

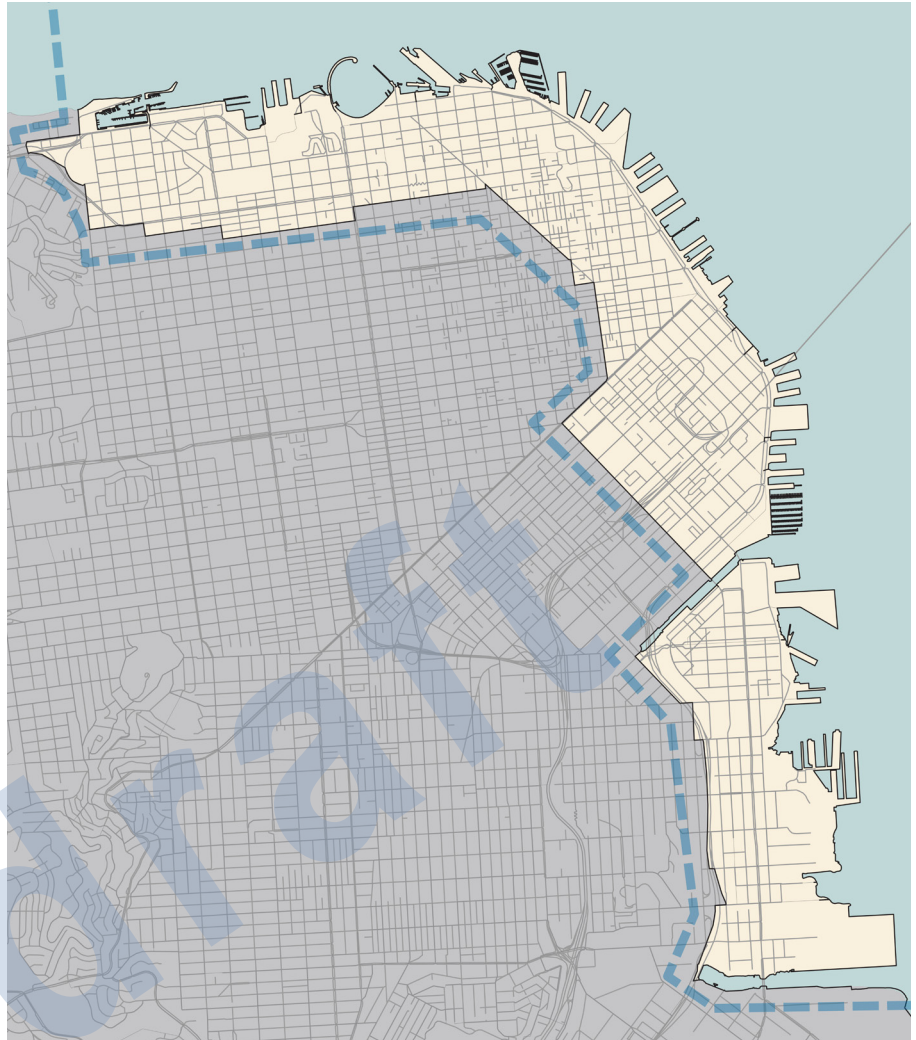
# Waterfront Transportation Assessment

## Preliminary Draft: Summary for Public Review

The San Francisco Municipal Transportation Agency (SFMTA) is coordinating a Waterfront Transportation Assessment (the Assessment) to identify transportation challenges and guide solutions that will accommodate anticipated growth along the San Francisco waterfront area roughly between the Presidio and Pier 80. This Preliminary Draft is presented to the public to encourage feedback, input and collaboration to help shape this “Transportation Goals and Strategies” phase of the Assessment as it develops over Summer 2013..

Recent development proposals, including the Warriors’ Arena and Event Center at Seawall Lot 330 /Piers 30-32, the Giants’ Mission Rock project at Seawall Lot 337 / Pier 48, and Pier 70, are especially prominent examples of major projects in the planning stage - and that will depend on a safe, reliable and efficient transportation system to sustain them.

However, many of the area residents, businesses, visitors, community leaders, and transportation agencies point out that the current transportation network already faces great challenges including transit reliability and capacity, traffic congestion, efficient use of existing on and off-street parking resources, pedestrian and bicycle safety, and the ability to secure the funding needed for better transportation infrastructure, on-going maintenance and transit operations.



Waterfront Transportation Assessment Study Area

### The Assessment Approach

The SFMTA has been engaging local resident and business communities, local and regional planning and transportation agencies, advocacy groups, elected and appointed officials, and sponsors of major developments in the area to establish a “baseline” of the transportation investments and programs proposed for this area in the next 25 years, and to gain their insights on how transportation can better serve this area. In turn, this Assessment should help shape agreements between the major new developments and the transportation agencies they must depend upon for sustainable, efficient service. The Assessment should also inform updates to the Capital Plans of SFMTA and other agencies, and leverage the investment funds and partnerships necessary to implement and augment them to ensure that the waterfront is a safe, accessible, convenient, and vibrant setting for residents, workers, visitors and service providers alike.

The SFMTA, its city partners, and its regional transportation partners recognize that comprehensive transportation planning should precede and inform the shaping of individual projects, and the environmental analysis their approvals will require. The Waterfront Transportation Assessment addresses these challenges in two phases: Phase One - Transportation Goals & Preliminary Transportation Strategies to be developed over Summer 2013, and Phase Two - Transportation Solutions Analysis.

## Phase One -Transportation Goals & Concept Strategies

This Transportation Goals & Concept Strategies phase of the Assessment intends to address these concerns guided by the following steps:

1. **Take an inventory** of development projects proposed in the area, along with local and regional transportation investments and programs programs - the “Pipeline” - across three timeframes, over the next 25 years.
1. **Engage Stakeholders** to identify transportation concerns about the proposed transportation network in the Assessment area from all stakeholders, conceptualize preliminary strategies to address them.
1. **Apply the lessons learned** from the for recent waterfront transportation “pilot” innovations that were developed to support the transportation demands of the 34th America’s Cup experience and the policies of its “People Plan.”
1. **Establish transportation goals and develop conceptual strategies** to guide the planning for an efficient, sustainable, and fiscally-sound transportation network in the Waterfront Assessment area.

## Phase Two Transportation Solutions Analysis

The Transportation Solutions Analysis phase, shaped by the goals that reflect community input and the concept strategies that are already vetted by the responsible transportation agencies, is designed to inform and shape each major project throughout its EIR analysis. This phase features modeling in an iterative analysis concurrent with the major projects’ EIR processes to ensure consistency of transportation assumptions. The outcomes of this analysis help shape each project’s transportation features and programs, identify meaningful, feasible mitigation measures, and establish certainty and clarity in the development and cost-sharing agreements between the City, the transportation agencies and the project sponsors.



# 1 - The Pipeline

*Take an inventory of development projects proposed in the area, along with local and regional transportation investments and programs - the “Pipeline” over the next 25 years.*

## The Development “Pipeline”

Over the next few decades, the area along and adjacent to San Francisco’s waterfront is expected to see substantial growth, in terms of both residential and non-residential development. Almost all of this development is expected to occur south of Market Street, where there is still a substantial amount of vacant and underutilized land – a vestige of the industrial decline after World War II. By comparison, many of these areas north of Market Street were redeveloped decades ago.

Much of this area has been the focus of land use studies and plans undertaken over the last decade – some of which are still ongoing. Each of these plans is discussed below, including projected growth for jobs and housing in those areas.. Outside of these plan areas, some in-fill development could be expected on other vacant or underutilized lots.

From generally north to south, below are the major land use and development plans within the study area either adopted within the past decade or currently underway.

### *Transit Center District*

The Transit Center District Plan Area, adopted in 2012, consists of approximately 145 acres centered on the Transbay Transit Center, situated between the Northern Financial District, Rincon Hill, Yerba Buena Center and the Bay. The boundaries of the District are roughly Market Street on the north, Embarcadero on the east, Folsom Street on the south, and Hawthorne Street to the west, and include, but does not supersede most of the Transbay Plan Area, adopted in 2005 (discussed below). The Transit Center District Plan (“Plan”) was adopted last year. The Plan enhances and augments the Downtown Plan’s patterns of land use, urban form, public space, circulation, and historic preservation; it increases development potential within the area based on the desire to concentrate growth, particularly job-generating commercial growth, around the planned new Transbay Transit Center, the Bay Area’s greatest transportation infrastructure project since Bart.

Major features of the Plan include the elimination of density limits and increases of height limits at key locations, including the location of the new Transbay Tower, which will be San Francisco’s tallest building at over 1,000-feet; robust public realm and park improvements; new funding sources for the public improvements; expansion of the New Montgomery Conservation District, and opportunities to explore advanced district-level energy and water

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utility systems to improve environmental performance beyond individual buildings.

The Plan allows over 9 million square feet of new space, of which two-thirds is anticipated to be office space along with substantial amounts of housing, hotel rooms, and retail. This represents an increase of about 50% in the previously zoned building capacity for the area. Currently, the San Francisco's Planning and Building Departments have permit applications for projects within the Transit Center District Plan Area that include roughly 900 dwelling units, 3.5 million square feet of office, and 50,000 square feet of retail.

### *Transbay Redevelopment/ Rincon Hill*

The Transbay Redevelopment Plan Area, adopted in 2005, is approximately 40 acres in size and located south of San Francisco's Financial District. The Project Area is roughly bounded by Mission Street in the north, Main Street in the east, Folsom Street in the south and Second Street in the west. The Project Area is currently composed of vacant parcels from transportation-related infrastructure (left over from the demolition of the Embarcadero Freeway), other vacant parcels, and commercial uses. The impetus for creating the Transbay Plan is to leverage the sale of the underutilized publicly owned parcels to help finance the construction of the new Transbay Transit Center (including the Downtown Rail Extension). At the same time, the Transbay Redevelopment Plan seeks to create a high-density mixed-use neighborhood, featuring new opportunities for housing in close proximity to the Downtown commercial core. Housing is envisioned in various housing typologies including townhouses, podium apartment buildings, and in slender, well-spaced residential towers. The Transbay Plan anticipated the creation of 3,200 dwelling units on the previously publicly owned parcels. The Redevelopment Plan has a notable requirement that 35% of all housing constructed in its boundaries be affordable. Of the Plan's twelve key public blocks, one block is currently under construction, two more have been awarded to developers following competitive RFP processes, and the remaining will be developed in the coming decade.

