

**GOLDEN GATE PARK CONCOURSE PROJECTS
TRANSPORTATION MANAGEMENT PLAN**



**Prepared by:
Concourse Transportation Coordinating Committee**

**Revised
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Chapter 1: Introduction

The purpose of the Golden Gate Park Concourse Transportation Management Plan (TMP) is to provide an interagency management and operating plan for minimizing vehicular impacts in the Park and in adjacent neighborhoods while providing access to the various attractions in the Golden Gate Park Concourse. The plan was initially focused on the opening of the Concourse Underground Parking Garage and the reopening of the de Young Museum in October 2005. Since the opening of the museum and the garage, the TMP has been refined to reflect actual operating experience. Further refinements may be necessary when the California Academy of Sciences reopens its new Concourse facility in 2008.

The report outlines the strategy for making transportation to the Concourse work. The intent of the TMP is to manage circulation to and from the Concourse area so that its transportation impacts have as little impact on the community and on Golden Gate Park as possible. The plan is designed to clarify the responsibilities of the wide variety of agencies that have jurisdiction over transportation in Golden Gate Park.

The TMP delineates the traffic routes to and from the Concourse, available transit services, bicycle and pedestrian facilities, disabled access to the Concourse, taxi and tour bus circulation, and parking facilities. The TMP also identifies the agency or entity responsible for making more detailed operating plans and for implementing needed improvements.

Chapter 2: Existing and Projected Conditions

Existing Traffic Conditions

As shown on Figure 1, major roadways serving the Concourse area include Fulton Street and Lincoln Way, which form the northern and southern boundaries of Golden Gate Park; Stanyan Street, which is the eastern boundary of Golden Gate Park; Park Presidio Boulevard-Crossover Drive-19th Avenue (State Route 1) the north-south roadway that crosses through Golden Gate Park to the west of the Concourse area; and Fell and Oak Streets, the pair of one-way streets that border the Panhandle and connect Golden Gate Park to downtown San Francisco and to the James Lick Freeway (US 101) and the Bay Bridge (I-80).

Major park roadways include John F. Kennedy (JFK) Drive and Martin Luther King Jr. (MLK) Drive, two east-west roadways which traverse most of Golden Gate Park. Middle Drive East, Music Concourse Drive and Tea Garden Drive connect JFK Drive and MLK Drive within Golden Gate Park. Kezar Drive is an important Park roadway that connects Lincoln Way to JFK Drive and to Oak and Fell Streets.

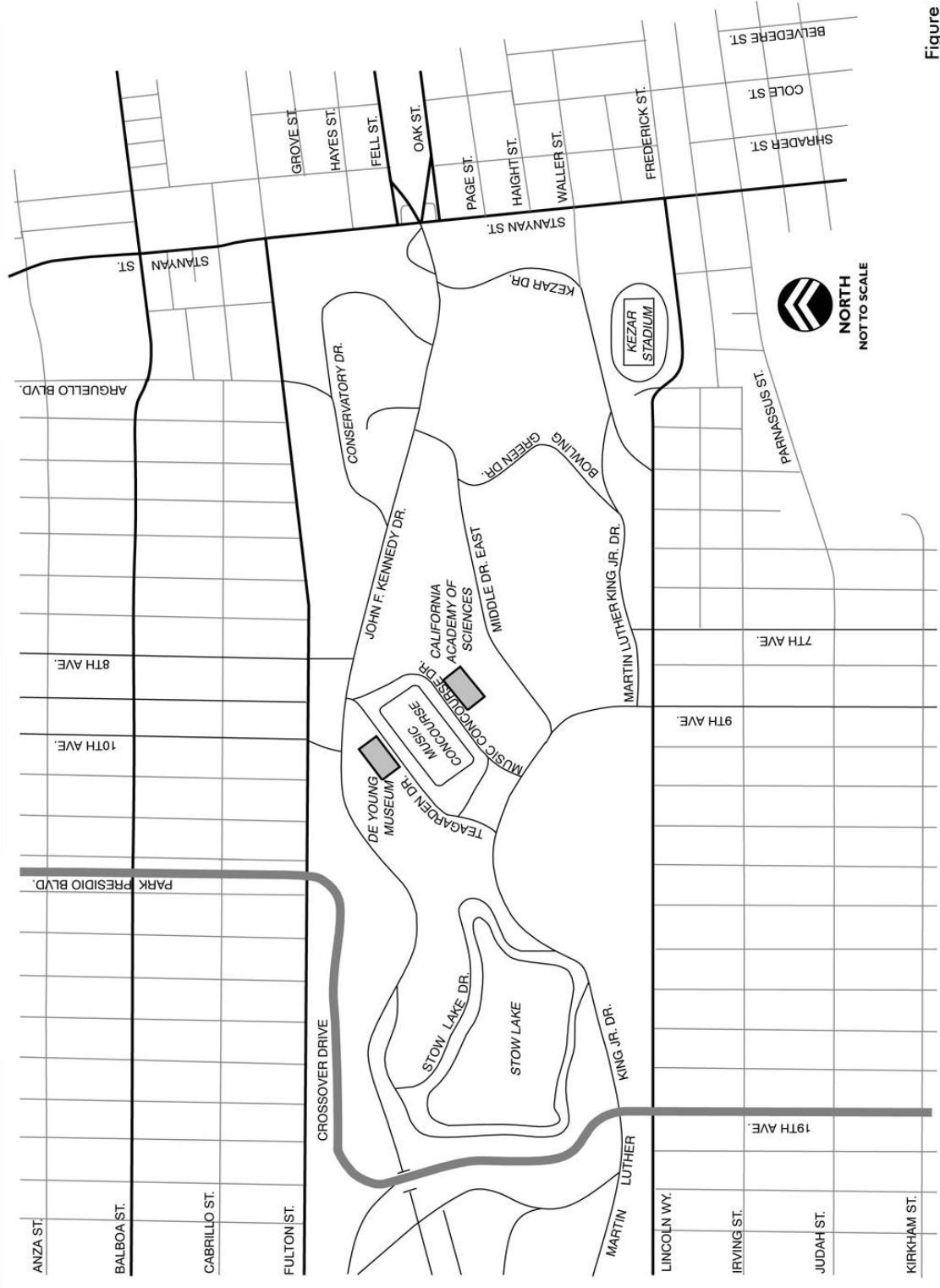
The Environmental Impact Report (EIR) prepared for the Golden Gate Park Concourse Authority Projects, which was finalized in July 2003, analyzed existing transportation conditions near the Concourse. The report indicates that during the weekday PM peak hour, all of the signalized study intersections operate acceptably (Level of Service "D" or better). The unsignalized intersections also operate acceptably, except at the intersections of JFK/Kezar, where the eastbound approach is congested during the PM peak hour, and the JFK/ Middle Drive East intersection, where the westbound approach is delayed during the PM peak hour.

