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PROMOTING THE BICYCLE FOR EVERYDAY TRANSPORTATION

Monday, July 27 2015

Tiffany Bohee  
C/o Brett Bollinger  
OCII Executive Director  
San Francisco Planning Department  
1650 Mission Street Suite 400  
San Francisco, CA 94103

**RE: Comments on the Draft Subsequent Environmental Impact Report for Event Center and Mixed-Use Development at Mission Bay Blocks 29-32**

Dear Ms. Bohee,

Please accept the San Francisco Bicycle Coalition's comments on the Draft Subsequent Environmental Impact Report for Event Center and Mixed-Use Development at Mission Bay Blocks 29-32.

**Background**

Over the course of nearly a year, GSW Arena LLC, an affiliate of Golden State Warriors, LLC ("Warriors") and the San Francisco Bicycle Coalition ("SFBC") have had on-going discussions, outside of the formal EIR process, to address bicycle access and infrastructure at the proposed arena site. Discussions thus far between SFBC and the Warriors have led to strong plans and support of existing and future bicycle travel to and from the Project, as well as plans to address enhanced bicycle infrastructure in and around the Project site, including publicly accessible bicycle parking, bicycle valet and additional secure bicycle parking for special events, secure commercial bike parking for employees. These discussions have also led to the Warriors and SFBC's commitment to work with appropriate agencies to add public bike share to the project vicinity, intersection management during special events to maximize bicycle and pedestrian safety, ongoing bicycle encouragement for special events, and a commitment to expanding bicycle capacity if/when need increases over the life of the Project.

We would like to commend the Warriors for being receptive and responsive partners that have demonstrated a strong commitment to promoting bicycle trips to the Project site in this Draft Subsequent Environmental Impact Review document (DSEIR) and in their goals beyond this document. Both the Warriors and SFBC acknowledge that bicycle infrastructure and promotion on and near the Event Center site are critical and cost-effective investments for the immediate and long-term success of the project and help to reduce neighborhood congestion, improve local environmental quality, support positive health outcomes, and drive local economic development.

SFBC, working in close partnership with the Warriors, supports the following activities to create better biking at the Project Site. These recommendations, if not already included in the DSEIR,

should be addressed under Mitigation Measure M-TR-2b, Impact TR-7, or wherever appropriate in the DSEIR document:

### **New and Enhanced On-Street Bicycle Facilities**

SFBC supports the Warriors' and this DSEIR's inclusion of new and/or enhanced on-street bicycle facilities, to be designed in coordination with SFBC, the San Francisco Municipal Transportation Agency (SFMTA), Port of San Francisco, Office of Community Investment and Infrastructure (OCII), and Mission Bay Development Group (MBDG). These priority streets for bicycle infrastructure include:

- **Terry Francois Boulevard**, two-way protected bikeway on the East side of the roadway from Lefty O'Doul Bridge to Mariposa Street;
- **16th Street between 3rd and Terry Francois Boulevard**: one-way buffered and/or parking-protected bike lanes on North and South side;
- **Enhanced intersection designs around the arena**, with special attention paid to bicycle and pedestrian safety at 16th and Illinois Streets and 16th Street and Terry Francois Boulevard and;
- **Managed intersections around the site during special events**, with special attention paid to 16th and Illinois Streets.

The Warriors should encourage Mission Bay Development Group and public agencies to construct or implement these improvements prior to the opening of the event center.

### **Bicycle Parking**

Adequate bicycle parking is critical to support the mode share goals of the project. SFBC encourages the Warriors to provide ample bicycle parking at the Project for special events, as well as for everyday commercial and neighborhood use. SFBC appreciates the Warriors commitment in on-going discussions to expand bicycle capacity as needed over the life of the development to meet additional capacity requirements that may arise.

### **Valet Bicycle Parking**

The Warriors and this DSEIR indicate a need for enclosed bicycle valet space with a minimum capacity of 300 bikes. SFBC supports and encourages the current allocation of roughly 2,000 square feet for the operation and management of on-site bicycle valet, which would allow proper space for expansion, as noted above. The valet space should be designed to maximize the amount of bike storage available and to be consistent with current and projected neighborhood transportation plans. The bicycle valet should be sited as close to a main entrance to the Event Center as reasonably possible and located along one of the new or enhanced on-street bicycle facilities described above. The bicycle valet space should be completed and fully operational in conjunction with the opening of the Project.

We are pleased that valet bicycle parking will be provided at special events at the Event Center, including concerts and performances throughout the year, and at other events with an expected attendance past a threshold size to be reasonably determined in consultation with the SFBC, and

revisited annually, as needed. Bicycle valet services could also be scaled up or down based on expected attendance levels on a per-event basis.

SFBC could plan to promote the availability of bicycle valet parking in communications and in programs to drive use. This could include promotion on the SFBC website, newsletters and social media with a reach of over 30,000 San Franciscans, and through programs and events as outlined below.

