

# Balboa Area Transportation Demand Management (TDM) Framework

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## Progress Update

February 13, 2017

# TONIGHT'S OVERVIEW

- Review past community input
- Refresher on TDM
- Balboa Area Existing Conditions
- TDM “Framework” and “Measures” draft
- Next steps



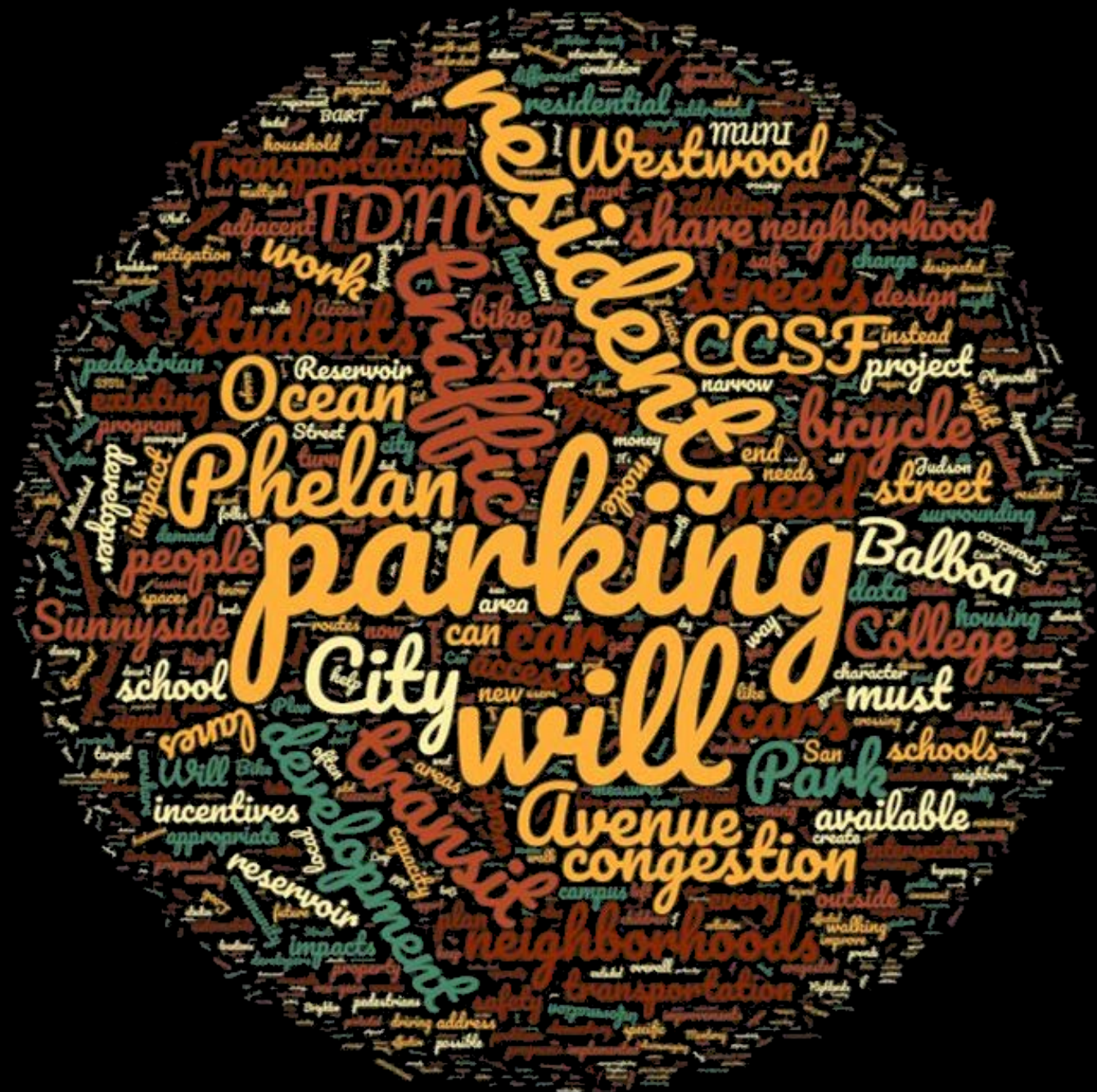
# QUICK RECAP ON PAST TRANSPORTATION MEETINGS

Click links for additional information from BRCAC web page

- November 30, 2015 – [Transportation Background](#)
- April 13, 2016 – Balboa [Transportation Overview](#), [TDM overview](#)
- May 23, 2016 – RFP [Transportation Parameters vs. TDM](#)
- November 14, 2016 – Update on RFP and TDM Study



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# COMMENTS, CONCERNS AND INPUT: **PARKING**

## **PARKING**

- Availability in general
- Student parking availability
- Existing Neighborhoods
- Reservoir parking: supply, price and availability

**Provide sufficient parking for City College to return to peak enrollment**

**Provide parking for future Performing Arts & Entertainment Center**

**“Unbundling” parking makes sense. Does it lead to unfair distribution of parking among residents?**

**Make parking areas flexible in case future needs change**

**There are often cars parked on the edges of my driveway that prevent me from pulling in or out**

**Are Reservoir residents going to park in my neighborhood?**

**Can we have the Residential Parking Permit without the huge cost?**

**The City only cares about future Reservoir residents and not on neighborhood impacts**

# COMMENTS, CONCERNS AND INPUT: **CONGESTION**

## PARKING

## Congestion

Rush hour in evening is terrible with student traffic

Phelan Avenue backs up in the morning

The City is ignoring impacts on the neighbors

Fix the traffic. No new development until traffic is fixed

We want to mitigate the negative impact of automobiles.

Sunnyside streets back up during school drop-off in the morning



# COMMENTS, CONCERNS AND INPUT: **TDM**

## PARKING

### TDM

- TDM Process
- Data collection
- How to encourage sustainable modes
- Efficacy of measures

## Congestion

There should be transit incentives for students

How does TDM ordinance affect the Reservoir?

How will developer proposals hold up to complicated TDM analysis and program?

Does TDM really work? Will people really give up their cars?

The RFP should take “a more proactive stance” with stronger requirements

A joint shuttle for the neighborhood and CCSF could support transit use and lower parking demand

# COMMENTS, CONCERNS AND INPUT: TRANSPORTATION

## PARKING

- Availability in general
- Student parking availability
- Existing Neighborhoods
- Reservoir parking: supply, price and availability

## TDM

- TDM Process
- Data collection
- How to encourage sustainable modes
- Efficacy of measures

