

Slide 1: Title Slide

The America's Cup in San Francisco
San Francisco Office of Economic and Workforce Development
January 17, 2012

The slide contains a photograph of catamaran sailboat on San Francisco Bay sailing toward the San Francisco skyline.

Slide 2: **Event Partners**

The slide background depicts an aerial view of Fort Mason and the Marina looking east toward Alcatraz, and contains a list that identifies the Event partners:

- City & County of San Francisco
- America's Cup Event Authority
- America's Cup Race Management
- America's Cup Organizing Committee

and an italicized note at bottom identifying the above as Signatories to the Host and Venue Agreement

Slide 3: **The America's Cup: A Global Event**

The slide background image is the Golden Gate Bridge with two catamarans in the bay, looking west toward the Marin Headlands. The foreground is a calendar chart has four date headings with race events listed under each as cited below, set against backdrop of two catamarans sailing in front of the Golden Gate Bridge :

AC World Series Aug 2011 - June 2012:

- Cascais, Portugal: Aug 6-14
- Plymouth, UK: Sept 10-18
- San Diego, USA: Nov 12-20
- January – March 2012 TBA
- Naples, Italy: April 7-15
- Venice, Italy: May 12-20
- Newport, USA: June 23-July 1

AC World Series Aug 2012 - June 2013

- San Francisco, USA: August 11-19, August 27- September 2
- Venice, Italy: April
- Naples, Italy: May 11-19
- Additional 2012/2013 Dates To Be Announced

San Francisco, USA: July 4 – Sept 1, 2013

- Luis Vuitton Cup America's Cup Challenger Series (with image of flag)

San Francisco, USA: Sept 7 – 22, 2013

- San Francisco 2013 34th America's Cup

Slide 4: **CEQA/NEPA Status** (against a backdrop of downtown San Francisco. These are programs to provide environmental clearance for the America's Cup. "CEQA" is California Environmental Quality Act, "NEPA" is the National Environmental Policy Act). On the slide is listed:

CEQA Actions Completed and Proposed

- Jul 11 2011 - DEIR published
- Aug 25 2011 - 2,000+ pages of comments received
- Dec 1 2011 - Responses published
- Dec 15 2011 - Planning Commission Certified EIR
- (in red font) Feb 7 2012 – SFMTA Board adopts CEQA Findings

NEPA Process: Proposed

- May 2012 – Environmental Assessment published
- June 2012 – Finding Of No Significant Impact

Slide 5: Economic Opportunity

This slide features a backdrop of crowds on the waterfront of an unspecified city, watching a boat being lowered from a crane into the water. The foreground list includes:

- **Estimated 8,800 jobs and > \$1 billion:**
 - construction
 - transportation
 - food & beverage
 - hospitality sectors
- **City strategizing to maximize benefit**

Slide 6: Proposed 2012 Course Area

The slide depicts a map of the oblong, oval-shaped 2012 race course area in San Francisco Bay, north of and parallel to the San Francisco Waterfront approximately between Fort Point to the West and Pier 29 to the East, with Alcatraz as the northern boundary. A channel for local boat traffic is maintained between the waterfront and the southern edge of the course. A trapezoid to the north of the race course anchored by Alcatraz, the Harding Rock beacon and a point due north of the former Coast Guard station at Crissy Field demarks a separation zone between the race course and the commercial shipping channel between the Golden Gate and the interior of San Francisco Bay.

Slide 7: Proposed 2013 Course Area

The slide depicts a map of the wider, oblong, oval-shaped 2013 race course area in San Francisco Bay, north of and parallel to the San Francisco Waterfront approximately between Fort Point to the West and Pier 29 to the East, with Shag Rocks north of Alcatraz as the northern boundary. A channel for local boat traffic is maintained between the waterfront and the southern edge of the course, marked on this map with an east-west arrow indicating circulation that steers free of the race course. Two areas in pink (meant to show sensitive habitat for sea life) are highlighted that straddle the race course: one about half the length of the oblong race course on the south from the Golden Gate to the Aquatic Park, the other on the north generally covering the Bay portion between Shag Rocks and Harding Rocks. These areas are also separated from the bold arrows in purple

showing the commercial shipping channel between the Golden Gate and the interior of San Francisco Bay.

Slide 8: Marina Green 2012

The slide depicts a rendering of the Marina Green serving as the 2012 base for the races, showing on the Green a temporary tent-structured amphitheater and a separate group of large, tented team facilities and a media center, as well as several catamarans being assembled on the ground, one sailing in the water, and a large number of people walking on the sidewalk along Bay Street and throughout the Green. An inset image on the bottom right corner shows the Marina Green in its current configuration: an open space with no large structures on it.