The Rincon Hill Plan Area is immediately south of and abutting the Transbay Redevelopment Plan Area and north of the South Beach neighborhood. The area is generally bounded by Folsom Street, The Embarcadero, Bryant Street, Beale Street, the Bay Bridge approach, and the Transbay Transit Center ramps. The area contains approximately 55 acres of land, and includes more than 70 parcels. Similar to Transbay, the Rincon Hill Plan, also approved in 2005, grew out of a desire to encourage high density mixed-use and residential development close to Downtown. Major features of the plan included design provisions that encouraged slender, well-spaced residential towers, and an integrated public realm plan that would be implemented through new development impact fees, and streetscape requirements. The Plan anticipates the creation of about 3,700 dwelling units. Since the adoption of the Rincon Hill Plan,

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three projects have been completed for a total of about 1,400 dwelling units; six projects are in the pipeline for a total of roughly 2,300 units. (Note: these figures include projects at 201 Folsom Street (under construction), 300 Spear Street (completed), and 333 Fremont (under construction), which were approved prior to the adoption of the Rincon Hill Plan).

### *Warriors' Arena and Event Center at Seawall Lot 330 (Piers 30-32)*

The Golden State Warriors of the National Basketball Association (NBA) have proposed to construct a multi-purpose event center on the approximately 13-acre Piers 30-32. The project would feature a 18,000-seat event center that would host the Warriors during the NBA season, as well as provide a year-round venue for a variety of other uses, including concerts, other sporting events, and conventions. The development program on Piers 30-32 also includes 89,000 square feet of retail, 500 parking spaces, a new Fire House for the SF Fire Department and 7 acres of public open space. On the opposite side of The Embarcadero from Piers 30-32, the project would also include construction of a mixed-use development on an approximate 2.3 acre area of Seawall Lot 330. The program for the Seawall Lot includes 176 housing units, 227 hotel rooms, 30,000 square feet of retail, and 176 parking spaces. If approved, the Warriors hope to have the new stadium completed in time for the 2017 NBA season.

### *The East Soma Area*

The East Soma Plan (referring collectively to the East Soma Area Plan, Eastern Neighborhoods rezoning and Eastern Neighborhoods community benefits implementation) was adopted in January 2009. Comprising roughly 300 acres, the East Soma Plan area is generally bounded by Folsom Street on the northwest, the Rincon Hill Plan area (essentially, Second Street) on the east, Townsend Street on the south, and Fourth Street on the west, with an extension to the northwest bounded by Harrison, Seventh, Mission, Sixth (both sides), Natoma, Fifth, and Folsom Streets. East SoMa is characterized by a very eclectic mix of uses. Though increasingly residential, much of East SoMa had been historically characterized by industrial and commercial activity.

The Eastern Neighborhoods planning effort, of which East SoMa is a part, balances the protection of some of the last remaining production, distribution and repair ("PDR", i.e. industrial) activity in the City, while enabling and encouraging mixed-use development that could address the City's housing needs (especially affordable housing) in "complete" neighborhoods. However, due to its proximity to Downtown, the East SoMa policies generally do not specifically protect PDR uses, but rather encourages mixed-use development with different land-use emphasis depending on sub-area location. For example, the Plan encourages office development for the portion close to South Park and the Second Street corridor. On the other hand, the

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LAND USE PROJECTS & PROGRAMS**		TRANSPORTATION PROJECTS & PROGRAMS	
<b>2013 - 2017</b>			
<ul style="list-style-type: none"> <li>Exploratorium (Piers 15-17)</li> <li>8 Washington Street</li> <li>350 Mission Street</li> <li>333 Harrison Street (aka 105 Harrison Street)</li> <li>345 Brannan Street</li> <li>185 Channel Street</li> <li>120 Howard Street</li> <li>1000 4th Street (Mercy Housing)</li> <li>Transbay Tower</li> <li>340 Fremont Street</li> <li>Transbay Block 11A (Folsom &amp; Essex Streets)</li> <li>UCSF Hospital</li> <li>Pier 70 (Orton Historic Core)</li> <li>333 Fremont Street</li> <li>399 Fremont Street</li> <li>Rincon Tower 2</li> <li>45 Lansing Street</li> <li>325 Fremont Street</li> <li>75 Howard Street</li> </ul>	<ul style="list-style-type: none"> <li>Brd</li> <li>Brd</li> <li>Col</li> <li>5th</li> <li>Col</li> <li>Ma</li> <li>Pol</li> <li>Fol</li> <li>BIKE</li> <li>Bic</li> <li>Pild</li> <li>Em</li> <li>(50</li> <li>2nd</li> <li>(pa</li> <li>Fra</li> </ul>	<ul style="list-style-type: none"> <li>COMPLETE STREETS: Pedestrian, Bicycle, Traffic &amp; Signals</li> <li>Interim Pedestrian crossing at Exploratorium (Embarcadero-Green)</li> <li>2nd Street Improvement Plan (Bike and Streetscape Improvements)</li> <li>Better Market Street</li> </ul>	
<b>2017 - 2025</b>			
<ul style="list-style-type: none"> <li>Treasure Island (later implementation)</li> <li>Central Corridor (later implementation)</li> <li>Mission Rock/Seawall Lot 337 (later implementation)</li> <li>Mission Bay Buildout (Formerly Salesforce site)</li> <li>Hunters Point Shipyard</li> </ul>	<ul style="list-style-type: none"> <li>Brd</li> <li>Brd</li> <li>Col</li> <li>5th</li> <li>Col</li> <li>Ma</li> <li>Pol</li> <li>Fol</li> <li>BIKE</li> <li>Bic</li> <li>Pild</li> <li>Em</li> <li>(50</li> <li>2nd</li> <li>(pa</li> <li>Fra</li> </ul>	<ul style="list-style-type: none"> <li>COMPLETE STREETS: Pedestrian, Bicycle, Traffic &amp; Signals</li> <li>Final Pedestrian crossing at Exploratorium (Embarcadero-Green)</li> <li>6th Street Pedestrian Safety (incl. traffic signal at 6th/Minna, possible road diet or other signals)</li> <li>7th and 8th Street Corridor Ped/Bike Improvements</li> <li>3rd Street Sidewalk Widening (Howard to Townsend Sts)</li> <li>Broadway (Embarcadero to Battery Street)</li> <li>Columbus (Broadway to Filbert Street)</li> <li>Folsom Street &amp; Howard Street 2-Way Conversion</li> <li>BIKE</li> <li>Bicycle Sharing</li> <li>Expansion area - to cover most of NE quadrant of City, up to 2750 bikes</li> <li>Shared Transit Bikeway</li> <li>Sutter, Mason to Octavia</li> <li>Embarcadero Cycle Track</li> <li>7th Street and 8th Streets Bicycle Improvements (ENTRIPS later phased implementation)</li> <li>17th Street Bike Improvements (ENTRIPS)</li> <li>BIKE</li> <li>TEP Implementation - continued, including: <ul style="list-style-type: none"> <li>22-Fillmore Extension to Mission Bay</li> <li>Geary BRT</li> <li>Multiple Fleet Expansion (Fleet Plan)</li> <li>Tracura Island Transbay Improvements</li> </ul> </li> </ul>	
<b>2025 - 2040</b>			
<ul style="list-style-type: none"> <li>Treasure Island (later implementation)</li> <li>Central Corridor (later implementation)</li> <li>Mission Rock/Seawall Lot 337 (later implementation)</li> <li>Mission Bay Buildout (Formerly Salesforce site)</li> <li>Hunters Point Shipyard</li> </ul>	<ul style="list-style-type: none"> <li>Brd</li> <li>Brd</li> <li>Col</li> <li>5th</li> <li>Col</li> <li>Ma</li> <li>Pol</li> <li>Fol</li> <li>BIKE</li> <li>Bic</li> <li>Pild</li> <li>Em</li> <li>(50</li> <li>2nd</li> <li>(pa</li> <li>Fra</li> </ul>	<ul style="list-style-type: none"> <li>COMPLETE STREETS: Pedestrian, Bicycle, Traffic &amp; Signals</li> <li>4th Street - Central Corridor Complete Street</li> <li>REGIONAL TRANSIT</li> <li>California High Speed Rail (2029)</li> <li>SFOBB Multi-modal capacity improvements</li> <li>BART Station &amp; Transbay Capacity Improvements (incl. BART Embarcadero pedestrian tunnels)</li> </ul>	

Plan emphasizes residential development for the portion between 5th and 6th and Folsom and Howard Streets. The land use in a portion of this Plan area, between 2nd and 4th Streets south of Harrison Street, currently zoned Service Light Industrial (SLI), is presently being reconsidered in the Central Corridor planning process (see below). As a means to encourage development, the East SoMa rezoning eliminated density limits and parking requirements, and increased heights along some of the major streets.

The East SoMa Plan is expected to enable the creation of 2,800 dwelling units and 3,200 jobs. Currently, there are roughly 1,300 units that are proposed for new development and under review by the Planning Department and/or Building Department.

### Central Corridor Plan

The Central Corridor Plan is an ongoing effort that covers the part of South of Market within two blocks of the Central Subway being constructed along 4th Street (that is, 2nd Street to 6th Street). The goal of the Plan is to support substantial development on underutilized parcels in SoMa, while maintaining the diverse and eclectic character of the neighborhood. As a jobs-oriented Plan, it anticipates the development of up to 4,500 housing units and space for up to 32,000 jobs. A Central Corridor Draft Plan was released in the April 2013, and environmental review is currently underway. The Plan is expected to be adopted in late 2014.

