

Embarcadero Enhancement Program Advisory Group (EEAG)



Meeting #1 - Mar 22, 2022



SFMTA



VISION ZERO SF



SFMTA

Embarcadero Enhancement Program Advisory Group (EEAG)

22 Mar 2022

Agenda

Note: This meeting is being recorded.



1. Advisory group overview

- Introduction
- Goals and purpose

2. City staff presentations

- Embarcadero Enhancement Program overview
- Central Embarcadero update + evaluation plan
- Potential promenade use regulations

3. Advisory group open discussion

- Introductions & Quick-build 'first impressions'
- Other Embarcadero feedback/questions

4. Identify next steps

Advisory group

Goals

- Bring together stakeholders to discuss transportation projects along the Embarcadero waterfront (listen to each other)
- Support accountable, transparent decision-making

Objectives

- **To start:** Guide evaluation of Central Embarcadero Quick-Build; confirm arrangement to guide capital phase
- **Building to:** Gather feedback on further transportation improvements along the Northern and Southern Embarcadero

Meeting guidelines

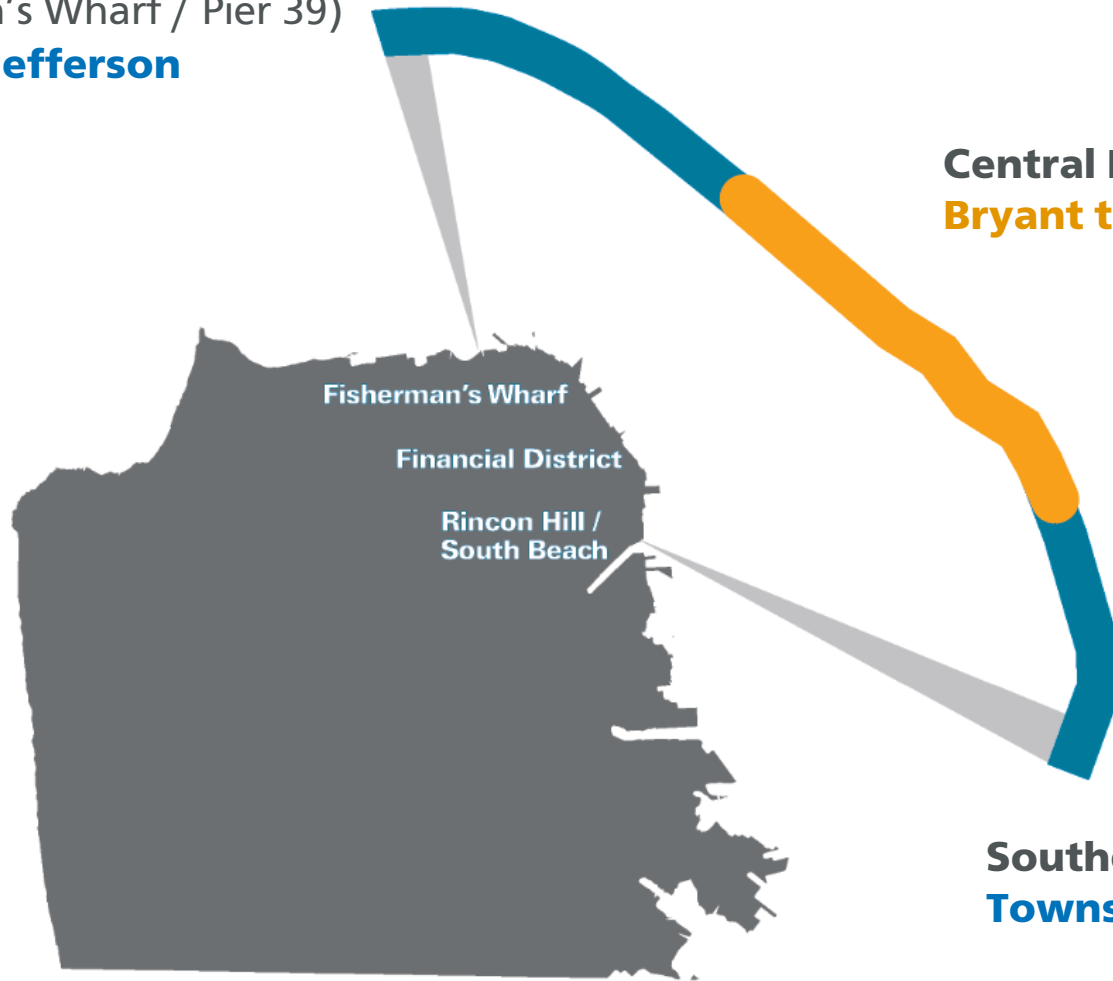
- Be courteous and inquisitive
- Keep comments brief and constructive; consider using chat
- Raise hand to speak, introduce yourself, mute when not speaking