During the Saturday midday peak hour (2-3 PM), all of the signalized study intersections in the Park operate acceptably, except the intersection of Fulton and Stanyan Streets. All of the unsignalized intersections operate acceptably, except the eastbound approach to the intersection of JFK and Kezar Drives.

On Sundays, the following Park streets are closed to motor vehicle traffic: JFK Drive between Kezar Drive and Transverse Drive, Conservatory Drive East and Conservatory Drive West, Arguello Boulevard south of Fulton Street and 8th Avenue south of Fulton Street. The Stanyan/Fulton intersection is typically congested on Sundays due in part to the diversion of some traffic from JFK Drive to Stanyan and Fulton Streets.

On weekends, several Park roadways can become congested, particularly when the weather is good. Increased pedestrian and bicycle activity, motorists

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**Figure 1
STUDY AREA**

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searching for parking and parking maneuvers can contribute to congestion on streets serving the Concourse area.

Existing Public Transit

As shown on Figure 2, the San Francisco Municipal Railway (MUNI) operates seven bus lines and one light rail line in the vicinity of the Golden Gate Park, including the 5-Fulton, 21-Hayes, 28-Nineteenth Avenue, 33-Stanyan, 44-O'Shaughnessy, 66-Quintara and 71-Haight/Noriega bus lines, plus the N-Judah light rail line. The 44-O'Shaughnessy is the only route that provides direct access into Golden Gate Park and the Concourse area. Routes 5 and 21 stop closest to the Concourse area on Fulton Street at 8th Avenue, which is approximately 1,200 feet from the de Young Museum's entrance. The closest N-Judah stops, at Irving Street and 9th Avenue, are approximately 2,900 feet from the de Young Museum entrance. No daily regional transit service operates in the vicinity of the Park or Concourse area, though connections to regional systems can be made in the downtown area and along Market Street. Muni has available capacity during weekdays and weekends in the vicinity of Golden Gate Park. The existing Golden Gate Park free shuttle route is also shown on Figure 2. The shuttle typically operates only on weekends during the summer months, when visitation to Golden Gate Park is highest.

Existing Parking Conditions

The parking study performed for the Concourse Projects EIR includes the area bounded by Balboa Street to the north, Funston Avenue and Crossover Drive to the west, Judah Street and Parnassus Avenue to the south, and Cole Street to the east. The study area is divided into four sub-areas: north of the Park (2,137 spaces), south of the Park (2,317 spaces), east of the Park (1,404 spaces) and within the eastern half of the Park (3,390 spaces). Additionally, the western half of the Park contains 2,801 spaces. Parking supply and occupancy within the Park includes both on-street curb parking and off-street lots available to the public on weekdays or weekends. JFK Drive and Conservatory Drive are closed to auto traffic (and parking) on Sundays, reducing the parking supply in the eastern part of the Park to 2,184 spaces. The study results are summarized on Table 1. As shown on Table 1, parking occupancy was highest on Sundays (91 percent occupied) followed by Saturdays (86 percent occupied) and weekdays (75 percent occupied).

On weekdays and Sundays, the study showed that parking occupancy was highest in the area south of the Park, where 90 percent and 95 percent of the spaces were occupied, respectively. On Saturdays, parking occupancy was highest in the area east of the Park, with 94 percent of the spaces occupied.

**Table 1
PARKING SUPPLY AND OCCUPANCY**

TIME PERIOD	NORTH	EAST	SOUTH	EAST PARK	TOTAL
Weekday					
Supply	2,137	1,404	2,317	3,095	8,953
Occupancy	1,596	1,241	2,083	1,825	6,745
% Occupied	75%	88%	90%	59%	75%
Saturday					
Supply	2,137	1,404	2,317	3,095	8,953
Occupancy	1,711	1,318	2,137	2,502	7,668
% Occupied	80%	94%	92%	81%	86%
Sunday					
Supply	2,137	1,404	2,317	2,184	8,042
Occupancy	1,918	1,309	2,198	1,894	7,319
% Occupied	90%	93%	95%	87%	91%

SOURCE: Wilbur Smith Associates, 2002

Parking west of Crossover Drive, in the west end of the Park, was much less heavily used than the areas near the east side of Golden Gate Park. This area was about 10 percent occupied during the weekday midday, 36 percent occupied during the Saturday midday, and 30 percent occupied during Sunday midday.

Parking on Conservatory Drive, Bowling Green Drive, Middle Drive East and Kezar Drive and most of JFK Drive and MLK Drive in the east-Park area has recently been limited to 3-hours or 4-hours to reduce use by commuters and non-Park vehicles. Golden Gate Park is closed to traffic from midnight to 6 AM.



Photo by MTA

PHOTO 1 Time-Limited Parking on MLK Drive

Existing Parking Regulations

Existing parking regulations near the Concourse are described below. On-street parking in the north of the Park area is generally unrestricted, except for the east and west ends of these areas, which are part of Residential Permit Parking (RPP) areas L and N, respectively. Within the RPP areas, parking is restricted to two hours for non-permit holders on Mondays through Fridays between 8 AM and 6 PM.

East of the Park, the streets north of Fell Street are within RPP Area L, and most of the area south of Haight Street is within RPP Area J. Haight Street has one-hour parking meters which are in effect between 9 AM and 6 PM Mondays through Saturdays. Between Fell and Haight Streets, on-street parking is generally unrestricted.

South of Golden Gate Park, the area east of 8th Avenue is part of RPP Area J, while the area west of 8th Avenue is generally unrestricted. There are one-hour parking meters on Irving Street between 7th and 12th Avenues, on 9th Avenue between Lincoln Way and Judah Street, on Judah Street between 8th and 10th Avenues, on Parnassus Avenue east of 5th Avenue and on Cole Street between Parnassus Avenue and Carl Street.

Existing Pedestrian Conditions

Golden Gate Park has an extensive network of sidewalks and pathways. At the 9th Avenue entrance to the Park at Lincoln Way, the paths narrow to four to six feet in width. At the 8th Avenue entrance at Fulton Street, the paths also narrow to four to six feet in width. On Sundays, several streets in the Park are closed to motor vehicle traffic, and pedestrians, bicyclists, skaters and others share the roadway. Disabled pedestrian access to the de Young Museum is available on the east side of 8th Avenue and the new sidewalk (still under construction) at the west side of 10th Avenue and from Fulton Street through the Children's Playground and pedestrian tunnel under JFK Drive into the Concourse.