## Congestion

## Pedestrian and Bicyclists

- Safety
- Network
- Access to BP Station

## Travel Trends

## Impacts / Environmental Review

## Education / Communications

## Citywide Policy & Citywide Issues

## Development Process and TDM Timing

## Street Design

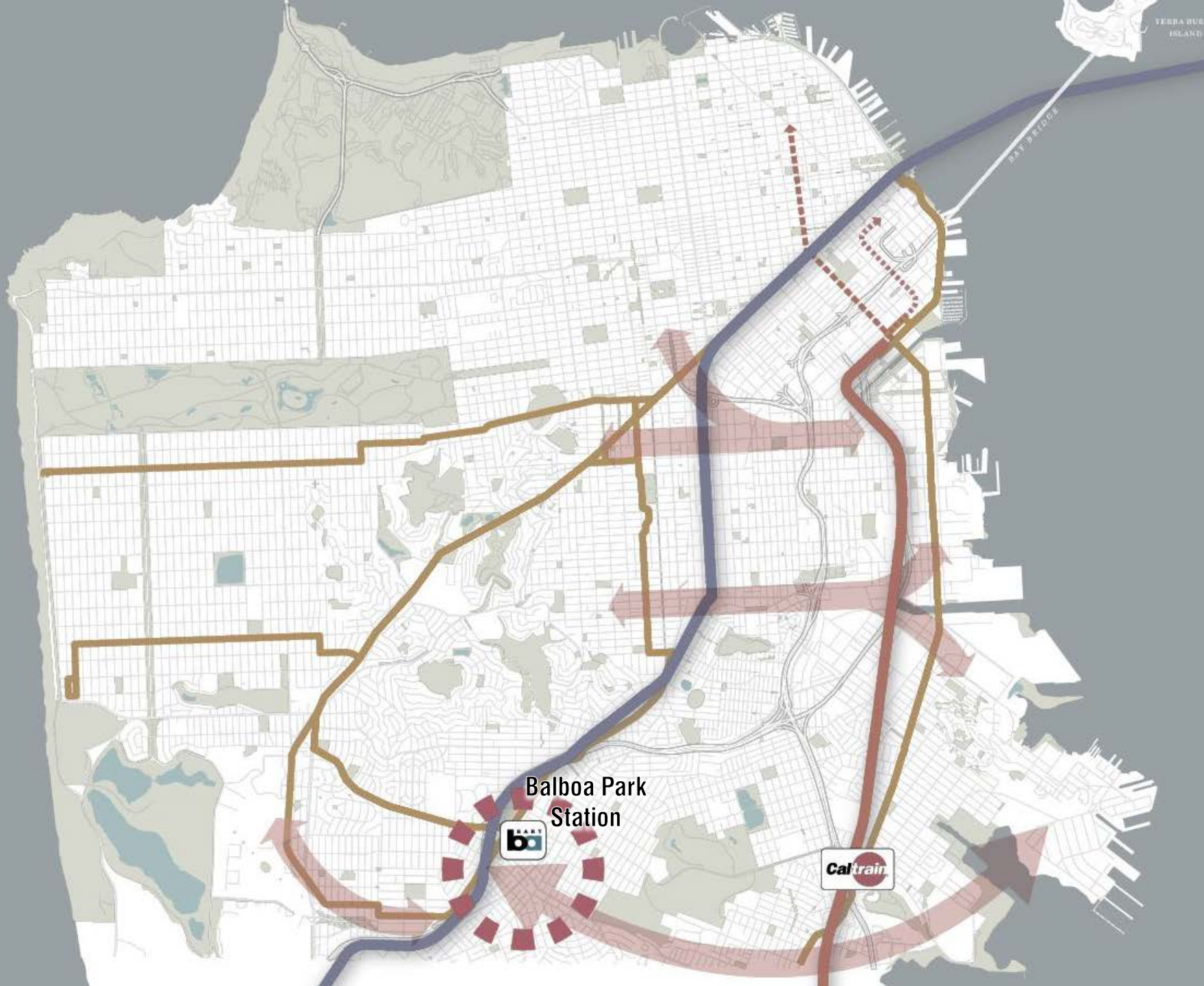
## Transit

- Reliability
- Frequency
- Safety
- Coverage
- Travel Time

*Public comment addressed many transportation topics, summarized on this slide.*

*This presentation focuses on **Parking** and **TDM** (dark green), both of which have implications on **congestion**.*

*Some measures also discuss **pedestrian & bike** infrastructure, but they are not tonight's focus.*



Balboa Park  
Station





# CITYWIDE: COMPREHENSIVE APPROACH TO GROWING SUSTAINABLY

- **Transit capital & operations**
  - Balboa Park Station pedestrian, bike, ADA safety and access improvements
  - Balboa Park rail yard improvements
  - New Light Rail Vehicles
  - Transit Core Capacity Study to improve Muni/BART capacity to SF core
  - Muni Forward
  - BART Modernization
  - Geneva Harney BRT
- **Bicycle infrastructure**
  - Lee Avenue extension, with bike lanes (committed)
- **Pedestrian safety (e.g. Vision Zero, Walk First)**
  - Ocean & Geneva Avenue Corridor Designs (design complete, need construction funds)
  - Ocean Avenue Streetscape Improvements (complete)
  - Upcoming pedestrian safety improvements on Ocean and Monterrey
  - I-280 Off-Ramp Realignment
- **Signal timing at Phelan/Ocean/Geneva**
- **Demand Management**
  - New Developments
  - Bikeshare, Carshare, Education, Institutional partners (e.g. universities)
  - Balboa Area Transportation Demand Management (this project)

See more in the [Transportation Overview](#)

# TRANSPORTATION DEMAND MANAGEMENT (TDM)

## **TDM: A SUITE OF POLICIES, PROGRAMS, AMENITIES, INCENTIVES THAT:**

- Supports and connect people in making sustainable trip choices
- Uses existing transportation system more efficiently

## **TDM RESPONDS TO:**

- Existing transportation system: infrastructure, operations, constraints
- Projected Growth: City College and in Balboa Park Area
- Diverse transportation needs and interests of residents, students and employees

# HOW PARKING AFFECTS TRANSPORTATION PATTERNS

- On-site parking is the strongest factor in making the choice to drive
- More parking requires more TDM
- Considerations:
  - Access to City College
  - Access to transit
  - Parking availability for residents
  - Populations served
  - Cost
  - Congestion
  - Safety



# TDM EXAMPLE: TREASURE ISLAND

- Performance measures
- Transit pass subsidy
- Shared bicycles
- TDM coordinator
- Shuttle
- Additional measures for Special Events





# TDM EXAMPLE: POTRERO HILL HOPE SF

- Performance measures
- Transit pass subsidy
- Carshare membership
- TDM coordinator
- On-site childcare





# TDM EXAMPLE: **SANTA MONICA COMMUNITY COLLEGE**

- Transit Pass for students
- Carpool program
- Rideshare discount
- Shuttles
- Bikeshare
- Bike repair
- Carshare onsite and discount
- Neighborhood parking restrictions in daytime and evenings



# TDM EXAMPLE: **SAN FRANCISCO STATE**

- Transit Pass for students
- TDM/Transportation website
- Transportation coordinator
- Attended bicycle parking
- Strategic parking pricing
- CARE escort program
- Vanpool for employees

