



## MEMORANDUM

June 5, 2020

**TO:** MEMBERS, PORT COMMISSION  
Hon. Kimberly Brandon, President  
Hon. Willie Adams, Vice President  
Hon. Gail Gilman  
Hon. Victor Makras  
Hon. Doreen Woo Ho

**FROM:** Katharine E. Petrucione DocuSigned by:  
Katharine Petrucione  
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Acting Executive Director

**SUBJECT:** Presentation on the San Francisco Municipal Transportation Agency Vision Zero Quick-Build bicycle and safety projects on The Embarcadero

**DIRECTOR'S RECOMMENDATION:** Informational Only; No Action Required

### **EXECUTIVE SUMMARY**

On February 11, 2020, San Francisco Municipal Transportation Agency (SFMTA) and Port staff provided an informational presentation on the Embarcadero Enhancement Project (EEP) and Vision Zero Quick Build (Quick Build) projects. EEP is SFMTA's long-term transportation and streetscape proposal to improve safety, mobility, and accessibility for all modes along The Embarcadero, between Northpoint and Townsend Streets. SFMTA is also committed to expediting safety and mobility improvements while the larger EEP is under development, and will be implementing three Quick Build projects in Summer 2020.<sup>1</sup>

The Embarcadero is a major city arterial street and destination, supporting maritime, industrial, recreational and entertainment attractions and the regional transportation network. As The Embarcadero continues to evolve to meet these diverse needs, SFMTA and the Port are focused on transportation and access goals for The Embarcadero that improve safety and connectivity, enhance the waterfront and support recovery from the COVID-19 pandemic.

**THIS PRINT COVERS CALENDAR ITEM NO. 8A**

<sup>1</sup> SFMTA staff also provided Port Commission presentations on August 14, and November 13, 2018, where the Port Commission made requests regarding near-term actions that could be implemented to improve safety, while the longer-term Embarcadero Enhancement Project advances.

Since February, Port and SFMTA staff have been working together to finalize the design and construction details of three Quick Build projects to accelerate safety improvements in the following locations along The Embarcadero:

- 1) Pier 35 near Bay Street: a northbound protected bikeway to reduce conflicts between bikes and passenger loading activities at the Pier 35 Cruise Terminal;
- 2) Ferry Terminal – Mission and Folsom Streets: a northbound two-way protected bikeway connecting the Downtown Ferry Terminal and Plaza after it is completed in June 2020 to the South of Market neighborhood;
- 3) Rincon Restaurant Zone – Harrison to Folsom: northbound protected bikeway and modified commercial and passenger loading zone

SFMTA has prioritized implementing the Embarcadero Quick Build projects this summer, as the City transitions from COVID-19 Shelter-in-Place to resumption of city functions and improvements. SFMTA has worked with Port staff to incorporate maritime and operational needs of the Port and worked closely with Metro Cruises and Pete Sittnick, manager of the Waterbar and Epic Roasthouse restaurants on the design and construction details. SFMTA has also coordinated with San Francisco Public Works, which will assist in construction of some of these improvements. SFMTA plans to take advantage of reduced traffic due to the COVID-19 pandemic to construct these Quick-Build projects beginning late June or early July. SFMTA expects project construction to last for three months.

SFMTA has developed an outreach and engagement plan to provide public information about the Quick Build projects and construction schedule across multiple mediums including: website, social media, community groups, and Port Advisory Committees. To support these efforts, SFMTA developed a Quick Build Projects Fact Sheet, shown in Attachment 1.

### **PORT'S STRATEGIC PLAN OBJECTIVE**

This project supports the goals of the Port's Strategic Plan as follows:

#### **Evolution:**

Coordinate with the San Francisco Municipal Transportation Agency to improve access to the waterfront and transportation service to Port facilities. Work with SFMTA to make The Embarcadero safer through interim and long-term improvements:

- i. In 2019, install signage and striping in 'hot-spot' locations, expanded passenger loading zones, and Battery and Sansome bicycle connections
- ii. Release the Embarcadero Enhancement long-term concept design in 2019, and preliminary engineering in 2020

## **Engagement:**

- 1) Strengthen public understanding and support of Port responsibilities and projects through community engagement and participation at many levels.
- 2) Partner with City departments and government agencies, Port tenants, and stakeholders to educate and promote waterfront projects

## **PROJECT OVERVIEW**

To expedite safety and mobility improvements along The Embarcadero, SFMTA has prioritized development and design of three Quick Build projects along The Embarcadero in partnership with Port staff and San Francisco Public Works. SFMTA believes that Quick Build safety projects will decrease the number of severe injuries and fatalities on San Francisco streets, resulting in progress towards the City's Vision Zero goal. Vision Zero ( <https://www.visionzerosf.org/>) is the City's program to eliminate traffic deaths, focusing on engineering improvements to the street system, education, enforcement, and evaluation of those improvements.