Existing Bicycle Conditions

Figure 3 shows the signed bicycle routes in the Concourse vicinity. East-west bicycle routes in the vicinity are Cabrillo Street west of Arguello Boulevard (Route 20), JFK Drive and the Panhandle bike path (Route 30), Page Street (Route 32) and Parnassus Avenue (Route 40). North-south bicycle routes include 6th Avenue-Middle Drive East-Conservatory Drive East-Arguello Boulevard (Route 65) and the Kezar Drive bike path (Route 365). There is a multi-use path on the south side of JFK Drive. In the last few years, the Kezar bicycle path has been widened and improved and bike lanes have been striped on Cabrillo Street as well as on JFK Drive through the JFK/Kezar intersection. Bike lanes were striped along Tea Garden Drive and Music Concourse Drive as part of the Concourse

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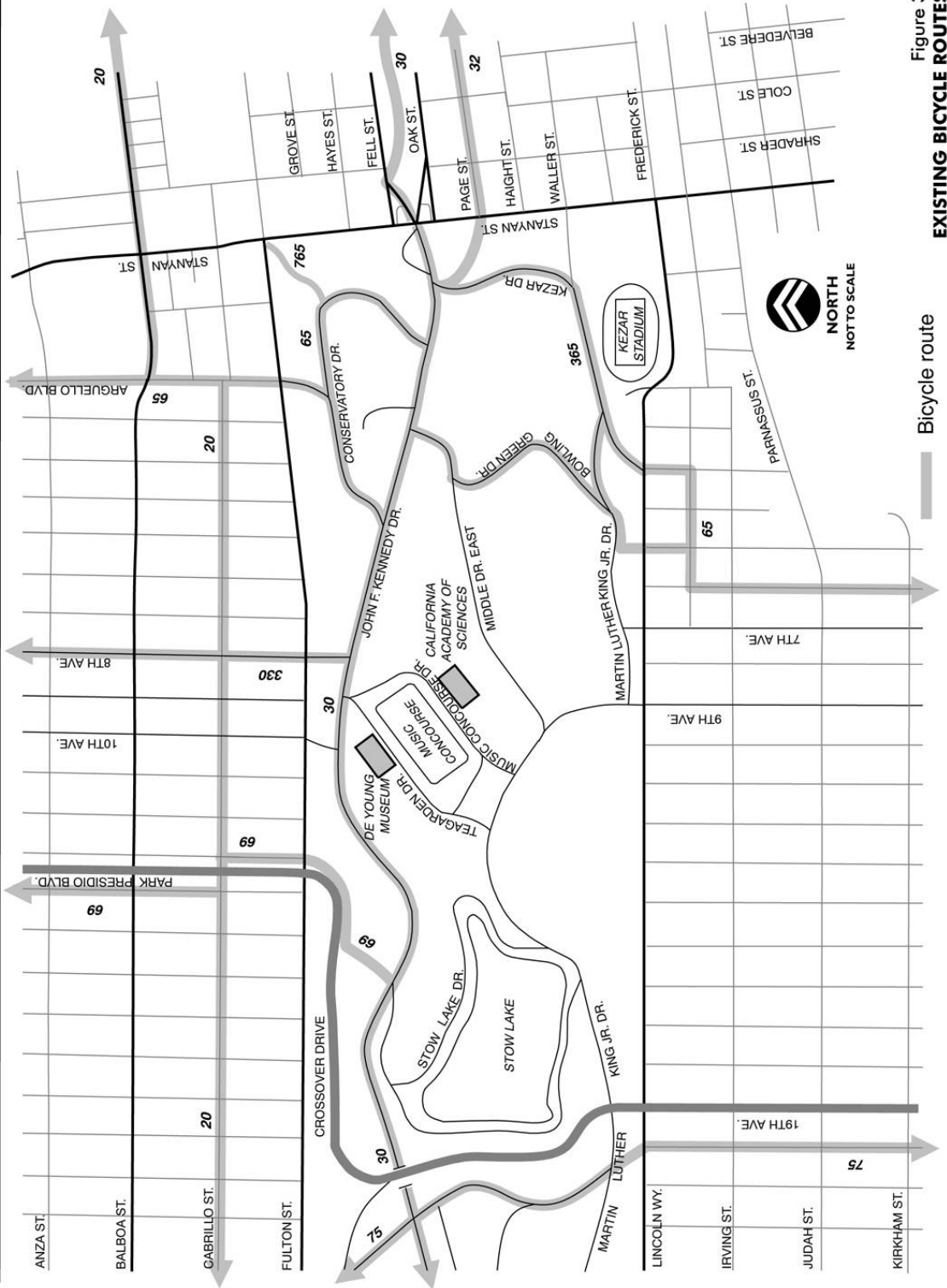


Figure 3
EXISTING BICYCLE ROUTES

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reconstruction. Bike lanes have also been added to Conservatory Drive East and to the portion of Arguello Boulevard south of Fulton Street.

How Many People Will Visit the Concourse Museums?

Projected travel demand associated with both the de Young Museum and the future (2008) Academy is based on historical attendance levels, existing travel characteristics and anticipated future attendance levels.

Historically, attendance at the de Young Museum has varied based on the popularity of particular exhibits. The museum did not have any major exhibits after 1996 due to insurance limitations and therefore attendance dropped. In 1997, annual attendance was about 300,000 visitors. Attendance at the de Young Museum is anticipated to grow to 600,000 annual visitors after the 2005 reopening. According to the Concourse Authority Projects Transportation Study prepared for the EIR, the number of visitors per day to the de Young Museum during a popular exhibit is anticipated to be approximately 6,100 visitors on weekdays, 8,100 visitors on Saturdays and 7,500 visitors on Sundays.

For the California Academy of Sciences, annual attendance is expected to increase from about 800,000 during the pre-closure years to an estimated 1.4 million annual visitors after the reopening in 2008. Daily attendance for the Academy is estimated at 9,700 visitors on weekdays, 10,200 visitors on Saturdays and 9,300 visitors on Sundays.

Where Will People Come From?