*Photo: SFSU*

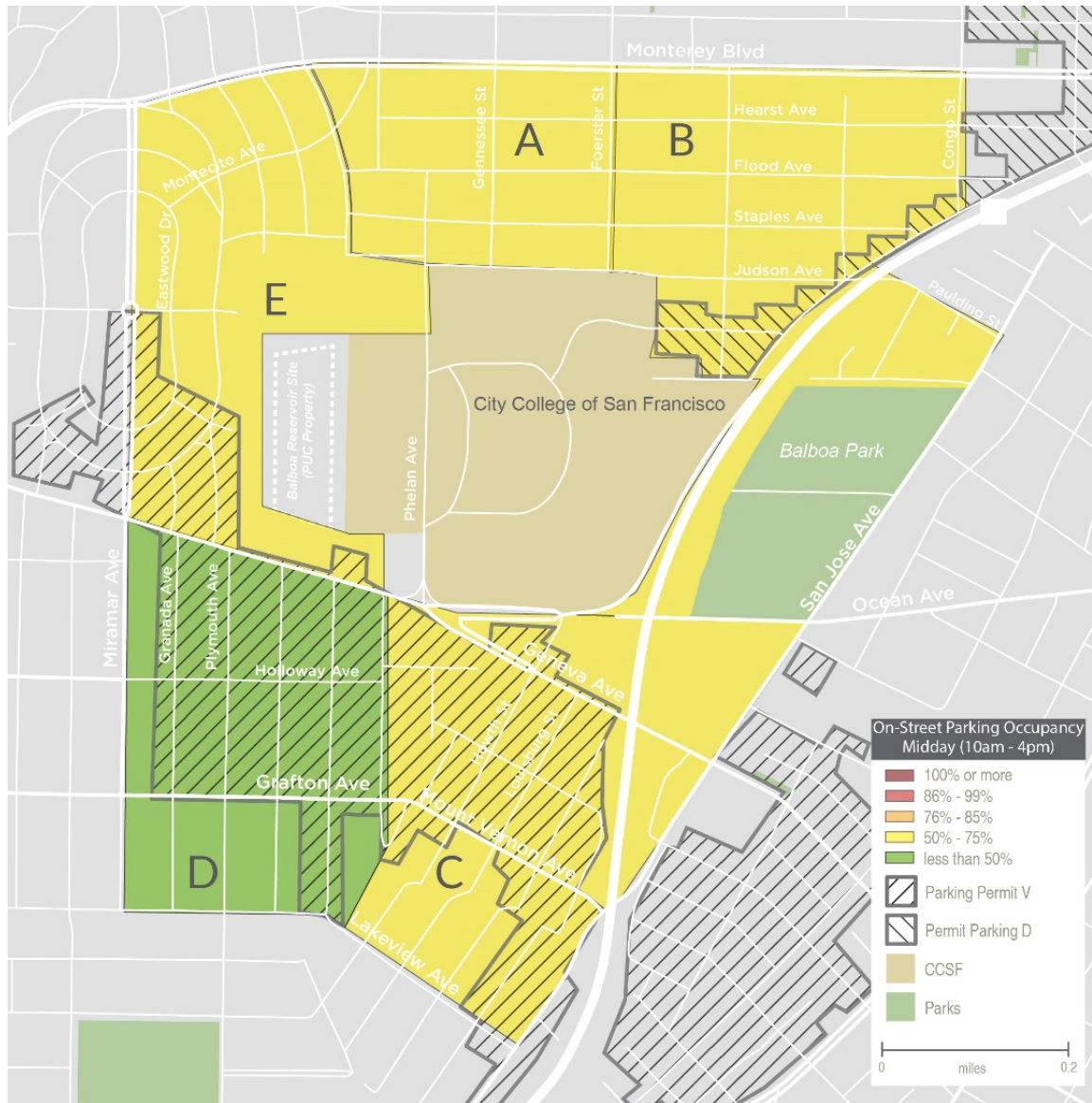
# EXISTING CONDITIONS



Full report is available at [sf-planning.org/BalboaTDM](https://sf-planning.org/BalboaTDM)

# Current On-Street Parking Utilization, no TDM

May 2016 (source: Nelson Nygaard)

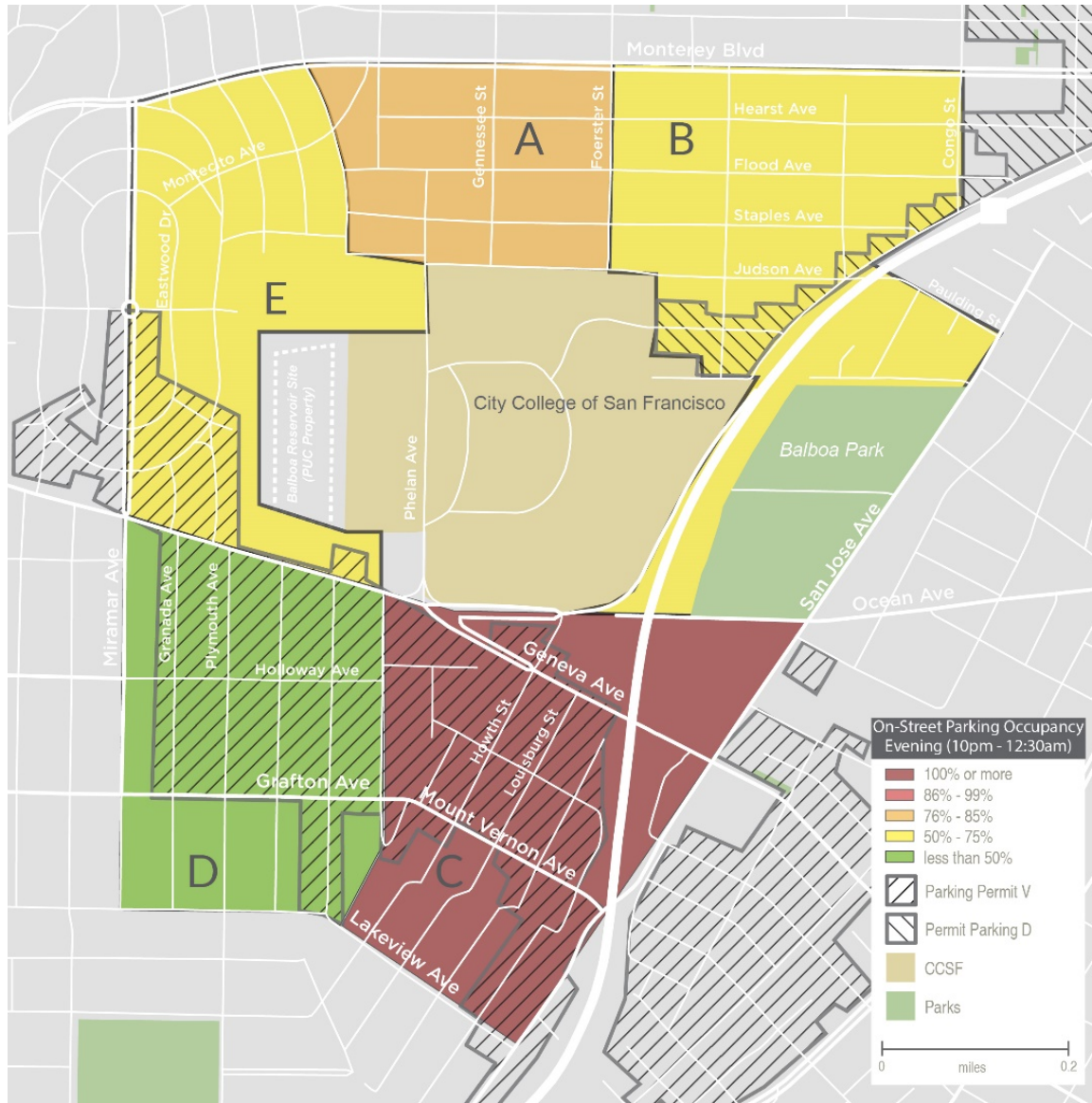


Midday Period  
(10 AM – 4 PM)



