

OFFICE OF THE MAYOR  
SAN FRANCISCO



EDWIN M. LEE  
MAYOR

September 28, 2011

Golden Gate Park Concourse Authority  
501 Stanyan Street  
San Francisco, CA 94117

Dear Concourse Authority Commissioners:

I write to request your support for the San Francisco Municipal Transportation Agency's (SFMTA's) proposal to add cycle tracks along John F. Kennedy (JFK) Drive between Kezar and Transverse Drives and related bicycle facility improvements along Kezar Drive between JFK Drive and Stanyan Street. I support a protected bikeway on JFK Drive that is inviting and comfortable for cyclists of all ages and ability levels.

Last year, the Board of Supervisors voted unanimously to adopt a citywide goal of 20 percent of trips by bicycle by 2020—a goal I strongly support. Many San Franciscans are already choosing to bicycle, but in order to reach this ambitious goal, the City must work to improve our streets with innovative designs in order to attract more people to this healthy, fun, low-cost transportation option.

Increasing bicycling in the City is not only good for people's health, the environment and better traffic management, it's also good for business. For example, the trial parklet on Divisadero, which removed two parking spaces on the 600 block of Divisadero, has increased overall activity in the area by 13%, and weekday evening activity by 37%. A 2008 San Francisco County Transportation Authority survey found that, among shoppers on Columbus Avenue, people who walked only (did not drive, bike, or take transit) spent an average of \$360 per month in the area, while people who biked or took a taxi spent \$328, and people who drove spent significantly less, at \$208 per month. Furthermore, a 2004 study found that 65% of merchants on Valencia Street believed the new bike lanes there have had a generally positive impact on their business, and the same percentage would support additional traffic calming measures.

Over the past several months, my staff and I have been working with the SFMTA and the Recreation and Parks Department to gather public input and develop plans for an improved JFK Drive. Following significant public input, the SFMTA has developed designs for JFK Drive that will create San Francisco's first parking-buffered cycle tracks, providing a protected space for bicyclists and attracting those who are less comfortable riding in traditional bicycle lanes. I am confident that this project has broad community support and look forward to seeing this innovative project implemented in the near future.

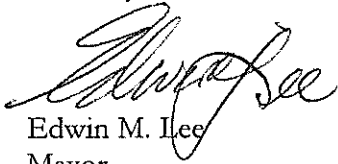
As a key component of San Francisco's Transit First policy as well as the City's Climate Action Plan, increasing bicycling will reduce San Francisco's reliance on private automobiles and further the City's goal of reducing greenhouse gas emissions to 20 percent below 1990 levels by 2012. Redesigning streets such as JFK Drive so that they are more inviting to bicyclists will be one of the

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key ways that San Francisco can attract more people to ride bicycles for their everyday transportation needs

Please join me in lending your support to the John F. Kennedy Drive cycle track project.

Sincerely,

A handwritten signature in cursive script, appearing to read "Edwin M. Lee".

Edwin M. Lee  
Mayor

CC: Mark Buell, President, Recreation and Parks Commission  
Phil Ginsberg, Director, Recreation and Parks Department  
Ed Reiskin, Director, SFMTA