

BALBOA RESERVOIR

How Balboa Area TDM Plan relates to Transportation Parameters in the RFP

Many factors inform Transportation Requirements for Balboa Reservoir

- Transportation planning in Balboa Park area
- City's Draft TDM Ordinance and TDM Menu
- City College Master Plan and surrounding land use
- Balboa Area TDM Plan
- RFP Transportation Parameters
- Balboa Reservoir development “program”
 - Unit types, unit mix
 - Square feet of development
 - On-site amenities
 - Parking
 - Other factors

TRANSPORTATION PLANNING IN BALBOA PARK AREA

- Increased transit safety, comfort, reliability:
 - Balboa Park Station pedestrian, bike, ADA safety and access improvements
 - New Light Rail Vehicles
 - Transit Core Capacity Study to improve Muni/BART capacity to SF core
- Ocean Avenue Streetscape Improvements (now)
- Ocean and Geneva Avenue Corridor Designs (30% design)
- Lee Avenue extension, with bike lanes (committed)
- Phelan Avenue
- Ongoing Planning
 - I-280 Off Ramp Study
 - BART Modernization
 - Geneva Harney BRT

CITYWIDE DRAFT TDM ORDINANCE & MENU

DRAFT TDM MENU OF OPTIONS



CATEGORY	MEASURE	DESCRIPTION	POINTS
ACTIVE TRANSPORTATION	ACTIVE-1 Improve Walking Conditions: Options A - B	Provide streetscape improvements to encourage walking	1
	ACTIVE-2 Bicycle Parking: Options A - D	Provide secure bicycle parking, more spaces given more points	1-4
	ACTIVE-3 Showers and Lockers	Provide on-site showers and lockers so commuters can travel by active modes	1
	ACTIVE-4 Bike Share Membership: Locations A - B	Provide Bike Share memberships for residents and employees (1 point additional point if the project site is within the Bike Share network)	1-2
	ACTIVE-5A Bicycle Repair Station	Provide on-site tools and space for bicycle repair	1
	ACTIVE-5B Bicycle Repair Services	Provide repair services through an on-call mechanic or vouchers to a local shop	1
	ACTIVE-6 Fleet of Bicycles	Provide an on-site fleet of bicycles for residents, employees, and/or guests to use	1
ACTIVE-7 Temporary Bicycle Valet Parking: Options A - B	For large events, provide monitored bicycle parking for 10% of guests (1 point) or 20% (2 points)	1-2	
CSHARE-1 Car-Share Parking: Options A - F	Several options for providing on-share parking and memberships, more points given for higher levels of participation	1-6	
DELIVERY	DELIVERY-1 Delivery Supportive Amenities	Facilitate deliveries with a staffed reception desk, lockers, or other accommodations	1
	DELIVERY-2 Provide Delivery Services	Provide delivery of products (groceries) or services (dry cleaning)	1
FAMILY	FAMILY-1 Family TDM Amenities: Options A - B	Provide storage for car seats near on-share parking, cargo bikes and shopping carts	2
	FAMILY-2 On-site Childcare	Provide on-site childcare services	2
	FAMILY-3 Family TDM Package	Provide a combination of on-share parking and memberships and family amenities	2
HOV	HOV-1 Contributions or Incentives for Sustainable Transportation: Options A - D	25, 50, 75, or 100% subsidies for sustainable transportation use (e.g. Muni fast pass), more points given for higher rate of subsidy	2-6
	HOV-2 Shuttle Bus Service: Options A - B'	Provide shuttle bus services, more points given for more frequent service	7-14
	HOV-3 Vanpool Program: Options A' - G'	Provide vanpool services to employees, more points for serving larger projects	1-4
INFORMATION COMMUNICATION	INF-1 Multimodal Wayfinding Signage	Provide directional signage for locating transportation services (shuttle stop) and amenities (bicycle parking)	1
	INF-2 Real Time Transportation Information Displays	Large screen or monitor that displays, at a minimum, transit arrival and departure information	1
	INF-3 Tailored Transportation Marketing Services: Options A - D	Provide residents and employees with information about travel options, more points given for providing more marketing services	1-4
LIVING	LB-1 Healthy Food Retail in Underserved Area	Providing healthy food options (restaurants, grocery stores) in an area identified as being underserved	2
	LB-2 On-site Affordable Housing: Options A - D	Providing on-site affordable housing as part of a residential project, more points given for a higher percentage of affordable units	1-4
PARKING MANAGEMENT	PKB-1 Unbundle Parking: Locations A - E	Separating the cost of parking from the cost of rent, lease or ownership, more points given for projects located in areas where parking is more constrained	1-5
	PKB-2 Parking Pricing	No parking rates discounted beyond a daily pass, no weekly, monthly, or annual passes allowed	2
	PKB-3 Parking Cash Out: Non-residential Tenants	Employees who are provided free parking must also have the option to take the cash value of the space in lieu of the space, itself	2
	PKB-4 Parking Supply: Options A - K	Provide less accessory parking than the neighborhood parking rate, more points given for greater reductions	1-11

1. Although a project sponsor can select both of these measures, a sponsor can only receive up to 14 points combined between these two measures.



