

October 14, 2026

Board of Directors
Golden Gate Bridge, Highway & Transportation District
P.O. Box 29000, Presidio Station
San Francisco, CA 94129-9000

Dear President Rabbitt and Members of the Board of Directors,

The Golden Gate Bridge, Highway & Transportation District ("District") has been providing bicycle and pedestrian access to the Golden Gate Bridge since its completion. The west and east sidewalks provide a critical link for bicyclists and pedestrians in the Bay Area for recreational or commuting purposes. Organizing bridge users in a manner that reduces conflicts and crashes is key. Rules for bicyclists and pedestrians are complex compared to motor vehicles. Clear signage and striping help achieve this goal. The Pedestrian and Bicycle Advisory Committee ("PBAC") has noticed a lack of consistency among existing signage. Current sidewalk signage and sidewalk pavement markings could result in some confusion depending on the user experience and capabilities.

PBAC consists of active users of the Golden Gate Bridge, its approaches, and District bus and ferry transit facilities, with a direct knowledge of problems and opportunities. PBAC believes a Wayfinding Plan to redesign the signage and pavement marking striping system would benefit the District and its users.

Project Elements of the plan could include:

- a. Changes to 'advisory' speed signage to 'regulatory'
- b. Fonts and colors made consistent
- c. Change signage on the southeast sidewalk entrance
- d. Clarify what are permitted users are and which are not, such as scooters
- e. Increase use of stencils delineating bicycle/pedestrian traffic on the East side and consider using striping to further delineate space.

Depending on the project scope and cost, there may be a need for adoption of the project by the District Board of Directors. Considerations of the District planning, budgeting, and scheduling process would be required. A Wayfinding Plan would consider different funding sources and pursue funding as appropriate, depending on the size and scope of the project, which may or may not require external funding sources.

A Wayfinding Plan may require contact with the GGNRA/NPS, CHP, and Caltrans in order to coordinate signage specifications and requirements, and access routes to the bridge. This plan may also require District internal coordination and efforts from the various departments and divisions such as Engineering, Bridge, and Planning.

The Wayfinding scope of work would be developed by staff building on current plans and research. Data gathering and analysis of existing conditions, including safety conditions, user groups, volumes on different routes and user capabilities, would be required. After the initial work is conducted, a scope of work and budget would be presented for approval. The District would identify which scope items can be completed by District staff versus outside consultants.

The next step would be to issue a Request for Proposals (RFP) to identify budget, schedule, scope of work, and other elements of the Wayfinding Plan. PBAC would expect that the District would seek a wide range of specialty firms in nonmotorized signage. The District would then proceed to conduct a bidders' conference in the manner the District ordinarily conducts this type of work. After this, the District would finalize the relationship and roles between the District, GGNRA/NPS, CHP, Caltrans, and any other identified agencies.

The Kick-off project would announce project goals and objectives and project criteria. The required public outreach would be conducted, which should include PBAC notification and input. This process would discuss standards and guidelines and the permitting process. Furthermore, public outreach would present recommended signage improvements including routes and pavement markings for different user groups, and regulatory and directional signage on the Bridge itself. Project cost and maintenance, project phasing and proposed schedules, would also be presented for the eventual adoption of the final Wayfinding Feasibility Study.

Implementation would result in sign fabrication and installation, striping improvements, and other identified elements, to be determined.

Sincerely,

Sasha Madfes
Chair, Pedestrian and Bicycle Advisory Committee (PBAC)
Golden Gate Bridge, Highway & Transportation District