



Golden Gate Park Stakeholder Working Group and Action Framework

Acknowledgments

Prepared by the San Francisco County Transportation Authority

Funded by the San Francisco County Transportation Authority through the Neighborhood Transportation Improvement Program (NTIP). The Neighborhood Program was developed to build community awareness of, and capacity to provide input to, the transportation planning process and to advance delivery of community supported neighborhood-scale projects.

PROJECT TEAM

San Francisco County Transportation Authority

Commissioner Connie Chan

Commissioner Sandra Fewer (former)

Commissioner Gordon Mar

Rachel Hiatt, Assistant Deputy Director for Planning

David Long, Transportation Planner

Alejo Alvarado, Intern

San Francisco Municipal Transportation Agency

Sarah Jones, Planning Director

Christopher Kidd, Transportation Planner III

San Francisco Recreation and Parks Department

Sarah Madland, Director of Public Policy and Public Affairs

Brian Stokle, Planner III

Workplace Connections LLC

Rachel Eryn Kalish, Founding Principal



1455 Market Street, 22nd Floor,
San Francisco, CA 94103

TEL 415.522.4800

EMAIL info@sfcta.org WEB www.sfcta.org

Table of Contents

INTRODUCTION AND PURPOSE	1
BACKGROUND	1
Transit Access	2
Bicycle Access	4
Driving and Parking	5
Safety	7
MEMBERSHIP	8
WORKING GROUP PROCESS	9
FINDINGS – VALUES, NEEDS, AND ACTION FRAMEWORK	11
Values	11
Needs	11
Action Framework	12
NEXT STEPS	13
APPENDICES	15
Appendix A. Golden Gate Park Working Group Priority Actions Framework	
Appendix B. Values, Facts, and Context Memo	

Tables

Table 1. Park access needs articulated by working group members	12
--	----

Figures

Figure 1. Transit Access	2
Figure 2. SFMTA transit lines serving Golden Gate Park	3
Figure 3. Bicycle Access	4
Figure 4. Driving and Accessible Parking	5
Figure 5. Parking	6
Figure 6. Safety	7
Figure 7. Working Group Process	10
Figure 8. Golden Gate Park Access Study Project Pathway	13

Introduction and Purpose

The San Francisco County Transportation Authority (Transportation Authority) convened a working group of community and institution stakeholders to discuss and clarify access needs for Golden Gate Park, focusing on the eastern half of the Park. The goal of this effort was to build consensus around values and needs which will inform subsequent park access planning as well as the long-term operations of John F Kennedy Drive (JFK).

The major contribution of this group, documented in this report, is a collaboratively developed list of needs and an Action Framework which identifies key efforts to be carried forward into subsequent planning processes for Golden Gate Park and JFK Drive. This report does not make a recommendation about whether JFK should remain car-free, nor does it propose specific designs for park access improvements. These activities will be undertaken by city departments in the next phase of the planning and design process.

Background

John F. Kennedy Drive (JFK) is one of the main thoroughfares through Golden Gate Park and a major destination for San Francisco residents and tourists. On April 27 2020, in response to the COVID-19 pandemic, JFK Drive from Kezar Drive to Transverse Drive was designated car-free seven days per week, allowing people to walk and bicycle while social distancing. This same section of JFK has been car-free on Sundays since 1967. A shorter section has been car-free on Saturdays since 2007. The current car-free designation will expire 120 days after San Francisco's COVID-19 emergency order is lifted.

At the request of District 1 Commissioner Sandra Fewer and continued under the guidance of Commissioners Connie Chan and Gordon Mar, the Transportation Authority convened a working group of city agencies, community groups, and park institutions to review access needs for Golden Gate Park with a special focus on the eastern half of the park, where JFK was designated car-free. The working group was designed to be a collaborative space where members could clarify deeply held values of their stakeholder groups, then work with city staff to determine park access needs. The group originally intended to meet three times between December and March 2021. A fourth meeting was requested by working group members and was held on April 12, 2021.

The transportation landscape to the eastern half of Golden Gate Park is complex. Working group members were provided information about current transportation options, relevant data, and existing city policy. A full account of the information provided to working group members is available in Appendix B. Highlighted below are select maps and data meant to orient the reader to the eastern half of Golden Gate Park and the focus of this working group.