The Embarcadero is a vital public gathering place, with numerous recreational attractions, industrial, commercial and maritime businesses. Over 300,000 people walk, bicycle, ride transit and drive along The Embarcadero daily. Much of The Embarcadero is on the City's Vision Zero High Injury Network, which accounts for the vast majority of severe injuries and traffic fatalities in San Francisco. In the last five years, there were 189 reported severe injury collisions and two fatalities.

The mixed flow and high volumes of visitors, business and maritime users along The Embarcadero create conflicts and discomfort. The Quick Build Projects will be implemented quickly in three locations, described further below, to:

- Create a safer Embarcadero corridor for all users
- Improve connection to nearby neighborhoods, downtown and the region
- Enhance the waterfront as a valued destination for locals, visitors, businesses and maritime industry
- Support the renewal and recovery of our City from the COVID-19 pandemic while protecting public health

On February 11, 2020, SFMTA and Port staff provided a Port Commission presentation and staff report<sup>2</sup> describing the EEP. The EEP is SFMTA's long-term proposal to improve safety, accessibility and comfort for all travelers by developing a two-way waterside bikeway between North Point Street near Pier 39 and Townsend Street at South Beach Park. The protected two-way bikeway would reduce conflicts between bicycles, pedicabs and motorized devices, and pedestrians and vehicles. Further, EEP would enhance pedestrian crossings to meet current Americans with Disabilities (ADA) standards. and also provide shorter crossing distances where feasible through sidewalk widening along The Embarcadero and across multiple side-streets. The concept

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<sup>2</sup>

([https://sfport.com/sites/default/files/Commission/Documents/Item%2013A%20Emb%20Enhancement%20Project\\_final%202.pdf](https://sfport.com/sites/default/files/Commission/Documents/Item%2013A%20Emb%20Enhancement%20Project_final%202.pdf))

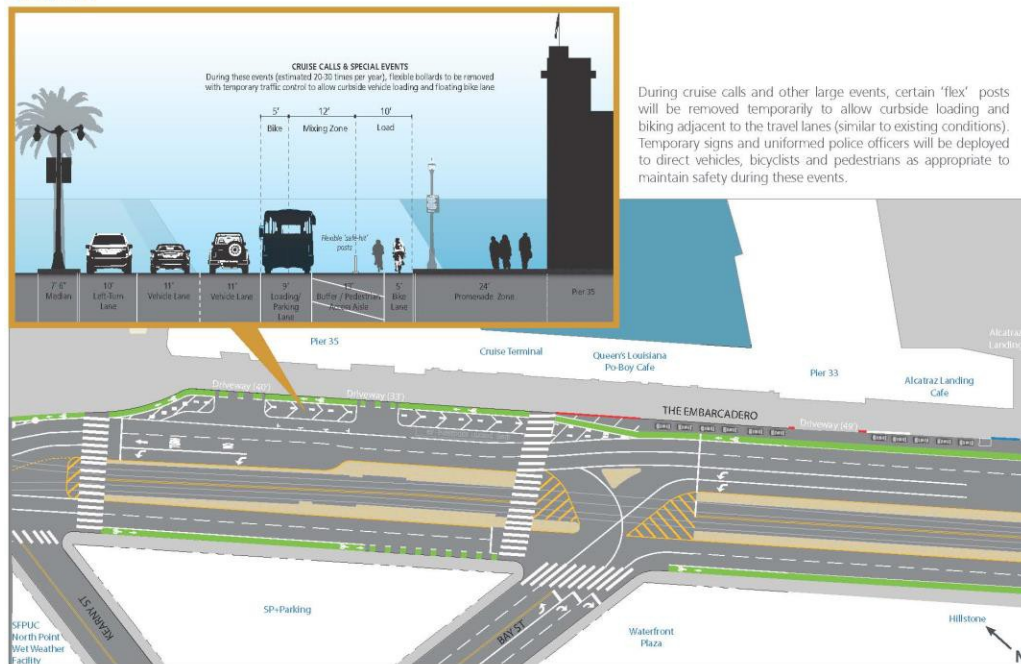
planning phase was completed in 2019, and engineering design is underway to determine dimension, excavation, utility, curb and intersection and other project details. SFMTA and Port staff will schedule a future Port Commission presentation to review the project details, and approval requirements for the EEP. The Embarcadero Quick Build projects allow SFMTA to advance EEP objectives in select locations now, where safety and mobility improvements can be implemented quickly and at low-cost.