TRANSPORTATION DEMAND MANAGEMENT MEASURES:
FAMILY

Family TDM Amenities

TDM MEASURE:

Provide amenities that address particular challenges that families face in making trips without a private vehicle.

The project sponsor shall provide one or both of the following options:

OPTION A

POINTS:

Amenities: On-site secure location for storage of personal carseats, strollers, and cargo bicycles or other large bicycles. Personal carseat storage should be located near off-street car-share parking space(s).

1

OPTION B

POINTS:

Amenities: One shopping cart for every 10 residential units and one cargo bicycle for every 20 Dwelling Units. All equipment shall be kept clean and well maintained.

1

APPLICABILITY:

Any residential use, particularly those with larger Dwelling Units.

POINTS:

1-2 ○○

One point for each option, up to two points.

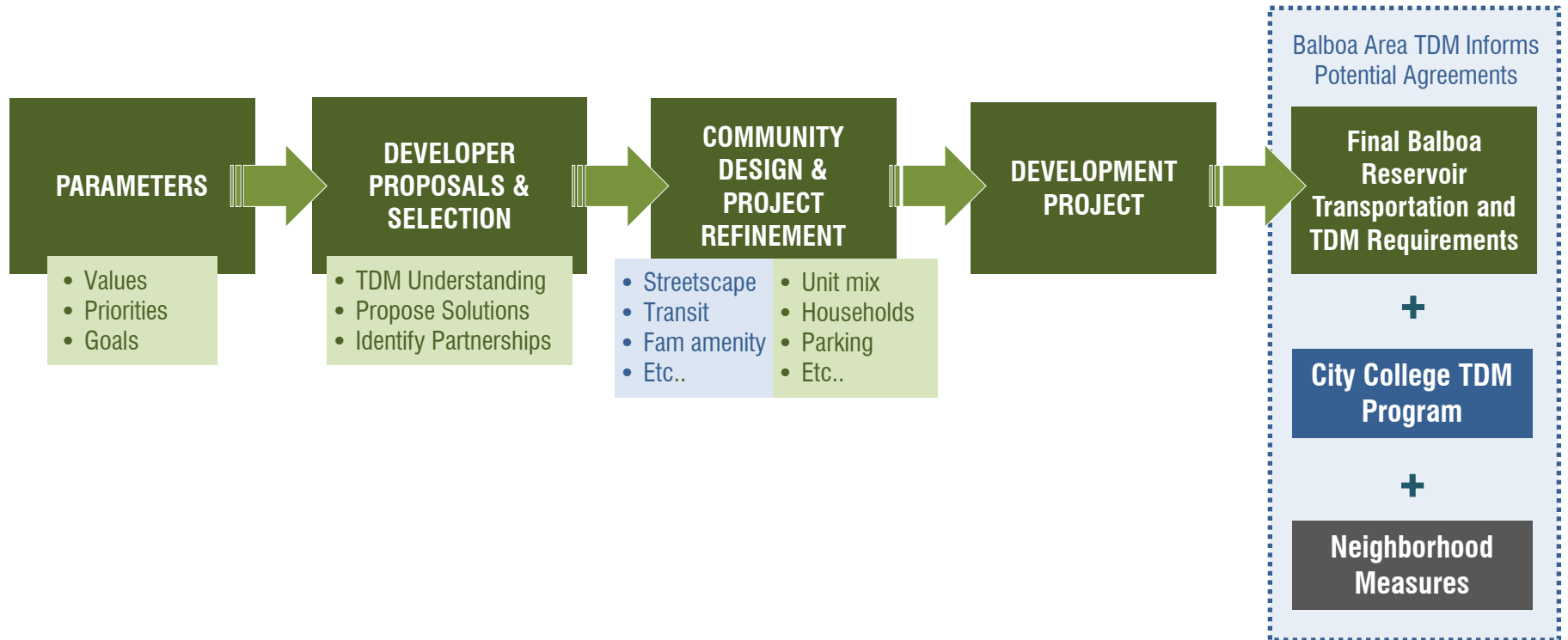
V. 04.28.2016

SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT MEASURES

BALBOA RESERVOIR TRANSPORTATION PLANNING PROCESS



BALBOA AREA TDM PLAN (in progress)



BALBOA AREA TDM PLAN (in progress)

DELIVERABLES

- Short term & long term recommendations for Balboa Area
- Coordination measures and techniques
- Qualitative assessment of circulation
- Guidance for future monitoring and implementation at neighborhood level