### Mission Bay

The Mission Bay Redevelopment Plan (both Mission Bay North and Mission Bay South) was adopted in 1998. The Plan Area covers 303 acres of land between the San Francisco Bay to the east, Interstate-280 to the west, Townsend Street to the north and Mariposa Street to the south. Mission Bay, which had largely been rail yards for Southern Pacific railroad, was long planned for new development, but finally took off when it became a Redevelopment Project Area and incorporated a new campus for the University of California San Francisco (UCSF) in the late 1990s. Mission Bay is envisioned as a

mixed-use community featuring high density residential, community and City serving retail, a new campus and hospital for UCSF, and office and biotech development; the Plan also features a robust system of parks and open space. Altogether, the Plan includes space for up to 6,000 housing units, 4.4 million square feet of office/life science/biotechnology commercial space, 500,000 square feet of city and neighborhood-serving retail space, and 41 acres of open space; the UCSF component of the project includes 2.65 million square feet of research campus space and a new hospital. As of January 2010, 3,126 housing units, including 674 affordable units, have been constructed in Mission Bay while 319 were under construction. As of beginning of 2010, more than 1.7 million of commercial office and biotechnology lab space has been built, with five additional projects totaling 1.3 million square feet in predevelopment. Seven buildings had been constructed on the UCSF campus, including five research buildings, a campus community center, and a university housing development. More than 12 acres of new parks and open space have also been completed.

### *Mission Rock / Seawall Lot 337 (SWL 337)*

The Mission Rock site consists of an 11-acre parking lot and the historic Pier 48, both owned by the Port of San Francisco, and both located at the northeast corner of the Mission Bay neighborhood. The Board of Supervisors recently approved a term sheet with Seawall Lot 337 Associates, LLC, a subsidiary of the San Francisco Giants, to develop the underutilized Bay-front properties. The proposed programming for the development consists of two components: (1) the construction of a new mixed-use multi-phase development on Seawall Lot 337; and (2) the rehabilitation of the historic Pier 48. When complete, the mixed-use development would consist of eleven new city blocks, a new internal grid of public streets, and three public open spaces together totaling approximately eight acres. At full build-out, the development would include approximately 650 to 1,500 dwelling units, 1.3 million to 1.7 million gross square feet of commercial use (office and R&D), between 150,000 and 250,000 square feet of retail / entertainment, 700 accessory parking spaces, and a stand-alone shared-use parking structure of approximately 2,300 parking spaces serving both AT&T Park and project development. Pier 48 would include between 150,000 and 250,000 square feet of restaurant, retail, entertainment, light-industrial, and market/exhibit/event/parking space.

### *Central Waterfront*

The Central Waterfront Plan (referring collectively to the Central Waterfront Area Plan, Eastern Neighborhoods rezoning and Eastern Neighborhoods community benefit implementation) was adopted in January 2009. Comprising roughly 420 acres, the Central Waterfront Plan area is generally bounded by Mariposa Street to the north, Islais Creek to the south, the San Francisco Bay to the east, and I-280 to the west. The area had largely been characterized with industrial development of varying intensities and scales, much of it historically related to maritime activity. A small-scale historic residential enclave, known as “Dogpatch” exists in the area’s most central portion and is designated as a historic district under Planning Code Article 10.



As part of the Eastern Neighborhoods planning effort, the Central Waterfront Plan seeks to balance the protection of some of the last remaining light industrial activity in the City (also referred to as Production, Distribution, and Repair or “PDR”) while enabling and encouraging mixed-use development that could address the City’s housing (especially affordable housing) in “complete” neighborhoods. For the portion north of 23rd Street, the Central Waterfront Plan encourages mixed-use residential development. In part, by eliminating density limits and parking requirements, and increased heights limits at key locations. In recognition of its proximity to Mission Bay, the northern portion of Central Waterfront has also been opened up to office and R&D development. On the other hand, the Central Waterfront Plan protects the small-scale character of Dogpatch, and protects PDR activity to the south of 23rd Street by prohibiting residential development and limiting office and retail development.

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The Central Waterfront Plan is expected to enable the creation of 2,000 dwelling units and 500 jobs. Currently, there are roughly 1,700 units that are proposed for new development and under review by the Planning Department and/or Building Department.

### *Pier 70*

Pier 70 is an ongoing effort that covers much of this Port-owned industrial area. This effort seeks to integrate the industrial past and rich history of the site, with housing, offices, public open spaces and space for retail, light manufacturing, business incubation, and arts and cultural users. The City is working with Forest City, a development company who has secured the right to develop the site. The project is anticipated to begin environmental review in summer 2013. At this time, the project proposes to construct up to 3.5 million

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## **The Transportation “Pipeline”**

Extensive transportation improvements that will serve and support the Assessment area by making transit more reliable and more effective are already planned and/or underway. Among these, several key local and regional improvements include Central Subway, the Transit Effectiveness Project (TEP), BART’s Metro Core expansion and Caltrain’s PCEP: Peninsula Corridor Electrification Project (sometimes referred to as “Caltrain Electrification”).

### *Central Subway*

Central Subway will provide an extension of the T-Third light rail line from the 4th & King Caltrain Station to Chinatown. Service is expected to start in 2018/19, operating in the peak period about every four minutes to Mission Bay and every eight minutes to Sunnydale.

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The Central Subway will result in noticeable changes to current

transit use patterns on the Embarcadero by displacing many trips between Downtown and Caltrain to the more direct route of Central Subway.

### *Transit Effectiveness Project (TEP)*

The Transit Effectiveness Project (TEP) aims to increase the efficiency of Muni service and focus resources more efficiently throughout the Muni system. The TEP will improve service reliability, reduce transit travel time and improve customer amenities through service changes that include proposals for route restructuring, frequency improvements, and vehicle type changes, which will direct resources where they are needed most, reducing crowding and improving connections to regional transit; and rapid proposals for travel time reduction proposals along the Rapid Network, including bus stop and roadway changes, will help customers get to their destinations more quickly.

### *BART's Metro Core Expansion*

BART's Metro Core Expansion focuses on capacity and service improvements in intense service in "core" urban centers like Downtown San Francisco at stations such as Embarcadero and Montgomery.

### *Caltrain's Peninsula Corridor Electrification Project (PCEP)*

Caltrain's Peninsula Corridor Electrification Project (PCEP)



will electrify the Caltrain Corridor from San Francisco's 4th and King Caltrain Station to approximately the Tamien Caltrain Station, convert diesel to Electric Multiple Unit (EMU) trains, and increase service to six trains per peak hour per direction by 2019. The PCEP electrical infrastructure will also be compatible with future combined use of the corridor by both Caltrain and high speed rail, improve train performance, and reduce long-term environmental impacts.

### *Downtown San Francisco Ferry Terminal Expansion Project*

The Downtown San Francisco Ferry Terminal Expansion Project includes construction of up to three new ferry gates, allowing it to accommodate new service to Berkeley, Richmond and Treasure Island, Hercules, Martinez, Antioch and Redwood City . These expansions are planned to be introduced between 2014 and 2020.

### **Additional major projects in the Transportation Pipeline include:**

- High Speed Rail
- SF Park
- Better Streets Program
- 2nd Street
- The San Francisco Bicycle Plan and Network
- San Francisco's Bicycle Sharing Program
- The Embarcadero Pedestrian and Bicycle Corridor Project
- The Blue Greenway

## **2 - Outreach**

*Engage Stakeholders to identify transportation concerns about the proposed transportation network in the Assessment area from all stakeholders, conceptualize preliminary strategies to address them.*

### **Community and Agency Concerns**

This Assessment, and in particular this report, is built upon the ideas and concerns of the residents, workers, businesses, property owners, visitors, and community advocates who depend upon the waterfront transportation network. Regular meetings with key stakeholders throughout the development of this report ensured that the process was informed with their values and concerns, and that overriding goals for the Assessment are identified to reflect the

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current community priorities. Outreach describes the Assessment’s attendance and participation in public meetings, while “in-reach” describes the more detailed coordination and conceptual technical review by city and transportation agency partners.

The report has also relied on the feedback and information from the local and regional agencies that provide transportation planning and services to the waterfront network. This includes transit operators, planning organizations, and the governmental agencies charged with transportation funding and programming, and reflects and reconciles the overriding goals of these agencies and the adjacent communities.

The outreach efforts of the Assessment have clarified how essential a strong transportation network is in a growing city, and will continue to be, for a healthy economy, a sustainable environment, and an overall high quality of life. Engagement with these stakeholders will continue throughout all three Assessment phases to ensure the process continues to be responsive and transparent.

## Partnerships

The Waterfront Transportation Assessment has relied on cultivation of a close, cooperative partnerships with key stakeholders including city agencies, regional transportation partners, community members, neighborhood and business associations, advocacy organizations and development project sponsors. These relationships have played an important role in understanding concerns and ideas about current conditions, constraints and challenges

### Port of San Francisco

The Port of San Francisco (Port) is the primary waterfront property owner on the bay side of The Embarcadero. With the waterfront Land Use Plan as a foundational tool, the Port is actively engaged in promoting the physical and economic health of the waterfront. The Port’s Planning & Development Division is responsible for the administration of public-private partnership development projects from establishing the development concept for these projects through the completion of the development by the private developer partner.

### Planning Department

The City Planning Department (Planning) is the “caretaker” of the General Plan, which contains the City’s core policies related to Transportation, Land Use and Urban Design. The Planning Department is also the primary provider Lead Agency for environmental analysis, which makes it a pivotal partner in guiding the Assessment.

