WHY TRANSPORTATION PRINCIPLES?
MEANS TO AN END: LOCAL PRIORITIES

• Large Open Space
• Affordable housing for all incomes, workforce
• Neighborhood Character
• Better parking solutions
• Better connections to destinations, weekly needs and services
• Pedestrian safety and ability to walk
• Paths and walking routes
• Small open spaces
existing conditions & community perspectives

– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings
existing conditions & community perspectives

- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings
TRANSPORTATION PRINCIPLES TO GET WHERE WE NEED TO GO
existing conditions & community perspectives

– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings

TRANSPORTATION PRINCIPLES FOR SUSTAINABILITY
existing conditions & community perspectives
– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings
existing conditions & community perspectives

- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

TRANSPORTATION FOR ALL AGES, ABILITIES & MEANS
WHAT DOES THE DATA SHOW?

Change in Commuters by Mode (2006 - 2014)

* Data source: US Census Bureau American Community Survey
TRANSPORTATION PRINCIPLES FOR WHAT WE CAN CHANGE
TRANSPORTATION PRINCIPLES FOR WHAT WE CAN CHANGE
LOCAL TRANSPORTATION SOLUTIONS ALREADY IN PROGRESS

Adapted from https://www.sfmta.com/projects-planning/projects/balboa-park-station-project-status-map
existing conditions & community perspectives
– The following have been made public at sf-planning.org/balboareservoir (in “materials”)
  – Existing conditions, opportunities and constraints report
  – Transportation conditions report
  – Memos summarizing community feedback on priorities for the site
  – Presentations from past community meetings

COMING: BALBOA TRANSPORTATION DEMAND STUDY
TRANSPORTATION PRINCIPLES
FOR POTENTIAL DEVELOPER PARTNERS
PRINCIPLE 1: MANAGE CONGESTION, MAXIMIZE PED SAFETY
PRINCIPLE 1 | CONNECT PEDESTRIAN ROUTES

Source: SF Planning, draft urban design guidelines
existing conditions & community perspectives

- The following have been made public at sf-planning.org/balboareservoir (in "materials")
- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

Source: SF Planning, Better Streets Plan
PRINCIPLE 1 | DESIGN SAFE, WIDE PEDESTRIAN ROUTES

Source: SF Planning, Better Streets Plan
PRINCIPLE 2: INCREASE TRANSPORTATION CHOICES
existing conditions & community perspectives

– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings

PRINCIPLE 2 | MAKE CARSHARING EASY FOR ALL RESIDENTS
existing conditions & community perspectives

- The following have been made public at sf-planning.org/balboareservoir (in "materials"
- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

PRINCIPLE 2 | LOWER THE BARRIERS TO TRANSIT
existing conditions & community perspectives
– The following have been made public at sf-planning.org/balboareservoir (in "materials"
– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings

PRINCIPLE 2 | DESIGN BIKE FACILITIES FOR ALL USERS
existing conditions & community perspectives
– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings

PRINCIPLE 2 | MAKE WALKING EASY
existing conditions & community perspectives

- The following have been made public at sf-planning.org/balboareservoir (in "materials"
- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

PRINCIPLE 2 | MAKE DELIVERIES EASY
existing conditions & community perspectives

– The following have been made public at sf-planning.org/balboareservoir (in “materials”)
– Existing conditions, opportunities and constraints report
– Transportation conditions report
– Memos summarizing community feedback on priorities for the site
– Presentations from past community meetings

PRINCIPLE 2 | PARTNER ON CAPITAL IMPROVEMENTS
PRINCIPLE 3: MANAGE PARKING AVAILABILITY
existing conditions & community perspectives

- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

Source: SF Planning Department Time Lapse Video
PRINCIPLE 3 | UNBUNDLE PARKING

- Each parking space increases unit price 15-30%
- Fannie Mae provides $100,000 extra mortgage to those giving up of a car
- At 300 sq ft, parking consumes more space than an efficiency apartment
- State Assembly Bill 744 reducing car requirements for affordable housing
- Balboa Reservoir Proposal: At 0.5 parking spaces per unit, family units can still have option for car, others will opt out at market-rate parking

PRINCIPLE 3 | PARKING IS EXPENSIVE, INCENTIVIZE CHOICES

Sources: VTPI, Nelson Nygaard, Don Shoup
PRINCIPLE 3 | UNMANAGED PARKING PRODUCES CONGESTION

• Poorly managed parking results in drivers circling for a parking space

• Eliminating just 10% of vehicles from any congested location makes traffic free flowing

• Providing more parking than traffic capacity to access that parking can increase congestion
existing conditions & community perspectives

- The following have been made public at sf-planning.org/balboareservoir (in "materials"
- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

PRINCIPLE 3 | TRANSPORTATION DEMAND MANAGEMENT

TDM Study stakeholders:
- Current residents
- Future residents
- CCSF students, faculty, staff
existing conditions & community perspectives

- The following have been made public at sf-planning.org/balboareservoir (in "materials")
- Existing conditions, opportunities and constraints report
- Transportation conditions report
- Memos summarizing community feedback on priorities for the site
- Presentations from past community meetings

Principle 4 | ENGAGE RESIDENTS, STUDENTS & OTHERS

Source: www.nextstopstl.org
PRINCIPLE 4 | WAYFINDING

Source: porticogroup.com/project_images/mnzcp2.png
PRINCIPLE 4 | REAL TIME INFORMATION

Source: http://ntl.bts.gov/lib/podocs/repts_te/18645_files/image011.jpg
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1    | Initial community outreach  
Public meetings  
Neighborhood associations  
Non-profit organizations  
Public questionnaires |
| 2    | Develop Request for Proposals (RFP)  
Based on public comments and Citizens Advisory Committee input |
| 3    | Release Request for Proposals (RFP)  
Requesting competitive proposals for site development |
| 4    | Review proposals  
Developer-partner selected through competitive process |
| 5    | Further community outreach, Refine design  
Community and developer collaborate to refine design |

CAC

TDM Study
THANK YOU!

For comments please email us
BRCAC@SFGOV.ORG

For information and updates, visit
www.sf-planning.org/balboareservoir