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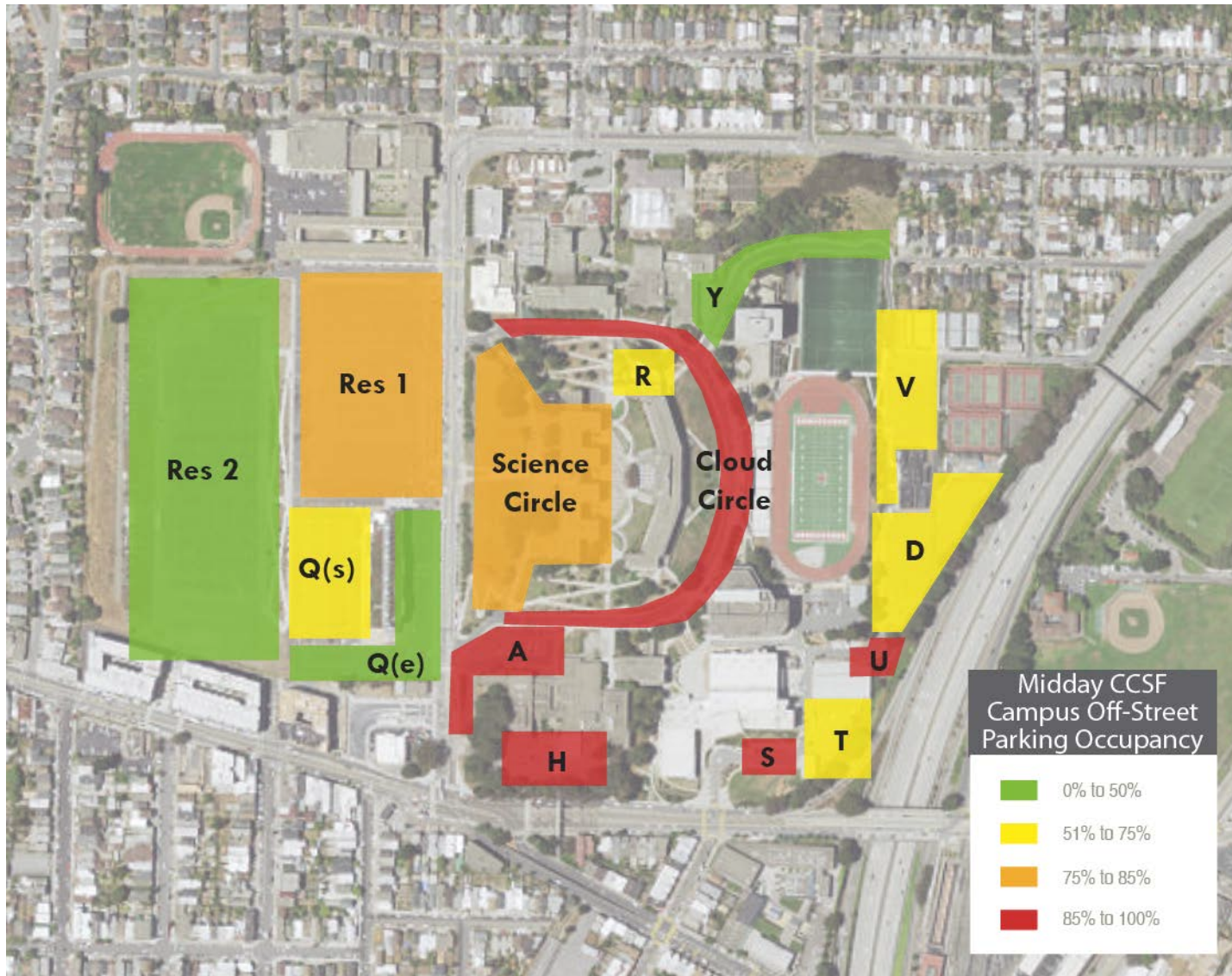


Late-Evening Period  
(10 PM – 12:30 PM)

# City College Parking Utilization (Current, no TDM)

May 2016 (source: Nelson Nygaard)

Midday Period  
(10 AM – 4 PM)

