

Embarcadero Enhancement Project – Phase 1 Survey

Welcome to the survey

More at: <https://www.sfmta.com/projects/embarcadero-enhancement-project>

Learn a bit about the project before you begin

Welcome to the survey

Thanks for taking the time to provide feedback on The Embarcadero Enhancement Project. We'll first make sure you have access to the latest project information, and then we'll start the survey.



The Embarcadero Enhancement Project (EEP) aims to improve safety, mobility, connectivity, and accessibility for all users of The Embarcadero.

The first phase of the EEP covers the Central Segment (Mission Street to Broadway) and targets safety improvements in the heart of the waterfront where the majority of collisions occur and demands on the promenade are highest.

The Embarcadero (between Lombard and Townsend streets) is on the [Vision Zero](#) High Injury Network — the 13% of streets where 75% of severe and fatal injuries occur.

Two of the three least safe intersections in Supervisorial District 3 are located along The Embarcadero corridor – at Washington Street and Broadway. ([Walk SF](#))

As we recover from the impacts of the pandemic, the SFMTA is committed to partnering with residents, businesses, and Port tenants in delivering a project that keeps the waterfront a special and welcoming destination.



The Embarcadero Enhancement Project – Phase 1 Survey

Before completing the survey, we recommend you review the [interactive fact sheet](#) and [project website](#) to learn more about the proposals for Phase 1 of the project (don't worry – we'll still be here when you return).

What's most important for you?

2 / 5

Please rank 5 of the 7 items above the line in your preferred order

What's most important for you?

The Embarcadero serves many roles, including as a major transportation corridor, visitor destination, maritime-oriented commercial district, and public recreation area.

Rank which activities and functions are most important to you by dragging 5 of the items above the line in your preferred order.

Mobility and Circulation

Recreation and Open Space

Shared-Use Promenade

Parking and Loading

Shopping, Dining, Events

Maritime Activities and Tourism

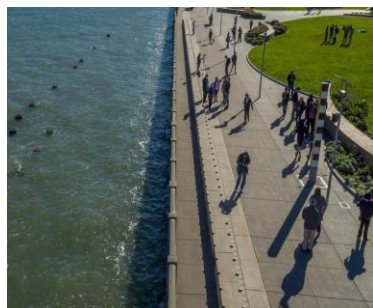
Traffic Safety

Mobility and Circulation



The Embarcadero connects the I-280 freeway with the city's arterial network. It is a regional transit hub and primary gateway to northeast San Francisco. It is the second busiest bike corridor and moves tens of thousands of pedestrians each day.

Recreation and Open Space



The Embarcadero waterfront draws millions of visitors every year and is a popular destination for locals seeking exercise and enjoyment of the outdoors.

Shared-Use Promenade



The Embarcadero's shared-use promenade is one of the most popular and iconic segments of the San Francisco Bay Trail. A key goal of the project is to improve the overall experience using the promenade.

Parking and Loading



Curb access along the waterfront is in high demand for passenger and goods loading, especially near the Ferry Building. Longer-term parking is available in off-street piers, lots, and garages.

Shopping, Dining, Events



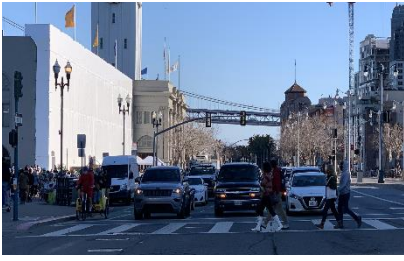
The Embarcadero is home to numerous restaurants and special event spaces, as well as the Ferry Building Marketplace and Farmers Market.

Maritime Activities and Tourism



The Embarcadero hosts an active waterfront with ferries and water taxi serving thousands of travelers each day, in addition to sightseeing tours and cruises.

Traffic.Safety



Most of The Embarcadero's roadway is on the [Vision Zero](#) High Injury Network — with one person injured in traffic, on average, every 10 days.

General Comment

Tell us about your priorities

3 / 5

Please rate how much you agree with the following statements

Tell us about your priorities

We've provided value statements related to each of your top priorities for The Embarcadero.

Please rate with stars how much you agree with each statement (more stars = more agreement)

Mobility and Circulation

Rate how much you agree with how the project proposals serve the **efficient movement of people and goods** along the waterfront.



1. Travel by bicycle and scooter

The project will make it easier for more people to reach more destinations by bike and scooter along the waterfront.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Connections to the city

This project better connects the waterfront to downtown and adjacent neighborhoods.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

3. Vehicle congestion, travel time

It is important to evaluate initial impacts to vehicle traffic and travel time before investing in more permanent changes.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

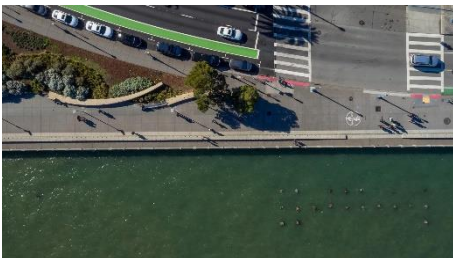
4. Frequency of travel

I am more likely to travel on The Embarcadero due to the proposed changes with the project.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Recreation and Open Space

Rate how much you agree with how the project proposals serve The Embarcadero's role as a **place to exercise and recreate**.