EEP overview

Northern Embarcadero

(incl. Fisherman's Wharf / Pier 39)

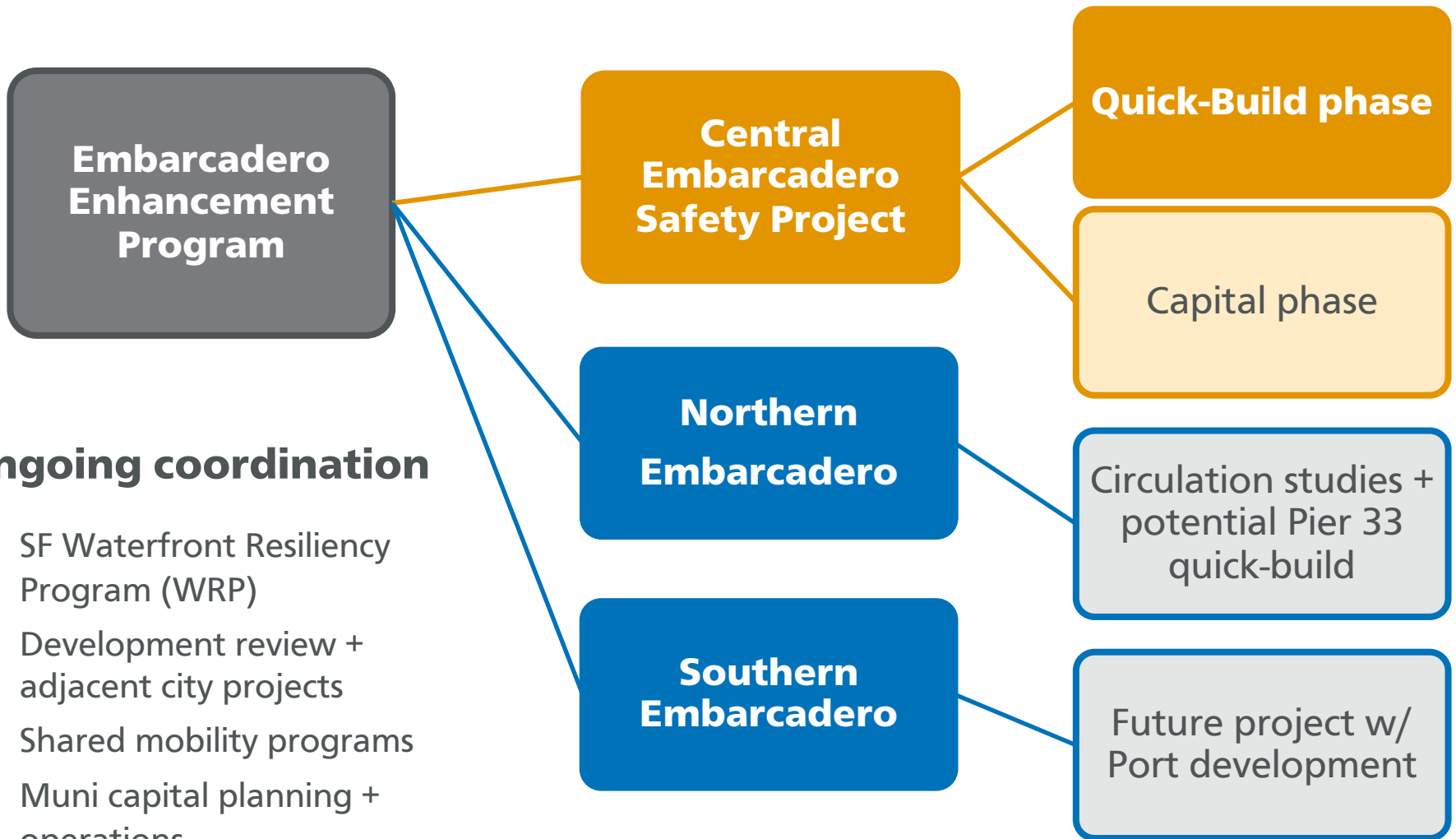
Broadway to Jefferson



Central Embarcadero
Bryant to Broadway

Southern Embarcadero
Townsend to Bryant

EEP overview



Ongoing coordination

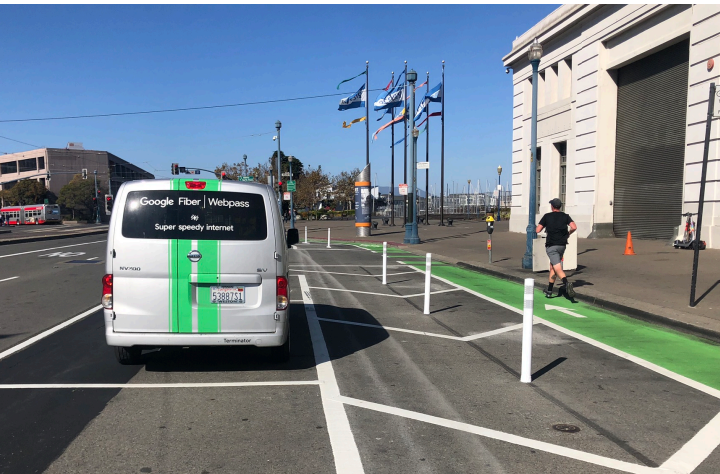
- SF Waterfront Resiliency Program (WRP)
- Development review + adjacent city projects
- Shared mobility programs
- Muni capital planning + operations

Embarcadero Enhancement Program

Northern Embarcadero



Embarcadero at Beach/Stockton streets

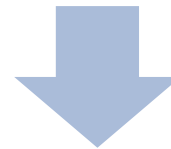