### Office of Economic and Workforce Development

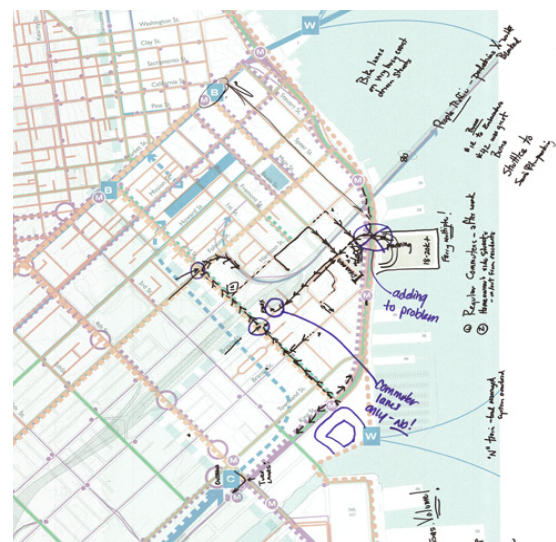
The Office of Economic and Workforce Development (OEWD) is the primary representative of the City and County of San Francisco for negotiations with the developers of several key waterfront sites. OEWD and also helps coordinates the activities of City and County agencies on.



Taxi Workshop



Taxi Workshop



Community Workshop #1



### **San Francisco County Transportation Authority**

The San Francisco County Transportation Authority (SFCTA) benefits the Assessment with both their transportation fund programming and transportation/land-use modeling expertise.

### **San Francisco Municipal Transportation Agency**

The San Francisco Municipal Transportation Agency (SFMTA) is the transportation agency acting as planner, designer, and service provider for all modes in the city. The SFMTA is leading the Waterfront Transportation Assessment.

Additionally, the involvement of the Departments of Public Works, San Francisco Public Utilities Commission, San Francisco Department of the Environment, and the Department of Public Health have also been important throughout the process.



## **Regional Transportation Partners**

Regional transit providers are critical partners as well, particularly given that the majority of visitors to San Francisco rely on these services at some point during their trips, and much of the daily local demand on the waterfront network originates with travelers who come to San Francisco for work or play.

Bay Area Rapid Transit (BART) plays a significant role as the lead carrier of regional trips into the Assessment area, with much of the existing and projected demand at Embarcadero Station.



- Caltrain
- Golden Gate Golden Gate Bridge Highway and Transportation District (Golden Gate Transit) Bus and Ferry
- Water Transit providers
  - San Francisco Bay Ferry
  - Water Emergency Transportation Authority (WETA)
  - Blue and Gold Fleet Ferry
- The State of California Department of Transportation (Caltrans) plays an important role as well given the relevance of the location of the Bay Bridge (I-80/101) and highway ramps from I-80/101 and I-280 to the Waterfront Assessment area.
- Regional buses
  - AC Transit,
  - Golden Gate Transit & SamTrans



To ensure that a stronger, regional and /local growth strategy informs the Assessment, the process will regularly engaged the Metropolitan Transportation Commission (MTC), the Association of Bay Area Governments (ABAG), the Bay Conservation and Development Commission (BCDC), and the Bay Area Air Quality Management District (BAAQMD).



## Community Partners

The Assessment team also has worked closely with the community in developing this Assessment. The Port's Piers 30-32 Citizens Advisory Committee (CAC) and their subcommittees represent a broad spectrum of neighbors, community groups and organizations and has already hosted two workshops for the Waterfront Transportation Assessment, and many meetings that have focused on transportation issues in the vicinity of Piers 30-32. The Assessment team has attended and made presentations to multiple neighborhood and business groups, including the San Francisco Planning and Urban Research Association (SPUR). The Assessment team has attended and presented to multiple city boards including the SFMTA Board of Directors, the SFMTA Citizens Advisory Council, the Port Commission, the Planning Commission, the WETA Board, the San Francisco Board of Supervisors Land Use Committee.

## Project Sponsor Partners

To adhere to San Francisco's "Transit First" policy and sustainable transportation programs, these developments must rely on a highly functional, multi-modal network that lends itself to alternative sustainable mode choices. Project sponsors have requested that they be closely engaged with this Assessment, given their understanding of the importance that efficient transit, safe bicycles and pedestrian circulation, well-managed parking and traffic networks, and constructive transportation demand management strategies will be to the success of their projects. The Assessment thus provides a key, early opportunity to inform project fiscal feasibility as the City proceeds to negotiate processes negotiates funding agreements to support these networks and programs. These partnerships can further be used to leverage additional state and federal funding to expand investment well beyond the boundaries of a single project area.

The Warriors' Arena and Event Center at Seawall Lot (SWL) 330 and Piers 30-32 is currently in the initial phases of its environmental review process. The Draft Environmental Impact Report (DEIR) is anticipated to be published in January 2014. Following closely behind are the Giants' Mission Rock ( Seawall Lot 337 and Pier 48) and Forest City's Pier 70 Waterfront proposal. Their DEIRs are estimated to be completed between Summer 2014 and Summer 2015.

# Established Objectives and Policies

## San Francisco General Plan: a Sample of Key Policies

- Transit First. In today's transportation environment, "Transit First" does not mean "Transit Only," but instead a multi-modal network that prioritizes opportunities for people to choose transportation modes that are alternative to the single occupancy vehicle.
- Prioritize transit, walking, bicycling and ridesharing.
- Coordinate development proposals with planning for the transportation system.
- Develop efficient plans and strategies to manage vehicle circulation and traffic.
- Enhance regional pedestrian and bicycle access throughout San Francisco.
- Use Transportation Demand Management (TDM) to minimize new single-occupant vehicle trips to, within and from San Francisco.

## SFMTA Strategic Plan Core Values

- Customer safety and comfort
- Service reliability and responsiveness
- Complete and green streets
- Green, clean, and quiet mobility
- Social equity and access

## Other Area Plans & Agency Priorities Included:

- SF General Plan: Eastern Neighborhoods Plans - Central Waterfront and East SoMa
- SF General Plan: Northeastern Waterfront Plan
- SF General Plan: Rincon Hill Area Plan
- SF General Plan: Transit Center District Plan
- SF General Plan: Fisherman's Wharf Plan
- SFCTA San Francisco County Transportation Plan
- Port of San Francisco Waterfront Land Use Plan
- Association of Bay Area Governments (ABAG) FOCUS Program
- Metropolitan Transportation Commission (MTC) Transportation 2035
- BART Strategic Plan
- WETA Transition Plan
- Caltrain Strategic Plan
- Bay Conservation and Development Commission (BCDC) Strategic Plan

### 3 - Lessons Learned from the “People Plan”



*Apply the lessons learned from the for recent waterfront transportation “pilot” innovations that were developed to support the transportation demands of the 34th America’s Cup experience and the policies of its “People Plan.”*

#### **America’s Cup People Plan**

In summer 2013, San Francisco is host to the 34th America’s Cup sailing races, the third-largest international sporting event in terms of spectator draw. For the first time in the Event history, the racing finals were preceded by a series of races challenging the winner of the last America’s Cup, giving San Francisco the opportunity to host the “World Series” international races in August and October of 2012. Also for the first time in the Event history, the sailing races could be viewed from shore, rather than a viewing barge on the sea. These changes provided San Francisco an opportunity to plan for and implement a transportation program that would accommodate up to 500,000 visitors: many who would be scattered throughout multiple viewing sites and generating unusually complex transportation demands .

The 34th America’s Cup “People Plan” incorporates the transportation plans that emerged from over 250 community meetings and unprecedented coordination between local and regional agencies. The process of developing the Plan itself pioneered a more comprehensive, facilitated environmental review by using the policies and programs developed in the People Plan to inform the Event’s environmental review process – and to assure an unusually high degree of community confidence that the transportation impacts caused by the Event would be adequately addressed.

## *People Plan Guiding Principles*

To ensure clarity of purpose and certainty throughout the Plan development, five guiding principles were designated early in the community process to guide the overall development of the America's Cup "People Plan" Guiding Principles:

- Resource Efficiency
- Public Safety
- Environmental Sustainability
- Strategic Adaptability
- Positive Legacy

The principles emphasized San Francisco's strength, and merit consideration in long-term waterfront planning, including this Waterfront Transportation Assessment. Other lessons learned from the planning process and the successful execution of the People Plan policies are of key interest to this Waterfront Assessment for three major reasons:

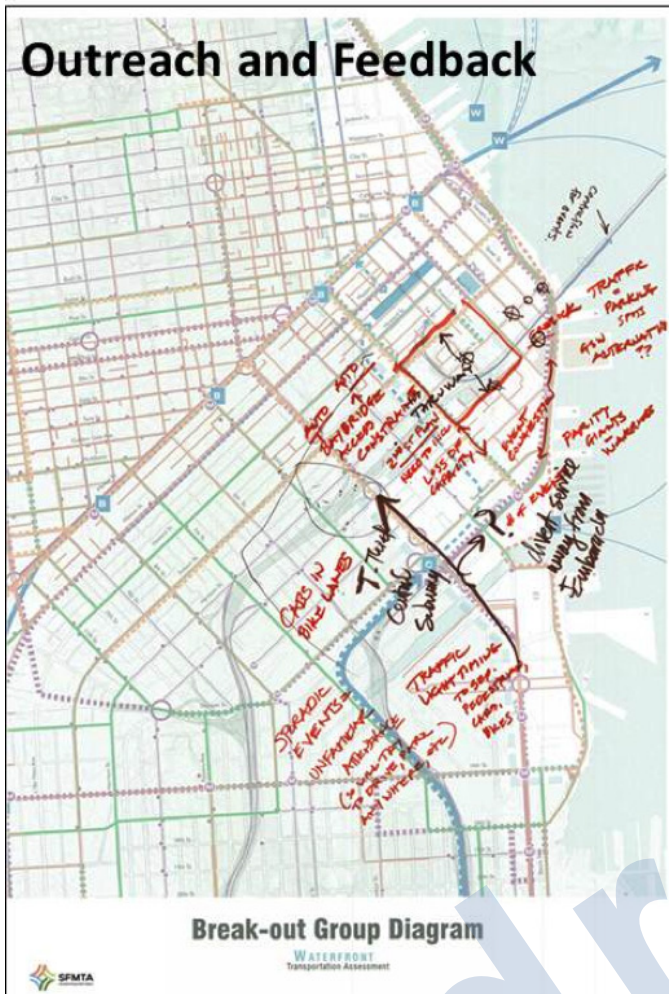
1. the planning process itself was adequately comprehensive and transparent to engage and sustain the support of the multiple transportation agencies, the numerous residential and business community groups, and leading safety, ecological and transportation advocates;
2. the setting along the waterfront from Pier 80 through Crissy Field, and specifically between Piers 30-32 and the Marina Green, represented many of the same long-term transportation challenges the Waterfront Transportation Assessment aspires to address; and
3. the actual experience of implementing the plan, including innovative new transportation programs that emerged from the outreach process, demonstrated success in meeting and exceeding expectations of hosting so large an international event with relatively few of the problems that the planning designed to solve.

