

# Balboa Area Transportation Demand Management Plan

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## Progress Update

San Francisco  
**Planning**



August 23 2016

Presented by:  
Jeff Tumlin

**N** NELSON  
NYGAARD

# CITYWIDE: COMPREHENSIVE APPROACH TO GROWING SUSTAINABLY

## Public investments for existing and future population:

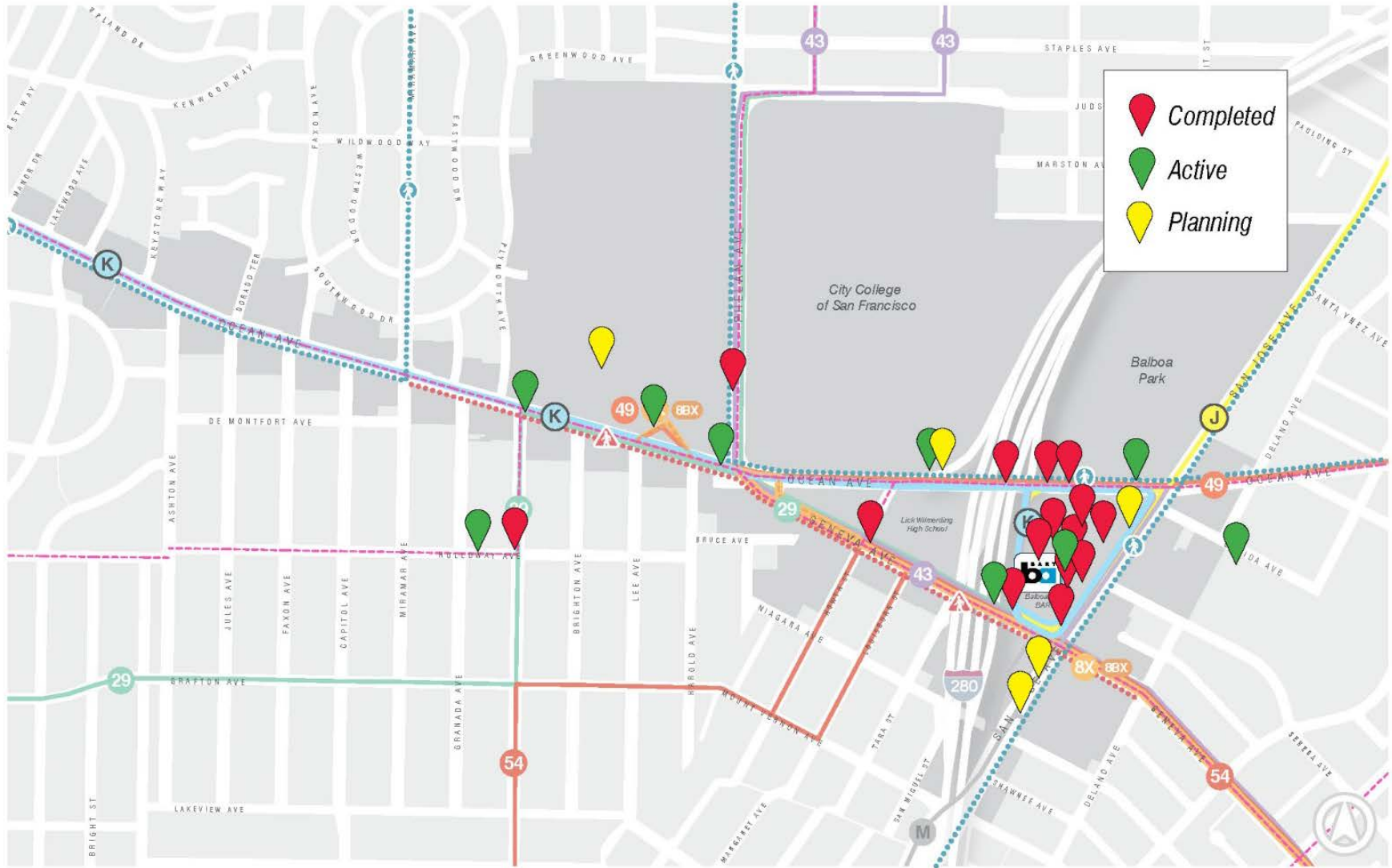
- Transit capital & operations
- Bicycle infrastructure (e.g. protected lanes, parking)
- Pedestrian safety (e.g. Vision Zero, Walk First)
- Demand Management (e.g. bikeshare, shuttles, citywide TDM)

