

Survey results (early 2021)

Sample characteristics

- 1,403 participants
- **Primary uses of the corridor**
 - **Live nearby: 48%**
 - Work on or nearby: 17%
 - Use to get somewhere else: 12%
 - **For recreation: 23%**

Embarcadero priorities

- *Highlighted items are in the top 5 on both lists*
- **By ranking (per respondent)**
 1. Traffic safety
 2. Shared-use promenade
 3. Recreation and open space
 4. Parking and loading
 5. Shopping, dining, events
 6. Mobility and circulation
 7. Maritime activities and tourism
- **By count of individual inputs**
 1. Recreation and open space
 2. Shopping, dining, events
 3. Shared-use promenade
 4. Traffic safety
 5. Mobility and circulation
 6. Maritime activities and tourism
 7. Parking and loading

Project benefits

- **Traffic safety**
 - **Overall safety**

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

- 1 star: 9%
- 2 stars: 5%
- 3 stars: 15%
- 4 stars: 26%
- 5 stars: 45%
- **Comments:**
 - Many mention that the two-way bikeway would relieve pressure and free up space on the promenade.
 - Many are unhappy that the protection for the existing southbound bike lane at Washington St would be removed for curbside parking.
 - Some say that people bicycling would still not follow the rules, which creates unsafe interactions with people walking; they ask for more enforcement.

- **Travel speeds**

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

- 1 star: 10%
- 2 stars: 6%
- 3 stars: 16%
- 4 stars: 15%
- 5 stars: 53%
- **Comments:**
 - There is support for lowering vehicles speeds on the roadway, but many mention that this is already regulated by the progression of traffic signals and congestion.
 - Many mention the importance of also reducing the speed of bike and scooter riders on the promenade.
 - Some mention the need for more enforcement of speeding (i.e., that signs are not enough).

- **Education and enforcement**

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

- 1 star: 9%
- 2 stars: 6%
- 3 stars: 17%
- 4 stars: 19%
- 5 stars: 49%
- **Comments:**

- *There are strong and frequent opinions that design is more important than enforcement and education at guiding safe behavior.*
- *Many mention that enforcement has been lacking on the Embarcadero; that it can't be relied upon.*
- *Some ask for automated enforcement (e.g., speed cameras).*
- *Some say it's important to enforce the behavior of all road users, not just people driving vehicles.*

- **Shared-use promenade**

- **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: 7%
- 2 stars: 4%
- 3 stars: 8%
- 4 stars: 17%
- **5 stars: 64%**

- **Comments:**

- *There is very strong support for the benefits to people walking on the promenade of the on-street protected bikeway.*
- *Many say people shouldn't be able to ride bikes on the promenade. [more below]*
- *Some doubt that people bicycling would use the proposed protected bikeway.*
- *Some mention that the existing on-street bike lane doesn't feel safe and that they also feel uncomfortable mixing with pedestrians on the promenade, so they'd prefer a separate on-street bikeway.*

- **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: 34%**
- 2 stars: 14%
- 3 stars: 16%
- 4 stars: 10%
- **5 stars: 25%**

- **Comments:**

- *There are mixed opinions about prohibiting riding bikes on the promenade if there were a protected on-street bikeway.*

- Many recall incidents of ‘close calls’ with people bicycling and riding scooters on the promenade, and believe that mixing is uncomfortable/unsafe.
- Several people mention that they wouldn’t want their children to be required to use the on-street bikeway because it could be too fast and not entirely safe.
- Some want the on-street bikeway to be fully protected (e.g., with concrete curbs) before promenade riding is prohibited.

- **Education and enforcement**

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

- 1 star: 10%
- 2 stars: 6%
- 3 stars: 16%
- 4 stars: 19%
- 5 stars: 49%
- **Comments:**
 - Some say that good design shouldn’t need enforcement.
 - Some ask for self-enforcing designs (e.g., speed humps in bikeway at pedestrian crossings).
 - Some mention that the enforcement/prohibition of promenade riding should be focused on e-bikes and e-scooters.
 - A few say they wouldn’t want citations issued to people visiting, families, and less confident bike riders.

- **Mobility and circulation**

- **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: 15%
- 2 stars: 7%
- 3 stars: 17%
- 4 stars: 22%
- 5 stars: 40%
- **Comments:**
 - Many mention the benefit of people bicycling having a dedicated lane, separate from both the roadway and promenade.
 - Some mention the need for the two-way bikeway to extend the length of the Embarcadero to serve more trips by bike and scooter.
 - A few mention the trade-off of losing the existing bike lane’s protection in the southbound direction near Washington Street.