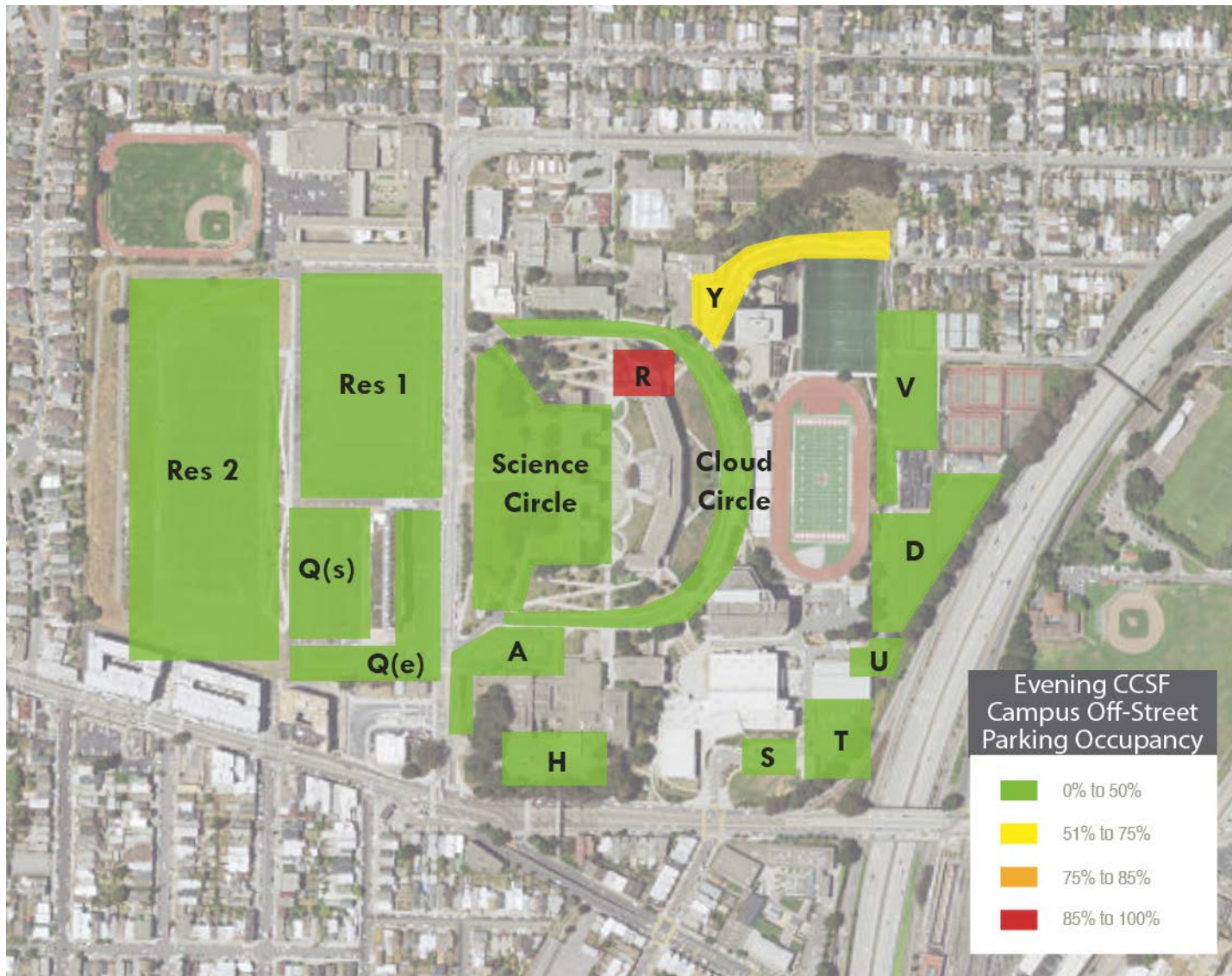




# City College Parking Utilization (Current, no TDM)

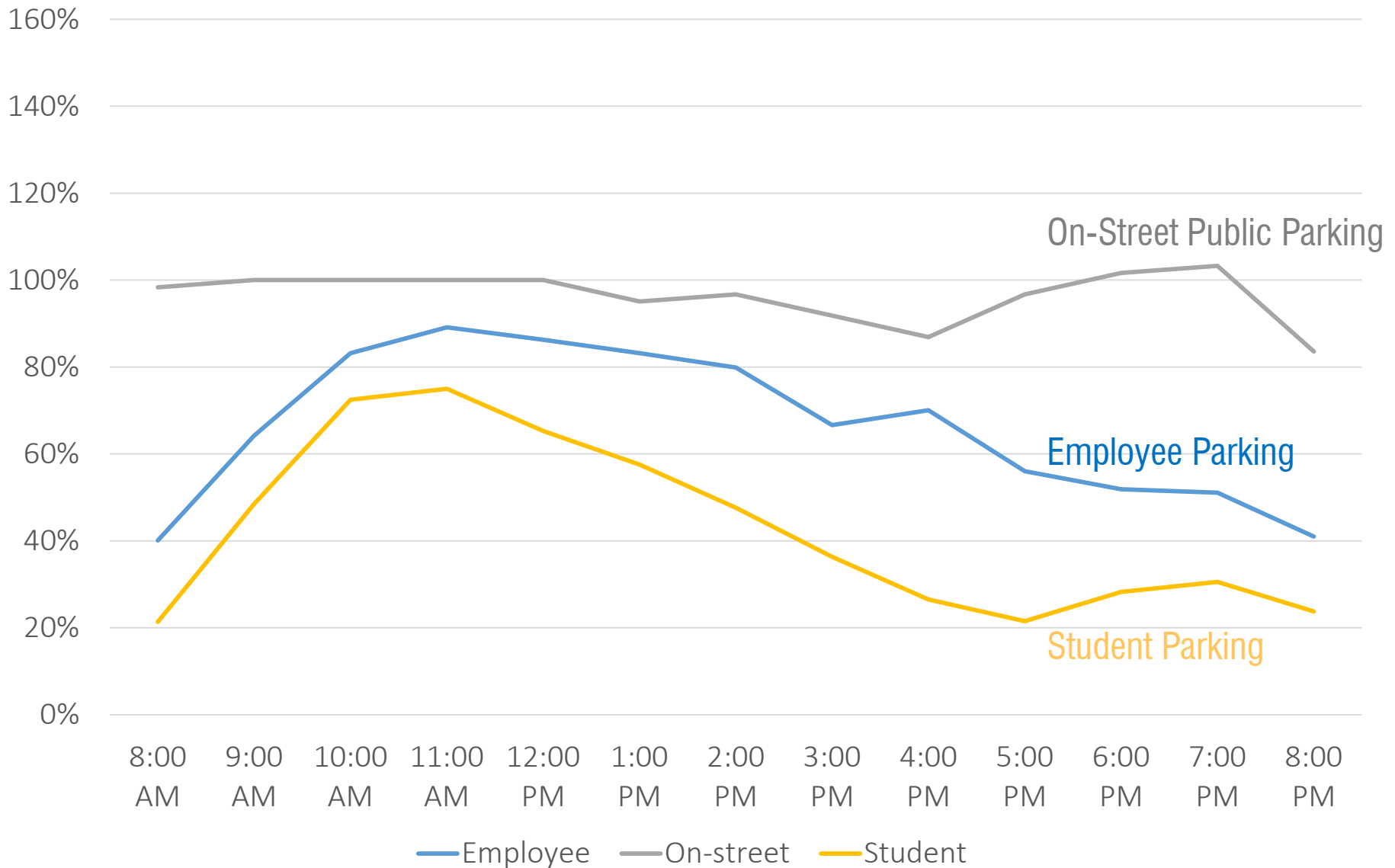
May 2016 (source: Nelson Nygaard)

Late-Evening Period  
(10 PM – 12:30 PM)



# City College Parking Utilization (Current, no TDM)

Wednesday, August 17, 2017 (source: City College, Sandis)



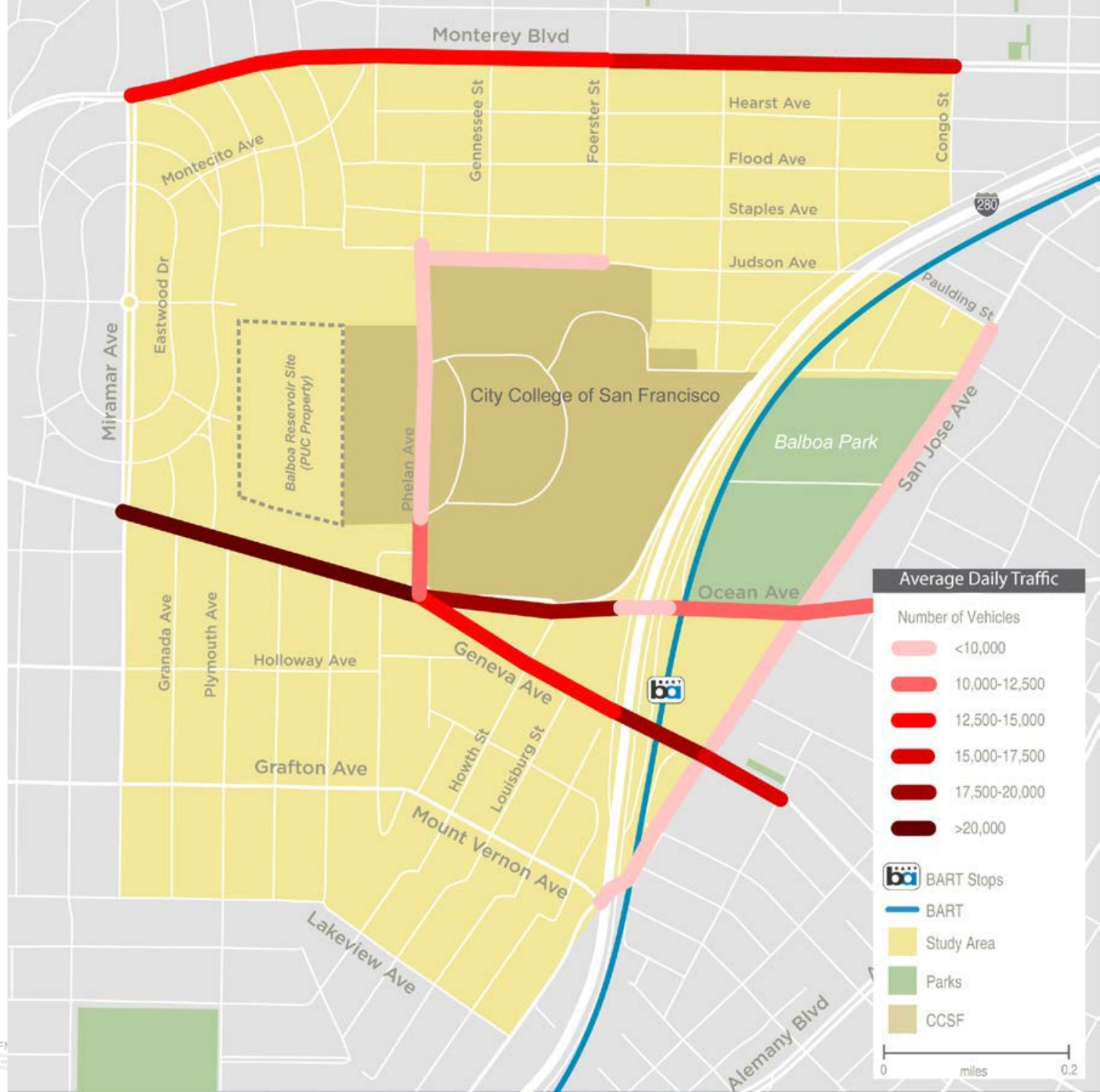


# How City College Students and Employees get to Ocean Campus

(sources: City College email survey, Nelson/Nygaard on-campus survey)