## *October 2012*

Of particular notice was the weekend of October 5-7, 2012, when sailing races were moved to coincide with Fleet Week, the Hardly Strictly Bluegrass Music Festival, a Giants playoff game and a 49ers game, the Italian Heritage parade, two cruise ship boardings, along with a few smaller neighborhood fairs and festivals. The weekend produced record ridership on all transit, and it provided the opportunity to pilot approaches to transportation improvements that could become permanent in the future. These include:

- On-call measures employed to handle the busiest periods included increased transit capacity;
- enhanced bicycle and pedestrian routes and wayfinding;
- efficient traffic circulation and parking strategies;
- select, event-specific augmentation of Muni and regional transit lines to serve spectators and local commuters alike;
- the debut of new waterfront transit service that agencies had long been seeking an opportunity to test, such as the E Embarcadero Streetcar line
- intensive public information and trip guidance; and
- employing the SFMTA's newly-created Special Events Team (SET) to immediate decisions to allocate additional transit and public safety resources as needed. (The SET approach was again tested during the Giants' World Series parade on November 1, 2012, which brought in more than 304,000 extra passengers to San





LAND USE PROJECTS & PROGRAMS**	TRANSPORTATION PROJECTS & PROGRAMS
<b>2017 - 2025</b>	
<ul style="list-style-type: none"> <li>Mission Rock/Bevill Lot 137 (early implementation)</li> <li>Treasure Island (early implementation)</li> <li>Centre Corridor (early implementation)</li> <li>Pier 70 (later implementation)</li> <li>Block 12 (Transbay Redevelopment Area)</li> <li>Block 3 (Transbay Redevelopment Area)</li> <li>Mission Bay 8 Buildout (Formerly Salesforce site)</li> <li>504 Howard Street</li> <li>Parcel 1 (TCO Area)</li> <li>50 First Street</li> <li>Bevill Lot 330 (later implementation)</li> </ul>	<ul style="list-style-type: none"> <li>COMPLETION: Newberry, Buena Vista &amp; Signs</li> <li>Final Pedestrian crossing at Exposition (Embarcadero - Green)</li> <li>8th Street Pedestrian Safety (incl. traffic signal at 8th/Marina, possible road diet or other signals)</li> <li>7th and 8th Street Corridor Ped/Bike Improvements</li> <li>3rd Street Sidewalk Widening (Howard to To Winland Sts)</li> <li>Broadway (Embarcadero to Battery Street)</li> <li>Columbus (Broadway to Filbert Street)</li> <li>Folsom Street &amp; Howard Street 2-Way Conversion</li> </ul>
	<b>Bike</b>
	<ul style="list-style-type: none"> <li>Bicycle Sharing</li> <li>Expansion also - to cover most of NE quadrant of City; up to 2750 bikes</li> <li>Shared Transit Bikeway (Jettie, Mission to Octavia)</li> <li>Embarcadero Cycle Track</li> <li>7th Street and 8th Streets Bicycle Improvements (ENTRIPS later phased implementation)</li> <li>17th Street Bike Improvements (ENTRIPS)</li> </ul>
	<b>Bus</b>
	<ul style="list-style-type: none"> <li>TSP implementation - continued, including 22-Fillmore Extension to Mission Bay</li> <li>Geary B&amp;T</li> <li>Multiple Fleet Expansion (Fleet Plan)</li> </ul>

#### Transit First

The Transit First policy is aimed at restoring balance to a transportation system long dominated by the automobile, and improving overall mobility for all residents and visitors when reliance chiefly on the automobile would result in severe transportation deficiencies. It encourages multi-modalism, the use of transit and other alternatives to the single-occupant vehicle as modes of transportation, and gives priority to the maintenance and expansion of the local transit system and the improvement of regional transit coordination.

#### OBJECTIVE 11

**ESTABLISH PUBLIC TRANSIT AS THE PRIMARY MODE OF TRANSPORTATION IN SAN FRANCISCO AND AS A MEANS THROUGH WHICH TO GUIDE FUTURE DEVELOPMENT AND IMPROVE REGIONAL MOBILITY AND AIR QUALITY.**

#### POLICY 11.1

Maintain and improve the Transit Preferential Streets program to make transit more attractive and viable as a primary means of travel.

The Transit Preferential Streets program includes measures to improve transit vehicle speeds and to minimize the restraints of traffic on transit operations.

#### POLICY 11.2

Continue to favor investment in transit infrastructure and services over investment in highway development and other facilities that accommodate the automobile.

Every decision to direct expenditures toward improving congestion and parking conditions should first consider the improvement of transit operations.

#### POLICY 11.3

Encourage development that efficiently coordinates land use with transit service, requiring that developers address transit concerns as well as mitigate traffic problems.

#### POLICY 11.4

Encourage the development of one or more multi-service transportation outlets at transit-accessible locations for the sale of transit fare instruments and the provision of other kinds of trip information.

Convenience should be the primary factor in locating and operating the multi-service center. Transit patrons should be able to use the center without having to exit or enter faregates, and transit fare instruments should be made available for all modes of transit.

San Francisco on public transportation. BART set a one-day record of nearly 570,000 passengers that day).

## 4 -Transportation Goals & Strategies

*Establish transportation goals and develop conceptual strategies to guide the planning for an efficient, sustainable, and fiscally-sound transportation network in the Waterfront Assessment area.*

### Goals

Following initial feedback collected during the first community workshop in late October 2012, the team reviewed current city transportation policy, goals and objectives. Those that were most relevant were summarized and highlighted by approximate topic (Appendix X). It was discovered that policies, goals and objectives are in place to respond to the majority of concerns and transportation challenges that were identified in the Waterfront Transportation Assessment area.

### Strategies

The Waterfront Transportation Assessment has identified “gaps” in the existing and future planned transportation network, and it developed preliminary transportation strategies that can address deficits in the transportation network. This phase of the Assessment addresses key challenges and strategies at a high level, and it is not intended to address technical questions or to scope the details of transportation improvements.

# Goals

## Manage Congestion

- Develop public and private programs that maintain air quality, mobility and business vitality
- Market and promote transit and use of other alternative transportation [TDM]
- Regional & local transportation systems guide development & adapts to changes, and vice versa
- Manage parking to reduce SOV, encourage alternative transportation, make more efficient use of existing downtown parking

## Transit

- Transit First: Citywide and in neighborhoods
- Support On-Demand Transit

## Bicycles & Pedestrians

- Develop efficient and safe citywide network to make bicycling and walking more safe and comfortable
- Ensure provision of secure bicycle parking
- Sidewalks as open space, focus on landscaping, urban design

## Parking

- Smart parking pricing and management
- Limit downtown supply

## Goods Movement

- Protect arterial flows for freight and goods delivery
- Enforce loading and parking strategy to avoid impacts on traffic, pedestrians

## Leverage for Implementation

- Use Assessment process, recommendations and partnerships to leverage capital, operating and maintenance funding.

### *What the Assessment has already accomplished?*

Through significant and consistent outreach, communication and coordination with the various stakeholders and partners in the Assessment process, a few incidental – but not insignificant – achievements have already been made:

- Embarcadero Streetscape Enhancement has secured \$300,000 of the PDA funds requested following the Assessment team’s recommendation to the Port and SFMTA Livable Streets to coordinate to develop a scope and budget to be considered by a city-wide group for available Priority Development Area (PDA) funds. The total project cost of \$500,000.
- Taxi stand and paratransit drop-off that can be piloted along Ferry Building frontage during America’s Cup this summer.
- BART Embarcadero and Montgomery Capacity Implementation Study planning grant, proposal with matching grants from Warriors and Giants.
- Summer 2013 Pilots of the E-Embarcadero Historic Streetcar between Caltrain Fisherman’s Wharf, and the Embarcadero separated bicycle path.
- The Special Events Team (SET) was piloted during summer 2012 America’s Cup events to evaluate the ability of city agencies and regional transportation partners to respond nimbly with transportation management when multiple major events coincide, placing extraordinary demands on the waterfront transportation network, while maintaining a safe, efficient “base” level of transportation for other parts of the city and region during major events.

### **Matrix of Complete Concept Strategies**

The following matrix of Phase 1 Transportation Strategies provides a comprehensive overview of the ideas for transportation strategies that are intended to address the problems and challenged identified during the Assessment Phase 1. The Assessment has identified many potential strategies that may support a healthy transportation network as the area grows. Several of the Key Transportation Concerns and Strategies are summarized on the following pages, and a detailed matrix can be found on the following pages.

# Example Transportation Strategies

## Transportation Concern/Challenge

**Embarcadero Muni service is unreliable and over capacity. We need additional service if new destination developments are going to be built on the waterfront**

### *Potential Strategy*

- E-Embarcadero Southern Terminal Loop to support full, permanent service of a north-south route between Fisherman's Wharf and Caltrain/Mission Bay.

### *Potential Result(s)*

- Loop provides service options as terminal will not rely on double-ended cars.
- Extension into north area of Mission Bay will provide additional service and balance demands on Central Subway

## Transportation Concern/Challenge

**Future development at Pier 70 will bring a critical mass of employment and residents that will rely on simple and direct transit access. Why is the current Mission Bay Loop project that is currently underway is not in the best location**

### *Potential Strategy*

20th Street Transit Hub Loop Extension to provide a 20th Street leg of the currently underway (environmental clearance for funding) Mission Bay Loop.