Embarcadero quick-build at Pier 35

- Supplemental data + circulation studies
- Signal timing update (to North Point only)
- Potential quick-build at Pier 33 (NB only)

**Target
Completion**

2022/23



- Planning-level analysis / coordination with WRP
- Potential targeted investments in transit, intersection safety

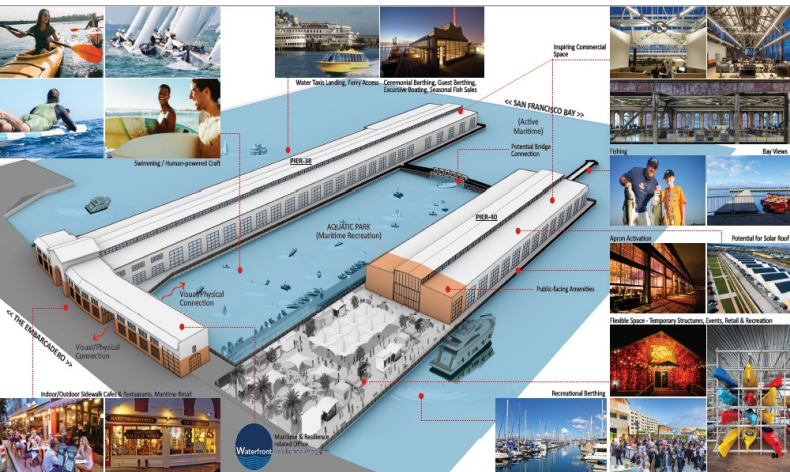
TBD

Embarcadero Enhancement Program

Southern Embarcadero



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



Concept rendering: Piers 38-40 development

- SFMTA preliminary engineering (cont.)
- Ongoing stakeholder meetings & developer coordination