Slide 9: Piers 27/29

The slide depicts a rendering of the hospitality and media center serving the 2013 races located on Piers 27 and 29, with a permanent pavilion structure on the east edge of Pier 27, a remodeled shed the length of the Pier edge on the west, a temporary tent-structured amphitheater and a separate group of large, tented team facilities and a media center, as well as several catamarans being assembled on the ground, some others sailing in the water, and a large number of people walking on the sidewalk along the Embarcadero and throughout a central open plaza between the amphitheater and the pavilion. An inset image on the bottom right corner shows Piers in their current configuration: the shed on the west, a long shed on the east to be replaced by the pavilion, and an open space in the center with no large structures, used for parking.

Slide 10: Piers 30/32

The slide depicts a rendering of the team base facility serving the 2013 races located on Piers 30 and 32, with a series of temporary, tent-structured base facilities for each team along the northern edge and Embarcadero edge, red balloons anchored to and floating above these tents, floating docks and two catamarans docked alongside the southern edge of the Pier near a tall crane on the Pier, and a large number of people walking on the sidewalk along the Embarcadero and throughout a southern open plaza between the tents and the water's edge. An inset image on the bottom right corner shows Piers in their current configuration: an open space with no large structures, used for parking.

Slide 11: Implementation Plans

Over a background of Fort Mason and the Bay, the slide lists eleven America's Cup-related Plans and their status as below:

1. Advertising *posted*
2. Ambush Marketing *posted*
3. Parks Event Operations *posted*
4. People *posted*

- | | |
|--------------------------|---------------|
| 5. Public Safety | <i>posted</i> |
| 6. Sustainability | <i>posted</i> |
| 7. Water & Air Traffic | <i>posted</i> |
| 8. Workforce Development | <i>posted</i> |
| 9. Youth Involvement | <i>posted</i> |
| 10. Zero Waste | <i>posted</i> |
| 11. Team Base Operations | <i>2012</i> |

Slide 12: **People Plan: Guiding Principles**

Over a background of the Golden Gate Bridge and the Bay looking east to San Francisco, with the America's Cup trophy in the foreground, the slide lists the five guiding principles of the People Plan:

1. Public Safety
2. Resource Efficiency
3. Environmental Sustainability
4. Strategic Adaptability
5. Positive Legacy

Slide 13: **Muni Augmentation**

The slide shows a map of select Muni bus, streetcar and light rail lines that will be augmented to accommodate transit demand during peak race days. The map focuses on northeast San Francisco, the site of the main viewing areas, and the Muni lines selected for augmented service. Select streets are called out for orientation.

View sites called out with arrows indicating the paths viewers might take from transit hubs toward the Bay, including toward Fort Mason and Aquatic Park, Fisherman's Wharf, Piers 27 and Crissy Field. The Marina Green is called out as the AC Pavilion in 2012, as are Piers 27/29 for 2013. Muni lines shown include lines 22, 28, 30, 30X, 43, 108 and Muni Metro (shown on the routes they normally cover), and the 30L and 47L, shown as truncated version of the 30 and 47 and called out specifically with stop configurations as described . The Muni/BART stations between Civic Center and Embarcadero are marked, as is the Transbay Temporary Terminal, the Caltrain depot and the Ferry Building.

Specifically, the 30L runs along the 30 line south of Market to Market from a transit stop by the Caltrain depot, where it then assumes the route of the 30X, along Kearny, Columbus, Broadway and Lombard, to the Marina.

The 47L runs along the 47 line on Van Ness but stops at Fort Mason on the north end and on the south end, loops clockwise around McAllister, Hyde and Grove to terminate by the Civic Center BART station, then continues west on Grove to make a right to northbound Van Ness. Transit stops are shown at Civic Center Plaza, Geary and Fort Mason, with a potential transit stop at Van Ness and Sacramento Street.

The F shuttle is shown as a truncated version of the F, following the current F line between Fisherman's Wharf and the Ferry Building, but terminating along the Embarcadero south of the Ferry Building. All F stops along the Embarcadero are shown on the map

An "E" streetcar line is also shown, running from the Caltrain depot at Mission Bay north along the Embarcadero to the Ferry Building, where it then assumes the route of the F to Fisherman's Wharf. All E stops are shown south of the Ferry Building where the current N and T stops exist.