TRANSIT ACCESS

Figure 1. Transit Access

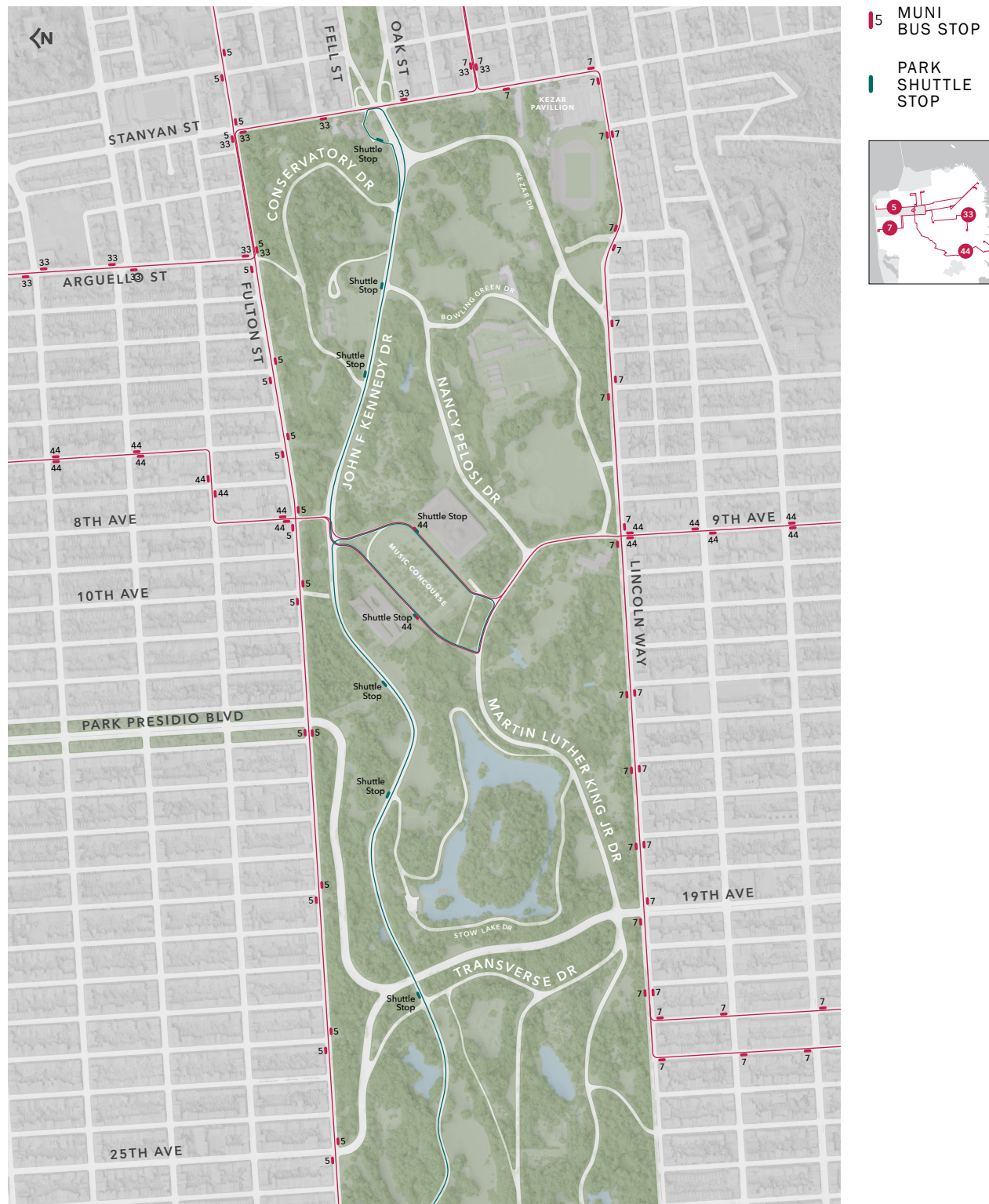
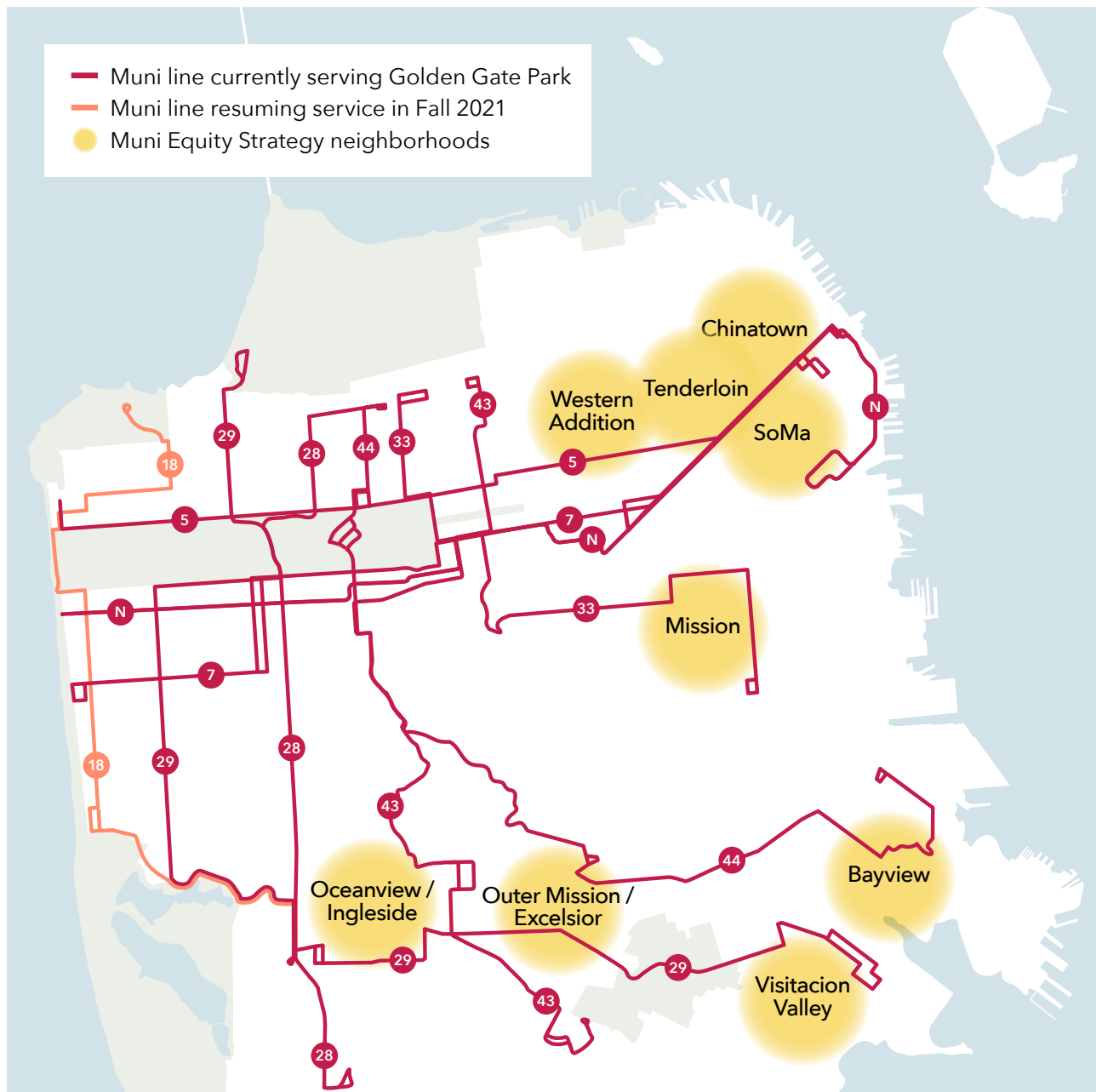


Figure 2. SFMTA transit lines serving Golden Gate Park

BICYCLE ACCESS

Figure 3. Bicycle Access



DRIVING AND PARKING

Figure 4. Driving and Accessible Parking



Figure 5. Parking



SAFETY

Figure 6. Safety



Membership

The working group included 17 active members representing short distance and long-distance park visitors, citywide park interests, park institutions, modal advocacy organizations, and travelers with special needs such as people with disabilities and children.

Drew Becher

CEO
SF Parks Alliance

Nicole Bohn

Director
Mayor's Office on Disability

Megan Bourne

Chief of Staff, Executive Secretary
to the Board of Trustees
Fine Arts Museums of
San Francisco
de Young | Legion of Honor

Richard Correia

Planning Association for the
Richmond (PAR)

Kelly Dotson, MA

Preschool Site Director
Rosenberg Early Childhood
Education Center

Martha Ehrenfeld

President
Inner Sunset Park Neighbors

Ike Kwon

Chief Operating Officer and
Head of Government Affairs
California Academy of Sciences

Kristen Leckie

Senior Community Organizer
SF Bicycle Coalition

Jessica Lum

Director, Public Policy
SF Travel

Jodie Medeiros

Executive Director
WalkSF

Maryo Mogannam

President
SF Council of District Merchants
Associations

Winston Parsons

Richmond Senior Center

Pi Ra

Senior & Disability Action

Richard Rothman

D1 Resident / Representative on
PROSAC

Ginger Tulley

45th Ave Neighborhood
Association

Serena Unger

D5 Resident / Representative on
the Pedestrian Safety Advisory
Committee

Susannah Wise

Acting President
Inner Sunset Merchants Assn.