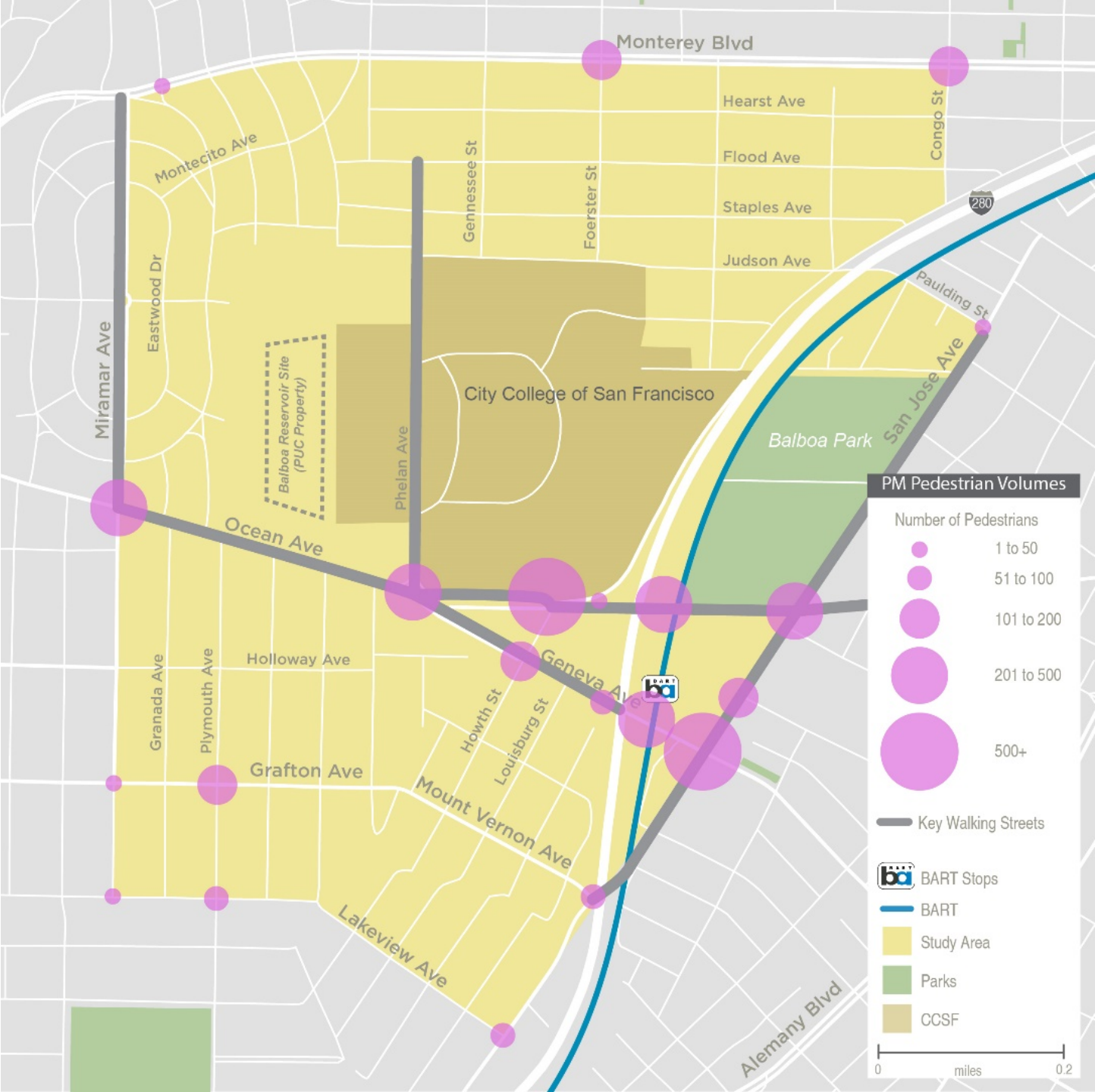
Transportation Mode	Mode “share” (% of survey takers who access City College this way)
Rapid Transit (Bart, Muni)	42 - 54%
Drive Alone	27 - 44%
Walk	7 - 10%
Bike	2 - 3%
Carpool	2 - 4%
Drop off, Rideshare, Taxi	1 - 3%