- *A few ask for more physical protection (e.g., concrete curbs).*

- **Connections to the city**

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

- 1 star: 14%
- 2 stars: 9%
- 3 stars: 22%
- 4 stars: 20%
- 5 stars: 34%

- **Comments:**

- *Most say that they don't expect a change one way or the other regarding connections to the waterfront.*
- *A few say shorter crossings will make walking to the waterfront easier.*
- *One said if driving is more difficult, fewer people will visit the waterfront.*

- **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: 23%
- 2 stars: 10%
- 3 stars: 12%
- 4 stars: 15%
- 5 stars: 41%

- **Comments:**

- *Many mention that safety and access for other modes of travel should be prioritized over moving vehicles, including several people who live in the area and drive.*
- *Some say they are not happy about the proposal to further reduce traffic capacity on the Embarcadero.*
- *A few ask that traffic lights be better timed to move traffic.*

- **Frequency of travel**

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

- 1 star: 20%
- 2 stars: 9%
- 3 stars: 21%
- 4 stars: 18%
- 5 stars: 32%

- **Comments:**

- *Many people who drive say they expect to need to avoid the Embarcadero if traffic congestion worsens.*
- *Many people who currently bike say they'll ride on the Embarcadero more; several people say these changes could make them pick up bicycling (versus taking other modes).*

- **Parking and loading**

- **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: 17%
- 2 stars: 8%
- 3 stars: 14%
- 4 stars: 12%
- 5 stars: 49%

- **Comments:**

- *Many mention the need for loading near the Ferry Building, but that it's most needed in the northbound direction / water side.*
- *Some would prefer more parking, as opposed to more loading.*
- *Some mention the loss of parking in the area over the years (including on Port property), and the need for more where ever it can be found.*

- **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: 16%
- 2 stars: 13%
- 3 stars: 16%
- 4 stars: 21%
- 5 stars: 33%

- **Comments:**

- *There is light support for additional signage with several ideas:*
 - *Signs designs that express the uniqueness of the waterfront area*
 - *Signs for to warn people driving of upcoming traffic changes*
 - *Signs directing folks to nearby off-street parking*

- **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: 47%**
- 2 stars: 14%
- 3 stars: 11%
- 4 stars: 10%
- 5 stars: 18%
- **Comments:**
 - *Many are concerned for crossing the bikeway as a pedestrian, including those otherwise in support of protected bikeways.*
 - *Many desire strong messaging and/or traffic calming treatments to slow bikes at pedestrian crossings, as well as making bike/pedestrian interactions a focus of the project's evaluation plan.*
 - *Many express their belief that people bicycling are unlikely to yield to pedestrians at crosswalks.*
 - *Some are concerned for how the two-way bikeway would interface with the loading operations of the Ferry Building farmer's market.*

- **Recreation and open space**

- **An enjoyable waterfront**

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

- 1 star: 8%
 - 2 stars: 4%
 - 3 stars: 11%
 - **4 stars: 21%**
 - **5 stars: 56%**
 - **Comments:**
 - *Many say the experience of the promenade would be improved if people bicycling and riding scooters use the proposed on-street protected bikeway.*
 - *Some mention that more needs to be done to deprioritize vehicle traffic along the waterfront.*
 - *A few mention that more needs to be done to reduce exhibition driving, loud motorcycles, etc.*

- **Exercise**

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

- 1 star: 13%
 - 2 stars: 6%
 - 3 stars: 16%

- 4 stars: 17%
- **5 stars: 47%**
- **Comments:**
 - *There are mixed opinions about whether the proposed project would change how often they exercise on the Embarcadero — split between those expecting to use the corridor more and those not expecting much change.*
 - *Many expressed support for moving faster bike and scooter riders off the promenade.*

- **Maritime activities and tourism**

- **Connections to ferries**

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

- 1 star: 15%
- 2 stars: 8%
- 3 stars: 16%
- 4 stars: 16%
- **5 stars: 46%**
- **Comments:**
 - *There is general positivity on the use of bikes and scooters (shared and personal) for 'last-mile' connections to the ferries.*
 - *A few expressed the importance of passenger loading for those being dropped off or picked up in vehicles.*

- **Tourism**

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

- 1 star: 15%
- 2 stars: 7%
- 3 stars: 15%
- 4 stars: 19%
- **5 stars: 45%**
- **Comments:**
 - *Many say that people visiting need more protection and guidance to safely navigate the Embarcadero, including signage guiding them into the two-way bikeway.*
 - *Some mentioned the importance of providing space for tour buses to drop off and pick up passengers, including with safe crossings from the 'floating' loading lane across the bikeway.*

- **Shopping, dining, events**

- **Business access**

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

- 1 star: 15%
- 2 stars: 6%
- 3 stars: 18%
- 4 stars: 20%
- 5 stars: 40%
- **Comments:**
 - Many mention the importance of providing loading space for businesses and, specifically, the Ferry Building farmers' market.
 - Some are concerned about the 'floating' loading arrangement and goods loading across the bikeway.
 - Many believe that the project would improve business access by bicycle, scooter, and other micromobility, which they say are important modes in crowded urban areas.
 - Some say that by reducing travel lanes, they expect access by vehicle to be worsened.
 - A few ask for more short-term parking and loading locations near businesses.

- **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: 19%
- 2 stars: 6%
- 3 stars: 18%
- 4 stars: 19%
- 5 stars: 38%
- **Comments:**
 - Some say the changes will make access by foot, bike, and scooter easier, and they'd therefore be more likely to visit.
 - Others say the changes will make access by vehicle more difficult, and they'd therefore be less likely to visit.

