



**FOR IMMEDIATE RELEASE**

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**SFMTA**  
Municipal Transportation Agency

**\*\*PRESS RELEASE\*\***

**SFMTA Implements Comprehensive Transportation Plan to Welcome America’s Cup Fans and Keep City Moving**

*Enhancements include green bike lanes up and down The Embarcadero*

**San Francisco**—The San Francisco Municipal Transportation Agency (SFMTA), which manages all surface transportation in the city, including the Municipal Railway (Muni), today announced supplemental transportation services and outreach efforts to welcome the America’s Cup sailing fans and to keep the city moving. The installation of painted green bike lanes on the Embarcadero from North Point to Howard Streets is a vibrant part of the transportation plan. The Port of San Francisco funded this project and the SFMTA worked to implement the new lanes in time for the city’s Fourth of July festivities and the Grand Opening of the 2013 America’s Cup.

Key transit enhancements and a detailed “People Plan” for transportation are in place to assure that visitors can easily visit the two main event venues, the America’s Cup Park at Piers 27/29 and the America’s Cup Village at Marina Green, and residents can go about their regular activities with a minimum of disruption. The centerpiece of the transportation plan, which includes transit, parking and bicycling, is a detailed map (attached) that helps visitors get to San Francisco’s busy waterfront. This map and the detailed brochure is available at both [www.sfmta.com/americascup](http://www.sfmta.com/americascup) and [www.511.org/americascup](http://www.511.org/americascup). If Bay Area Rapid Transit employees are still on strike, those traveling from the East Bay or the Peninsula should be sure to check with [www.511.org](http://www.511.org), the regional traffic and transportation resource, to make their travel plans.

Muni will provide bus shuttles from Pier 27 to the Marina Green between 11 a.m. and 7 p.m. The E Embarcadero historic streetcar line will operate between Fisherman’s Wharf and the 4<sup>th</sup> and King Caltrain Station from 10 a.m. to 7 p.m. SFMTA Ambassadors will be on hand all along the Embarcadero, from the Caltrain Station to Fisherman’s Wharf and at other key transit and event locations. Anyone needing transit assistance for the event should look for their red hats.

“With more people traveling to and along the Embarcadero, the SFMTA is excited to welcome them with great transit options and new green bike lanes that create a safe and comfortable space for not only those who bike, but for all residents and visitors in our city,” said Ed Reiskin, SFMTA Director of Transportation. “Biking is a fun, healthy and free way to get around San Francisco, avoid traffic and enjoy the city’s world-class events like the 2013 America’s Cup Opening Day events and Fourth of July activities.”

- Edwin M. Lee  
*Mayor*
- Tom Nolan  
*Chairman*
- Cheryl Brinkman  
*Vice-Chairman*
- Malcolm Heinicke  
*Director*
- Jerry Lee  
*Director*
- Joél Ramos  
*Director*
- Cristina Rubke  
*Director*
- Edward D. Reiskin  
*Director of Transportation*

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**more – more – more**





In addition to the improved Embarcadero bike lanes, installed to facilitate an increase in bike riders and pedestrians along the waterfront, the SF Bicycle Coalition is offering valet bike parking at both event venues throughout the summer. For more information please visit [www.sfbike.org/americascup](http://www.sfbike.org/americascup).

Featured on both sides of the Embarcadero, the new green bike lanes are next-generation bikeways that offer a convenient, comfortable and safe place for people from ages 8 to 80 to ride a bike. The green lanes not only benefit those who bike along the Embarcadero, they also make motorists and pedestrians more aware of where to expect bicyclists and calm road traffic overall by providing organized road space. Furthermore, the new bikeways encourage those biking on the Embarcadero's promenade to use the green lanes and create more space for the increasing number of pedestrians walking along the Waterfront.

Green bike lanes are visible reminders of the city's commitment to making streets safer and more accessible for everyone. The Embarcadero now joins a growing list of San Francisco streets with green paint, including Fell Street, Oak Street, Market Street, and Cesar Chavez Street. SFMTA crews will be back in August to apply special reflective treatments in merge areas for right turns.

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*Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.*

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