## Quick Build Project Details

The three proposed Quick Build project designs and construction details are described below and in Attachment 1, Quick Build Fact Sheet. SFMTA has applied for a Port Encroachment Permit to authorize these improvements.

### EMBARCADERO QUICK-BUILDS: PIER 35 PROPOSED CONDITIONS

Spring 2020

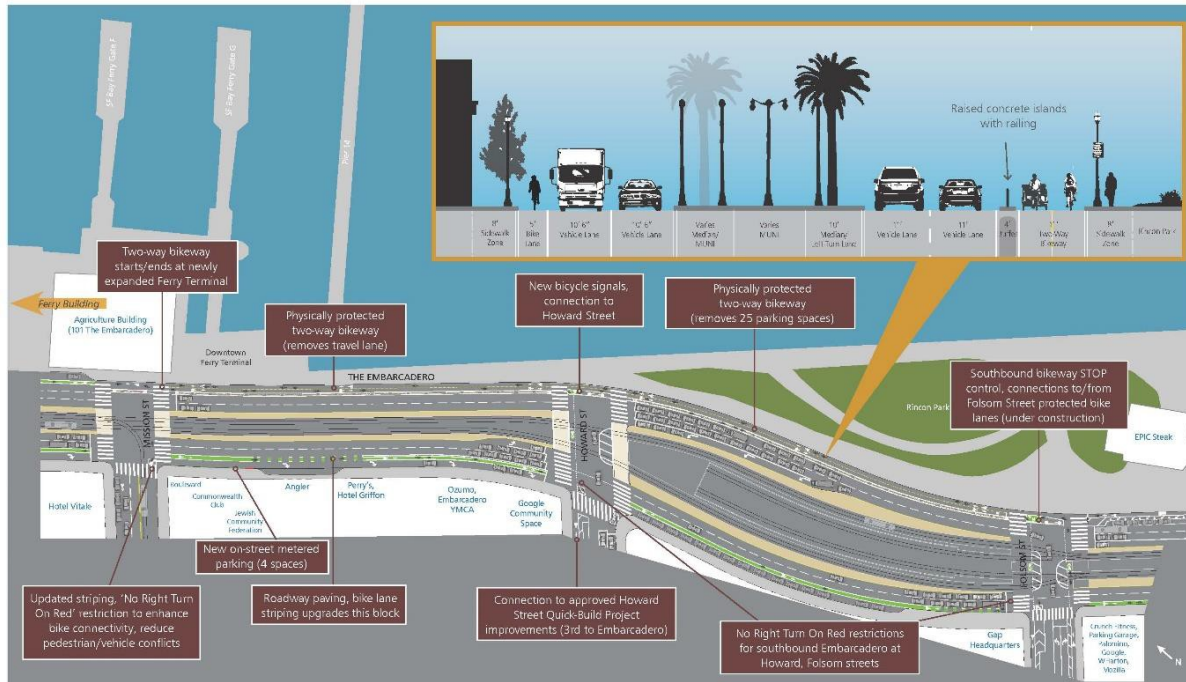


**Pier 35 at Bay Street:** Along the block of northbound Embarcadero between Bay and North Point Streets, there is an unusually wide parking lane in front of the Pier 35 cruise terminal that becomes a double-wide drop-off zone (e.g., tour buses and delivery vans) to support cruise ship calls and special events. To reduce modal conflicts on days when there is no cruise ship in berth at Pier 35, the SFMTA proposes to move the bike lane adjacent to the curb and move the loading functions closer to the vehicle travel lanes. When Pier 35 is used to support cruise ship calls and special events, the bicycle lane would revert to a shared space in the right-hand vehicle lane. This Quick Build project design includes movable bollards to support the changes in curb zone and roadway spaces for Pier 35 cruise/event and non-event days. The project also will reposition loading spaces to improve crosswalk visibility at the Bay Street intersection.

These changes would not affect the two existing northbound Embarcadero vehicle travel lanes or driveway access in and out of Pier 35. The project would affect eight (8) existing metered parking spaces: six that would be converted to loading for some portion of the day and two would be removed to increase intersection visibility. Port staff have worked closely with Metro Cruises throughout the planning design development process, and they are supportive of the proposed changes.