## New Development: Transportation Sustainability Program and TDM

- Assess development's transportation impacts in a more meaningful way and require developers to reduce their impacts and pay their fair share for those impacts



# CITY-WIDE AND NEIGHBORHOOD SOLUTIONS IN PROGRESS




Adapted from <https://www.sfmta.com/projects-planning/projects/balboa-park-station-project-status-map>

# NEW DEVELOPMENT: TDM MENU

## DRAFT TDM MENU OF OPTIONS

CATEGORY	MEASURE	DESCRIPTION	POINTS
ACTIVE TRANSPORTATION	ACTIVE-1	<b>Improve Walking Conditions:</b> Options A - B	Provide streetscape improvements to encourage walking ● 1
	ACTIVE-2	<b>Bicycle Parking:</b> Options A - D	Provide secure bicycle parking, more spaces given more points ●●●● 1-4
	ACTIVE-3	<b>Showers and Lockers</b>	Provide on-site showers and lockers so commuters can travel by active modes ● 1
	ACTIVE-4	<b>Bike Share Membership:</b> Locations A - B	Provide Bike Share memberships for residents and employees (1 point additional point if the project site is within the Bike Share network) ●● 1-2
	ACTIVE-5A	<b>Bicycle Repair Station</b>	Provide on-site tools and space for bicycle repair ● 1
	ACTIVE-5B	<b>Bicycle Repair Services</b>	Provide repair services through an on-call mechanic or workshop to a local shop ● 1
	ACTIVE-6	<b>Fleet of Bicycles</b>	Provide an on-site fleet of bicycles for residents, employees, and/or guests to use ● 1
ACTIVE-7	<b>Temporary Bicycle Valet Parking:</b> Options A - B	For large events, provide monitored bicycle parking for 10% of guests (1 point) or 20% (2 points) ●● 1-2	
CSHARE-1	<b>Car-Share Parking:</b> Options A - F	Several options for providing on-share parking and memberships, more points given for higher levels of participation ●●●●● 1-6	
DELIVERY	DELIVERY-1	<b>Delivery Supportive Amenities</b>	Facilities, amenities with a staffed reception desk, lockers, or other accommodations ● 1
	DELIVERY-2	<b>Provide Delivery Services</b>	Provide delivery of products (groceries) or services (dry cleaning) ● 1
FAMILY	<b>FAMILY-1</b>	<b>Family TDM Amenities:</b> Options A - B	Provide storage for car seats near on-share parking, cargo bikes and shopping carts ●● 2
	FAMILY-2	<b>On-site Childcare</b>	Provide on-site childcare services ●● 2
	FAMILY-3	<b>Family TDM Package</b>	Provide a combination of on-share parking and memberships and family amenities ●● 2
HOV (TRANSITORY HOUSING)	HOV-1	<b>Contributions or Incentives for Sustainable Transportation:</b> Options A - D	25, 50, 75, or 100% subsidies for sustainable transportation use (e.g. Muni fast pass), more points given for higher rate of subsidy ●●●●●● 2-8
	HOV-2	<b>Shuttle Bus Service:</b> Options A - B'	Provide shuttle bus services, more points given for more frequent service ●●●●●●●● 7-14
	HOV-3	<b>Vanpool Program:</b> Options A' - G'	Provide vanpool services to employees, more points for serving larger projects ●●●●●● 1-7
INFORMATION	INF-1	<b>Multimodal Wayfinding Signage</b>	Provide directional signage for existing transportation services (shuttle stop) and amenities (bicycle parking) ● 1
	INF-2	<b>Real Time Transportation Information Displays</b>	Large screen or monitor that displays, at a minimum, transit arrival and departure information ● 1
	INF-3	<b>Tailored Transportation Marketing Services:</b> Options A - D	Provide residents and employees with information about travel options, more points given for providing more marketing services ●●●● 1-4
LIVABLE	LB-1	<b>Healthy Food Retail in Underserved Area</b>	Providing healthy food options (restaurants, grocery stores) in an area identified as being underserved ●● 2
	LB-2	<b>On-site Affordable Housing:</b> Options A - D	Providing on-site affordable housing as part of a residential project, more points given for a higher percentage of affordable units ●●●● 1-4
PARKING	PAB-1	<b>Unbundled Parking:</b> Locations A - E	Separating the cost of parking from the cost of rent, lease or ownership, more points given for projects located in areas where parking is more constrained ●●●●● 1-5
	PAB-2	<b>Parking Pricing</b>	No parking rates discounted beyond a daily pass, no weekly, monthly, or annual passes allowed. ●● 2
	PAB-3	<b>Parking Cash Out:</b> Non-residential Tenants	Employees who are provided free parking must also have the option to take the cash value of the space in lieu of the space, itself ●● 2
	PAB-4	<b>Parking Supply:</b> Options A - X	Provide less accessory parking than the neighborhood parking rate, more points given for greater reductions ●●●●●●●● 1-11