### *Potential Result(s)*

- Creates a "B" Loop, and 19th Street leg becomes a location to store out-of-service vehicles without compromising Central Subway short-line service.
- Extends loop to 20th Street to consolidate transit hub with future 33-Stanyan and 58-24th Street Muni, and captures 20th Street as first northbound stop on Central Subway short-line.

## Transportation Concern/Challenge

**Residents and employees have been waiting for the extension of the 22-Fillmore to Mission Bay for years. Now we're told that we have to wait until High Speed Rail is final? How will you ever get people who need to get to Mission Bay out of their cars?**

### *Potential Strategy*

- Advance 22-Fillmore Interim Motor Coach extension to Mission Bay to provide immediate operation of this important east-west transit service, in advance of resolution around the future high speed rail / Caltrain crossing configuration at 16th Street.

### *Potential Result(s)*

- Initiates service in advance of resolution around future high speed rail/Caltrain crossing at 16th Street
- Provides strong transit alternative to driving to people traveling east-west across the city.



# DRAFT - Transportation Strategies Matrix

Transportation Concerns
<b>Muni Light Rail</b>
Muni Metro capacity problems are huge.
Funding the facilities and infrastructure upgrades is a challenge.
Muni trains are too crowded, no air on trains after ballgame, makes taking transit to games unappealing, squeezes out regular customers. Extra cars are needed.
Why doesn't Muni run 2-car trains to relieve Embarcadero service congestion and create capacity?
Muni and BART may not be able to meet needs with plans for vehicles coming on line, using aged and inefficient cars.
A transfer from Muni (south of Ferry Building) to historic F-line is required to travel the entire Embarcadero in a single transit trip.
The E-Embarcadero historic streetcar must become a full-time service to provide one seat from Caltrain to Fisherman's Wharf.
Why doesn't Muni run 2-car trains to relieve Embarcadero service congestion and create capacity?
Congestion blocks Muni between 2nd Street and King (Giants Stadium) and 4th and King, making it difficult for commuters to get to Caltrain.
Muni turn-backs at Caltrain are inefficient.
Marina residents oppose extending streetcar through Fort Mason due to noise, congestion, wires along scenic route abutting Marina Green.
Extend the F to Fort Mason so streetcar service reaches Marina
It's faster to drive than to take Muni.
Gap between Central Subway opening (2019) and arena opening (2017)
Understand Muni lines that provide main service to Piers 30-32 and SWL 330 current and future service plans, ensure that EIR appropriately analyzes impacts of anticipated uses, and plan extra and support services for extraordinary events.
A Giants and Warriors game on same night would overwhelm the Metro
F is so crowded with tourists that it bypasses people between the Wharf and downtown
T going into Central Subway reduces service on the fast-growing southern Embarcadero
Muni service to Ballpark pulls trains away from other parts of town, diminishes service there
Central Subway future extension should serve North Beach and the Wharf
<b>Muni Bus</b>
Capitalize on the 83X or other to provide alternative service to Embarcadero, especially during big events and peak commutes, and before Central Subway is operating.
Need better local (esp. east-west) service to serve SoMa neighborhoods so residents don't have to drive.
Transit connections between Mission BART stations and waterfront area (especially in Mission Bay and south) are not very good, or they don't even exist in some cases.
It's faster to drive than to take Muni.
There should be more transit-only bus lanes.
Enforcement of 3 minute limits of idling bus engines at Transbay and other locations – this adds to the air pollution that kills us over time in SoMa.
Understand Muni lines that provide main service to Piers 30-32 and SWL 330 current and future service plans, ensure that EIR appropriately analyzes impacts of anticipated uses, and plan extra and support services for extraordinary events.
the 22 modification along 16th Street to 3rd needs to happen soon.
the 22 needs to go all the way to Caltrain through Mission Bay to give customers along its corridor this transit hub access
the TEP plans to take the 22 away from Potrero Hill replace with with inferior , less frequent service on the 33
East side Telegraph Hill needs the service on Sansome/Battery ha the 10 used to provide restored to this area (F doesn't help if too crowded to stop here)

## Transportation Concerns

Pier 70 is a huge site, needs a Muni bus line to enter, serve the mixed uses there

the 8X should be made more high-profile as alternative service to Chinatown, the Waterfront

Some Marina residents oppose more bus service on Marina Blvd, Bay Street.

Presidio and Marina Green are hard to reach on transit -- need more bus service

Need for direct E-W bus service between Mission and gowing waterfront via Cesar Chavez

### SFMTA Facilities

Buses accessing Kirkland Yard create traffic conflicts with residents and businesses.

Concern that Muni Metro will soon out-grow Islals Creek facility

If Marin yard belonged to MTA, more certainty about future control, expansion

Long dead-heading (non-revenue) trips to yards is costly to Muni

### Bicycle

Possible to create a safer bike infrastructure?

Bike access isn't optimal near multiple freeway entrances along Folsom

Double parking on 7<sup>th</sup> St bad for bikes

Cut-through traffic and congestion within and around Bayside Village

There is no secure access for bicycles between north and south of Mission Bay Channel. There should be a bike facility on Lefty O'doul Bridge (4th Street).

concerns about traffic impacts from planned 2nd Streetscape Plan

How can bicycles best be used to connect people to destinations? Will there be adequate bicycle facilities (storage, valet parking, bike share) provided for Piers 30-32 and SWL 330? How will bicycle facilities be protected from vehicle traffic?

We should build the em"Bike"adero: riders prefer the safety, fewer intersections, of Bay side

garage entrance to proposed Arena is a bike safety concern

Third Street bridge needs better dedicated bike facility to link to Blue Greenway

Fort Mason is a topographic obstacle: build better facility to link Marina to Aquatic Park

Need for more bike valet parking for special events, major destinations

Bike route near Pier 39 is too crowded, more difficult with streetcar track shift from median to side

Bike sharing should expand west to Wharf, Marina, Bridge

Expanding bike sharing might conflict with bike rental operations

### Pedestrian

Need better enforcement (i.e. more) to ensure pedestrian safety during events

Long walks between transit hub and destination may discourage transit ridership.

Transportation conflicts go beyond the current western boundary in SoMa to 5th Street and 8th Street on-ramps. There are particularly high pedestrian safety issues at the locations of the freeway on-ramps.

Many pedestrians exiting the main entrance of 200 Brannan and Vernon Alley often seek to cross mid block to walk through Bayside Village to the Embarcadero or the Bayside Market. Crosswalk and adequate lighting are needed.

Need more and improved crosswalks and pedestrian signals.

Poor pedestrian facilities, dangerous crossings (e.g. @ Spear & Harrison)

Main & Harrison had 4 fatalities already, dangerous intersection

## Transportation Concerns

concerns about traffic impacts from planned 2nd Streetscape Plan

Address concerns of sidewalk capacity and pedestrian safety throughout neighborhood and transit rider boarding areas during events.

entrance for large new garage at proposed Arena conflicts with pedestrian promenade

Better Crissy Field-to-Ft Mason ped trail needs to separate bikes, improve safety

Build a better Jefferson Street between Wharf and Aquatic Park to accommodate crowds of pedestrians, separate from bike and auto traffic

Build Hyde-Jones blocks of better Jefferson first to link streetcar riders to Park

Sidewalks between Jefferson and Beach near Pier 39 are too crowded

### Vehicle Traffic & Circulation

Not enough enforcement to manage traffic around stadium (and future arena). Issues include "box blocking" which has spill over into transit delays, pedestrian/bike safety, and traffic congestion.

Bay Bridge access during commute periods causes huge problems in our neighborhood. Can alternative circulation routes be identified to better control traffic?

Delancy between Brannan and Bryant becomes dangerous when drivers seek to circulate in there because the Embarcadero, Bryant and Harrison have become clogged with bridge/commuter traffic.

Cut-through traffic and congestion within and around Bayside Village is a problem for residents accessing their homes.

Delancy Street Circulation (and circulation in the area in general) limited by one-way, controlled turns, and dead-ends that don't cross Bryant. Congestion getting to Freeway ramp blocks resident access and creates unsafe environment for pedestrians

Commuter traffic creates a large impact during peak periods. Our neighborhood needs to decide which streets will be neighborhood streets and which will be feeders to the Bay Bridge.

Bay Bridge access west of Main limited to southbound Bryant Street or northbound Beale Street.

Freeway access from area is a big problem. Cars waiting to enter the Bay Bridge cause back ups, block intersections, and disrupt neighborhood street system.

Townsend between 2nd and 4th has been modified to eliminate two traffic lanes in each direction. The result is continual traffic congestion in these two blocks. The planned changes to Second Street will result in a similar situation as Townsend, especially at the Bay Bridge on ramp where traffic is already bad.

Entrances to parking garages for high density buildings in Rincon Hill/South Beach occur about every ten yards and occur on both sides of the street causing conflicts with through traffic coming from both directions that need to drive around vehicles waiting for gated garage entrances to clear.

Weekday afternoons, high auto congestion on Beale (casual carpool pickup locations) to the bridge (Folsom to ramp)

How can existing congestion in neighborhood during commute hours and events be managed with additional development?

Are there ways of ensuring resident priority on neighborhood streets to protect access to homes?

concerns about traffic impacts from planned 2nd Streetscape Plan

garages induce traffic; don't build Warriors parking on the bay side, where it draws cars into conflict with pedestrians, bikes

2nd Street plan to reduce traffic capacity will force cars onto other local streets not designed for the traffic

Bridge traffic on Beale between Harrison and Bryant constrained to one lane, blocks cars exiting from Bridgeview, inhibits access for those not trying to reach Bridge

Pier 39 garage queues back up into adjacent streets

Traffic generated by major developments in Sotuh Beach area could I restrict access to Wharf

### Signals, Signage & Wayfinding

Add a "Dead End" sign on Beale south of Bryant

Traffic signals need upgrades: timing is poor and lack of advanced turning contributes directly to congestion.

Need better directional signage for bicycles and pedestrian, and to help in traffic circulation management.