Prior to closure for construction of the de Young Museum, the institution conducted regular visitor surveys. The surveys found that about 28 percent of the visitors were San Francisco residents, 29 percent resided in parts of the Bay Area outside of San Francisco, and 43 percent of museum visitors were from outside the Bay Area. The Concourse EIR projects that of the new trips generated by the museums, about 15 percent would come from within San Francisco, 53 percent would come from elsewhere in the Bay Area, and 32 percent would come from outside the nine-county Bay Area. Prior to its closure in 2004, about 26 percent of Academy visitors were San Francisco residents, 46 percent were from elsewhere in the Bay Area, and the remaining 28 percent came from outside the Bay Area.

What Transportation Mode Will People Use?

Approximately 66 percent of the visitors to the de Young Museum and the California Academy of Sciences on a weekend afternoon are estimated to arrive by car. Eight percent are assumed to arrive by transit, 18 percent are estimated to walk to the museums and eight percent are assumed to arrive by other modes, including taxis, tour buses and bicycles. People who drove to one attraction in the Park and then walked to a second attraction were considered to have arrived at the second attraction by walking. The average auto occupancy for the de

Young Museum is estimated at 2.06 persons per vehicle, while the average auto occupancy for California Academy of Sciences visitors is estimated at 3.0 persons per vehicle.

How Many Peak Hour Trips Will Be Generated?

The EIR for the Concourse Projects estimated the number of vehicle trips associated with the new underground parking facility for the weekday PM peak hour, Saturday midday peak hour and Sunday midday peak hour. It was assumed that the parking facility would be 100 percent occupied during the midday peak hour, which is a conservative assumption. The number of trips to and from the facility was based on the vehicle-trip generation associated with the de Young Museum (open in the fall of 2005) and the new California Academy of Sciences (open in 2008).

During the weekday PM peak hour, the underground parking garage, if fully utilized, would generate an estimated 223 vehicle trips (36 inbound trips and 187 outbound trips). During the Saturday and Sunday midday peak hour, the full garage would generate an estimated 581 vehicle trips (302 inbound trips and 279 outbound trips).

The total number of vehicle trips generated by the two museums when they are both open in 2008 during the weekday PM peak hour is 168 vehicle trips (27 inbound and 141 outbound). During the Saturday midday peak hour, the two museums would generate 811 vehicle trips (421 inbound and 390 outbound). During the Sunday midday peak hour, the two museums would generate 752 vehicle trips, including 391 inbound trips and 361 outbound trips.

How Many Parking Spaces Will Be Needed?

The parking demand generated by the visitors to the de Young Museum and the California Academy of Sciences was estimated in the EIR for the weekday, Saturday and Sunday midday periods. The combined parking demand for the two museums is estimated at +616 spaces during the weekday midday peak, 908 parking spaces during the Saturday midday peak and 841 spaces during the Sunday midday peak. Combined, it was estimated that the de Young and the Academy would have a staff parking demand for 72 spaces on weekdays and 27 spaces on weekends.

Chapter 3: Transit

Municipal Railway (MUNI)

As described in Chapter 2, eight MUNI lines provide service to the Golden Gate Park vicinity, including the 44-O'Shaughnessy route, which crosses through the Park in the Concourse area. (see Figure 2). MUNI service is not anticipated to be revised as a result of the opening of the underground parking garage or the de Young Museum. Table 2 shows scheduled Muni frequencies on routes serving the Concourse area.

Table 2
MUNI SERVICE FREQUENCY BY ROUTE
Average Time in Minutes

ROUTE	WEEKDAY				SATURDAY			SUNDAY		
	7-9a	9-4p	4-6p	Eve.	7-10	10-6	Eve.	7-10	10-6	Eve.
N	7	10	7	12	10	10	20	20	15	20
5	6	8	5	20	12	10	15	12	9	15
21	7	12	7	20	15	12	20	15	12	20
28	11	12	12	20	12	12	20	12	12	20
33	15	15	15	20	20	20	20	20	20	20
44	10	15	10	20	15	15	20	15	15	20
66	20	20	20	30	30	30	30	30	30	30
71	10	12	10	20	15	12	20	15	10	20

SOURCE: MUNI map 2005

As shown on Table 2, the 44 line operates every 15 minutes during the midday throughout the week, and every 10 minutes during weekday commute periods and every 20 minutes in the evenings. The N-Judah operates every 10 minutes during midday hours Monday through Saturday, and every seven minutes during weekday commute periods. On Sundays the N-Judah operates at 20 minute headways during the morning peak, at 15 minute headways during the midday, and at 20 minute headways in the evening.

The 44-O'Shaughnessy bus provides access through the Concourse area including Sundays when JFK Drive is closed to all other traffic. Muni bus operations near the Concourse are sometimes impaired by bus stop zones that are not long enough to allow buses to easily pull over to the curb and back into traffic. In these cases, bus operators sometimes stop in the traffic lane. In order to make it easier for buses to get to and from the curb, bus zones on both sides of Fulton Street at 10th Avenue were recently lengthened by 20 or more feet.

Muni riders who transfer from BART can obtain a 25 cent fare reduction for MUNI trips to and from the BART station by taking a discount ticket from the machines

located inside the BART paid areas. New discount ticket machines were recently installed in all San Francisco BART stations.

Park Shuttle

The Golden Gate Park Free Shuttle typically operates from 10 AM to 6 PM on weekends and holidays between May and October. In 2005, that period was extended from June to December to handle crowds associated with the opening of the de Young Museum. The Shuttle provides access to all of the major attractions in the Park, with 15 shuttle stops between McLaren Lodge on the east end of the Park and the Beach Chalet on the west. The shuttle connects with the N-Judah on Irving Street and with MUNI stops along Stanyan Street, Fulton Street and Lincoln Way. The shuttle operates with 15-20 minute headways, and has a capacity of about 120 passengers/hour with four buses. Additional shuttle buses can be added as ridership grows. The shuttle route and stops are shown on Figure 2. The shuttle is shown in Photo 2.

Transit Marketing

Transit information on how to take MUNI to Golden Gate Park, and how to connect with the free Park Shuttle, is provided on several websites including the Concourse Authority web site (www.goldengateconcourse.org), the MUNI website (www.sfmuni.com) and the de Young Museum website (www.thinker.org). The Concourse Authority recently designed and produced 30,000 “Muni to Golden Gate Park” color brochures for distribution to hotels, visitor centers and Park institutions. The de Young Museum includes the brochures in mailings to museum members and special event invitations. This map is displayed in numerous transit shelters in the Concourse vicinity.