# Daily Traffic Volumes

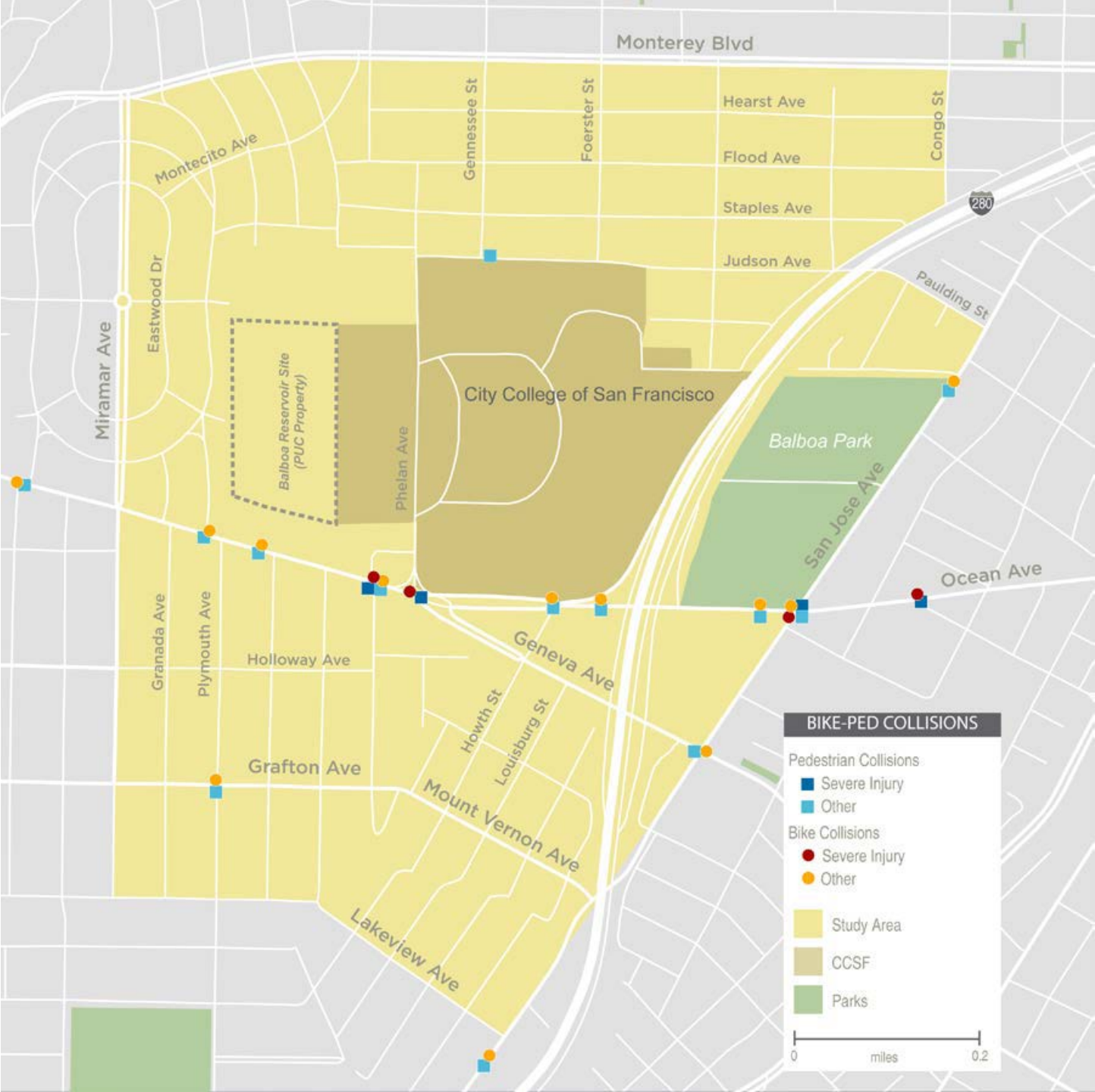


# Pedestrian Activity

PM Peak Period  
(4-6 p.m.)