A green dotted line is also shown along Bay Street from the Embarcadero to Fillmore, one block south on Fillmore to Chestnut, and then west on Chestnut to the Presidio. This line marks the boundaries above which the Environmental Impact Report has analyzed a condition of restricted auto access (residents and authorized vehicles only). A section of the Embarcadero between Bay Street and Howard Street is proposed for reconfiguration as "1 lane NB (northbound) Embarcadero proposed as multi-purpose lane."

An inset box corresponds the color line for the different lines shown as described above: the restricted auto access line, the F line shuttle, the Muni Metro Shuttle (from Embarcadero to West Portal), E line (with note that the capability of the service is with double-ended historic streetcars), Muni trolley and bus lines, Muni express lines, the transit stops, the potential transit stop, and walking arrows from transit hubs.

Slide 14: **SF Regional Transit Augmentation**

The slide shows a map of regional bus and rail lines proposed for augmentation. The map focuses on northeast San Francisco, the site of the main viewing areas, and the Muni lines selected for augmented service. Select streets are called out for orientation.

The augmented lines include the Golden Gate Transit lines 4 and 93. The 4 runs along its current route from Doyle Drive to Van Ness, then north and east along the waterfront on North point and Bay to Sansome and Battery. It terminates at the Transbay Temporary Terminal (rather than continue south along the current line 4 route).

The 93 runs along its current route of Lombard, Van Ness and McAllister to Hyde, but terminates at Hyde and Market.

Also included is an AC line, from the Transbay Temporary Terminal to the Bay Bridge. BART's route under Market Street and the Bay is shown, as is Caltrain south of the depot and three dotted lines indicating ferry service from the Ferry Building to points northeast, east and southeast. The Muni/BART stations

between Civic Center and Embarcadero are marked, as is the Caltrain depot and the Transbay Temporary Terminal.

An inset box in the map corner indicates color lines to distinguish BART, Caltrain, AC, Golden Gate Transit, and the ferries.

Slide 15: Expanded, Event-Branded Clipper Card

The slide shows three prototypical versions of transit passes branded for special events: a WMATA pass branded for the Obama inauguration, an Oyster card branded for the royal wedding of 2011, and a San Diego MTS transit pass branded for the America's Cup World Series races of 2011. At an odd angle is prominently featured the current Clipper Card.

Slide 16: Bikesharing and Bicycle Route Pilots

The slide shows map of areas of northeast San Francisco where bikesharing will be piloted and then augmented for the America's Cup. The current SFMTA bikesharing pilot area is outlined in orange: encompassing an area bounded by the Embarcadero Sansome, Broadway, Grant, Post, Mason, Market, McAllister, Polk, Turk, Van Ness, Market, 11th Street, Folsom, 5th Street, Townsend, Division, King, 5th Street, Berry, 3rd, Street, Mission Rock, Owen, 16th, Terry Francois, and then along the waterfront north to the Embarcadero again. An annex along the Embarcadero is also shown west toward Fisherman's Wharf.

The augmented pilot area encompasses an area bounded by the waterfront west of Sansome, then diagonally northwest from Sansome and Union to Bay and Stockton Streets, then west along Bay to Laguna, south to Lombard, west to Letterman and Lincoln in the Presidio, then north along Halleck to Crissy Field. The boundary then returns east along the Bayfront to Sansome.

Different trails are shown in these two areas: a multi-purpose path along the Embarcadero from Harrison to Jefferson, then west along Jefferson to Jones, where the two blocks between Jones and Hyde along Jefferson are shown as the Jefferson Street Public Realm. West of Hyde, two paths share a waterfront alignment to Laguna: the multi-purpose path and the Bay Trail, and a separate multi-purpose path is also shown on Bay between Van Ness and Laguna, then north along Laguna to Beach, then west along Marina Boulevard to Crissy Field.

A second multi-purpose path is also shown along the boundaries of the Marin Green.

An inset box contains a legend identifying the two pilot area boundaries and the path, trail and public realm designations described above.

Slide 17: Example: Bicycle/Pedestrian Accommodation

This image shows a plan and rendering of the Jefferson Street Public Realm, with the plan focusing on the blocks of Jefferson between Hyde and Grant.

Boxes framing areas to be shown in greater detail outline the intersections of Jefferson and Grant (box titled “C”), Jefferson and Mason (box titled “B”), and Jefferson between Leavenworth and Jones (box titled “A”). The rendering (titled “A” Detail View Jefferson Street between Leavenworth and Hyde Street”) shows a perspective view of Jefferson looking west from Leavenworth towards Hyde. The south edge is shown as having landscaping, and seating and some parking for about one-quarter the street’s width. North of that edge is a through corridor with textured paving split into two different walking zones that cover about half the street’s width. North of that edge is another zone showing landscaping, lighting and seating. People are shown walking in all four zones.