Photo by The Duffey Company

PHOTO 2 Park Shuttle in Operation

Chapter 4: Traffic

Traffic Routing

Figure 4 shows the signed routes to reach the garage. Traffic entering the Concourse area is estimated to be distributed as follows:

From the east:	55 %
From the south	20 %
From the north	16 %
From the west	<u>9 %</u>
TOTAL	100 %

Most of the traffic approaching from the east would use Fell Street (44 percent of the total traffic) while Fulton Street would carry about 11 percent of the total traffic. Nineteenth Avenue is expected to carry the majority of the traffic approaching from the south. Traffic on northbound 19th Avenue can reach the Concourse area by turning right at MLK Drive or at Fulton Street. Because left turns from eastbound Lincoln Way onto northbound 9th Avenue are prohibited, eastbound Lincoln Way is not a recommended route from the west or south. A smaller amount of traffic is likely to access the Concourse area along northbound 9th Avenue, but this route will not be signed or recommended.

Park Presidio Boulevard is the main access route from the north. Signs on eastbound Balboa Street direct drivers to turn right onto southbound 8th Avenue to reach the park. It is expected that twelve percent of the total traffic approaching the Concourse area will use this route. An additional four percent of Concourse traffic is anticipated to use southbound Arguello Boulevard. The closure of 10th Avenue to through traffic south of Fulton Street due to the construction of the north entrance will continue to divert some traffic that previously used 10th Avenue to 8th Avenue.

Most of the nine percent of traffic approaching from the west would use Fulton Street. Some traffic from the west will probably use MLK Drive and JFK Drive as well.

In general, the exiting traffic will retrace the route they used to enter the garage. The primary difference is for traffic using the south exit and headed toward downtown. This traffic cannot make a left turn from 9th Avenue onto Lincoln Way and should be directed to turn left onto eastbound MLK Drive in order to minimize the amount of traffic using 9th Avenue south of Lincoln Way and Irving and Judah

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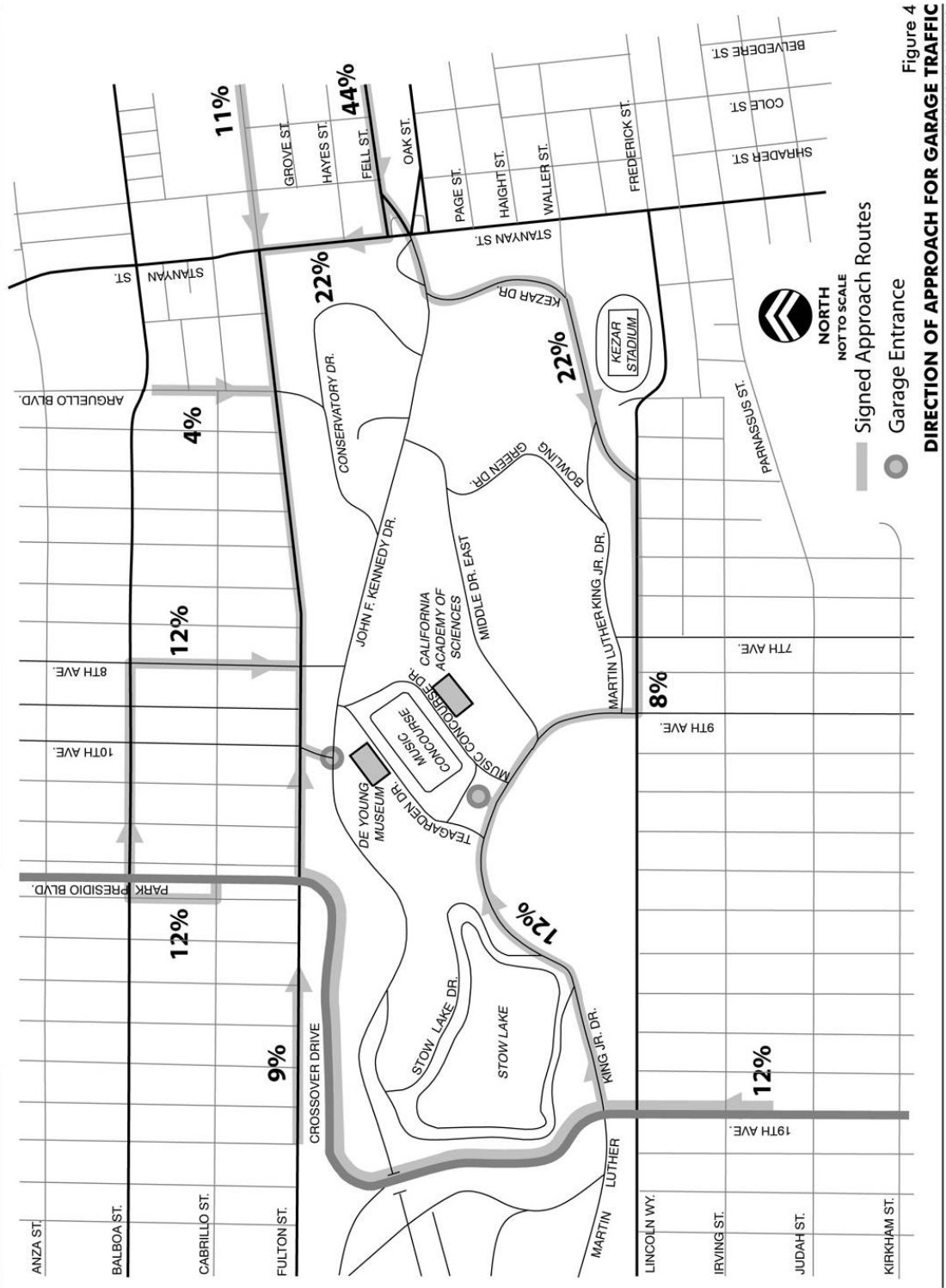


Figure 4
DIRECTION OF APPROACH FOR GARAGE TRAFFIC
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Streets. Traffic exiting the north parking garage at 10th Avenue will be allowed to turn either left onto westbound Fulton Street or right onto eastbound Fulton Street, but will be prohibited from proceeding straight onto northbound 10th Avenue north of Fulton Street.

Traffic Signage

A wayfinding program of signs has been implemented to help Park users find their destinations with maximum efficiency, thereby reducing vehicle travel and traffic impacts to activities in the Park and neighboring communities. Photo 3 shows one of the new graphic signs installed within the Park, while Photo 4 shows a one of the wayfinding signs installed outside the Park.

