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
## Family TDM Amenities

**Transportation Demand Management Measures:**

**FAMILY-1**

**Option A**
- **Amenities:** On-site secure location for storage of personal carseats, strollers, and cargo bicycles or other large bicycles. Personal car seat storage should be located near off-street car-share parking space(s).
- **Points:** 1

**Option B**
- **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.
- **Points:** 1

### Family TDM Menu of Options

<table>
<thead>
<tr>
<th>Category</th>
<th>Measure</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMILY-1</td>
<td>Family TDM Amenities</td>
<td>Store storage for car seats near car-share parking space(s) and shopping carts</td>
<td>2</td>
</tr>
</tbody>
</table>

**Applicability:**
- Any residential use, particularly those with larger Dwelling Units.
- **Points:** 1-2 (up to two points, one point per option)
BALBOA RESERVOIR TRANSPORTATION PLANNING PROCESS

PARAMETERS
- Values
- Priorities
- Goals

DEVELOPER PROPOSALS & SELECTION
- TDM Understanding
- Propose Solutions
- Identify Partnerships

COMMUNITY DESIGN & PROJECT REFINEMENT
- Streetscape
- Transit
- Fam amenity
- Etc..
- Unit mix
- Households
- Parking
- Etc..

DEVELOPMENT PROJECT

Final Balboa Reservoir Transportation and TDM Requirements

San Francisco Planning
San Francisco Water Power Sewer
San Francisco Office of Economic and Housing Development
SFMTA Municipal Transportation Agency

Balboa Reservoir CAC
May 23, 2016
BALBOA AREA TDM PLAN (in progress)

PARAMETERS
- Values
- Priorities
- Goals

DEVELOPER PROPOSALS & SELECTION
- TDM Understanding
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COMMUNITY DESIGN & PROJECT REFINEMENT
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DEVELOPMENT PROJECT

Balboa Area TDM Informs Potential Agreements

Final Balboa Reservoir Transportation and TDM Requirements

City College TDM Program

Neighborhood Measures

Balboa Reservoir CAC
May 23, 2016
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 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

PARAMETERS
- Values
- Priorities
- Goals

DEVELOPER PROPOSALS & SELECTION
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COMMUNITY DESIGN & PROJECT REFINEMENT
- Streetscape
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DEVELOPMENT PROJECT
- Unit mix
- Households
- Parking
- Etc..

Final Balboa Reservoir Transportation and TDM Requirements