INTEREST GROUPS

Park visitors

(short distance & adjacent
neighborhoods)

Park visitors

(long distance)

Citywide park interests

Park destinations

Merchant associations

Cyclists

Pedestrians

People with disabilities

Seniors

Families with children

Working group invitees included representatives from the Chinatown Community Development Center and multiple District 10 groups including the Southeast Community Facilities Commission, BMAGIC, and the SFCTA's Citizens Advisory Committee representative, however none were able to participate.

Working Group Process

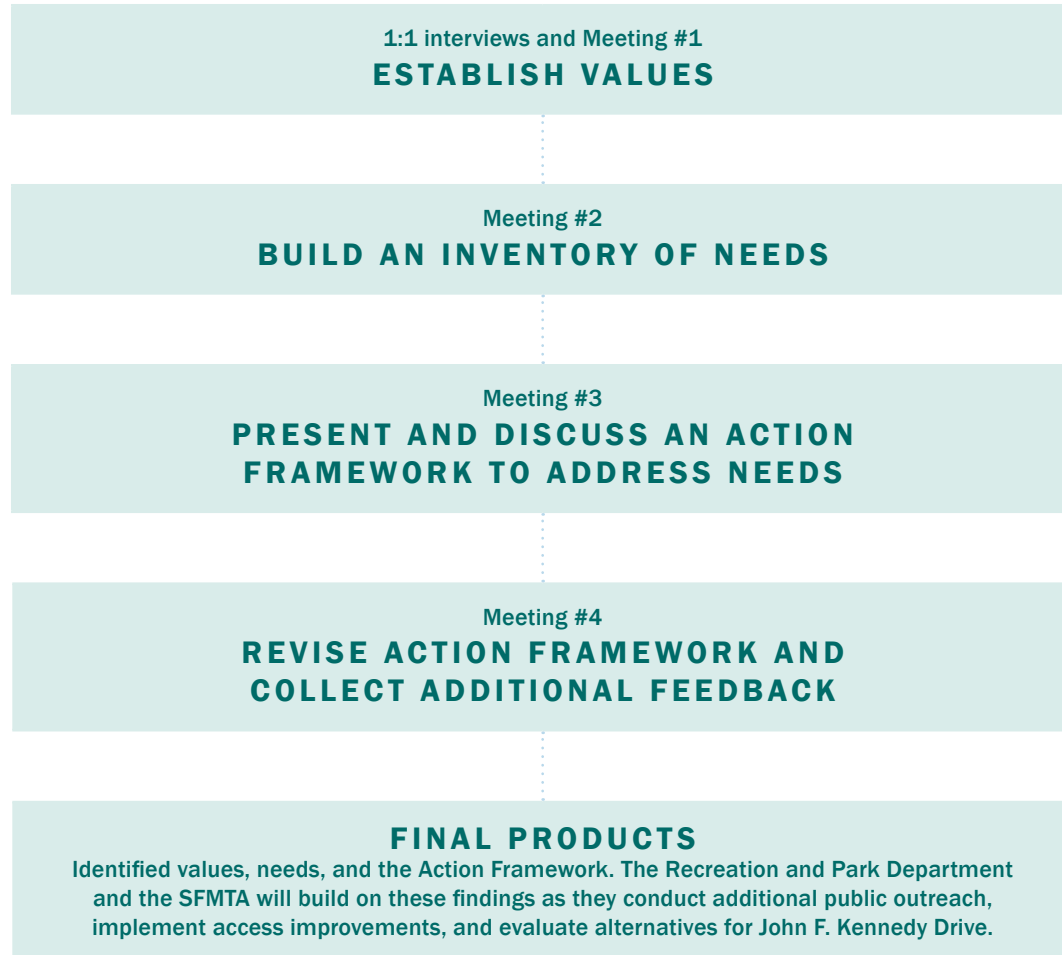


Figure 7. Working Group Process

Professional facilitator held 1:1, hour-long conversations with each working group member, discussing goals and values for Park access.

MEETING #1**AGENDA**

- Welcome and study introduction
- Shared values revealed in 1:1 conversations
- Draft City goals framework
- Stakeholder responses, input, and discussion

GOAL

Members confirm the group's shared values and provide input on the draft city goals

MATERIALS PRESENTED

- Values heard in 1:1 conversations
- Draft City Goals Framework

Materials describing shared values, City goals, guiding policy, access history, and access/safety data were provided to working group members (Appendix B).

MEETING #2**AGENDA**

- City presents access changes made since JFK made car-free
- Collaboratively discuss and build inventory of needs

GOAL

Collaboratively discuss and build an inventory of access needs for Golden Gate Park.

MATERIALS PRESENTED

Access changes to the Golden Gate Park east of Transverse Drive in response to the car-free designation of JFK Drive

A draft list of the needs developed during meeting #2 was circulated to working group members.

MEETING #3**AGENDA**

- City presents proposed Action Framework
- Discussion and Reactions to proposed Action Framework
- Focused discussion on parking and in-park circulation

GOAL

- Collect feedback from working group members on proposed Action Framework.
- Discuss tradeoffs between various parking and in-park circulation strategies

MATERIALS PRESENTED

- Proposed Action Framework responding to identified needs
- Diagram explaining expected City decision making process for JFK Drive operations

Action Framework is circulated to working group members [revised based on feedback heard during Meeting #3]

MEETING #4**AGENDA**

Structured feedback and discussion of the revised Action Framework

GOAL

Collect additional feedback on revised Action Framework
Communicate next-steps

MATERIALS PRESENTED

--

Findings – Values, Needs, and Action Framework

VALUES

Prior to the first meeting of the working group, each member was offered an hour long, one-on-one conversation with the working group facilitator, a professional mediator from Workplace Connections LLC. Through these conversations, the facilitator distilled a set of shared values which were then confirmed through discussion during the first working group meeting. These shared values were used as the base from which the working group identified and developed a set of needs.

Core Values

- Deep love for the park. A real appreciation for the treasure it is to SF, the state, to residents and tourists.
- Overwhelming real and heartfelt empathy expressed by each person interviewed for the needs of all the stakeholders represented in the group.

Other Common Values

- Climate and sustainability
- Equity of access for people with disabilities, elders, families, those living outside the Richmond or Sunset, tourists, and business people.
- Safety for bikers, walkers, museum and park employees during the day and night.
- Signage that is clear, readable, and helpful.
- Greatest good solution that is data driven and collaboratively developed by this group with input from the larger community.

NEEDS

The needs described in Table 1 are assembled from statements contributed by working group members throughout the process, especially during meeting #2. These needs build on the shared values also identified by working group members. The Recreation and Park Department and the SFMTA used these needs to develop the proposed Priority Actions Framework (Appendix A).