Balboa Area TDM Informs Potential Agreements

Final Balboa Reservoir Transportation and TDM Requirements

City College TDM Program

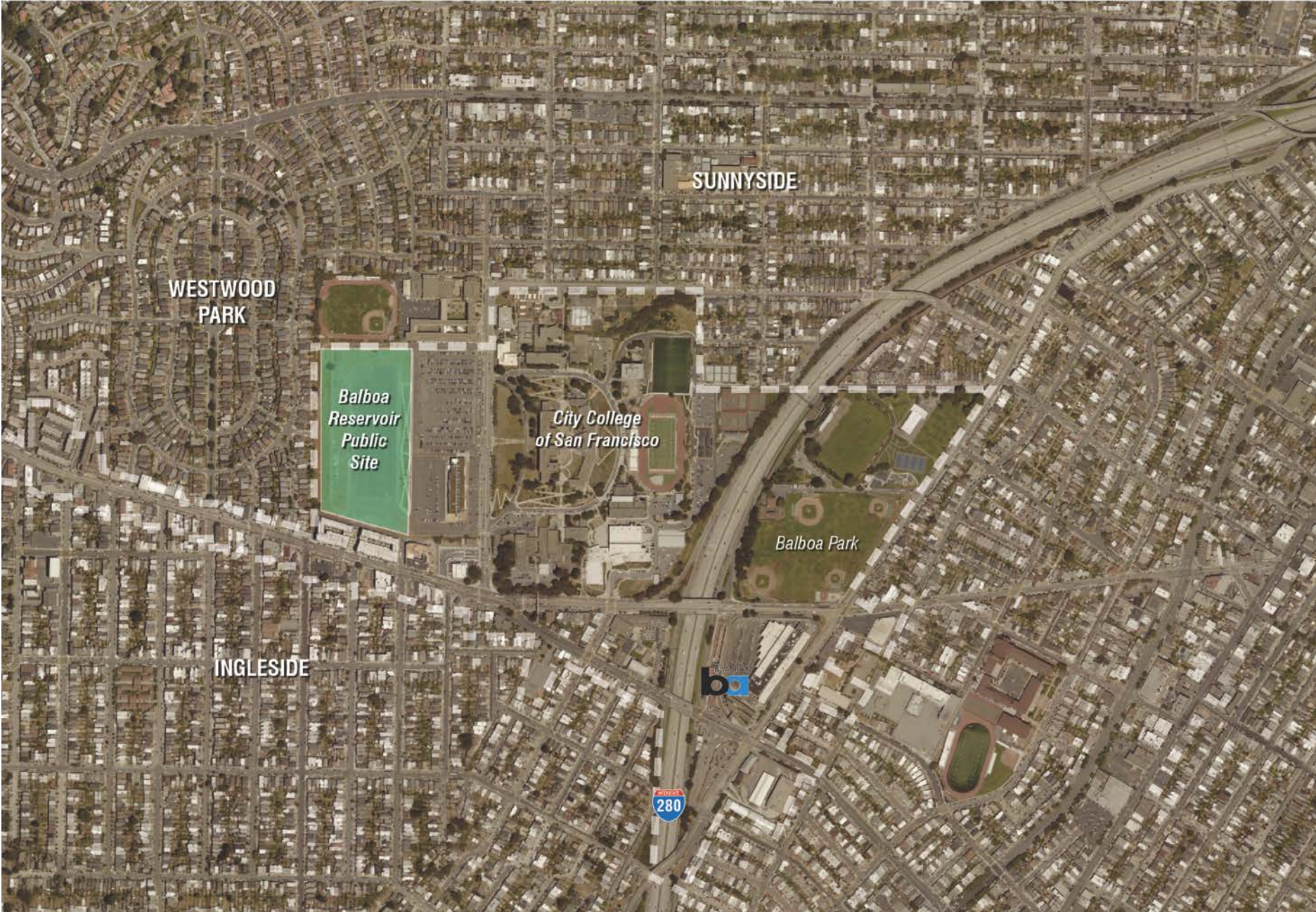
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Neighborhood Measures

Balboa Area TDM Plan – Project Area



Balboa Reservoir Site



Parameters as priorities

- Parameters set priorities
- Parameters are not the ultimate TDM Plan
- Reservoir developer will propose mix of strategies to achieve priorities
 - Example: Parking solutions

RFP already includes transportation and TDM direction

- Carshare memberships
- Transit passes
- Real-time transit information
- Bike parking and repair
- Lee Avenue extension including bike lane
- Outreach and education
- Direction for partnering with City and City College
(e.g. Ocean Ave, parking management, multi-agency TDM agreement)

Monitoring and Compliance is built into TDM Programs

- Compliance clauses and penalties
- “Mode share” targets – % of trips by different forms of transportation
 - e.g. Candlestick Point-Hunters Point Shipyard, CPMC, Schlage Lock
- Annual surveys and data collection

- Programs vary based on development program, transit, land uses

Transportation Planning and Community Input Continues:

- TDM Measures
- Street and Urban Design
- Housing, open space and public benefits
- Monitoring plans

