Balboa Area
Transportation Demand Management (TDM) Framework

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
Transportation development will benefit residents. Traffic congestion will be addressed. Parking will be improved. City residents need access to transit. CCSF residents will benefit. Ocean Avenue will be improved. Parking will be increased. City will need more streets.
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

Are Reservoir residents going to park in my neighborhood?

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

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

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

Balboa Reservoir CAC | February 13, 2017
We want to mitigate the negative impact of automobiles.

COMMENTS, CONCERNS AND INPUT: **CONGESTION**

**PARKING**

- Congestion

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

- 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.
COMMENTS, CONCERNS AND INPUT: TDM

**PARKING**

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

**Congestion**

- 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

- There should be transit incentives for students
### 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

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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.
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
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
EXISTING CONDITIONS

Full report is available at sf-planning.org/BalboaTDM
Current On-Street Parking Utilization, no TDM
May 2016 (source: Nelson Nygaard)

Midday Period
(10 AM – 4 PM)
Current On-Street Parking Utilization, no TDM

May 2016 (source: Nelson Nygaard)

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)
### How City College Students and Employees get to Ocean Campus

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

<table>
<thead>
<tr>
<th>Transportation Mode</th>
<th>Mode “share” (% of survey takers who access City College this way)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapid Transit (Bart, Muni)</td>
<td>42 - 54%</td>
</tr>
<tr>
<td>Drive Alone</td>
<td>27 - 44%</td>
</tr>
<tr>
<td>Walk</td>
<td>7 - 10%</td>
</tr>
<tr>
<td>Bike</td>
<td>2 - 3%</td>
</tr>
<tr>
<td>Carpool</td>
<td>2 - 4%</td>
</tr>
<tr>
<td>Drop off, Rideshare, Taxi</td>
<td>1 - 3%</td>
</tr>
</tbody>
</table>
Daily Traffic Volumes

Map of the study area with traffic volume data.

Legend:
- BART Stops
- BART
- Study Area
- CCSF
- Number of Vehicles:
  - <10,000
  - 10,000-12,500
  - 12,500-15,000
  - 15,000-17,500
  - 17,500-20,000
  - >20,000

City College of San Francisco
Balboa Park
Ocean Ave
San Jose Ave
San Bruno Ave
Geneva Ave
Phelan Ave
Mount Vernon Ave
Grafton Ave
Holloway Ave
Plymouth Ave
Grenada Ave
Miramar Ave
Eastwood Dr
Montecito Ave
Gennesse St
Foerster St
Flood Ave
Hearst Ave
Staples Ave
Judson Ave
Congo St
Paulding St
San Bruno Ave
Monterey Blvd
Lakeview Ave
Howe St
Louisburg St
Mount Vernon Ave
Balboa Reservoir Site (FLC Property)
Pedestrian Activity
PM Peak Period (4-6 p.m.)
Pedestrian & Bicycle Collisions
Transit Boarding/Alighting

[Map showing transit boarding/alighting areas with various labels and symbols for stops and routes.]
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

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
### Recommended Measures for City College

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

### Types of Measures

- **Operations/Ongoing**
- **Physical Amenities**
## TDM Measures for Consideration: Neighborhoods

<table>
<thead>
<tr>
<th>Recommended Measures</th>
<th>Location(s)</th>
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<tbody>
<tr>
<td>Expand RPP zone</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>On-street parking pricing / regulation for Phelan Ave</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>Improve bicycle and pedestrian access and safety</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>Expand carshare locations and fleet</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>Install Bay Area Bike Share to docks</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>Real-time transit information installation</td>
<td>Balboa Area Neighborhoods</td>
</tr>
<tr>
<td>Recommended Measures</td>
<td>Location(s)</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Parking supply and management</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Allow for parking to be shared by different user types (e.g. residents, employees,</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>CCSF students, etc.)</td>
<td></td>
</tr>
<tr>
<td>Unbundle parking from all tenant leases</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>On-site affordable housing</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Subsidized Residential Transit Passes</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Secure bike parking beyond code requirements</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Parking spaces for on-site carshare vehicles</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Carshare and bikeshare memberships to residents</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Dedicated on-site Transportation Coordinator</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>On-Site Childcare</td>
<td>Reservoir Site</td>
</tr>
<tr>
<td>Real-time transportation information in lobby</td>
<td>Reservoir Site</td>
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</tbody>
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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

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