Table 1. Park access needs articulated by working group members

NEED	DETAIL*
Access for key groups including youth, seniors, people with disabilities, communities of color, and park volunteers	Ensure that there is adequate accessible parking to meet demand, and consider affordability if the Concourse Garage remains a primary accessible parking area. Expand programming for people with disabilities including accessible bike share. Preserve access to the Conservatory of Flowers for people with disabilities. Improve access to Golden Gate Park for communities of color, especially in the City's southeastern neighborhoods.
Clear wayfinding signage for pedestrians, bicycles, and vehicles	It should be easy for drivers to find accessible drop-off zones and any car-free streets should have clear signage directing vehicles to nearby parking and loading zones. Signage for the Concourse Garage should be clear, especially approaching the entrance at 10th and Fulton as well as south of the Park.
Improved signage for park shuttle	Shuttle stops and route should be clearly marked. It should be clear that the shuttle is free.
Access for children	Crossing from Kezar Drive to MLK Drive near Koret Playground needs safety improvements. Signage at children's eye level could be helpful. Signage telling motorists that children and pedestrians are present is needed.
Safe access from adjacent neighborhoods	Intersections and corridors adjacent to the park need to be made safer. In particular, the 10th Avenue entrance at Fulton and JFK has confusing conflicts between bikes and pedestrians and a circuitous ADA routing. All traffic lights should ensure adequate crossing time for pedestrians. If cars return to JFK, safety improvements are needed at JFK and 8th Avenue.
Safe and efficient transit	Reliability improvements need to be prioritized for transit which serves the Park, including the 44 O'Shaughnessy. Lighting and shelters at transit stops need to be improved. Park connector services, like the 18 – 46th Ave bus should connect directly to improved park shuttle service
Improved parking management	Neighborhood representatives expressed concern that park users are storing private vehicles in adjacent neighborhoods. Other stakeholders suggest that parking inside of the park is used by people with destinations outside of the park. Any changes in parking management need to be communicated to neighboring districts.
Support for regional tourism	Museum stakeholders shared survey data of their users which suggested that many arrive from outside of San Francisco via private vehicle.
Clear communications	Consistent and thorough information about access is needed on City and park institutions' websites. The City should ensure that Google Maps and Waze are providing directions which align with official information. Signage and communication need be multilingual.
Clear decision-making process	Stakeholders expressed a need for clarity around how their constituents should offer feedback to the City. Timelines, approvals, and processes for different interventions should be made clear.

* Information provided in the "Detail" column highlights Working Group members' input for each need area.

ACTION FRAMEWORK

In response to the needs articulated by working group members, the Recreation and Parks Department and the SFMTA created a Priority Actions Framework (Appendix A) which was presented and discussed at meeting #3. When working group members requested more time to consider the contents of the Action Framework, a fourth meeting of the group was added to continue gathering feedback.

The purpose of the Framework was to identify completed, ongoing, upcoming, and priority actions necessary to respond to the needs identified by working group

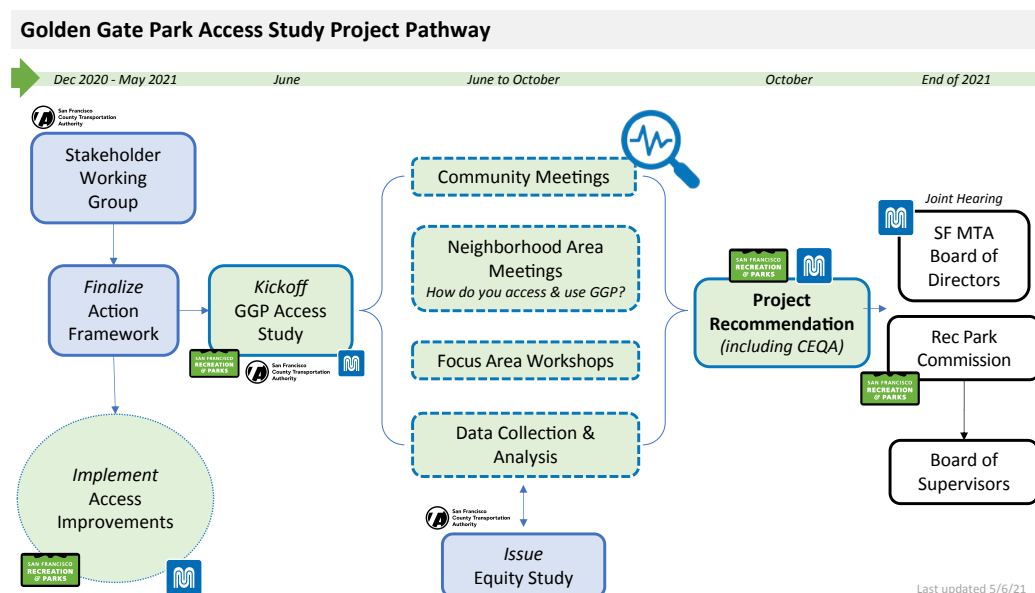
members in Meeting #2. The actions are meant to support improved access and experience for all in Golden Gate Park and are meant to be considered as components of a comprehensive transportation solution for the Park. They will be further developed as project alternatives by the Recreation and Park Department and the SFMTA when developing a long-range operations plan for JFK Drive.





The efforts identified in the Action Framework are the responsibility of the Recreation and Park Department and the SFMTA. Active cooperation and additional actions from partners such as the de Young Museum and the California Academy of Sciences will also be necessary to respond to articulated needs. Ongoing collaboration will be critical to achieving comprehensive access solutions for Golden Gate Park.

Next Steps

Following the acceptance of this report by the SFCTA board, the Recreation and Parks Department and the SFMTA will lead a design process which develops a recommendation for JFK Drive. That process will build on the values, needs, and Action Framework developed here, conduct additional public outreach, and evaluate alternatives including a preferred alternative. On March 23, 2021 District 10 Commissioner Shamann Walton also requested that the Transportation Authority conduct an equity and economic impact analysis of proposed designs for JFK Drive. At the time of writing, Transportation Authority staff are working with commissioner Walton's office to develop a scope and schedule for that effort.

Figure 8. Golden Gate Park Access Study Project Pathway



 @sfcta
 @sfcta
 [linkedin.com/company/transportation-authority](https://www.linkedin.com/company/transportation-authority)
 @sfcta

 sfcta.org/stay-connected

1455 Market Street, 22nd Floor,
San Francisco, CA 94103

TEL 415.522.4800

EMAIL info@sfcta.org

WEB www.sfcta.org



San Francisco County Transportation Authority

Neighborhood
program

Appendix A

Golden Gate Park Working Group Priority Actions Framework



Golden Gate Park Working Group Priority Actions Framework

Framework Goal

The purpose of this Framework is to identify completed, ongoing, upcoming, and priority actions necessary to support improved access and experience for all in Golden Gate Park. The priority actions identified in this Framework will be considered as components of a comprehensive transportation solution for Golden Gate Park. These priority actions will be further considered and developed as project alternatives by the Recreation and Park Department (RPD) when developing a long-range solution for JFK Drive when the COVID-19 emergency closure expires.

The actions identified are the responsibility of RPD and the San Francisco Municipal Transportation Agency (SFMTA); other partners, such as the de Young Museum and the California Academy of Sciences, are also engaged in ongoing work to support access for visitors and employees. The future actions and cooperation of other partners will be critical to achieving comprehensive solutions for Golden Gate Park.