1. An enjoyable waterfront

This project will make being on The Embarcadero more enjoyable for more people.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

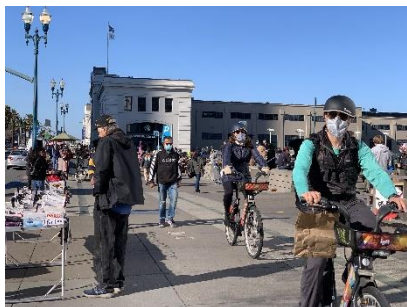
2. Exercise

I am more likely to exercise (stroll, walk, jog, bike) along The Embarcadero due to the changes with this project.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Shared-Use Promenade

Rate how much you agree with how the project proposals address **conflicts between users on The Embarcadero's shared-use promenade**.



1. Pedestrian experience

People walking on the promenade will directly benefit from an on-street protected bikeway that attracts faster users off the promenade.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Promenade riding

Even with a new protected bikeway, it is still okay to allow people on bikes and scooters to ride on the promenade if they go slowly.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

3. Education and enforcement

It is important to include education and enforcement efforts for safe promenade speeds and uses with this project.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Parking and Loading

Rate how much you agree with how the project proposals serve The Embarcadero's role in **providing for curb access**.



1. Southbound Embarcadero

It is important to provide more parking and loading on the city side of The Embarcadero at Washington Street, near the Ferry Building.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Wayfinding and information

It is important to provide real-time message and wayfinding signs directing people to off-street parking garages and nearby lots.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

3. Bikeway crossing

In general, I am comfortable with the concept of a protected bikeway and needing to cross it when loading or unloading a vehicle.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Shopping, Dining, Events

Rate how much you agree with how the project proposals serve The Embarcadero's role as a **destination for shopping, dining, and events**.



1. Business access

The project will improve access to the Ferry Building, restaurants, and other event spaces along the waterfront.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Frequency of economic activity

I am more likely to shop, dine, or attend special events along The Embarcadero due to the proposed changes with this project.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Maritime Activities and Tourism

Rate how much you agree with how the project proposals serve The Embarcadero's role as **promoting maritime uses**.



1. Connections to ferries

Bicycles, scooters, and other forms of micromobility are helpful 'last mile' connections to ferry service.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Tourism

This project will help make The Embarcadero more welcoming for tourists and other out-of-town visitors.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Traffic Safety

Rate how much you agree with how the project proposals support **safety on The Embarcadero's roadway**.



1. Overall safety

This project will improve the overall safety of travel along The Embarcadero.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

2. Travel speeds

It is important for this project to reduce the speed of vehicles along the roadway.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

3. Education and enforcement

It is important to include education and enforcement efforts for safe roadway speeds and behaviors with this project.

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

General Comment



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Enforce E-scooters off promenade

Enforce the prohibition on motorized scooters and other devices on the promenade.



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Ferry Building "Dismount Zone"

Establish a "dismount zone" for bike and scooter riders near the Ferry Building once a two-way bikeway is installed.



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

What design is appropriate for 'mid-block' crosswalks (e.g., Clay St) in a potential future phase?

Crossing the Bikeway

Raised crosswalk with bikeway YIELD

Manage bikeway user speeds with physical measures, such as raised crosswalks.



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Bikeway traffic SIGNAL

Use bicycle traffic signals at secondary, 'mid-block' crossings.



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

Bikeway STOP sign

Use bicycle stop signs at secondary, 'mid-block' crossings.



Rate from 1 star (least preferred) to 5 stars (most preferred)

1 Star 2 Stars 3 Stars 4 Stars 5 Stars

General Comment

Tell us a bit about yourself. Please click finish when you are done.

Final Questions (Optional)

What is your ZIP code?

Why do you primarily use the corridor?

- Live nearby
- Work on or nearby
- Use to get somewhere else
- For recreation

What is your age?

- 25 and under
- 26 to 40
- 41 to 60
- 61 to 80
- 81 and over

What is your gender?

- Female
- Male
- Trans male
- Trans female
- Gender non-conforming
- Not listed

What is your race/ethnicity?

- Asian and/or Pacific Islander
- Black and/or African American
- Hispanic and/or Latinx
- Middle Eastern and/or North African
- Native American
- White
- Other

What is your email address?

Was the survey easy to follow?

How can we improve this experience?

Thank You!

Your responses will help guide the final proposal for Phase 1 of the EEP.

Answer the questions you want to, then click Finish:

General Comment

Our Partners:



Thanks for participating!

You can now close this browser.

Stay in touch

Thanks for your input on the project!

Your responses have been recorded. Please answer a few optional demographic questions and provide your email for future project updates.