Wayfinding signs along westbound Fell Street direct drivers destined to the garage to either turn right onto northbound Stanyan Street and use the north entrance to the garage or bear left onto Kezar Drive to reach the south entrance to the garage. Signs facing traffic on northbound 19th Avenue direct drivers to turn right on Fulton Street to reach the north entrance. In order to minimize use of 9th Avenue south of Lincoln Way as an access to the garage, no signs directing drivers to the garage have been installed on 9th Avenue in the Sunset District.

Signs facing traffic on southbound Park Presidio Boulevard direct drivers to reach Golden Gate Park by making right turns at Cabrillo Street, 14th Avenue and Balboa Street, as left turns are not permitted along Park Presidio Boulevard. Museum Garage wayfinding signs direct these drivers along eastbound Balboa Street to southbound 8th Avenue. Drivers on southbound 8th Avenue are directed to proceed straight across Fulton Street to reach Golden Gate Park and to turn right onto westbound Fulton Street to reach the north entrance to the garage at 10th Avenue. No garage wayfinding signs exist along 10th Avenue in the Richmond District in order to discourage use of 10th Avenue north of Fulton Street as a garage access route.

Drivers who access the Concourse area before deciding where they want to park are directed by signs to either the north or the south entrance to the underground parking garage. Drivers on JFK Drive are directed to exit the Park on 8th Avenue and travel west on Fulton Street to the north entrance at Fulton Street and 10th Avenue. Drivers on southbound Tea Garden Drive and MLK Drive are directed to the south entrance on Music Concourse Drive.

A set of existing signs direct drivers to the UCSF garage on Irving Street on weekends. Space is generally available in the UCSF Milberry Union Garage on weekends, when parking demand in the Park is greatest. Several of these signs are recommended to remain in order to direct drivers to the UCSF garage in the event that the Concourse Garage experiences overflow parking demands.



Photo by Royston Hanamoto Alley & Abey

PHOTO 3 Graphic Wayfinding Sign Inside Park



Photo by MTA

PHOTO 4 Wayfinding Sign Outside Park

Special Event Traffic Control

The de Young Museum occasionally hosts special exhibits and events that draw larger than usual crowds. For these types of events, the project sponsors would be required to hire Parking Control Officers (PCOs) to direct traffic, manually control traffic signals if necessary and pass out maps indicating the location of overflow parking areas, such as the UCSF garage. PCOs would be assigned to the following intersections:

- Fulton Street at 10th Avenue, to facilitate left turns into the Underground Parking Garage before events and left and right turns out of the garage after events, as well as general pedestrian and traffic safety;
- Fulton Street at 8th Avenue, to facilitate general traffic and pedestrian safety before and after events; and
- Lincoln Way at 9th Avenue, to prevent illegal left turns and facilitate general traffic and pedestrian safety.

Drop-Off and Pick-Up Traffic

During the planning stages of the reconstruction of the Concourse, three circulation options for the Concourse area were considered. Option 1 would allow through traffic, as existed before the construction of the underground parking garage began. Option 2 would create a one-way counterclockwise loop, allowing visitors to enter the Concourse loop from MLK Drive and northbound Music Concourse Drive and to exit by way of southbound Tea Garden Drive. A third alternative, Option 2A, would allow limited access to the Concourse loop for MUNI and drop-off and pick-up traffic to enter the Concourse area. Option 2A was selected for implementation by Board of Supervisors in Resolution 603-05.

Traffic Calming

Several measures have been implemented to slow traffic and discourage through traffic on Concourse roadways. Tea Garden Drive and Music Concourse Drive have been narrowed to 20 feet in width (one twelve foot-side traffic lane and one eight foot-wide bike lane) and assigned a speed limit of 15 miles per hour. Textured pavement at the approaches to crosswalks and STOP signs has been installed to slow traffic along Concourse roadways. Several STOP signs have also been installed along Tea Garden Drive at intersections and crosswalks. The volume of through traffic on these streets is being monitored to determine if additional measures are needed to discourage through traffic.

Chapter 5: Other Modes of Transportation

Pedestrian Access and Improvements

A wide variety of measures have been taken to improve the pedestrian environment in the Concourse area. These measures include crosswalk improvements at the intersections of JFK Drive at 8th, 9th and 10th Avenues, where ladder crosswalks and fluorescent yellow-green pedestrian warning signs have been installed. A 12-foot wide pedestrian promenade has been created around the perimeter of the Concourse bowl. Two of the masonry pedestrian tunnels removed for construction of the underground parking garage have been reconstructed to meet ADA and structural codes. STOP signs have been added at crosswalks in front of the de Young Museum and the Academy of Sciences. The new one-way roadway in the Concourse includes a 12-foot wide travel lane and an 8-foot wide bike lane, narrowing the distance for pedestrians to cross as compared with the previous two-lane roads, with some on-street parking.

Wayfinding signs with maps of the Park have been added to each of the main entry points, such as 9th Avenue and Lincoln Way, 8th Avenue and Fulton Street and JFK Drive and Kezar Drive, to direct pedestrians to the major Park attractions. Pedestrian crossing signals (Walk/Don't Walk, with count-down indicators) have been added at the crosswalks crossing 8th Avenue and 10th Avenue at Fulton Street. (Countdown pedestrian signals are already in place for the Fulton Street crosswalks at these intersections.) Similar improvements have recently been made for all the crosswalks at the intersection of 9th Avenue and Lincoln Way. STOP signs have been added at the intersection of MLK and Music Concourse Drives, as well as several locations along the one-way loop formed by Music Concourse Drive and Tea Garden Drive.

Bicycle Access and Improvements

As part of the Concourse improvements, bicycle lanes have been striped along Arguello Boulevard between Fulton Street and Conservatory Drive, on Conservatory Drive East and on Music Concourse Drive and Tea Garden Drive in the Concourse. Bike lanes will be added to JFK Drive between Kezar and Transverse Drives in 2006. Secured bicycle parking has been provided in the Concourse area inside the upper level of the underground parking garage (capacity 33 bicycles) and on the surface of the Concourse in front of the de Young Museum (racks for 54 bicycles). In addition, eight bike lockers for employees are located inside the de Young Museum. Bicycle parking will also be provided at the California Academy of Sciences (18 bicycles in front and 36 bicycles behind), and behind the Bandshell (racks for 36 bicycles). Photo 5 shows the new bike lane on Tea Garden Drive, while Photo 6 shows some of the newly installed bicycle racks in front of the de Young Museum.