Identified Need Buckets

The second San Francisco County Transportation Authority (SFCTA) working group meeting on February 10th identified a broad range of needs that must be addressed in any comprehensive solution for transportation and access in Golden Gate Park. They include:

- Access for key groups, including
 - Youth
 - Seniors
 - People with disabilities
 - Communities of color
 - Park volunteers
- Clear wayfinding signage for pedestrians, bicycles, and vehicles
- Improved signage for park shuttle
- Safe access from adjacent neighborhoods
- Safe and efficient transit
- Improved parking management
- Support for regional tourism
- Clear communications
- Clear decision-making process



Park Access Actions

Framework Actions are organized into

Short-Term Actions: actions already completed or to be completed within the next 4 – 5 months

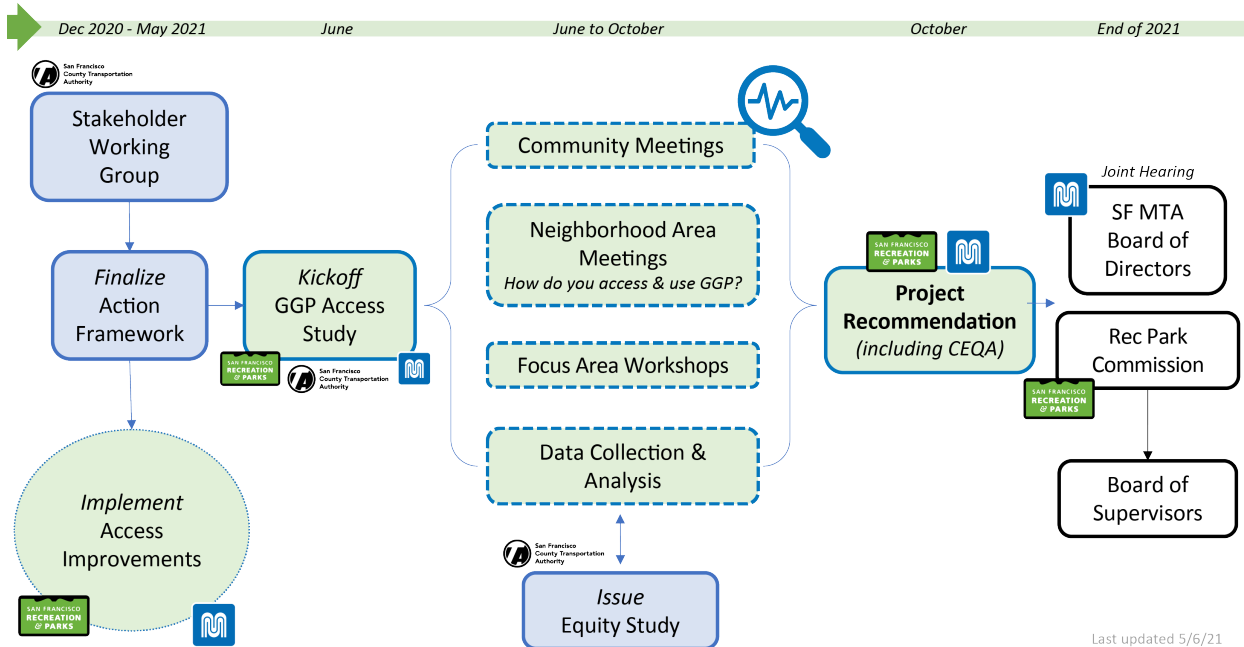
Long-Term Actions: actions requiring additional study, detail, or approval in order to be implemented. The time frame needed to complete these actions will vary according to scope and prioritization. SFMTA and RPD will establish priorities and develop timelines through further public engagement and planning.

Communication & Timeline/Process

Short-Term Actions

SFCTA	Lead working-group to identify access needs for Golden Gate Park
RPD	Communicate timeline and process for next-step evaluation of JFK Drive operations and Golden Gate Park access
SFMTA/RPD	Develop a scope of work for a 1-year pilot project including a robust citywide outreach process with an equity focus on underserved communities, technical analysis, a broad range of mobility strategies for park users, data collection & evaluation of impacts.

Golden Gate Park Access Study Project Pathway



Last updated 5/6/21

Long-Term Actions

RPD/SFMTA Over the course of a one-year pilot effort, hold public engagement process to gather additional input, generate and evaluate alternatives for JFK Drive operations, and make a recommendation for permanent JFK Drive operations and accompanying park access improvements.

Westside Operations Analysis

Short-Term Actions

SFMTA Conduct a traffic analysis for Golden Gate Park and adjacent impacted routes to identify points of congestion & impact from a JFK Drive vehicle closure and to identify potential mitigations. Traffic study will be inclusive of impacts & mitigations for transportation network changes and potential changes on the westside, including SFPUC Climate Adaptation Project/Great Highway Extension, Upper Great Highway, and 19th Avenue construction.

Long-Term Actions

SFMTA Implement mitigations identified in the Westside Operations Analysis. Evaluate their effectiveness in reducing congestion, supporting transit, and improving safety.



Access for People with Mobility Challenges

Many visitors to Golden Gate Park have difficulty covering significant distances on foot due to age, ability, family requirements, or other situations. This section focuses on convenient and accessible parking; see also “In-Park Mobility Services” below for actions around the internal park shuttle and other ways of getting around the park.

Short-Term Actions

- RPD** New ADA parking (5 spaces) has been installed along MLK Jr Dr at the entrance to the Music Concourse and at the intersection with Nancy Pelosi Dr.
- RPD** Ongoing efforts are in process to provide new ADA parking (3 spaces) on Nancy Pelosi Dr where it dead ends into JFK Drive, adjacent to the Tennis Center and near the Conservatory of Flowers.
- RPD** Ongoing efforts to identify additional ADA parking locations along Nancy Pelosi Dr and/or other locations convenient to the Conservatory of Flowers/Dahlia Garden.
- RPD** Repurpose part or all of the Tour Bus parking lot behind the bandshell on the Music Concourse. This effort will require repaving potential drainage work, and construction of a new path-of-travel to meet ADA requirements.

Long-Term Actions

- RPD** Pursue equitable ADA parking solutions in the garage (See “Parking Garage”)
- RPD** Assess pavement conditions and pursue path and pavement improvements in-park where necessary, prioritizing accessible paths of travel for users with mobility challenges.

Loading & Circulation

Short-Term Actions

- RPD** The Music Concourse has been reopened as a loading loop for passenger vehicles, serving both the de Young Museum and the California Academy of Sciences. The effectiveness of this loading loop arrangement will be evaluated by RPD staff and the institutions as re-opening to visitors proceeds.
- RPD** A freight delivery plan has been enacted for the de Young Museum, allowing trucks to enter JFK Drive from the north in order to reach de Young loading docks. This arrangement will continue to be monitored, evaluated, and modified



for effectiveness and safety by RPD and the de Young – including the potential use of a pass system created by the de Young for authorized vehicles.

