

**South Beach / Rincon / Mission Bay Neighborhood Association  
Meeting Minutes May 9, 2016**

Subject: Embarcadero Safety Issues

Presenters: Diane Oshima, Port  
Dan Hodapp, Port  
Patrick Golier, SFMTA  
Shivam Vohra, SFMTA

Guests: Janice Li, San Francisco Bicycle Coalition  
April Ang, Jane Kim's Office  
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**Recap of March 14<sup>th</sup> Meeting – Main Messages**

**Bicyclists**

- Bike lanes scary, too narrow, or non-existent
- Conflict with parked vehicles
- Right turns from Embarcadero on to Bryant, Brannan, other streets are dangerous

**Pedestrians**

- Speeding bikes, skateboards, other wheeled vehicles
- Bicyclists not stopping at crosswalks, lights
- Homeless threats
- Cars turning left on to Embarcadero from Howard, Folsom, Harrison, Townsend not yielding to peds
- Bicyclists riding on boardwalk on Lefty O'Doul Bridge

**Drivers**

- Difficult / Impossible to exit from pier parking lots
- 3<sup>rd</sup> & Berry hazard – cannot see light

**General**

- Pedestrian behavior part of the problem
- Need for more public restrooms
- Need for more, lower, easily seen signage
- Clearly designated space for peds, wheeled vehicles
- Need for bike speed limits

**Goals (Is this what success looks like?)**

The measures of success should be tied to our ability to measure data that supports these outcomes.

1. Make the Embarcadero (boulevard and promenade) safe for all modes/users.
2. Support equal access and shared responsibility for all modes/users of this shared thoroughfare.
3. Establish consensus-driven 'rules of the road' for shared use of the Embarcadero. (This is a longer-term goal, and cultural change is not easy.)

### Three Initial Issues for Mitigation

1. Speeding wheeled vehicles on the Embarcadero pathway (bicycles, skateboards, hover boards, scooters, etc.)
2. Unsafe road conditions for bicyclists
3. Cars turning left on to Embarcadero from Howard, Folsom, Harrison, Townsend, etc. and not yielding to peds

### May 9 Meeting Comments

- Bike Coalition is doing more education with their members.
- Signs and improvements for right-turning vehicles have been implemented.
- Bay Area Bike Share needs to include education for its users. (Contact vendor: Motivate.)
- We need more stenciling on the Embarcadero.
- We need separate bike/ped lanes.
- Separate ped/bike lanes on promenade may encourage more bikes to use sidewalk, and cycle faster.
- Improvements in bike lanes need to be made on roadway in front of Waterbar and Epic Restaurants. And also on promenade along South Beach Harbor up to Third St bridge.
- Public Service Messages need to be done for all modes: bikes, vehicle drivers and pedestrians (PR campaign).
- We need more PCO (Parking/traffic Control Officer) coverage.
- Consider speed trackers to alert wheeled-device users how fast they are going.
- Pilot programs will be iterative: test one approach, then refine or change to increase effectiveness.
- Stopping pilot programs at Howard leaves out most of South Beach!

### Proposals for Initial Pilots

- Complete the bicycle (green) lanes from ballpark to Howard. (Measure: Compare cyclist volumes in lane vs. Promenade before and after.)
- Install stencils on walkway as well as more easily seen signage. Signage and stenciling can reinforce the sense of shared-responsibility while stenciling can help to direct cyclists away from pedestrians (Measure: Compare number of cyclists on promenade before and after.)
- Install pedestrian head-start signals. (Measure: Number of drivers violating pedestrian right-of-way.)
- Paint intersection stop bars on bike and vehicle lanes at designated intersections. (Measure: Number of drivers / bikers violating pedestrian right-of-way.)

### Next Steps

- Port / SFMTA meet with Neighborhood Association task force to agree on path forward, including scope, budget, assessment measures and timelines. Report back to neighborhoods on implementation plan.
- SFMTA / Port schedule next Embarcadero Enhancement Plan workshops for public outreach.