Multiple jurisdictions between Mission Bay and Crissy Field make wayfinding along waterfront confusing

## Transportation Concerns

### Loading & Emergency Services

Trucks double park and block traffic and access to residential parking garages.

What about the increased emergency response times to residences that will occur during peak times of traffic?

Truck loading and off-loading is also a problem. Loading for Moscone Center uses under-ground lots, but also spills over onto 3rd St. There is not enough space on the Embarcadero for this process at proposed arena.

truck loading and access a challenge where crosses bike and pedestrian paths on waterfront

Need to ensure access for emergency vehicles when special events create crowded street conditions

### Parking

SF Park creates conflicts in residential neighborhood. Residents' guests can't park conveniently, and business customers have to pay so much that they stop coming.

Neighborhoods around event locations on the Waterfront need more on-street, protected Residential Parking Permits (RPP). Area(s) are under parked for residents, and there are conflicts (competition) between residential and commercial parking needs/demands.

Access to waterfront destination parking (current and/or planned) should be limited directly from the Embarcadero, and surrounding neighborhoods should be protected from cars driving around looking for parking

Handicap Plaquard Abuse on Street Parking

Satellite parking lots a good idea, but need to provide frequent [related] public transport to/from

Use space between Bayshore Caltrain and Sunnysdale Lightrail for parking. Requires more frequent Caltrain service.

Eliminate public parking on piers

Can Y-Permit Parking and on-street parking (metered) be better managed for residents?

Parking should be minimized on Piers 30-32 to minimize conflicts with pedestrians and bicycles. A strong parking strategy is needed

Parking for visitors should be farther from destination to avoid local congestion

Hunting for parking is major contributor to local congestion

We should not build new garages for events when existing nearby garages are empty during the off-peak hours

### Taxi, Accessible Services, Pedicabs

Consider Ballpark Transportation Coordination Committee as model coordination forum for discussion/solving traffic conflicts

Pedicabs are not well-regulated and have free run of streets, Embarcadero sidewalks

Pedicabs need to be permitted on an expanded network to better serve waterfront, complement transit and cabs

How will taxi service access, charter buses or accessible services feed into multi-modal forms of transportation along the Embarcadero?

Taxis need a designated stand near the Ferry Building on the Bay side

Taxis are fined for stopping to pick up fares at the Ballpark: they should be rewarded and need to have enforcement in seat protect their stands and service

### Transportation Planning & Policy

There is a need for comprehensive studies and planning to address current and future traffic.

Install a peak hour congestion charge for cars entering or leaving downtown or Treasure Island, and invest net revenues in its implementation and related transit, pedestrian, bicycle and carpool options.

What about the capital and operation costs? What means are there to identify these and does that incorporate into development term sheets?

How can we plan transportation without more data: land use, density, location of where major projects are in SOMA, waterfront?

It is important to understand details of delay-causing issues that occur in a particular place that impact the whole system

America's Cup 2012 transportation program may have accommodated huge crowds, but it wasn't completely effective (transit crowding and service glitches).



## Transportation Concerns

Funding for needed capital investments is a challenge

On-going operating expenses are harder to fund than one-time capital costs

Operating costs of expanded service are a concern

Muni is already operating at a deficit: need to avoid future borders

Need better (higher capacity, faster) transit access to the northwest waterfront

### Event-specific Transportation Planning & Transportation Demand Management (TDM)

Not enough enforcement to manage traffic around stadium (and future arena). Issues include "box blocking,"

Angry drivers create a dangerous situation, and impact quality of life in event-area neighborhoods

Need to manage crowd control during events.

Need better wayfinding signage that helps with connections between transit hubs and waterfront destinations.

Parking and traffic control not adequately funded for ballpark operations. Funding for operations and maintenance should include improved ballpark services

Provide incentives for carpoolers who drive into the City or leave the City – with Congestion Pricing program, discount toll to enter or leave the City for 2+ passengers in addition to driver.

Education/outreach about not driving

Traffic Control needs to be sufficiently comprehensive during events

Ticketholders should be incentivized to take transit

Ticketholders should be incentivized to take park early at remote sites

Driving is cheaper than transit: BART is too expensive for families to ride to games

### BART

Muni and BART may not be able to meet needs with plans for vehicles coming on line, using aged and inefficient cars.

Hard to take [regional, long trips] transit home from games when kids are sleepy.

Cleanliness of elevators in the Market Street subway stations and what is being done to address the street people in the stations

Embarcadero Station capacity is already maxed: will be shut down with growth and special events putting demands on this station

Embarcadero Station is main station for Giants games: can't also handle Warriors game at same time

BART's expanded-platforms capacity solution for Embarcadero is expensive, will take long time

Allow bikes on BART at rush hour

### Caltrain

Caltrain, BART, Muni is expensive for families to take, cheaper to drive for more than two people.

Caltrain ride from ballpark to Peninsula is too slow. Much faster to drive, makes taking transit less attractive.

Use space between Bayshore Caltrain and Sunnydale Lightrail for parking. Requires more frequent Caltrain service.

Caltrain is too expensive for families to take to game

### WETA, GG Ferry, Blue & Gold, other water transit

There should be a water Transit Landing at Piers 30-32

## Transportation Concerns

Proposed Warriors Arena won't support expanded ferry service financially. Also, nighttime in a boat on the Bay is uncomfortable and unattractive.

Faster boats are too popular for such a limited schedule: increase fleet, number of runs

Need ample parking at Ferry landings around Bay (and more frequent ferries)

Ferries are too polluting: need cleaner-fuel vessels

Ferries are too expensive for families to take to game

Need to operate frequent, multi-stop water taxi service

### Regional Buses (AC Transit, Golden Gate Transit, SamTrans, other)

Enforcement of 3 minute limits of idling bus engines at Transbay and other locations – this adds to the air pollution that kills us over time in SoMa.

GGT buses should make local, in-SF stops

PresidiGo should allow locals to ride as basic transportation to Presidio

### Funding & Implementation

All of this planning is great, but it will never be funded!

Funding has to be the governing, most important thing for all these plans

On-going operating funds are more important, harder to secure than one-time capital funds

developments should be paying their fair-share for better transportation

## Assessment Phase 1: Transportation Goals & Concept Strategies

### CURRENT TRANSPORTATION PIPELINE PROJECTS

These strategies exist in the current transportation pipelines for local and regional transportation agencies

#### Muni Rail

Central Subway

E-Line (with no terminal loop)

T Third Central Subway phases

Mission Bay Loop

F- line extension to Fort Mason

rail vehicle procurement

Transit Effectiveness Project (TEP) rail program

#### Muni Bus

22-Fillmore Travel Time Reduction

33- Stanyan (takes over current 22- Fillmore route)

58-24th Street

Van Ness BRT

Geary BRT

Transit Effectiveness Project (TEP) bus program

#### SFMTA Facilities

Southeastern Transit Division (storage/maintenance facility)

Terminal Operator Restrooms

Future phases of Islais Creek and MME

Facilities Strategic Plan

#### Bicycle

Bike Share Pilot - Funded pilot project includes: 35 stations, 350 bikes. Pilot area bounded roughly by Embarcadero/ Jackson/ Powell/ 5th/7th/17th/Illinois. Operations expected to start in summer 2013. America's Cup pilot to expand to Crissy Field. Full planned program would include about 2650 bikes, covering most of the NE quadrant of SF.

Polk Street bike lanes

2nd Street Plan

Bike routes per bike plan

Parkwide expansion and roll-out

**Assessment Phase 1: Transportation Goals & Concept Strategies**

**CURRENT TRANSPORTATION PIPELINE PROJECTS**

These strategies exist in the current transportation pipelines for local and regional transportation agencies

**Pedestrian**

The Pedestrian Strategy proposes pedestrian improvements to five miles of key streets each year. The Strategy also calls for providing extra crossing time, creating pedestrian plazas, installing additional pedestrian countdown signals and targeting enforcement of high-risk behaviors.

Better Streets plan

2nd Street Plan

Accessible Pedestrian Signals

On-Going traffic calming plans

transit center plan

**Vehicle Traffic & Circulation**

Congestion Management Program recommendations

Striping and Paving program - including Bond-funded programs

Better Market Street program

Mission Bay Buildout

Transit Center Plan

2nd Street Plan

**Signals, Signage & Wayfinding**

Sfgo

Port wayfinding network

special events/Caltrans highway message sign systems

**Loading & Emergency Services**

Transit Center Plan

ongoing DEM-SFMTA-SFPD-SFFD coordination

SET strategies for special events

**Parking**

Continued SFPark roll-out

Smart Management of SFMTA-owned Parking Garages



**Assessment Phase 1: Transportation Goals & Concept Strategies**

**CURRENT TRANSPORTATION PIPELINE PROJECTS**

These strategies exist in the current transportation pipelines for local and regional transportation agencies

**Taxi, Accessible Services, Pedicabs**

The SFMTA is expanding the available taxi medallions by 200, effectively expanding the taxi fleet.

On-going planning to improve service delivery and taxi stand locations

Quick Charging Stations for the expanding electric taxi fleet

Pedicab network expansion through TASC

On-going MAAC review / implementation program

**Transportation Planning & Policy**

Better Market Street program

TEP-revenue/investment strategy

Better Streets

SFCTA Congestion Pricing: A congestion pricing plan from the city Transportation Authority will soon undergo an environmental review. Any proposal the city develops would need approval from the Legislature

TIDF

**Event-specific Transportation Planning & Transportation Demand Management (TDM)**

SFMTA-TDM program at SFMTA-Urban Planning Initiatives

Coordination with TMAs

Coordination with Planning/SFCTA/SFE

Technical Working Group

**BART**

Service Expansion: Metro Core and Metro Commute: 2 phases: 225 net new cars and improved maintenance facility

New Train Control System

Capacity increasing facilities such as: tunnel connecting BART (Montgomery and/or Embarcadero) to Transbay Terminal

Fleet procurement: new railcars

on-going elevator and escalator maintenance program

**Caltrain**

Peninsula Corridor Electrification Project (PCEP): key component of the Caltrain Modernization program. Will electrify the Caltrain Corridor from San Francisco's 4th and King Caltrain Station to the Tamien Caltrain Station, convert diesel-hauled to Electric Multiple Unit (EMU) trains, and increase service up to six Caltrain trains per peak hour per direction by 2019.