Design elements

- **Intersection changes**
 - **Washington Street**

Approaching Washington Street northbound, remove one left-turn lane and convert Washington into one lane in each direction with safety improvements.

- 1 star: 22%

- 2 stars: 6%
- 3 stars: 13%
- 4 stars: 19%
- **5 stars: 41%**
- **Comments:**
 - *There are few comments specifically about Washington Street — some would like to see two lanes maintained on Washington Street; others support the proposal, and support adding bike lanes on Washington Street.*
 - *Some would like to see more vehicle travel lanes maintained overall; others would like to see fewer lanes, with more space provided for other modes.*
 - *Some doubt the benefits of a 'pedestrian refuge' and would prefer a travel lane be maintained.*
 - *Some said that the hatched 'pedestrian refuge' area needs a concrete island or other raised elements so people waiting feel safe and people don't drive in the area.*

- **Broadway**

To best address a "pinch point" at Broadway, include a short segment with a single through lane and retain the two left-turn lanes onto Broadway.

- **1 star: 23%**
- 2 stars: 8%
- 3 stars: 15%
- **4 stars: 20%**
- **5 stars: 34%**
- **Comments:**
 - *Many oppose only maintaining a single through lane approaching Broadway; some say only a single through lane is necessary, including north of Broadway.*
 - *More people say their route is to turn left onto Broadway than continue straight on The Embarcadero past Broadway.*
 - *Several ask that clear signage be included so people know the left-most lane becomes a left-turn lane onto Broadway.*
 - *A few ask for a designated area for left-turning bike riders to wait in the intersection.*

- **Promenade conflicts**

- **Encourage faster users in the bikeway**

Use guidance signs to encourage faster riders to use the protected bikeway.

- 1 star: 11%
- 2 stars: 5%
- 3 stars: 14%

- 4 stars: 22%
- 5 stars: 49%
- **Comments:**
 - A majority support for signs to encourage people to ride bikes and scooters in the proposed on-street bikeway.
 - Many doubt the efficacy of signs alone; some suggest using on-pavement stencils.
 - Many would like to prohibit riding on the promenade altogether; others would like to keep promenade riding as an option for those less confident, with children, etc.

- **Enforce e-scooters off promenade**

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

- 1 star: 12%
- 2 stars: 5%
- 3 stars: 10%
- 4 stars: 10%
- 5 stars: 63%
- **Comments:**
 - A majority support the prohibition of e-scooters on the promenade, but there are mixed opinions of how to achieve this — some want more enforcement, while others desire a design solution (i.e., an attractive, separated bikeway).
 - A good number say that e-scooters are slow and compatible with other users on the promenade.
 - A few suggest using ambassadors to encourage people to use the on-street bikeway.

- **Ferry Building "dismount zone"**

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

- 1 star: 14%
- 2 stars: 6%
- 3 stars: 13%
- 4 stars: 15%
- 5 stars: 51%
- **Comments:**
 - Most doubt that people would actually dismount their bikes and scooters; some suggest using barriers at the ends of the zone to slow people down and get them to pay attention.
 - Some express disapproval of additional enforcement, which they say would be inequitable.
 - A few suggest establishing a 'slow zone' instead.

- **Crossing the bikeway**

- **Raised crosswalk with bikeway yield**

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

- 1 star: 11%
- 2 stars: 5%
- 3 stars: 10%
- 4 stars: 17%
- 5 stars: 56%
- **Comments:**
 - Overall, there are positive opinions of using raised crosswalks in the bikeway.
 - Many doubt that even raised crosswalks would be effective at getting bike riders to yield, but more think this treatment would be effective than using bike signals or stop signs.
 - Some believe that too many raised elements will encourage people to still ride on the promenade.
 - A few ask that pedestrian-activated flashing lights be added.
 - A few support but ask for similar 'traffic calming' elements to be added to the vehicle travel lanes too.

- **Bikeway traffic signal**

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

- 1 star: 16%
- 2 stars: 8%
- 3 stars: 16%
- 4 stars: 16%
- 5 stars: 44%
- **Comments:**
 - Many say few people bicycling would stop at red bike signals; some say this unpredictable behavior would create a 'false sense of security at crosswalks'.
 - Many say that bike signals are "overkill" for pedestrian/bicycle interactions.
 - Many ask that bike signals be mounted lower so bike riders are more likely to see them.
 - Some suggest using a flashing yellow 'yield' bike signals instead.
 - Some believe that too many bike signals will encourage people to still ride on the promenade.

- **Bikeway stop sign**

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

- 1 star: 22%
- 2 stars: 10%

- 3 stars: 17%
- 4 stars: 13%
- 5 stars: 38%
- **Comments:**
 - *Overall, most comments doubt the efficacy of bike stop signs, saying this treatment would be the least effective.*
 - *Many express that stop signs are not compatible with riding a bicycle efficiently (stopping and going is difficult).*
 - *Many believe that too many stop signs will encourage people to still ride on the promenade.*