1. Although a project sponsor can select both of these measures, a sponsor can only receive up to 14 points combined between these two measures.



**FAMILY-1**

## Family TDM Amenities

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**TDM MEASURE:**  
Provide amenities that address particular challenges that families face in making trips without a private vehicle.

The project sponsor shall provide one or both of the following options:

**OPTION A**

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

**POINTS:**  
**1**

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**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.

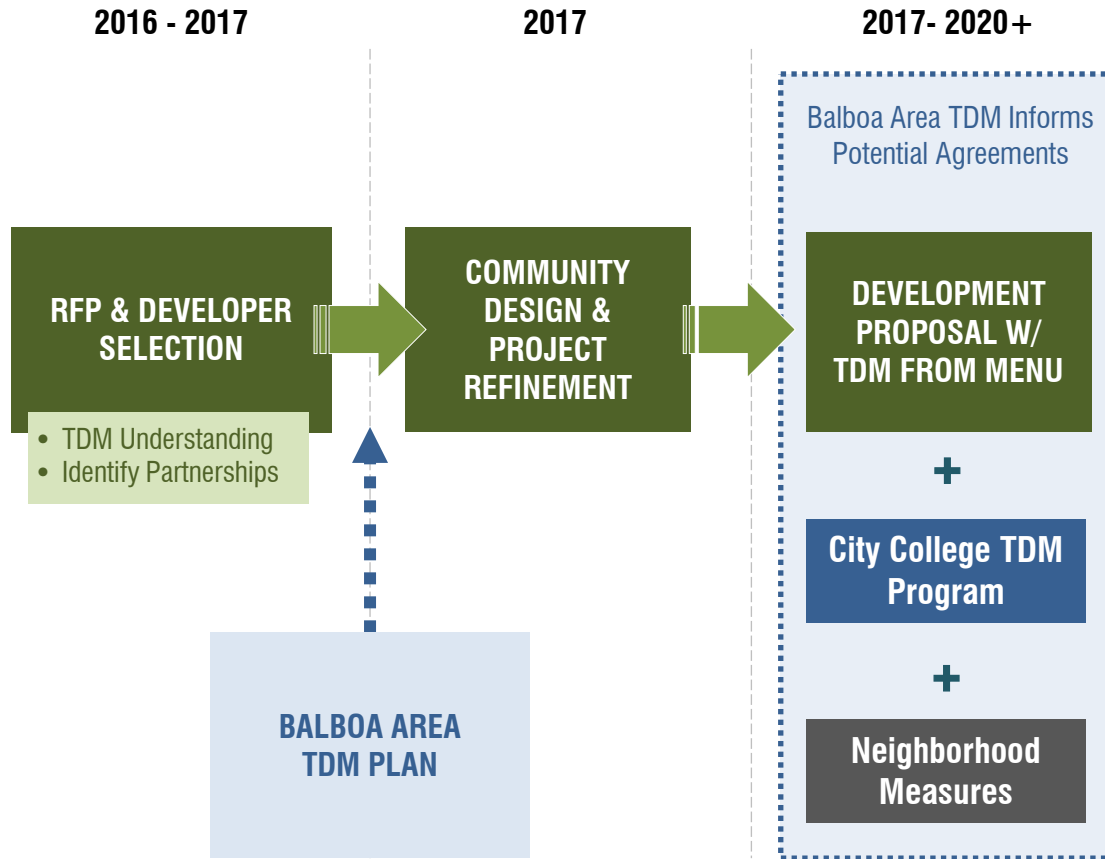
**POINTS:**  
**1**

**APPLICABILITY:**  
Any residential use, particularly those with larger Dwelling Units.

**POINTS:** One point for each option, up to two points.  
**1-2** ○○

V. 04.28.2016
SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT MEASURES

# BALBOA RESERVOIR & NEIGHBORHOOD TDM PLANNING



# BALBOA AREA TDM PLAN (in progress)



## 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

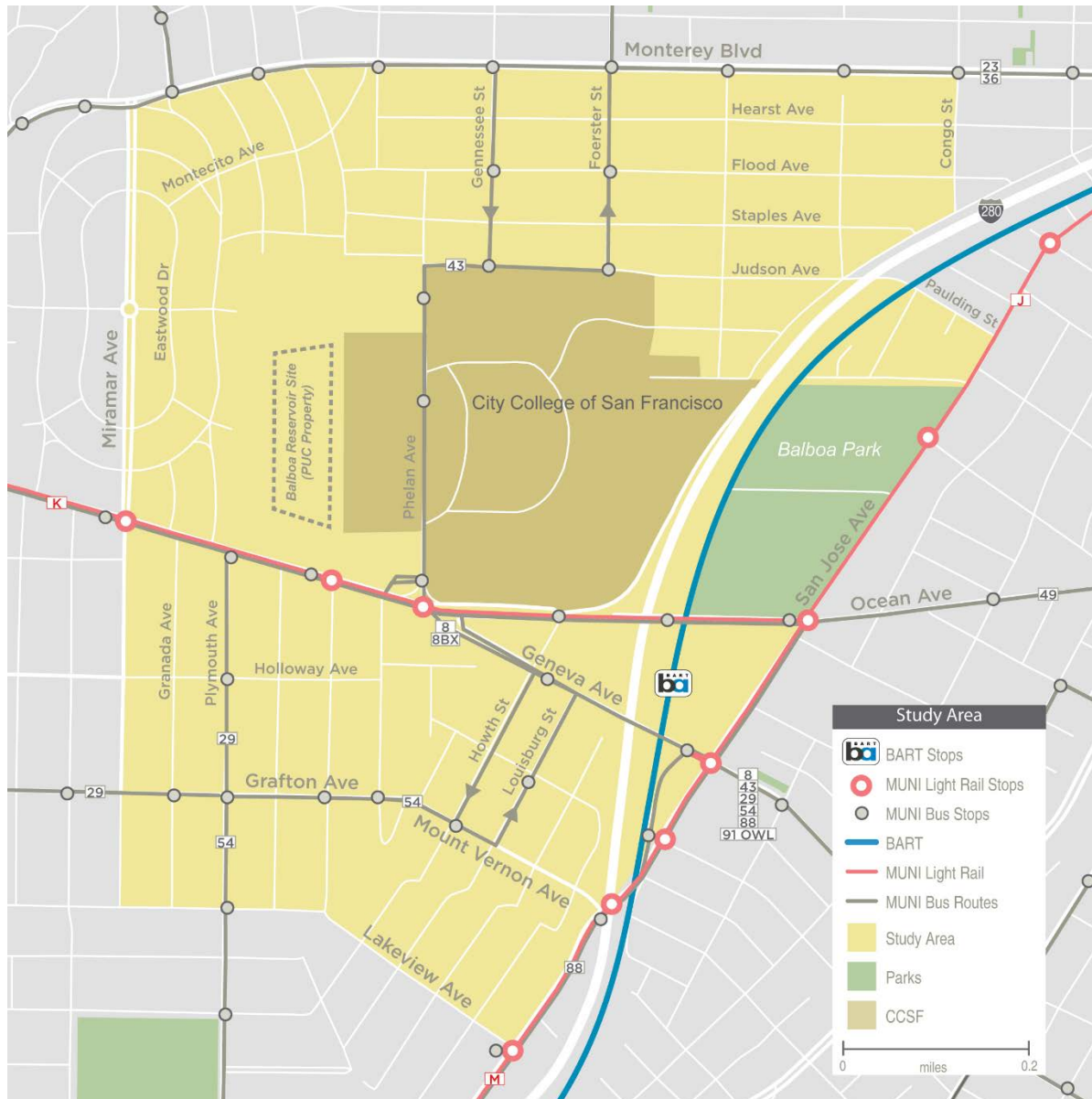


# What Are We Aiming For?

- Transportation is not an end in itself; it is merely a means by which we support the community.