**Target
Completion**

2022/23



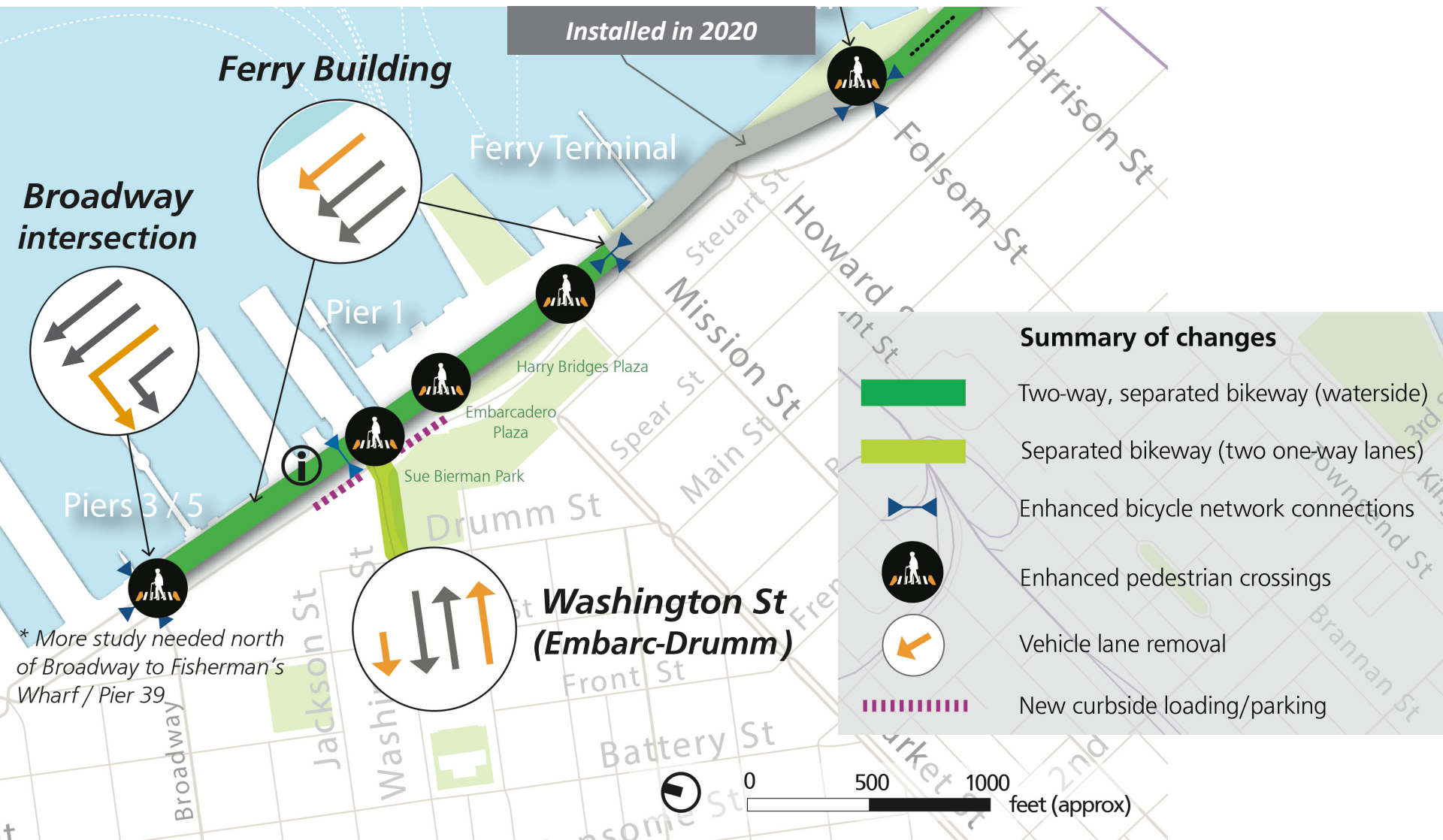
- Pier & seawall lot project development(s)
- Extended bikeway, on-street loading zones, other safety upgrades