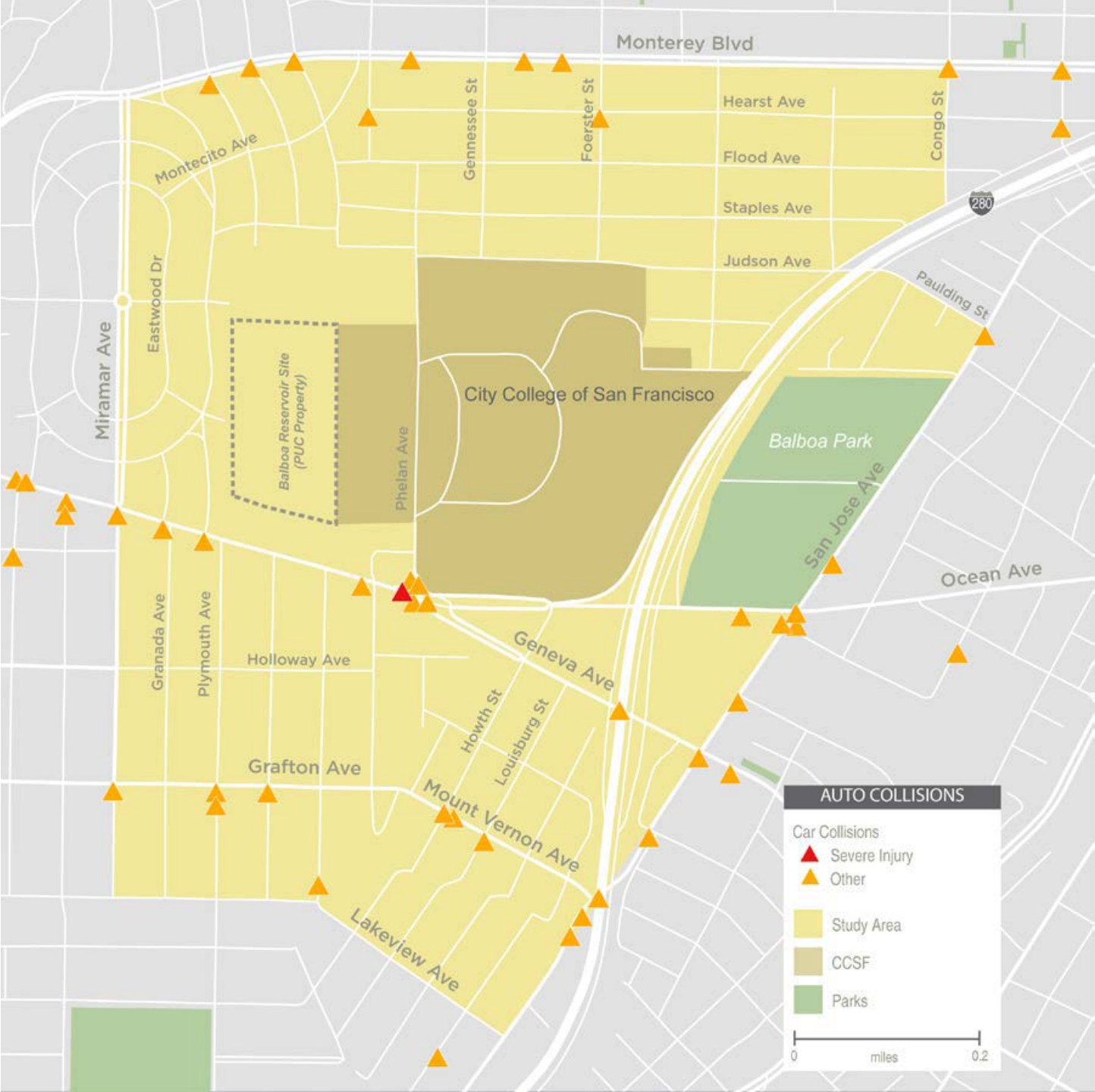


# Pedestrian & Bicycle Collisions

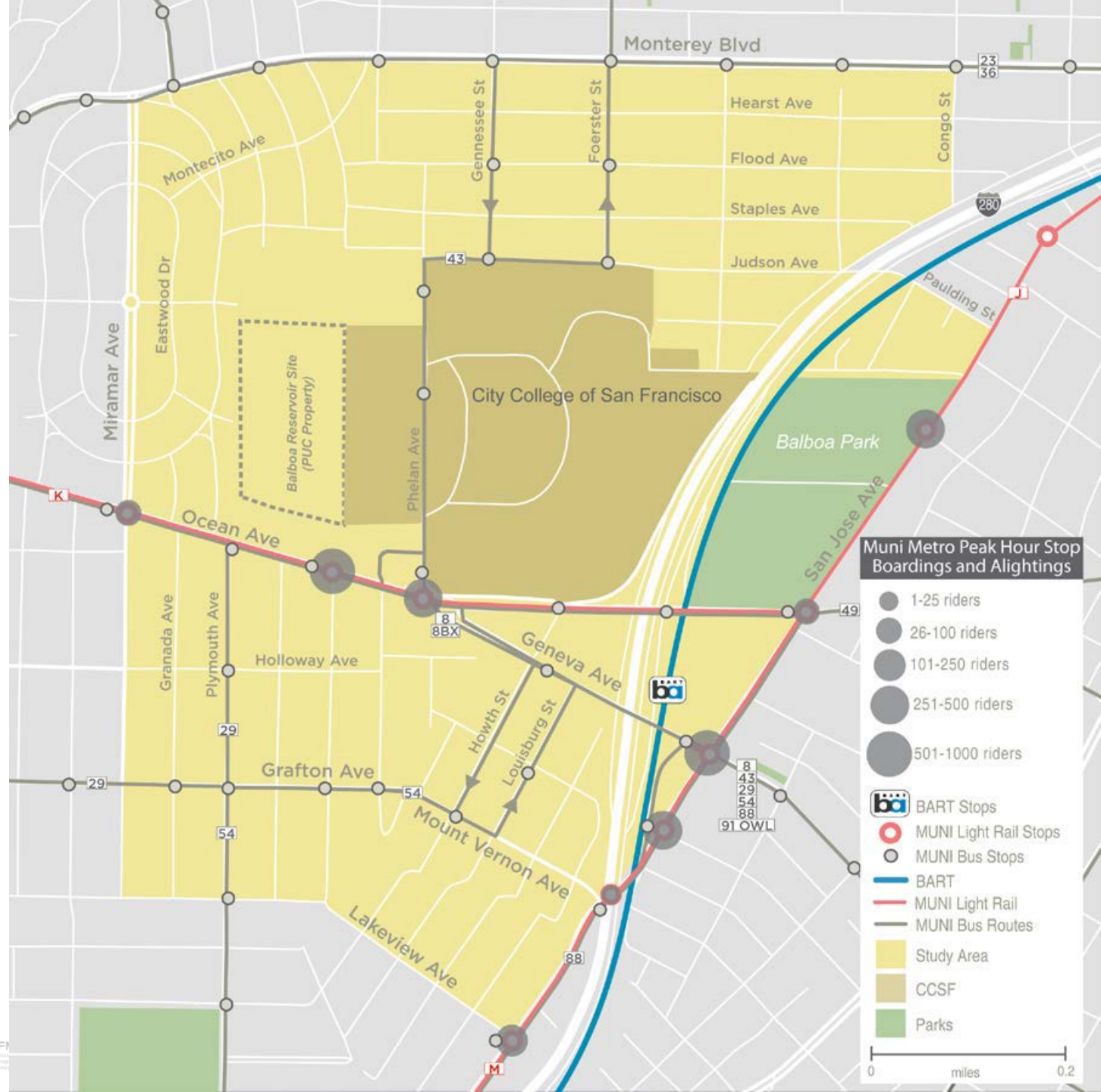




# Auto Collisions



# Transit Boarding/ Alighting





# BALBOA AREA TDM FRAMEWORK

## Consultant-recommended measures to inform:

- Balboa Reservoir planning (2017-2018)
- CCSF Facilities Master Plan and Management (ongoing)
- City TDM programs and parking management in neighborhoods (ongoing)





# CCSF & CITY: EXISTING TRANSPORTATION GOALS

DRAFT 2016 FACILITIES MASTER PLAN (9/16/16 Management Team Presentation)

1. Develop safe pathways within every District location, and between each location and its surrounding community.
2. Improve access between each location and the surrounding community for all transportation modes.
3. Continue to accommodate vehicles at the Ocean Campus.
4. Provide intuitive wayfinding and better signage.
5. Use Total Cost of Ownership analysis to develop facilities that are cost effective to construct and maintain.

## CITY COLLEGE SUSTAINABILITY PLAN

6. To reduce air pollution on all campuses and to decrease the percent of automobile trips, by promoting transit use, carpooling, bicycling and motorcycling, to all campuses; pursue a goal of 15-20% reduction over the next five to ten years.

## BALBOA RESERVOIR DEVELOPMENT PRINCIPLES

7. Minimize vehicle trips during peak periods.

## TRANSPORTATION SUSTAINABILITY PROGRAM

8. Maintain mobility as San Francisco grows by reducing drive alone trips and vehicle miles traveled from new development.

# CCSF & CITY: **CORE GOALS FOR TDM MEASURES**

- Reduce “Vehicle Miles Traveled” (VMT) or trips
- Reduce drive-alone trips
- Reduce or minimize traffic congestion
- Reduce transportation costs to ensure housing affordability

# DRAFT TDM MEASURES FOR CONSIDERATION: CITY COLLEGE

Recommended Measures	Location(s)
Parking supply and management	Ocean Campus
Student transit pass program	Ocean Campus
Parking pricing for daily parking and permits	Ocean Campus
Transportation resource on CCSF website	Ocean Campus
First-/last-mile measures (e.g. rideshare, vanpool, shuttle, bikeshare, scooter-share)	Ocean Campus
Secure bike parking on campus	Ocean Campus
Sustainable transportation incentive programs for employees	Ocean Campus
Sustainable travel promotion & incentive campaigns	Ocean Campus
Real-time transit multi-modal transportation information	Ocean Campus
Carpool parking program	Ocean Campus
Real-time parking availability and pricing information	Ocean Campus
On-site Transportation Coordinator	Ocean Campus
Registration Week / Early Semester Solutions (e.g. rideshare/carpool discounts, vanpool)	Ocean Campus

## Types of Measures

	Operations/ Ongoing
	Physical Amenities



# **DRAFT** TDM MEASURES FOR CONSIDERATION: **NEIGHBORHOODS**

Recommended Measures	Location(s)
Expand RPP zone	Balboa Area Neighborhoods
On-street parking pricing / regulation for Phelan Ave	Balboa Area Neighborhoods
Improve bicycle and pedestrian access and safety	Balboa Area Neighborhoods
Expand carshare locations and fleet	Balboa Area Neighborhoods
Install Bay Area Bike Share to docks	Balboa Area Neighborhoods
Real-time transit information installation	Balboa Area Neighborhoods

# **DRAFT** TDM MEASURES FOR CONSIDERATION: **BALBOA RESERVOIR**

Recommended Measures	Location(s)
Parking supply and management	Reservoir Site
Allow for parking to be shared by different user types (e.g. residents, employees, CCSF students, etc.)	Reservoir Site
Unbundle parking from all tenant leases	Reservoir Site
On-site affordable housing	Reservoir Site
Subsidized Residential Transit Passes	Reservoir Site
Secure bike parking beyond code requirements	Reservoir Site
Parking spaces for on-site carshare vehicles	Reservoir Site
Carshare and bikeshare memberships to residents	Reservoir Site
Dedicated on-site Transportation Coordinator	Reservoir Site
On-Site Childcare	Reservoir Site
Real-time transportation information in lobby	Reservoir Site

## Types of Measures

	Operations/ Ongoing
	Physical Amenities

# ONGOING MONITORING

- Monitoring and targets are part TDM, example targets:
  - Vehicle Miles Traveled (VMT)
  - Total trips
  - Drive-alone trips during peak hour
  - Mode “share” or drive-alone trips
- Individual measures can be improved to ensure targets are met



# TDM IS ONGOING DISCUSSION, NEXT STEPS

- **Recent Progress:** City College facilities coordination, Reservoir RFP
- **February:**
  - Draft TDM Framework Recommendations
  - Balboa Reservoir CAC
- **March:**
  - CCSF Facilities/Trustees presentation
  - Finalize TDM Framework Recommendations
- **Future Discussion:**
  - Neighborhood: Balboa Park Station CAC meetings (Ongoing)
  - Reservoir: CAC meetings (ongoing), Community Design Workshops (2017-2018), Environmental Review (2018-2020)
  - City College Facilities committee meetings (Ongoing)

# TONIGHT: PUBLIC COMMENT ON TDM

- What would help increase *your* transportation choices during...
  - the weekday commute?
  - the weekend?
  - school drop off or pick up?
- Comments on specific TDM recommendations?

# THANK YOU!

[sf-planning.org/BalboaTDM](http://sf-planning.org/BalboaTDM)

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