RPD/SFMTA Develop short-term access plans for Conservatory of Flowers, both for delivery access as well as ADA access/parking, coordinated with access plans for the Tennis Center.

Long-Term Actions

RPD Continue to evaluate freight movement serving the park institutions.

RPD/SFMTA Develop a set of circulation concepts for a finalized JFK Drive proposal. These concepts will be reviewed by the public during the RPD-led public process. Concepts will prioritize park experience, park access, loading, and safety needs identified by the Working Group, particularly for people with mobility challenges and for museum operations.

Wayfinding/Signage/Safe and Comfortable Navigation

Short-Term Actions

RPD/SFMTA Jointly work together to install necessary/required signage within the park as street alignments, circulation plans, and parking/loading access changes.

RPD/SFMTA Continue to update websites, including websites for destinations within the park, to give current and intuitive directions for visitors to Golden Gate Park. Work with Park institutions to have up-to-date guidance on travel to the park.

RPD/SFMTA Contact online map providers (Google, Apple, etc) to ensure directions reflect current status of Park roadways.

Long-Term Actions

RPD/SFMTA Develop a set of wayfinding concepts for a finalized JFK Drive proposal. This will include wayfinding to and within the park as well as necessary wayfinding at key intersections along park edges (such as 8th Ave & Fulton and 9th Ave & Irving). These concepts will be reviewed by the public during the RPD-led public process. Wayfinding at park edges will emphasize directions for safe routes from transit stops, bicycle routes through the park, and vehicle access to the park garage.

RPD/SFMTA Conduct a lighting assessment in Golden Gate Park and identify and address needed lighting improvements, particularly along any car-free areas, transit, shuttle, and bicycle routes.



In-Park Mobility Services

Short-Term Actions

- RPD/SFMTA** Explore permitting new bikeshare stations in the park, including adaptive bikeshare.
- RPD/SFMTA** Explore expanding service areas of scooter share and dockless bikeshare into the park.
- RPD** Enhanced signage & wayfinding for the park shuttle.

Long-Term Actions

- RPD** Develop a set of in-park mobility service concepts. Services should be easy to use for people with mobility impairments and designed to complement existing mobility options. Concepts could include:
- Reconfigured or expanded shuttle service and system, with comprehensive improvement to stops and service features
 - Enhanced paratransit service for visitors with disabilities
 - Individually operated or used transportation options (e.g. pedicab or electric pedicab service, golf carts)

Street Parking

Long-Term Actions

- RPD** Develop concepts for on-street parking management within the park. This will focus on discouraging use of street parking within the park by non-park users and emphasize facilitating access to park destinations. This may include the establishment of loading zones to facilitate park user access in areas where streets may be closed to vehicle traffic. This may include establishment of paid parking on in-park streets that encourages parking turnover.
- SFMTA** Engage in curb management efforts in Inner Richmond and Inner Sunset that respond to changes in parking supply and curb demand and support recovery needs. This may include strategies to manage parking near the park to encourage turnover and improve availability of parking, support local businesses (especially south of the park), and more actively manage curb space on streets fronting the park through either metering, establishment of loading zones, and/or addition of new ADA parking on streets adjacent to the park.

Parking Garage



Short-Term Actions

- RPD/SFMTA** Develop and implement improved signage to, from and through the parking garage.
- RPD** Pursue a “responsive rates” system that lowers parking rates at times of low occupancy.

Long-Term Actions

- RPD** Pursue garage changes to maximize garage use, reduce long-term parking on Park roadways, and facilitate greater ADA access to Park institutions.
- RPD** Explore dynamic signage for garage occupancy and dynamic parking rates.

Transit & Regional Access

Short-Term Actions

- SFMTA** Continue to expand transit service as part of the SFMTA COVID recovery plan, including return of the N-Judah line in May and planned improvements along the 44-O'Shaughnessy bus route.
- RPD** Actively monitor garage occupancy levels to understand whether there are periods when garage space is unavailable to visitors arriving by vehicle.

Long-Term Actions

- SFMTA/SFCTA** Prioritize developing equitable, accessible, and time-competitive non-auto transportation options for San Francisco residents in the Southeast and Chinatown.
- RPD/SFMTA** Explore redesign of Golden Gate Park Shuttle Service to better serve locations with existing parking, or other areas identified through public outreach to communities with acute park access barriers.
- RPD/SFMTA** Explore system of “parking nodes” within the park paired with mobility services to facilitate park-wide access (see “In-Park Mobility Services”)
- RPD/SFMTA** Work with park museums to develop institutional Travel Demand Management (TDM) Plans for these venues; TDM Plans should consider the same types of TDM strategies used by visitor destinations elsewhere in the city.
- RPD/SFMTA** Explore improvements to park transit stops such as lighting and shelters.

Surrounding Streets



Short-Term Actions

- SFMTA** Focus on making transit options to the park easily accessible, legible, and consistent (see “Wayfinding”)
- RPD/SFMTA** Pursue modifications to the intersection of JFK Drive at Kezar Drive to support safe access between Golden Gate Park and the Panhandle.

Long-Term Actions

- RPD/SFMTA** Within ongoing planning and implementation of pedestrian and bicycle safety improvements, consider and prioritize connections and access points to Golden Gate Park. Improvements should consider the specific safety needs of children and signage indicating the presence of children.

Appendix B

Values, Facts, and Context Memo

Golden Gate Park Stakeholder Working Group

Values, Facts, and Context Memo

Agreements For a Creative & Courageous Conversational Space

- S** Speak from your own perspective or the perspective of your stakeholder group. It's more helpful to the group process if you express feelings, thoughts, reactions, and values rather than judgment and blame. Pause as needed—sometimes slower is faster when it comes to conversations that really matter. When speaking to others in the group please be mindful of their gender pronouns if specified. Please raise your hand before speaking so the facilitator can call on you in order.
- L** Listen deeply to the underlying values and meaning of what others are saying. Assume that you might get triggered at moments. Don't worry about being perfect; your intention to engage here is enough. Work to hold compassion for yourself and others.
- O** Own your concerns, issues, needs as such rather than projecting them onto others. If you want to speak for a voice not represented in the room please do so by acknowledging that you are taking on that voice. Also, take ownership for maintaining confidentiality about any details anyone else shared. Refrain from any recording or photo/screen shots unless you receive permission.
- W** Wisdom abides in each individual and this community; try to trust the process, and let the facilitator guide the group. Of course if something seems very off, by all means bring it up. Work with the polarity of meeting your needs and letting the group flow. Be open to the discomfort of ambiguity; not all issues can get closure in one day. Respect and share time. When asking questions, please be as concise as possible.

Relevant Documents

To view relevant studies, plans, resolutions, and community feedback heard so far, visit sfcta.org/golden-gate-park-access-resources

Values

Core Values

- Deep love for the park. A real appreciation for the treasure it is to SF, the state, to residents and tourists.
- Overwhelming real and heartfelt empathy expressed by each person interviewed for the needs of all the stakeholders represented in the group.