### EMBARCADERO QUICK-BUILDS: FERRY TERMINAL - PROPOSED CONDITIONS

Spring 2020



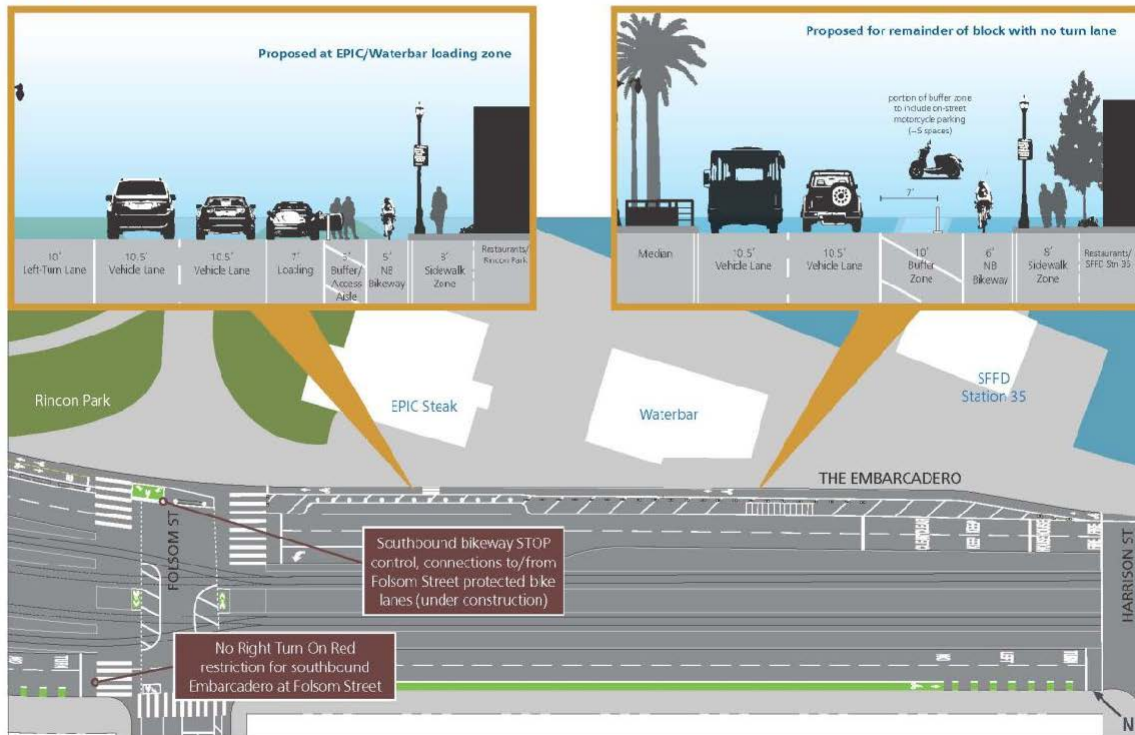
**Ferry Terminal Quick Build:** This project will construct a water-side, two-way protected bikeway from Mission to Folsom Streets to improve safety for all users and enhance 'last mile' connections to the ferry terminal from the South of Market neighborhood. SFMTA has constructed a two-way protected bikeway on Howard Street which will connect with the Ferry Terminal Quick Build project. This project will allow for a preview and testing of the protected bikeway concept as planned for the EEP. SFMTA hopes that the pilot will help inform the EEP design development work. In addition, this Quick Build includes pedestrian and bicycle safety improvements such as crossings with separated waiting areas, right turn on red restrictions for vehicles, and installation of improved signal timings.

Changes to this two-block segment of The Embarcadero are achievable by repurposing one block of a northbound travel lane (Mission to Howard) and one block that currently provides 24 on-street general parking meters between Howard and Folsom, adjacent to Rincon Park. To partially offset the loss of parking, eight parking spaces will be added adjacent to the southbound lanes in the block between Mission and Howard Streets.



# EMBARCADERO QUICK-BUILDS: RINCON RESTAURANT ZONE PROPOSED CONDITIONS

Spring 2020



***Rincon Restaurant Zone Quick Build:*** The northbound lanes of The Embarcadero between Folsom to Harrison streets is a hot spot for conflict between people bicycling and loading/valet operations for the restaurants adjacent to Rincon Park. The Port Executive Director requested SFMTA to develop a Quick Build solution to improve the safety of this segment. In response, SFMTA has designed a protected bikeway for northbound bicyclists along the curb edge, and relocated an expanded commercial and passenger loading zone outboard of the bikeway. The protected bikeway and new loading area will prevent vehicles from double parking and forcing bicyclists and scooterists into vehicle traffic in this area.