TBD

Embarcadero Enhancement Program Central Embarcadero



Quick-build overview



* More study needed north of Broadway to Fisherman's Wharf / Pier 39

Bikeway flexible for farmers' market



Typical layout

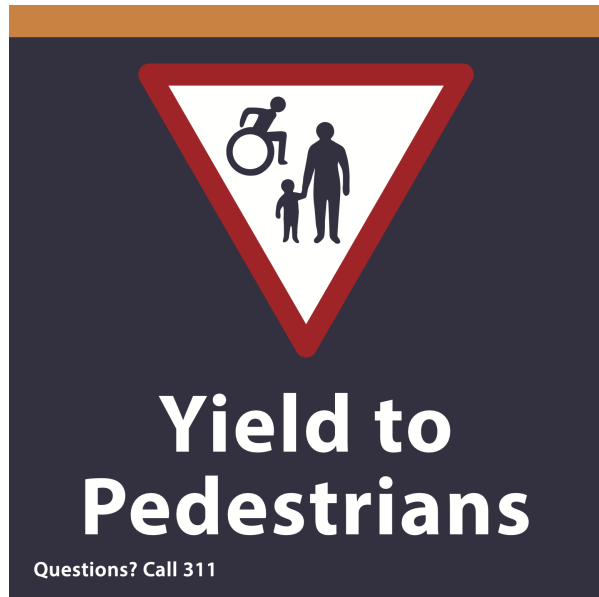


During market load-in/out
(1 hr early morning + 1 hr afternoon)

More changes coming

- **More flexible posts at intersections** to dissuade people from driving/loading in the bikeway and crosswalks
- **Green bikeway paint for the full Ferry Building frontage** to better delineate space in this high-activity area
- **Bike/scooter parking hubs near the Ferry Building** to consolidate and expand racks
- **Curb ramps** to improve accessibility at floating load zones
- **Promenade safety signs** to encourage people to use the bikeway and promote more considerate behavior
- *In development: **signal timing changes** along corridor*

Promenade safety signs



Coming in May

Further messaging

- Refreshed A-frames
- Short safety videos for social media
- Project email/website updates



Evaluation framework

1. Central Embarcadero project goals

- Build a safer Embarcadero for all users
- Improve connections btw the waterfront, neighborhoods, region
- Elevate the Embarcadero's role as a valued destination
- Invest in critical infrastructure to support renewal and recovery



2. SFMTA quick-build evaluation program



3. Feedback

Port Commission

Advisory group

Stakeholder groups

Greater public



Central Embarcadero evaluation performance measures

Evaluation plan

- Outlines key questions and performance measures
- 16 performance measures to be evaluated
- Will use SFMTA standard operating procedures" for data collection

