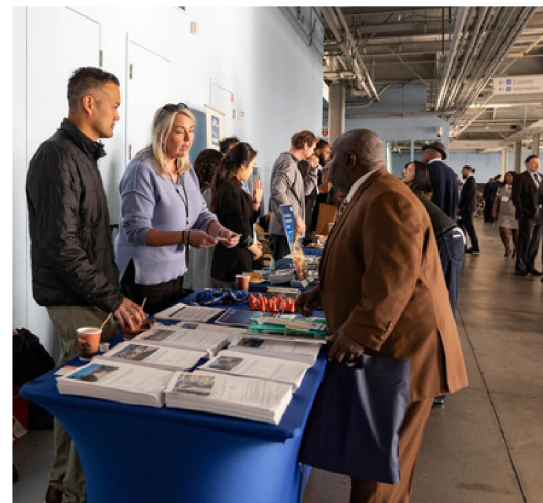
- **Terminal Infrastructure:** Secured a highly competitive CalSTA Freight Infrastructure Program award of \$21.5 million in grant funding to support improvements at Pier 80-96 to help modernize the Maritime Eco-Industrial Complex and reduce emissions in the Bayview neighborhood.
- **Building 49 Activation:** Executed lease agreement to activate Building 49 in Crane Cove Park.
- **Crane Cove Park Activation:** Partnered with Parks Alliance to host events including Movies in the Park and Makers Pop-Up events.
- **Portola Music Festival:** Held the second annual Music Festival at Pier 80 which welcomed over 70,000 visitors to the Southern Waterfront.
- **Pier 70:** Developer executed nine lease agreements, including a brewery, bakery, a design studio, and others, which are expected to begin opening in 2024.
- **Heron's Head Park Activation:** Partnered with non-profit organizations and the Recreation and Park Department to host events for the general public including Bee Workshops at Heron's Head Park EcoCenter.
- **Contracts:** Issued a Request for Offer for the sale of the decommissioned drydocks at the Pier 70 Shipyard.
- **Leasing:** Received Port Commission and Board of Supervisor's approval for new leases with Recology San Francisco and Anderson Enterprises, with an initial annual base rents of \$4.4 million and \$800,000, respectively. A lease was also entered with Hoteling, Inc. will include a new tasting room as part of tenant's distillery operations.

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Equity

- **Rising T.I.D.E.S Summer Internship Program:** Launched the second initiative of the Port's Rising T.I.D.E.S. Mentor and Internship program which included a partnership with the California State University Maritime Academy (CSUMA, Vallejo) and Phillip and Sala Burton High School (PSBHS). The program provided 11th grade students from PSBHS with a weeklong experience that fully immersed the students in the program and culture of college life at CSUMA Vallejo campus and a 5-week paid internship at the Port that rounded out their understanding of Maritime operations and career pathway opportunities.
- **SailGP at Pier 80:** Hosted the SailGP base camp at Pier 80. During the week-long event, 40 youth per day visited Pier 80 to participate in SailGP's Inspire Learning program and a total of 1,000 people visited the base camp.
- **South Beach Yacht Club Youth Sailing Program:** Partnered with Pier 80 Terminal Manager, Pasha, and San Francisco Boys and Girls Clubs within District 10 to sponsor six students to participate in the South Beach Yacht Club Youth Sailing Program. This partnership resulted in providing access and opportunities for students to learn safe boating skills while enjoying the waterfront.
- **6th Annual Contract Open House:** Hosted event attracting 250 attendees at the Justin R. Herman Cruise Ship Terminal to connect micro and small businesses to larger prime contractors for partnership opportunities, technical service providers, and other City departments.
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Internal

- **Hiring and Promotion:** Hired 40 new staff, promoted 17 Port staff to higher positions within the organization, and mentored 22 interns.
- **Career Development:** Supported staff with professional development to advance current Port staff careers and build career pathways.
- **Respect in the Workplace Training:** Trained Port staff to promote psychological safety at work and a culture of inclusion and belonging.
- **Staff Appreciation Events:** Executed engagements to celebrate and honor Port staff's hard work, dedication, and innovation in various events including the Breakfast of Champions, Pier 50 BBQ called Port Fest, and the End of Year Gathering.
- **Internal Engagements:** Executed five events to bring staff together to build trust and relationships and align staff on Port priorities.
 - **Maritime Day:** Hosted and facilitated the first ever Maritime Day at the Port to educate staff on Maritime history, responsibilities, and staff.
 - **Port CHAT:** Held one of the triannual event series in honor of Hispanic/Latinx Heritage Month with a discussion featuring guest speaker, Rocio van Nierop, CEO and Co-Founder of Latinas in Tech, an organization dedicated to creating more equitable space in the technology industry for Latinas. This event was held in a hybrid format, with approximately 80 Port staff attending.
 - **Just Keepin' it Reel:** Hosted seven events featuring a facilitated discussion related to a culturally relevant film (nominated by staff) based on the nationally designated cultural heritage month of the year.