SF Station Modifications will be guided by Strategic Plan

Caltrain Downtown Extension (DTX)

**Assessment Phase 1: Transportation Goals & Concept Strategies**

**CURRENT TRANSPORTATION PIPELINE PROJECTS**

These strategies exist in the current transportation pipelines for local and regional transportation agencies

**WETA, GG Ferry, Blue & Gold, other water transit**

Ferry Service Expansion: commuter service to Richmond and Berkeley, all-day service to Treasure Island - Planned completion: Richmond - 2015/2016 Berkeley - 2017/2018 Treas Isl. - 2016/2017

South SF to Ferry Building Ferry Service on Special Events Days

New vessels ordered by WETA for 2017 will be cleaner-fuel

Additional Ferry Service to Sausalito and Larkspur (beyond planned ???specify)

**Regional Buses (AC Transit, Golden Gate Transit, SamTrans, other)**

Golden Gate Bus Service Expansion Vision Plan – Golden Gate Transit service plan additions through 2020

**Funding & Implementation**

SFMTA CIP priorities

TIDF and Planning developer agreements

SFCTA Prop K program

SFCTA Congestion Management program

**Assessment Phase 1: Transportation Goals & Concept Strategies**

**ASSESSMENT TRANSPORTATION STRATEGIES**

(to be analysed in Phase 2)

These strategies have been presented to responsible operation/engineering partners (Regional and Local) for initial vetting of concepts. Further refinement and consideration will occur during next phase of Assessment.

**Muni Light Rail**

Embarcadero MMX Optimization: Pocket Tracks, Passing Tracks, Signal Improvements, etc

E-Embarcadero Southern Terminal Loop

20<sup>th</sup> Street Transit Hub - Mission Bay Loop Extension

T-Third Skip Stop Service

N-Judah Extension to Mission Bay

Embarcadero MMX Optimization: Pocket Tracks, Passing Tracks, Signal Improvements, etc

**Muni Bus**

Advance 22-Fillmore Interim Motorcoach Extension to Mission Bay

58-24<sup>th</sup> Street Extension to Pier 70

Event Re-routes and Service Augments

Create Transit Only lanes to support operations where feasible

"Bridge" Service to meet capacity demands prior to Central Subway (2019): potentially including 47-Van Ness, 83X-Mid-Market Express, 30-Stockton, 45-Union/Stockton

Expanded peak period only service to waterfront : 82X, 81X-Caltrain Express, 82-Levi Plaza Express

Southeastern Transit Division (storage/maintenance facility)

**SFMTA Facilities**

Terminal Operator Restrooms

Kirkland Yard (what is concept for redevelopment?)

Developer contributions to support facility expansion/close funding gap per EIRs

**Bicycle**

Embarcadero Dedicated Bicycle Facility (Embarcadero "Enhancement" Project):

Expanded bikesharing as part of project approvals

Bike Facility on Lefty O'Doul Bridge (3rd St.)

Expedited Bay Rail/Blue Greenway and Illinois Street Bicycle Route

Need for bike parking station near 4th & King Caltrain station (not same as bike parking at Caltrain station). Could be pursued by Project Sponsor.

Project-sponsor expansion of the SFMTA Bicycle Sharing network

Identification of project-related improvements with Project Sponsors that meet the goals of the Pedestrian Strategy: treatments that reduce the severity and frequency of pedestrian crashes, increase walking, and provide high-quality pedestrian environments

Required bike valet parking per special events approvals

A clear, intuitive, wayfinding system for bicycles and pedestrians

Regularized bike valet parking program near Exploratorium

Parkwide integration with bikesharing

**Pedestrian**

Jefferson Public Realm expedition - Hyde-Jones

Green Street crosswalk

intuitive, wayfinding system for bicycles and pedestrians (per AC34 pilot)

Urban design: Revise developer garage and driveway design to favor ped circulation

**Vehicle Traffic & Circulation**

Specific, more regularized local traffic-management strategies designed and tested by SFMTA's Special Events Team (SET) for large events.

Use dynamic electronic message signs to alert area traffic of events, as is done now for AT&T park.

Evaluate the feasibility of providing a second southbound lane on Beale Street between Folsom Street and Bryant Street, as proposed in the 2006 Rincon Hill Streetscape Plan, and modify signal timing for a second right turn lane onto Bryant for direct access to the Bay Bridge ramp to help accommodate traffic overflow that is anticipated with the implementation of the Second Street Improvement Project.

required car-share per project approvals

embedded parking assignment in Event tickets to reduce local congestion

Parking pricing and information can be used to encourage those who must or choose to drive drivers to use parking facilities outside the Waterfront area and take transit, bicycles or walk from these satellite parking facilities to Waterfront destinations.

**Assessment Phase 1: Transportation Goals & Concept Strategies**

**ASSESSMENT TRANSPORTATION STRATEGIES**

(to be analysed in Phase 2)

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**Signals, Signage & Wayfinding**

Upgrades in traffic system design

SET legacy: Caltrans highway message signs

**Loading & Emergency Services**

**AC34 pilots: multi-use lane and loading bays**

**Parking**

Parking strategy to encourage off-site (satellite) parking well beyond the Piers and neighborhood to minimize traffic caused by drivers searching for parking.

Shared Parking Network - reserved parking for waterfront events coordinated by project sponsors and offered as part of ticket purchase

SFMTA led *facilitation* (not brokering) between private operators and Project Sponsors - Research collaboration strategies with private parking garages

Review with Caltrans of satellite parking options under freeway, bridge

Embedded parking assignment to increase driver certainty

Coordinate community/neighborhoods with SFMTA RPP experts to review current program and develop updates

**Taxi, Accessible Services, Pedicabs**

Pilot "Taxi Share" program on high capacity transit routes to offer additional service to crowded Muni buses at set, affordable rates, i.e., below standard taxi rates.

Taxi stand organization, oversight and coordination

Improved coordination and planning for taxi services around major destinations

Specific dedication of protected, exclusive taxi and paratransit curbside access and/or full cabstands at the Ferry Building and near Second Street and Townsend (for events at AT&T Park) and at all new Waterfront facilities such as Warriors Arena.

Clear Port-side pick-up and drop-off locations along the bayside of the Embarcadero that reconcile with the Embarcadero bicycle facility

Quick charge stations for the growing fleet of electric vehicles could be provided in all new development areas

Rest areas with restrooms for taxi drivers would help with service delivery and could possibly be coordinated with location of quick charge stations

Pedicab stands so they don't block the bike lane when loading passengers

**Transportation Planning & Policy**

WTA as overriding guiding document: review objectives and policies per General Plan

WTA as overriding guiding document: review project proposal to refine submittal

WTA as overriding guiding document: precede environmental review to guide mitigation measures

**Event-specific Transportation Planning & Transportation Demand Management (TDM)**

Transit Pass fare embedded in event ticket

Coordinated Parking Management/Logistics

Establish a transportation management association (TMA) for the area or expand Mission Bay TMA to incorporate the larger area.

Transit Pass Subsidy

Information / Communications

Sattelite Regional Parking Promotion

Transit Ticket Vending Machines

Multi-modal wayfinding and information: bike/ped wayfinding (including Blue Greenway signage), transit hub wayfinding

Expand bike share program to add pods at key locations in the Waterfront Transportation Assessment area

Expand car sharing via on-street pods

Any on-street parking spaces shall be metered and managed through SFpark, including special event pricing

Monthly transit subsidy/stipend (e.g. \$20/mo) provided by developer for all new residential units, hotel room, and workers.

Free carshare membership for all residents and commercial tenants provided by developer

Auto trip cap & TDM policy

Provide Muni Fast pass to all tenants (at no charge) for first X years of residence.

On-site bike sharing

Retail delivery of goods (upon request) by tenant stores of over 30,000 square feet

Hotel provision of Muni Passports or preloaded Clipper cards with reservations



**Assessment Phase 1: Transportation Goals & Concept Strategies**

**ASSESSMENT TRANSPORTATION STRATEGIES**

(to be analysed in Phase 2)

These strategies have been presented to responsible operation/engineering partners (Regional and Local) for initial vetting of concepts.  
Further refinement and consideration will occur during next phase of Assessment.

**BART**

Advance study of near-term Embarcadero capacity investments

Advance key elements of Core Service Expansion at Embarcadero Station with improvements such as: Vertical circulation street to Concourse, Vertical circulation between Muni and BART platforms, Platform level boarding gates

Embarcadero Station: Platform/Access Capacity

Embarcadero Station: Vertical Circul. Expansion

**Caltrain**

22nd Street SF Station Enhancements

Advance electrification through fund gap closure

Caltrain Realignment through Mission Bay

**WETA, GG Ferry, Blue & Gold, other water transit**

Water Transit Landing at Piers 30-32 serving North and East Bay (and possibly South Bay) trips

Water Transit Landing at Pier 70

Mission Bay Ferry Terminal -16th St. serving North And East Bay (and possibly South Bay) trips

**Regional Buses (AC Transit, Golden Gate Transit, SamTrans, other)**

Regional/Local Bus Service Integration: SF pick-up and drop-off (per AC34 pilot)

In-SF new fare per GGT

AC Transit: Bus Service Expansion (confirm concept as O already has late night service)

*NL Short: Late Evening Service*

*O: Late Evening Service*

*F Shuttle: Late Evening Service*

PresdiGo Shuttle (per AC34 pilot)

**Funding & Implementation**

Project level Transportation Demand Management Programs (TDMPs) as developed by project sponsors

Memorandum of Understanding that provides transportation planning guidance where term sheet may not.

Embedded transit pass in housing subsidies

Embedded transit pass in event ticketing

Mitigation Measure agreements per WTA