Other Common Values

- Climate and sustainability
- Equity of access for people with disabilities, elders, families, those living outside the Richmond or Sunset, tourists, and business people.
- Safety for bikers, walkers, museum and park employees during the day and night.
- Signage that is clear, readable, and helpful.
- Greatest good solution that is data driven and collaboratively developed by this group with input from the larger community.

Additional Needs Heard

- Develop a phased solution with short and medium-term solutions moving toward a long-term vision.
- Facilitate community healing from previous planning around JFK Drive.
- Define a clear path for traffic through the park which doesn't impede goods, services, customers or employees.
- Maintain employee parking for those who can't afford the garage.

City Goals and Guiding Policy

Draft City Goals

1. Improve Access for All Users, To and Within the Park
2. Safety for All Users
3. Prioritize Park Experience
4. Support Special Events
5. Support Park Institutions
6. Discourage the Use of Park Roadway for Long-Term Parking
7. Discourage Pass-Through Traffic on Park Roadways

The Golden Gate Master Plan (1998)

Circulation Objective

Create and maintain a parkwide system of recreational roadways, pathways, and trails. Minimize motor vehicular traffic.

POLICY A: ACCESSIBILITY Access must be provided to all park activity areas and programs, including access for persons with disabilities, senior citizens, and families with young children.

POLICY B: PEDESTRIAN CIRCULATION Provide an accessible pedestrian circulation system that promotes safe and enjoyable pedestrian activities.

POLICY C: BICYCLE CIRCULATION Provide for the safe and convenient use of the bicycle as a means of recreation and transportation to, within, and through Golden Gate Park.

POLICY D: MOTOR VEHICLE CIRCULATION Create a park roadway system that allows internal park motor vehicle circulation and provides access to park facilities.

POLICY E: NONPARK TRAFFIC Restrict nonpark motor traffic to designated throughways (streets on edges of park) in a manner that fully separates business, shopping, and commute traffic from the park experience.

POLICY F: REMOVAL OF PARK ROADWAYS Roadways that are not required for access to park facilities, and are not part of the designated throughway system, should be removed and replaced with appropriate landscaping and recreational pathways. Access requirements must reflect public safety, park operations, internal transport, and address federal and state accessibility regulations.

SFMTA Strategic Plan

OBJECTIVE 1.1: Achieve Vision Zero by eliminating all traffic deaths.

OBJECTIVE 2.3: Manage congestion and parking demand to support the Transit First Policy.

OBJECTIVE 3.1: Use agency programs and policies to advance San Francisco's commitment to equity.

OBJECTIVE 3.4: Provide environmental stewardship to improve air quality, enhance resource efficiency, and address climate change.

Recreation and Parks Department Strategic Plan

Strategies

1. Inspire Place

OBJECTIVE 1.2: Strengthen the quality of existing parks and facilities

OBJECTIVE 1.3: Steward and promote good park behavior

OBJECTIVE 1.3C: To increase pedestrian and bike safety in Golden Gate Park: test pilot strategies to improve traffic and circulation, and conduct circulation study to develop long term recommendations regarding GGP's traffic

2. Inspire Play

OBJECTIVE 2.2: Strengthen and promote the safety, health and well-being of San Francisco's youth and seniors

3. Inspire Investment

OBJECTIVE 3.1: Increase public investment to better align with infrastructure needs and service expectations.

San Francisco General Plan

Transportation Element

POLICY 1.2: Ensure the safety and comfort of pedestrians throughout the city.

POLICY 1.6: Ensure choices among modes of travel and accommodate each mode when and where it is most appropriate

POLICY 14.4: Reduce congestion by encouraging alternatives to the single occupant auto through the reservation of right-of-way and enhancement of other facilities dedicated to multiple modes of transportation.

POLICY 18.2: Design streets for a level of traffic that serves, but will not cause a detrimental impact on adjacent land uses, nor eliminate the efficient and safe movement of transit vehicles and bicycles.

POLICY 23.9: Implement the provisions of the Americans with Disabilities Act and the city's curb ramp program to improve pedestrian access for all people.

POLICY 25.2: Utilizing the pedestrian street classification system, develop a citywide pedestrian network that includes streets devoted to or primarily oriented to pedestrian use.

POLICY 26.1: Retain streets and alleys not required for traffic, or portions thereof, for through pedestrian circulation and open space use.

POLICY 26.2: Partially or wholly close certain streets not required as traffic carriers for pedestrian use or open space.

POLICY 27.1: Expand and improve access for bicycles on city streets and develop a well-marked, comprehensive system of bike routes in San Francisco.

POLICY 27.9: Identify and expand recreational bicycling opportunities.

Recreation and Open Space Element

POLICY 1.6: Support the continued improvement of Golden Gate Park while preserving the beauty of its landscape.

POLICY 1.13: Preserve and protect character defining features of historic resources in City parks, when it is necessary to make alterations to accommodate new needs or uses.

POLICY 3.1: Creatively develop existing publicly owned right-of-ways and streets into open space.

POLICY 3.4: Encourage non-auto modes of transportation – transit, bicycle and pedestrian access—to and from open spaces while reducing automobile traffic and parking in public open spaces.

POLICY 3.5: Ensure that, where feasible, recreational facilities and open spaces are physically accessible, especially for those with limited mobility.


Driving & Parking




 SUNDAY JFK ROAD CLOSURE
 SATURDAY JFK ROAD CLOSURE

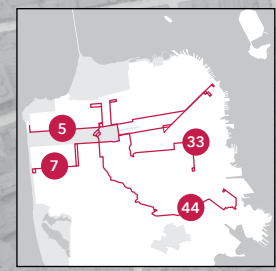
 ACCESSIBLE
PARKING (PAID)

 ACCESSIBLE
PARKING (FREE)

 DRIVING DIRECTIONS TO
MUSIC CONCOURSE LOOP

 DRIVING DIRECTIONS TO
PARKING GARAGE

Transit



 SUNDAY JFK ROAD CLOSURE

 SATURDAY JFK ROAD CLOSURE

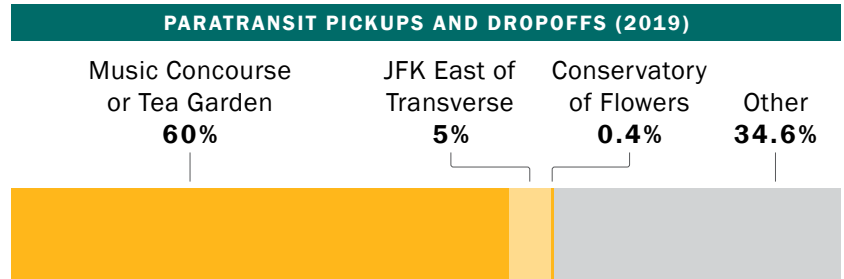
 PARK SHUTTLE STOP

 5 MUNI BUS STOP

Parking Supply and Pricing*

PARKING SUPPLY EAST OF TRANSVERSE DRIVE — GOLDEN GATE PARK		
	SPACES	ACCESSIBLE SPACES
JFK Drive and adjacent spur roads	~549	26
Free - all lots and roads except JFK drive East of Transverse	1,404	35
Music Concourse Garage	800	33
Kezar Lot	278	4

EAST VS. WEST PARKING SUPPLY — GOLDEN GATE PARK (WEEKDAY, PRE-COVID)	
LOCATION	SPACES AVAILABLE
East of Transverse Drive	2,988
West of Transverse Drive	2,680
Total	5,668



MUSIC CONOURSE GARAGE PRICING STRUCTURE — OPEN DAILY 7AM – 7PM		
	WEEKDAYS	WEEKENDS
Dropoff (<15 min)	FREE	FREE
Hourly	\$5.25	\$6.25
Evening Rate (after 5:30p)	\$6.25	\$6.25
Maximum / Daily Rate	\$29.00	\$33.00
Monthly	\$240 (~\$11.07 per day if 5 days/week)	

JFK Drive has:

18% of the total parking East of Transverse Dr.