Category	Question	Measure	Method	Location	Frequency	Response	Standard	
Mobility	How the number of user change, and which facilities are they using?	Bicycle, pedestrian, and counter/ADT and parking	Video with Manual Reduction	The Embarcadero 1	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				The Embarcadero 2	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Washington St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Braceway	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Green St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Lombard St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Chartwell St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Bay St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				North Point St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
				Beach St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	April (transverse prior to installation) Tussock after installation	Standard
Effective Design	Are faster users travelling in the bikeway?	Cyclist and counter speed (roadway/bikeway or promenade)	Speed gun	North - compass Deck, Clay St, Washington St, Pacific Ave, south	One Weekday 2-Hour Peak AM/PM	All Movements	SOP 12 (mod)	
	Have vehicles speed gone down?	Vehicle average speed	Pneumatic Tubing	Washington - Clay Howard - Marlin	Tue-Deay: 4H-Hour Tue-Deay: 4H-Hour			
Effective Design	Are bicycle compliance strips installed?	Bicycle compliance strips	Video with Manual Reduction	Washington St	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Clay St	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Chow Chow Way	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Ferry Building	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Howard St	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Marlin St	One Weekday 2-Hour Peak AM/PM/PM/PM	Northbound + southbound	SOP 8	
				Washington at Drumm	One Weekday 2-Hour Peak AM/PM/PM/PM	Westbound	TBD	
Effective Design	How do drivers interact with right turn areas and protected lanes?	Vehicle right turning path around protected corner	Field Survey	Washington at Embarcadero	One Weekday 2-Hour Peak AM/PM/PM/PM	Other	TBD	
	How are the new facilities leading to more bike utilization?	Loading utilization (occupancy/throughput)	Field Survey	Ferry Building	Other	Other	TBD	
Ease of Navigation	Are leading vehicles blocking the bikeway on after travel time?	Bikeway on after travel time blocked time/facility	Video with Manual Reduction	Martha Clay St	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	SOP 10	
				Ferry Building	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	SOP 10	
				Ferry Building	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	SOP 10	
				Ferry Building	One Weekday 2-Hour Peak AM/PM/PM/PM	All Movements	SOP 10	

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Example performance measures

- **Safe behavior**

- Are bike and scooter riders yielding at crosswalks?
- Are people driving yielding at 'conflict zones' (e.g., driveways)?

- **Mobility**

- Has vehicle travel time changed?
- How is the performance of the Broadway intersection?

- **Effective design**

- Are bike and scooter riders moving off the promenade into the bikeway?
- Are bike and scooter riders stopping at bicycle traffic signals?
- How are the 'floating' loading zones being used?

- **Ease of navigation**

- Are loading/parked vehicles blocking x-walks, bikeway, travel lanes?
- What effects does the bikeway have on Ferry Building operations?

- **Perception of safety**

- Do people feel safer / more comfortable with the changes?

Broadway layouts

Approved by Port Commission for initial implementation

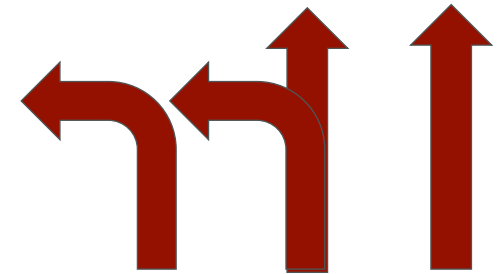


- + Two through lanes is consistent with the rest of the corridor
- Left-turn pocket is susceptible to overflowing during peak traffic
- Reduces vehicle access to destinations via westbound Broadway