Photo by Royston Hanamoto Alley & Abey

PHOTO 5 Bike Lane on Tea Garden Drive



Photo by Royston Hanamoto Alley & Abey

PHOTO 6 Bike Racks at de Young Museum

Disabled Access

Wheelchair ramps have been provided throughout the Concourse (north and south sides) for disabled access to the Concourse bowl from the pedestrian promenade, from the two institutions and from the MUNI bus stops along Music Concourse Drive and Tea Garden Drive. Disabled access from the Fulton Street and 8th Avenue bus stops will be provided on the pathway on the west side of the Children's Playground, through the pedestrian tunnel under JFK Drive, and along the pathway to the reconstructed northeast pedestrian tunnel into the Concourse Bowl. Disabled access from the MUNI stops at 9th Avenue and Lincoln Way is provided along MLK Drive to the Shakespeare Garden and through the pedestrian tunnel leading to the Concourse Bowl through the southwest corner of the garage, as well as along MLK Drive between Music Concourse Drive and Tea Garden Drive to the de Young Museum. Disabled access to the de Young Museum from the garage is provided by elevators. The underground garage provides a total of 32 disabled parking stalls (one space for each 25 parking stalls). These spaces are located on the upper level of each section of the garage. In the north garage, additional signage directing drivers to the upper level disabled spaces from the lower entrance level of the garage at 10th and Fulton is being provided. Additional on-street disabled parking spaces will be provided on JFK Drive at Tea Garden Drive, on JFK Drive at 10th Avenue near the JFK Drive entrance to the de Young Museum and on the east side of MLK Drive near the intersections of Music Concourse Drive and Tea Garden Drive, to provide greater access to Music Concourse area attractions.

Taxis

Taxi drop-off areas in the Concourse are provided at pull-outs along Tea Garden Drive in front of the de Young Museum and will be provided along Music Concourse Drive in front of the Academy. Taxicab activity in Golden Gate Park is currently inhibited by Section 6.09 of the Park Code, which states: "Nor shall any person drive or park a taxicab in any park for the purpose of procuring customers unless such person is responding to a call for a taxicab." This regulation means that taxicabs are not allowed to enter the park to pick up passengers unless someone has called for a taxi.

School and Tour Buses

The de Young Museum anticipates four to eight school buses per day on weekdays. Recessed bays for tour bus loading are provided on Tea Garden Drive and will be provided along Music Concourse Drive. Tour buses will continue to use the parking area behind the bandshell for long-term parking.

Chapter 6: Parking

Underground Garage Operations

The underground Concourse garage consists of two separate 400-space two-level facilities, connected by an underground roadway. The garages have two entrances: one along 10th Avenue south of Fulton Street and the other off of Music Concourse Drive north of MLK Drive. The north entrance has one entry lane and two exit lanes. The south entrance has one entry lane and one exit lane. The garage charges \$2.50 per hour for parking on weekdays between 7:30 AM and 10 PM and \$3.00 per hour on weekends between 7:30 AM and 10 PM. A “pay-on-foot” system, which allows patrons to pay their parking fee just before returning to their vehicle, is used at the Concourse garage. The parking garage is open seven days per week, while the Museum is open Tuesdays through Sundays.

The ticket spitters for the north entrance to the garage are located approximately 200 feet south of Fulton Street. This queuing space south of Fulton Street helps prevent queues formed outside the garage entrance from backing up onto Fulton Street. A 120-foot long queuing space is provided between the Music Concourse Drive ticket spitters and the intersection of Music Concourse Drive with MLK Drive.

The interior of the garage provides signage indicating to motorists the availability of parking on each level of the garage and within each section of the garage. An electronic sign on Fulton Street will indicate to motorists when the garage is full. Vehicles exiting the garage by way of the north exit have two exit lanes. Traffic in the left lane is required to turn left onto westbound Fulton Street, and traffic in the right lane is required to turn right onto eastbound Fulton Street. Traffic exiting the north gate is not permitted to proceed straight across Fulton Street onto northbound 10th Avenue.

Surface Parking Changes

Section 7 of Proposition J requires that the Concourse Authority remove 800 surface parking spaces from Golden Gate Park as a result of the construction of the 800-space underground garage. Table 3 shows the location of the removed spaces.

**Table 3
SUMMARY OF PARKING SPACES REMOVED**

	EAST SIDE	WEST SIDE	TOTAL
Mandatory			
Concourse public parking	201		201
Concourse staff parking	118		118
Tenth Avenue	18		18
Concourse Projects			
JFK traffic calming	225		225
Arguello bike lane	8		8
Shuttle stops	12	12	24
Safety/Visibility/Traffic Flow			
Routing for Circulation Alt. 2A	29		29
Stow Lake Drive East	17		17
Transverse Drive		47	47
47 th Avenue		38	38
MLK west of Transverse Drive		24	24
Metson Road		19	19
Misc. locations	41	11	52
TOTAL	669	151	820
Percent of Total	82%	18%	100%

SOURCE: Richard Tilles, 2006

Parking Enforcement

The Department of Parking and Traffic and the Recreation and Parks Department enforce on-street parking regulations in Golden Gate Park. The removal of on-street parking mandated by Proposition J may require additional parking enforcement efforts.

Satellite Parking Facilities

There are several parking facilities located within one to three miles of the Concourse that are candidate satellite parking facilities for serving potential overflow parking demand. These facilities are shown on Table 4. Use of these facilities during special events at the Concourse would require event-sponsored shuttle or other transportation services to effectively serve the event location.

Table 4
SATELLITE PARKING FACILITIES

PARKING FACILITY	ACCESS STREET	PARKING SPACES
Kezar Parking Lot	Stanyan Street	315
UCSF Milberry Union	Irving, Parnassus Streets	914
UCSF Ambulatory Care	Irving Street	774
St. Mary's Hospital	Stanyan Street	300
350 Parnassus	Parnassus Street	223
Great Highway	Great Highway	420
TOTAL		2,846

SOURCE: "Kezar Stadium Transportation Management Plan Final Report," prepared for the Department of City and County of San Francisco Recreation and Park Department by The Duffey Company, February 2003.

All of the parking facilities shown on Table 4 have other parking demands. The UCSF Milberry Union and St. Mary's Hospital garages have very little available parking capacity on weekdays, but often have significant available space on evenings and weekends. The UCSF Ambulatory Care garage is used exclusively by UCSF staff and is not available for public parking. The Kezar Stadium parking lot issues approximately 150 monthly parking permits to individuals, but these spaces reportedly can be preempted for special events. The 350 Parnassus Garage is typically full of weekdays but is closed on weekends. The surface parking along the Great Highway between Lincoln Way and Fulton Street is moderately used on weekdays and heavily used on weekends, depending on the weather.