27% of the total accessible parking East of Transverse Dr.

PARKING OCCUPANCY EAST OF TRANSVERSE DRIVE — 1:00 – 3:00 PM (2019)				
	WEEKDAYS	SATURDAYS (WINTER)	SATURDAYS (JFK PARTIALLY CAR FREE)	SUNDAYS (CAR FREE JFK)
Free Parking (on-street and lots)	89%	131%	86%	96%
JFK Drive Only	87%	111%	102%	CAR FREE
Concourse Garage	49%	92%	86%	91%

*Parking counts and occupancy numbers do not include roads bordering the park

Vehicle Speeds

VEHICLE SPEEDS — 1:00 – 3:00 PM (2019)				
	WEEKDAYS	SATURDAYS (WINTER)	SATURDAYS (JFK PARTIALLY CAR FREE)	SUNDAYS (CAR FREE JFK)
Fulton	22mph	22mph	20mph	22mph
Lincoln	20mph	18mph	17mph	19mph

Transit options

FIXED ROUTE TRANSIT TO GOLDEN GATE PARK		
ROUTE	CURRENT FREQUENCY (MID-DAY WEEKDAY)	ON TIME PERFORMANCE (PRE-COVID)
44 O'Shaughnessy	Every 12 Minutes	55.4%
5 Fulton	Every 12 Minutes	60.5%
7 Haight / Noriega	Every 12 Minutes	60.4%
33 Ashbury / 18th Street	Every 15 Minutes	61.2%
Park Shuttle	Every 15 – 20 Minutes	-

* Vehicles includes authorized vehicles such as busses and City vehicles.

Collisions in Golden Gate Park, East of Transverse Drive (Excluding Highway 1)

Between 2014 and 2019 there were 30 collisions along JFK drive, East of Transverse.

Total Collisions:
91

Total Victims:
0 killed, 104 injured

Pedestrian Collisions:
20 (21.9%)

Bicycle Collisions:
40 (43.9%)



Process and Working Group Expectations

What is being asked of the working group?

- This group will help clarify deeply held values of major stakeholder groups, then work with city staff to determine access needs, focusing on John F Kennedy Drive East of Transverse Drive. The major contribution of this group will be a collaboratively developed list of needs and ideas to address those needs which the City can include in subsequent planning processes.
- Ideas to address needs proposed by the working group must support formally adopted city goals, priorities, and statutory obligations as outlined in this memo.
- Ideas to address needs may be design changes adjacent to John F Kennedy Drive or deployed elsewhere in the Park or on adjacent streets.
- Both short term and long term needs and ideas should be considered.
- Ideas proposed by the group may address related parts of Golden Gate Park access. For example, shuttle and garage operations, signage, and traffic management on surrounding streets.

Expected decision making process for JFK Drive

- This working group produces a list of identified needs and provides input on design changes made to date.
- A Spring 2021 Recreation and Parks Department design process builds on working group findings, conducts additional public outreach, identifies any necessary regulatory approvals, and produces alternatives including a preferred alternative*
- SFMTA Board hearing*
- Recreation and Parks Commission hearing to adopt preferred alternative*
- Board of Supervisors approval process*
- Funding and implementation

*Opportunity for public input

Meeting Arc

Meeting 1: Values

- Share draft city goals and values heard in 1:1s (see page 1)
- Discuss and share underlying park values

Meeting 2: Needs

- City presents design changes made to date to respond to known needs
- Answer questions about decision making process and facts/values/context memo
- Gather list of specific access needs from working group. Working group members may also propose ideas to address needs, but the goal is to focus on needs

Meeting 3: Needs and ideas to address needs

- Finish identifying specific access needs, if not completed in Meeting #2
- Link potential strategies to access needs
- Preliminary discussion and assessment of ideas to address needs

[Meeting 4 was not included in this memo because at the time of publication, it was expected that the working group would have only three meetings]

Timeline of Major Events Since the Golden Gate Park Master Plan

- 
- 1998 Golden Gate Park Master Plan**
Sets a long term vision for park investments, including circulation
- Proposition J - Golden Gate Park Revitalization Act**
Established Concourse Authority to oversee construction of privately funded Concourse Garage and related, publicly funded transit improvements
- 2003 Music Concourse Community Partnership (MCCP)**
Board of Supervisors approves 35 year ground lease between the city and MCCP to finance, construct and operate the garage under oversight of the Concourse Authority
- 2005 De Young Museum re-built**
- 2007 Healthy Saturdays**
Agreement reached to make JFK Drive car free on summer Saturdays
- 2008 California Academy of Sciences re-built**
- 2012 JFK Cycletrack**
San Francisco's first parking protected bicycle lane is installed on JFK Drive
- 2017 Vision Zero**
SFMTA implements safety improvements on park roads including speed humps, raised crosswalks, and bike path improvements.
- 2020 JFK made temporarily car-free**
In response to the COVID-19 pandemic, San Francisco temporarily designates JFK Drive car-free in order to allow space for social distancing and recreation

Permanent Road Closures in Golden Gate Park

- 1906** **Speedway closed by construction of Stadium and Polo Field** ①
What was called Speedway Meadow is now Hellman Hollow
- 1961** **Extension of Park-Presidio Boulevard to Main Drive (now JFK Drive) converted to Rose Garden** ②
- 1967** **JFK Drive designated car-free on Sundays**
- 1982** **Marx Meadow Drive closed** ③
Now part of disk golf course
- Middle section of Overlook Drive closed** ④
Now walking/bicycling path
- 1986** **Chain of Lakes Drive West closed** ⑤
Now walking path
- Spreckels Lake Drive connection to 30th Avenue closed** ⑥
Now walking path
- 1987** **Sixth Avenue between Fulton Street and JFK Drive closed** ⑦
Now a roller skating rink
- 1991** **Roadway between Kezar Drive and Frederick Street, west of Kezar Stadium made into cul-de-sac** ⑧
- 2011** **Waller Street between Stanyan Street and Kezar Drive converted into a skatepark** ⑨