Changes to this block of The Embarcadero are achievable by removing 12 general parking meters between Harrison and Folsom, adjacent to Rincon Park and replacing them with seven loading spaces and a motorcycle parking area. Port staff have worked with Pete Sittnick, manager of the Rincon Restaurants (Epic and Waterbar) throughout the planning and design development process and he supports the proposed changes.

## Construction Schedule

SFMTA has prioritized implementing the above Quick Build projects as the City transitions from COVID-19 Shelter-in-Place to resumption of city functions and

improvements. Construction is anticipated to begin in late June or early July 2020. The construction for each Quick Build project varies from about two weeks at Pier 35 and the Folsom to Harrison block, to about three months for the Mission to Folsom blocks, with all improvements expected to be complete by September 2020, barring any unforeseen circumstances. During construction, crews from Public Works and SFMTA will repave roads, add new paint to the road and curbs, and install protective railing and separation. Crews will also remove and install parking meters, and install pedestrian/bicycle waiting areas and protected bikeways as illustrated in Attachment 1.

## **Public Outreach and Engagement**

SFMTA has developed an outreach and engagement plan with several methods to notify stakeholders and provide information about the Quick Build projects and upcoming construction, described below. SFMTA and Port Communications staff are coordinating to advance consistent outreach and information, which include ways other than face-to-face or public gatherings to communicate with the public remotely during the COVID-19 public health emergency. All Port Advisory Committees will be kept informed as well as other key stakeholders including neighborhood associations and community groups. The Quick Build projects will be presented to the Northern Advisory Committee at a meeting expected in early July.

*Website Updates and Blog Posts:* The SFMTA Embarcadero Quick-build website will include developments regarding the Quick-build improvements, construction timeline and collateral materials that will be developed over the course of the outreach period. The website information will include links to information about the Embarcadero Enhancement Project. A blog post will be developed before construction detailing the Quick Build project purpose, benefits, connection to surrounding projects and what to expect once construction is complete. A blog post will be developed after the completion of construction with photos of each Quick Build project.

*Fact Sheet Development and Distribution:* A fact sheet has been prepared that contains the project description, project benefits, map of the project area, construction activities, and contact information for questions or concerns (See Attachment 1), to be distributed to stakeholders that frequent The Embarcadero. The outreach team will contact businesses that are currently open such as restaurants and shops inside the Ferry Building, nearby bicycle stores and the Ferry Building Farmers Market to coordinate dropping off the fact sheets for display and distribution. The fact sheet will be translated into Spanish, Chinese and Tagalog and will also be posted on the project website.

*Meter Flyer Development and Distribution:* Flyers will be developed and posted on meters in the areas where parking and curb changes are occurring. The flyers will share information specifically related to the loading zone and curbside management changes, as well as the removal of metered parking or addition of metered parking in certain areas. The flyers will be posted prior to construction.

*Construction Signage:* The Embarcadero is a key pedestrian and bicyclist corridor even with the shelter in place order in effect. Therefore, construction signage including project

details, construction activities, contact information key benefits of the project, such as two-way protected bikeways, will be developed and posted on utility poles prior to the start of construction.

*Project Email:* The outreach team will provide regular email updates to stakeholders using the existing project email list before, during, and after construction. The email updates will share key updates about pending construction activities prior to construction, milestones during construction, and show the completed project.

*Social Media:* The outreach team will utilize social media to provide information and engage stakeholders with updates on progress on the Embarcadero Quick Builds. Content will be developed for Facebook, Instagram, Twitter, and Nextdoor audiences as needed throughout the project. The outreach team will also coordinate with the Port, Golden Gate Transit and San Francisco Bay Ferry, as well as organizations such as the San Francisco Bicycle Coalition and WalkSF to share social media content with their audiences and members.

*Media Outreach:* The outreach team will provide regular statements to the press before and after construction sharing project details and updates.

## **Revenue Impacts**

Construction of the Quick Build projects will result in a net loss of 36 parking spaces from The Embarcadero, with 13 of the spaces converted to loading. In 2019, actual revenues from these parking meters and citations was \$340,000. There is available capacity in nearby Port parking lots to absorb parking demand that is displaced by removal of parking meters.

## **Next Steps**

SFMTA and Port staff have devoted considerable efforts to coordinate the Quick Build project details in order to prioritize implementation of the improvements as the City phases through the COVID-19 reopening process. As the Quick Build project construction is completed, SFMTA will return its attention to working through the design details, environmental review of the Embarcadero Enhancement Project. As that work progresses, Port and SFMTA staff will return to the Port Commission to provide an additional update on the EEP.

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## **Attachments**

**1) Embarcadero Quick Build Fact Sheet**