What Are We Aiming For?

- Transportation is not an end in itself.
- It is merely a means by which we support the community.
WHAT WE’VE HEARD RE: TRANSPORTATION

- Traffic is bad now. How could you add more development?
- Students are parking in our neighborhoods and blocking our driveways
- Transit isn’t good enough
- Ocean Avenue isn’t good for walking, especially to BART
- Bike network incomplete
- How much is the right amount of new parking?
TDM Plan Scope

- Balboa Area TDM to identify measures to minimize transportation demand impacts of current and future development
- Assessment of public opinion
- Evaluate current area parking conditions
- Determine current and future traffic conditions
- Prepare conceptual infrastructure/circulation improvements
- Identify short- and long-term recommendations
Preferences are Changing (Boomers)

- Increasingly choosing “access by proximity” over “access by mobility”
- Decreasing auto ownership
- Fewer overall commuting miles

Preferences are changing (Millenials)

- 53% would participate in car-sharing

- Increasing use of
  - Transit by 100%
  - Biking by 122%
  - Walking by 37%

- Over ¼ do not have a driver’s license

- Top living priorities:
  - 79% commute time
  - 75% sidewalks & places to walk

If you build it . . .

. . . they will come
WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

› Making the most of limited roadway space and existing transportation services

› Expanding transportation options

› Minimizing traffic congestion and reduce parking demand

› Creating safer, more livable streets

› Supporting neighborhood economic growth

› Reducing environmental impacts
Meaningful TDM Strategies

- Walkable and bikeable communities – creating places where people want to be and enjoy

- Providing on-site amenities: bike share, bike parking, safe routes and easy connections to transit services (BART, Muni)

- Providing programs and incentives for CCSF students and residents to rely less on cars and more other modes

- Expanded Transit Pass Subsidy Programs
Making the most of limited roadway space
Enhancing Transportation Options

• Maximize existing transit services
• Improve pedestrian access and environment
• Enhance bicycle infrastructure and access

...Keep it site-specific and human-scale
Transit Coverage vs. Productivity

Low Ridership
- but really important for the people who use it

Social-service
Senior
“Local Return”
Local Economic Development

High Ridership
- but no service in many places

Environmental
Fiscal Conservatives
Regional Economic Development

“Mobility for people who need it!”

“Get cars off the road!”
Travel Planning Apps and Real Time Information

Multimodal trip planning

Could also include:

• Trip time estimation
• Cost comparison estimation
• Calorie count estimation
• Carbon calculator
• Weather forecast

Needs to be:

• Accurate and reliable
• Easy to use
• Mobile
• Dynamic
Car Sharing

- Can take the place of fleet vehicles

- Available vehicle for when employees, residents, or students want or need a car

- Each car share vehicle eliminates demand for 11-25 private vehicles and each car share member reduces their driving by an average of 50%

Source: WikiMedia Commons
Bicycle Access and Use

Bicycle facilities (*quality* and sufficient *quantity* of racks, lockers, showers ....even bicycle benefits)
Pedestrian Safety and Security
Comfort and Ease of Access

- Quality and quantity of connections for pedestrians, transit riders, bicyclists
- Protection from inclement weather
- Accommodation for people with disabilities
Sidewalk or Driveway?
Planning for Pedestrian Safety

- Vehicle speed
- Ped/bike exposure risk

5 km/h slower =
-10% fewer pedestrian fatalities
-20% less severe pedestrian injuries


Housing Programs

- Live near work
  - Promotion
  - Real estate matching

- Employer assisted housing

- Employer provided housing
Why is Parking so Important?
The True Value of Parking

ON-STREET PARKING

1 parking space can be used as...
- Bike Share for 10
- Bicycle Parking for 12
- Parklet/Seating for 8+

OFF-STREET PARKING

- Restaurant Table 25 ft²
- Office Cubicle 72 ft²
- Studio Unit 325 ft²
- Parking Space + Circulation 200 ft² + 150 ft²
- 1 Bedroom Unit 575 ft²

Nelson Nygaard
Parking Worsens Housing Affordability

- For each parking space required in a residential unit:
  - Price of unit increases 15-30%
  - Number of units that can be built on typical parcel decreases 15-25%
- Working families spend more on transportation than housing in auto-oriented suburbs.
- No accommodation for car-free households: Getting rid of a car = extra $100,000 in mortgage
- At >300 sq ft, each parking space consumes more space than an efficiency apartment

Parking Produces Traffic Congestion

• Every parking space is a magnet for cars. Why provide more parking than you have traffic capacity to access that parking?

• Poorly managed parking results in motorists circling for a parking space, from 8 to 74% of traffic in many downtowns.

• Eliminating just 10% of vehicles from any congested location makes traffic free flowing.
Parking is Key to Climate Change Prevention

- Growth in VMT greatly exceeding growth in population
- Aggressive improvements in fuel economy put us 40% above 1990 CO2 levels by 2030. For climate stabilization, we must be 15-30% below by 2020.
- We have no choice but to reduce VMT

Figure 0-1 Growth of VMT, Vehicle Registrations, and Population in the United States relative to 1980 Values
Source: FHWA 2005.

Figure 0-3 Projected Growth in CO2 Emissions from Cars and Light Trucks Assuming Stringent Nationwide Vehicle and Fuel Standards
Source: ELA 2007

Manage On-Street Parking

- Meters for Commercial Spaces
  - Create turnover
  - Ensure availability
  - Prioritize shoppers
Residential Parking Management

- To control spillover from City College
  - Expand Residential Permit Districts
  - Consider number of free hours
  - Consider hours of enforcement
The Flip Side of RPP: Parking Controls within Reservoir

- Deed Restrictions on where Reservoir Residents can park (i.e. NOT in neighboring RPP)
- Market rate pricing within Reservoir
Manage Off-Street Parking

- Unbundling parking from leases, contracts or units
- Parking cash-out programs
- Parking permit reform (buy only what you need)
- Demand-based pricing and variable pricing
- Tailor parking requirements

Credit: Joel Dinda
BALBOA AREA
TRANSPORTATION DEMAND MANAGEMENT

› Responding to community concerns and planning for the future

› Making the most of limited roadway space and existing services

› Expanding transportation options to reduce need to drive/park in neighborhood

› Minimizing traffic congestion through engineered solutions

› Creating safer, more livable streets that connect to businesses and transit

› Supporting neighborhood economic growth

› Reducing environmental impacts
HOW DOES THIS GET IMPLEMENTED?

- Base data
- Trip generation and traffic analysis
- Identifying key issues and meaningful solutions
- Memorandum of Understanding with City College?
- Developer Agreements on Reservoir Site?
HOW CAN YOU HELP?

- Sign in Today
- Stay actively involved throughout the process
- Participate in travel surveys

BALBOA AREA TDM

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ONGOING TRANSPORTATION PLANNING

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BALBOA PARK STATION CAC
sfmta.com/about-sfmta/organization/committees/balboa-park-station-community-advisory-committee

TRANSPORTATION DEMAND MANAGEMENT
sfmta.com/projects-planning/projects/transportation-demand-management
Thank You!

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