Slide 18: **Parking Strategies: Regional Park-n-Rides**

The slide is subtitled “Regional Transit: Park-Ride and Airport Access “ and shows a map of the broader Bay Area, with five different regional transit networks: Golden Gate Bus (running between a park-ride node titled “Manzanita Park & Ride” across the Golden Gate to a rectangle designating Downtown San Francisco. BART is shown running south of Downtown San Francisco to three park-ride nodes: the stations at Daly City and Millbrae, and the airport station at SFO. BART is also shown running east of San Francisco through a West Oakland Station park-ride node to four lines. The north line connects three park-ride station nodes (MacArthur, El Cerrito Del Norte and Richmond). A northeastern BART line connects the MacArthur station node with the “Pittsburg-Bay Pt” park-ride station node. A southeast line runs south of MacArthur to the park-ride station nodes of Bayfair and Fremont, and an east line runs east of Bayfair to the park-ride station node of Dublin-Pleasanton.

The Capitol Corridor and San Joaquin rail services are shown extending northwest of an Amtrak park-ride station node at Richmond’s BART station and east through the Amtrak park-ride station of Martinez, then forking north and east to the edges of the map.

The Caltrain line is shown running south of San Francisco through the Millbrae BART station to the following Caltrain park-ride station nodes: San Mateo, Hillsdale, Redwood City, Palo Alto, Mountain View, Sunnyvale, and San Jose.

A shuttle spur is shown linking the “SJC” airport to Caltrain north of San Jose, and the “OAK” airport north of Bayfair.

Ferry lines are shown linking Downtown San Francisco to the North Bay ferry park-ride terminals at Larkspur and Vallejo, the East Bay park-ride terminals at Jack London Square and Harbor Bay, and the Peninsula park-ride terminal at Oyster Point.

A legend indicates the five regional transit networks, Downtown San Francisco area, the bus/rail park-ride and ferry park-ride nodes, the airports and the shuttle links to the airports from transit lines.

Slide 19: Parking Strategies: SF Satellite Parking

The slide shows a map of parking facilities in San Francisco near Downtown that will be promoted as park-and-ride or park-and-bike intercept points. The map focuses on northeast San Francisco, and select streets are called out for orientation.

Specifically identified are the following garages: Lombard Street (at Lombard and Fillmore), Civic Center (at Polk and Grove), 12th and Kissling (at 12th Street and Folsom), and Lot A, a parking lot between Terry Francois and 3rd Street. Lot A and Civic Center Garage are also identified as “Transfer Hubs” due to the transit and bike sharing connections between these facilities and the view sites along the northern waterfront.

An inset box contains a legend listing these parking facilities and a symbol to highlight the “Transit Hub” status.

An arrow pointing west and in the vicinity of Divisadero and Geary indicates a next-step task with this text: “Additional Satellite Parking Site(s) west of Divisadero and North of Golden Gate Park TBD”

Slide 20: Parking Strategies: Priority Use Areas

The slide shows a map of northeast San Francisco, and select streets are called out for orientation. Highlighted are the existing public parking facilities in San Francisco near the view sites along the northern waterfront that will be prioritized for specific uses and not made available for general parking during peak race days. These include three lots and garages along Embarcadero between Mission, Steuart, Harrison and Spear Street, the Embarcadero Garage at Battery and Clay, all four open parking lots along the northern Embarcadero between the Ferry Building and Jefferson, the cluster of seven parking lots and garages in Jackson Square bounded by Pacific, Sansome, Jackson and Davis, the three parking lots and garages east of Telegraph Hill bounded by Sansome, the Embarcadero, Bay and Telegraph Hill, and the six public garages and lots in the Fisherman’s Wharf area bounded by Hyde, Bay, Stockton and Jefferson.

These facilities are also designated to be restricted to priority use.

West of Fort Mason, the public parking lots that parallel and abut the waterfront and are north of Marina Boulevard between Laguna and Crissy Field are also highlighted. The lots between the Marina Green and Fort Mason are designated for priority use, as are the western halves of the lot at Crissy Field and at the St Francis Yacht Club. The remaining lots that abut the Marina Green and make up

the eastern halves of the lots at Crissy Field and St. Francis Yacht Club are identified as being used for the Event Venue in 2012. A legend

An inset box contains a legend with a symbol that distinguishes between the Event Venue lots and the other parking facilities restricted to priority use.

Slide 21: **Questions?**

Beneath the heading “Questions?”, the slide shows the F Market streetcar in Fisherman’s Wharf, with the America’s Cup trophy in the foreground.

