

Golden Gate Park Access and Safety Program: Quarterly Program Report

FALL 2022

Program Background

On April 26, 2022, the San Francisco Board of Supervisors approved restrictions on private vehicles on three miles of roadways in Golden Gate Park, including JFK Drive east of Transverse Drive, to make it safe for everyone to walk, roll, stroll, or skate in San Francisco's largest park. In addition to the private vehicle restrictions, San Francisco Recreation and Parks (Rec Park) with the San Francisco Municipal Transportation Agency (SFMTA) committed to more than 40 additional efforts to support safety, equity, accessibility, and mobility in Golden Gate Park.

Highlights for Fall 2022 include the installation of permanent barriers at promenade entrances, creation of a separated promenade space on Middle Drive at the Polo Fields, and a 7-day per week on-call evening shuttle service for access to Winter Lights, Entwined, and other sites through March 2023.

Our key areas of progress are related to the following:

- ◆ Equity
- ◆ Mobility
- ◆ Accessibility
- ◆ Safety

UPDATE:

November 2022 voters have affirmed, what extensive outreach has shown—San Franciscans want a safe, permanent Promenade in Golden Gate Park. What was once a dangerous street has been transformed into a place for recreation, art, music, and human connection. The feedback from this long public process has been invaluable. The result is a more inclusive Golden Gate Park: additional blue zone parking, more frequent shuttles, a better connection to public transit, more pickup and drop-off options, and a new adaptive bike program. Rec and Park and SFMTA will continue to improve this dynamic space—making it even more accessible, welcoming, and fun for everyone.

Fall 2022 Quarter Highlights

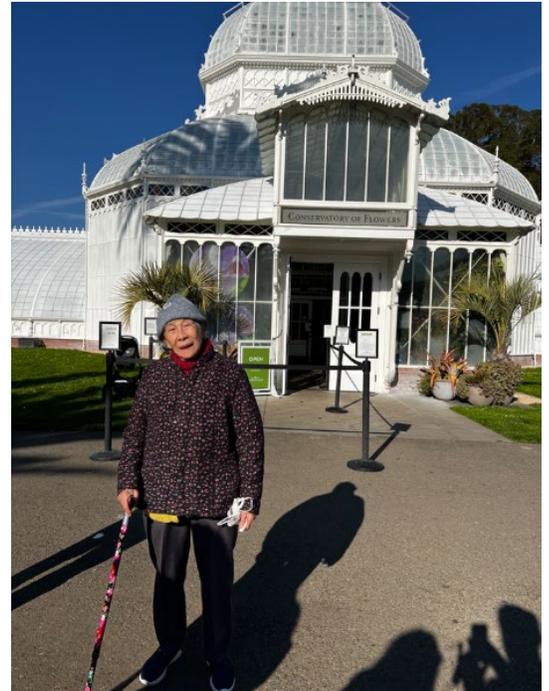
Equity



Seniors with Chinatown Community Development Center

Community Shuttle: As the holiday season is upon us, we welcomed an increased number of visitors to JFK Promenade. The community shuttle program provides trips from Equity Zone neighborhoods with the goal of empowering residents to return with their families and serve as Honorary Guides to the park. Over the last several months, we provided community members, local non-profit organizations, camps for children who are deaf/hard of hearing or who have disabilities, and various SFUSD schools an opportunity to attend a guided tour of the Gardens of Golden Gate Park and de Young Museum, as well as an outdoor picnic and tickets to the SkyStar wheel. We look forward to planning more visits in 2023.

GGP Shuttle Ridership: Overall shuttle ridership on weekends is equal to pre-pandemic levels. The daily weekend ridership average in 2019 was 189 riders, which increased by 8% to 204 average daily riders since the relaunch of the shuttle



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in March 2022. Additionally, average daily weekday ridership in 2022 is 127, which shows that weekday visitation of the park occurs at a similar rate as the weekend.

October shuttle ridership saw the highest ridership yet, with nearly 6,900 rides, an average of 200 rides per day. The record breaks the previous high in July 2022 that has 6,300 total rides. Weekdays saw their highest daily ridership since starting in March. October had an average of 195 rides Monday-Friday. Weekends in October saw 278 passengers per day, the 2nd highest since March when service expanded on weekends. July was highest with 280 passengers per day.

Accessibility

GGP Shuttle: We are expanding the shuttle service, by adding hours to support park patrons, from evening shuttle service extending to 8 pm, extending to 9:30 pm to support multiple special events on JFK (i.e., Halloween, Holiday Tree Lighting), on-call evening shuttle service during Winter Lights festivities, and early morning service at 6 am for the World Cup Soccer Finals.

Moving forward, the shuttle service will continue to have added or extended hours of service at special events.



Golden Gate Park Shuttle making a stop at the Cal Academy near the SkyStar Wheel.