### **Commercial Bicycle Parking**

As indicated in the DSEIR, the Warriors should provide secure (Class 1) bicycle parking for commercial office tenants and short-term bike parking (Class 2) for retail tenants, customers and guests at or above the requirements of applicable law including the City of San Francisco Planning Code Section 155.2, which sets standards for the provision of bike parking in new commercial development.

### **Other Bicycle Parking and As-Needed Expansion**

SFBC supports the Warriors' and this DSEIR's proposal for an approximately 100-bike "pop-up" corral in a publicly accessible and highly visible location at the Event Center for special events on an as-needed basis. The pop-up corral should be monitored by event security staff and should be set up no less than one hour before such events.

SFBC also supports the Warriors' intention to identify on-site locations for additional pop-up corrals and/or additional bike parking facilities if/when the need for expanded bicycle parking capacity should arise. This additional bike parking capacity should be provided as additional pop-up corrals, expanded valet, and/or other forms of secure, monitored bicycle parking.

SFBC is encouraged by the Warriors' plan to identify additional future bike parking capacity to achieve a total of up to 900 potential spaces available to the general public during full-capacity special events (the sum of on-site bicycle valet spaces, on-site Class 2 spaces, pop-up corral spaces, and other publicly accessible secure bike parking spaces in the project vicinity). The Warriors should assess the need for expanded event bicycle parking facilities up to this number on a yearly basis and in consultation with SFBC to meet projected growth in bicycle trips. These spaces would be in addition to the permanent bike rooms in each on-site office building, which together with expanded event bicycle parking as described above, may in the future exceed 1,000 total available bike spaces for varied users at the project site.

SFBC is committed to continue working with the Warriors to find secure, public, and appropriate locations and systems to accommodate future bicycle capacity at the Project site.

### **Bay Area Bike Share Stations**

SFBC supports the Warriors and this DSEIR's inclusion of Bay Area Bike Share stations at and/or around the Project site.

### **Marketing and Bicycle Promotion**

We are pleased that the Warriors and this DSEIR acknowledge that increasing the number of bicycle trips to and from the Project will support the Citywide goal of a 8% bicycle mode share by 2023. As such, trends in bicycle trip generation and mode split should be studied and

evaluated on at least a yearly basis, with bicycle parking expansion, marketing, and promotion adjusted, to support this goal.

The Warriors and this DSEIR discuss integrating bicycle transportation into marketing and promotional activities for the Event Center to support the above stated goals. SFBC is supportive and committed to work with the Warriors on an on-going basis to further develop, implement, and promote the programs outlined below.

The Warriors and this DSEIR note that marketing and promotion are possible mitigations under *Mitigation Measure M-TR-2b: Additional Strategies to Reduce Transportation Impacts* for enhancing non-auto modes. As consistent with on-going discussions with the Warriors, SFBC encourages the Warriors to also consider marketing the Event Center as a bicycle-friendly destination in other press and marketing materials that may include but are not limited to:

- Warriors players and employees on bicycles at Warriors events and at SFBC events
- Feature bicycle facilities and programs in sustainability or environmental promotional materials or media
- Encourage bicycle travel information in non-Warriors special event promotions and marketing, such as concerts and performances

Promotions to enhance the bicycle experience should also include a recurring, season-long program that encourages more people to arrive to basketball games by bicycle. Similar promotions could also be used to promote bicycle trips at other events at the Event Center throughout the year.

The Warriors should design a plan prior to the opening of the Project for promoting bicycling to the Event Center that may include but is not limited to:

- Regular “Bike to Game” nights that include group rides from various starting locations in San Francisco and the region, rides with GSW staff prior to the game, and/or special offers for people who bike to the game;
- Bike-related raffles or prizes for people who bike to games. Giveaways could include branded lights, stickers, discount tickets, etc.;
- Special services and programs for people who bike to games. These could include monthly free or discounted tune-ups and minor repairs, and other incentives for people who frequently ride their bikes to games, such as a Bike Fan of the Month/Year program, and;
- Special events leading up to and during NBA “Green Week”, in coordination with the Green Sports Alliance.

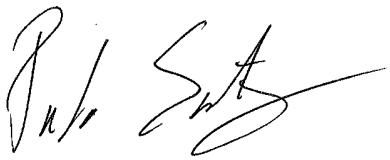
SFBC could help organize, implement and promote bicycle-related events and promotions, ensuring strong attendance and participation. SFBC could promote the plan and the Warriors’

commitment through existing email and social media channels, through partners, and on our website.

The Warriors and SFBC, through both the EIR process and on-going discussions, are committed to continued refinement of the plans and roles described in this letter and in the DSEIR.

Thank you for considering these comments as part of a truly collaborative effort to make the proposed Mission Bay Arena and Event Center the most bicycle-friendly sports venue in the country and an addition to the neighborhood that supports current city and neighborhood transportation goals.

Sincerely,

A handwritten signature in black ink, appearing to read 'Paolo Schwartz', with a stylized, flowing script.

Paolo Cosulich-Schwartz  
Business and Community Program Manager  
San Francisco Bicycle Coalition