Chapter 7: Public Information

Printed Materials

As stated previously, 30,000 "Muni to Golden Gate Park" were distributed to hotels, the San Francisco Convention and Visitors Bureau, Park attractions (Conservatory of Flowers, Botanical Garden, de Young Museum), Visitor Centers (McLaren Lodge, Beach Chalet), and to transit hubs (BART, Caltrain and Golden Gate Transit stations) in May 2005. The Fine Arts Museums of San Francisco (de Young Museum and Legion of Honor) reprinted the brochure prior to the October opening of the de Young Museum to include with their mailings to museum members.

Website Information

The internet is increasingly used as the preferred aid to locating facilities and events. Current websites were checked to see if and how directions to the Music Concourse area are given.

- Transit and driving directions to the Park and Concourse area are currently provided on the Concourse Authority and de Young Museum websites.
- The Botanical Garden website provides driving directions and links to Yahoo driving directions. It provides a link to MUNI's website and websites of other transit operators, but does not provide specific transit directions.

Some people who use the internet for traffic direction information may use mapping programs such as Map Quest and Yahoo for directions. It is important that the access information provided on these websites accurately reflect the access provisions adopted by the Concourse Authority.

Signs

Signs have been designed by the Recreation and Parks Department for use along roads within the Park to help visitors locate key attractions (the de Young Museum, the Bandshell, the Academy, the Japanese Tea Garden, and the Botanical Garden). The underground parking garage will have signs at the two entrances to the garage at Fulton Street and 10th Avenue, and at the southern entrance at Music Concourse Drive off of MLK Drive. In addition, during March, wayfinding signs will be installed inside both parking structures to direct visitors to attractions within and near the Music Concourse area. As a part of the Surface Improvement Project, the Recreation and Parks Department will install wayfinding and "You Are Here" signs, which will direct Concourse visitors to area attractions.

Chapter 8: Transportation Demand Management

Visitor Trip Reduction

Measures that have been or can be implemented to reduce the vehicular traffic in the Concourse area include:

- Plan events to minimize overlap with commute peak traffic.
- Reduced admissions to Concourse attractions to people who show a Muni transfer or Fast Pass. (The de Young Museum provides a \$2 discount.)
- Participate in the City Pass program which provides a seven-day Muni pass with the purchase of discounted admissions to major San Francisco museums (the California Academy of Sciences currently participates in the program).
- Include transit information in all event literature and advertisement.
- Include directions to the garage to minimize use of Park roads.
- Use of electronic signage at garage to alert motorists to when it is full.
- Use of pre-paid garage tickets.
- Include manually operated signal timing for special events to move traffic into garage more efficiently.

Employee Trip Reduction

The de Young Museum is anticipated to have about 130 staff members on weekdays and 50 staff members on weekends, plus an estimated 30 volunteers and six docents during major exhibits.

In 2008, the new Academy of Sciences is anticipated to have an additional 17 employees on weekdays (total 367 employees) and an added 20 volunteers (total 100 volunteers on weekdays). On weekends the Academy would have an additional three employees (total 53 employees) and an additional ten volunteers (total volunteers 40).

The combined Museum and Academy employee total on weekdays would be approximately 497 and an estimated 136 volunteers and docents. On weekends the total employees for the two institutions would be approximately 103, plus about 76 volunteers and docents. The EIR for the Concourse Projects estimates a combined parking demand of 72 staff spaces on weekdays and 27 spaces on weekends.

The employee trip reduction program is aimed at providing employees with alternative commute information and incentives to encourage employees to use alternative modes of travel to work. Incentives will include programs such as: secured bicycle parking; on-site transit pass sales; a guaranteed ride home for

employees who normally use transit, carpool, bicycle or walk to work; reduced rate garage parking for carpoolers and discounted or free bicycles and transit passes for mid-day errands.

The following actions are necessary to achieve the goal of reducing the number of employees driving alone to the Concourse:

- Appoint a Transportation Coordinator at each institution (de Young Museum, California Academy of Sciences, and Botanical Garden).
- Conduct an employee commuter survey to see how employees get to work now, where they live and what their hours of work are.
- Establish goals for trip reduction to measure effectiveness of program.
- Distribute information on commute alternatives (rideshare/carpool, bus, bicycle, walk); make this a part of employee orientation for new employees; hold annual transit fair for employees.
- Provide employee incentives to rideshare/carpool (distribute rideshare lists, offer discounted parking, emergency/guaranteed ride home provided—taxi, City carshare, transit).
- Encourage employees to bicycle and walk to work (de Young or Academy backpacks, rain suits, discounted bicycle purchases, secured bike parking).
- Support existing transit (MUNI), subsidized transit passes or commuter checks, handout transit maps and schedules, hold transit information workshop, and sell MUNI passes at McLaren Lodge.

An annual employee survey will be used to measure the effectiveness of the Employee Transportation Demand Management program in altering commute behavior and reducing parking demand. An annual report will be submitted to the Concourse Authority and the City summarizing the results of the survey. The survey will also serve as a tool to target the commute options programs that are best suited for the employee needs. The survey would be administered within the first three months of building occupancy and then annually thereafter.

Similar to what is described above for employees, a survey would be administered to volunteers and docents to learn how they get to the Concourse now, where they live, and the hours of service. The Transportation Coordinator can use this information to match persons with compatible trip characteristics for ridesharing possibilities. Transit maps and schedules should be provided to all volunteers showing them which MUNI lines serve the Park. Shuttle maps would also be provided for volunteer and docents on weekend duty.

Chapter 9: Monitoring

Traffic Volumes at Key Intersections

DPT will monitor traffic conditions at several locations specified in the EIR as well as other locations in the general vicinity of the Concourse. Specific locations where traffic monitoring is called for in the EIR include the intersections of Irving Street at 9th Avenue and Fulton Street at 10th Avenue. Traffic volumes and congestion levels will be recorded at these locations and compared to data collected in 2001 before the closure of 10th Avenue south of Fulton Street. DPT and others will monitor general traffic, pedestrian, transit and bicycle conditions on key roadways serving the Concourse as well as possible queuing problems at garage entrances, traffic safety conditions and conditions before and after major events. Transit use on the Park shuttle will also be monitored and reported and on selected MUNI routes if possible. In addition, the Concourse Transportation Coordinating Committee typically reviews traffic concerns of the communities north and south of the Park at its regular meetings.