SF Adaptive Bike Program

The re-envisioned adaptive bike program restarted this year, from July through November 2022. The program is a collaboration between Rec & Park and the Bay Area Outreach and Recreation Program (BORP). Operating with a reservation system, the program provides a better experience for riders who can select the bike best suited for them. We saw consistent participation of about eight riders every other Saturday, more than double the previous year's usage. The service was relocated to the Music Concourse, adjacent to the new accessible parking lot, restrooms, and food vendors, and provides a great ride experience being close to the JFK promenade. Two Saturdays every month, the program was also offered at the Great Highway Promenade, at Judah Street.

The program will return in April 2023 and run from Spring through Fall.

Mobility

Middle Drive Traffic: SFMTA and Rec Park completed the installation of striped parking and signage modifications near the Polo Fields to clarify the separate separation of vehicles from pedestrians and cyclists.



NEW SEPARATED ROADWAY AND MULTI-USE WAY SEPARATING USERS ON MIDDLE DRIVE AT POLO FIELDS

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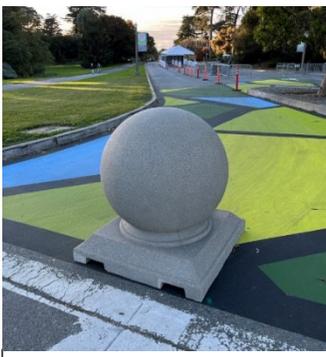
Shuttle Route Planning – Passenger Information: Improved shuttle schedule service allows for Google Maps, Transit app and Apple Maps shuttle journey planning that’s integrated with Muni routes and other transit. Real-time shuttle arrival times should be fully implemented by January 30th or sooner.

Safety

Placemaking: Rec Park continued its [Promenade Play Days](#) – a series of free installations and events along JFK Promenade over the next several months. Promenade Play Days include “Paint the Promenade” by Paint the Void with new murals throughout JFK by local artists. New features added in the Fall include the Yellow Dot Book Nook at JFK/Conservatory Drive East, a beer garden at 14th Ave Meadow, and “living room” spaces for seating, table tennis and more at 8th Ave/JFK.



JFK Promenade placemaking: whale art, “living room” at 8th Ave, “Yellow Dot” book nook and ginkgo trees.



Concrete barriers and balls have replaced plastic orange barriers at promenade entrances.

Shuttle Information: Permanent shuttle signage is in development.

Promenade Capital Upgrades: The Board of Supervisors approved this year’s budget, which includes key accessibility improvements to the Promenade, including curb ramp upgrades on JFK Drive, Stanyan Street frontage improvements and shuttle stop accessibility upgrades.

Music Concourse Garage: San Francisco voters passed Proposition N, to allow more control of the Music Concourse Garage by Rec Park and SFMTA. The Board of Supervisors passed the flexible pricing in the Music Concourse Garage, which allows MTA to work with MCCP and Rec Park so set rates and provide additional subsidized parking for Discover and Go and Museums for All pass users.

Bikeshare Services: Coordination with the Permits Division and Lyft/Bay Wheels is in progress to add 6 classic bike share stations and 6 virtual stations in the park. Lyft provided feedback on the draft contract, which is now being reviewed by the City Attorney’s Office.

Low-Floor Shuttles: TRANSMETRO will provide two low-floor shuttles in 2023, but with national supply change issues it impacts a final delivery date.

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Prior Completed Efforts from Summer 2022

- **Shuttle Service:** New shuttle contract with Transmetro began October 1st, 2022.
- **Wayfinding Signage:** Directional signage for garage access, and decorative signage for JFK Drive, was installed in August 2022.
- **West Side Traffic:** SFMTA and Rec Park completed striping and signage modification to restore traffic on MLK Drive from Chain of Lakes to Sunset Drive.
- **Placemaking:** The Promenade Play Days installed Doggie Diner Heads between Conservatory Drive West and 6th Avenue, Public Pianos at Conservatory Drive West & Stow Lake Drive/E 14th Ave, provided live music performances, added 100 new bright yellow chairs, and made additional activations and events.

Upcoming Initiatives and Near-Term Work in Progress

Prior Completed Efforts

- **Adaptive Bike Program:** Adaptive bike programs will return in April 2023, and run through Fall 2023.
- **Accessible Wayfinding:** The Mayor's Office of Disability in coordination with Rec & Park is applying for the SF Fellows Program, and hopes to have the fellows complete a wayfinding assessment of popular paths.
- **Google Maps:** Google will provide passenger directional information to the Golden Gate Park Shuttle.
- **Golden Gate Park Shuttle:** The real-time passenger information system will roll out in early 2023, providing park visitors with the exact location of approaching shuttles. Permanent shuttle signage is in development.
- **Promenade Capital Upgrades:** Key accessibility improvements to the Promenade, including curb ramp upgrades on JFK Drive, Stanyan Street frontage improvements and shuttle stop accessibility upgrades will be installed in early 2023.