Possible 'field test' pending Port Commission approval

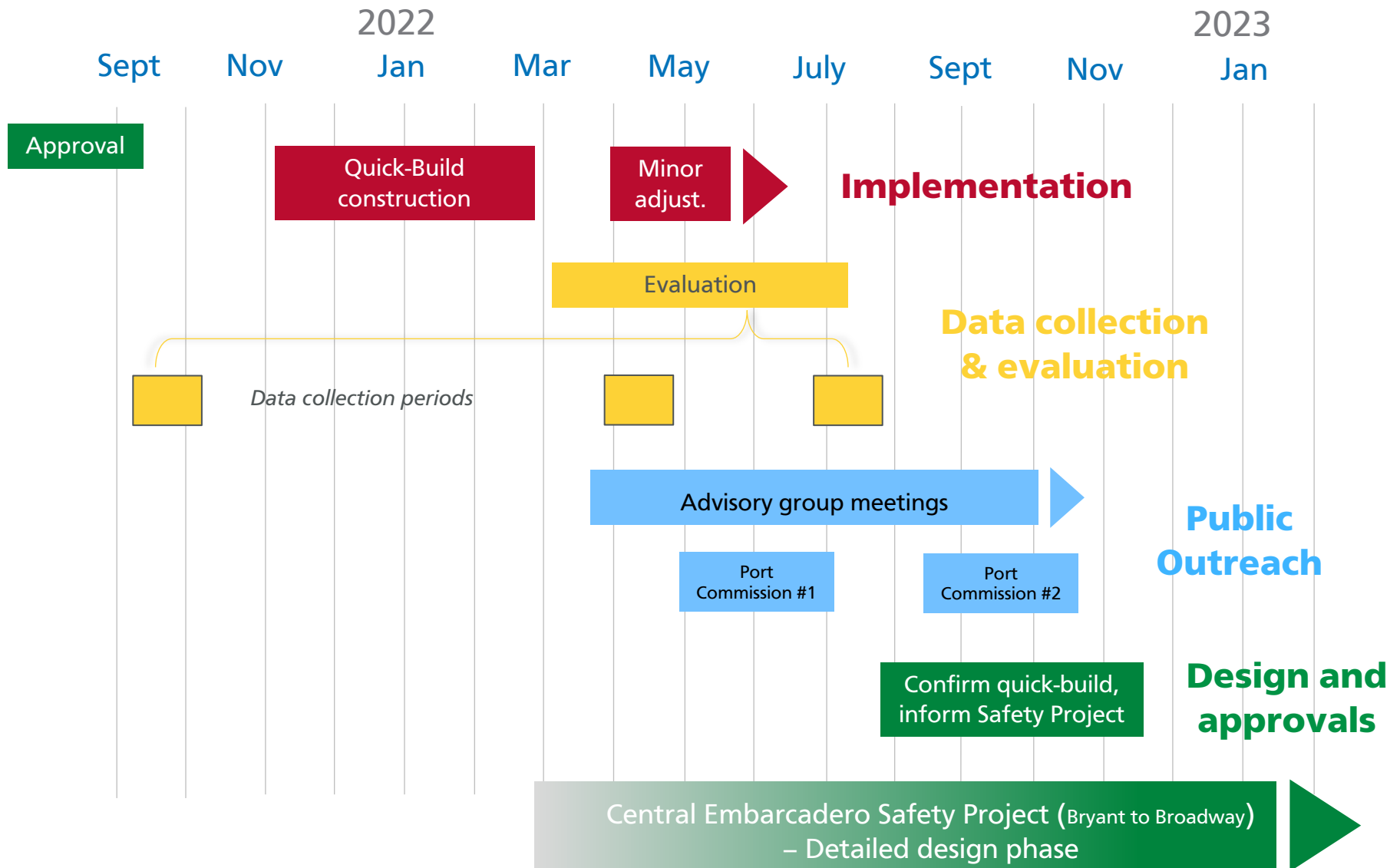


- + Per traffic models, performs more efficiently than other two options
- + Extends protected bikeway through intersection
- Requires drivers to merge from two through lanes into one



- + Flexible center lane is easy to navigate
- Northbound and southbound traffic cannot move at the same time
- Per traffic models, this creates significant congestion

Central Embarcadero timeline



Promenade regulations

- **Current Port Code:** Motorized devices (bikes and scooters) are not permitted on the promenade
- **Potential Change to Port Code:** No bicycles on the promenade where adjacent to a two-way protected bike lane
 - Consistent with policy for City sidewalks
 - Those 12 years and under would still be allowed to ride on the promenade

'First impressions' + other feedback

- **Rules of engagement**

- Raise your hand to speak; we'll call on you
- Introduce yourself + affiliation (and favorite waterfront lunch spot)
- You may also use the chat to ask questions

- **Rounds of feedback**

- 1. Central Embarcadero**

- Where are things working / not working?
- Are we studying the right things?

- 2. Other waterfront priorities + issues**

Next meetings

- **June** – Review Central Embarcadero evaluation results and recommendations for adjustments / ‘field test’ at Broadway
- **Late summer 2022** (placeholder) – Central Embarcadero detailed design and Northern Embarcadero follow-up
- **Fall 2022** (placeholder) – Southern Embarcadero follow-up

Thank you!

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