# Balboa Area TDM – Study Area



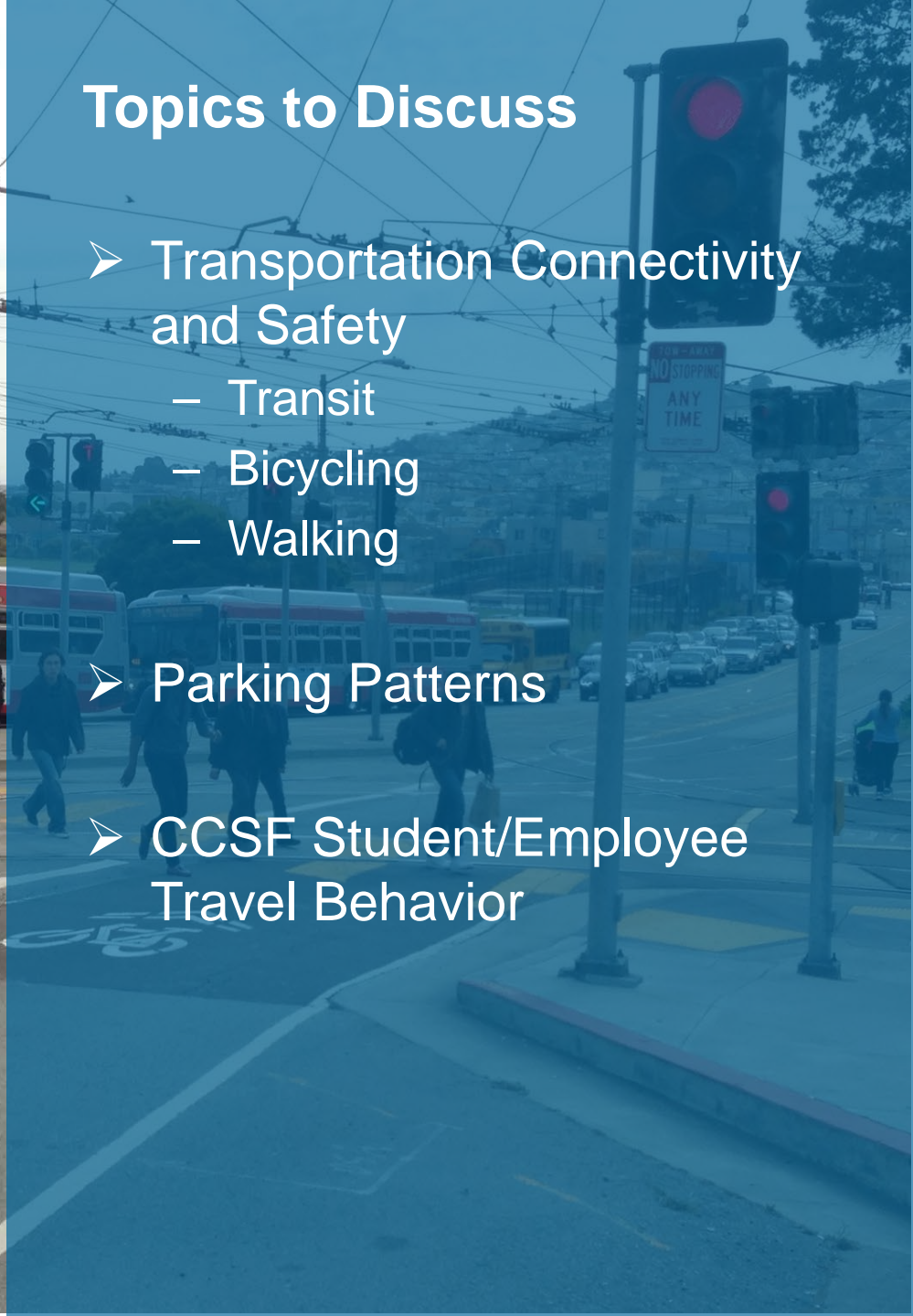
- There are high levels of transportation activity in the Balboa Park Area
- Multiple neighborhoods with diverse needs
  - Westwood
  - Ingleside
  - Sunnyside
- Two strong commercial corridors in a primarily residential area
- Major regional destinations
  - CCSF Ocean Campus
  - Balboa Park BART Station





## Topics to Discuss

- Transportation Connectivity and Safety
  - Transit
  - Bicycling
  - Walking
- Parking Patterns
- CCSF Student/Employee Travel Behavior





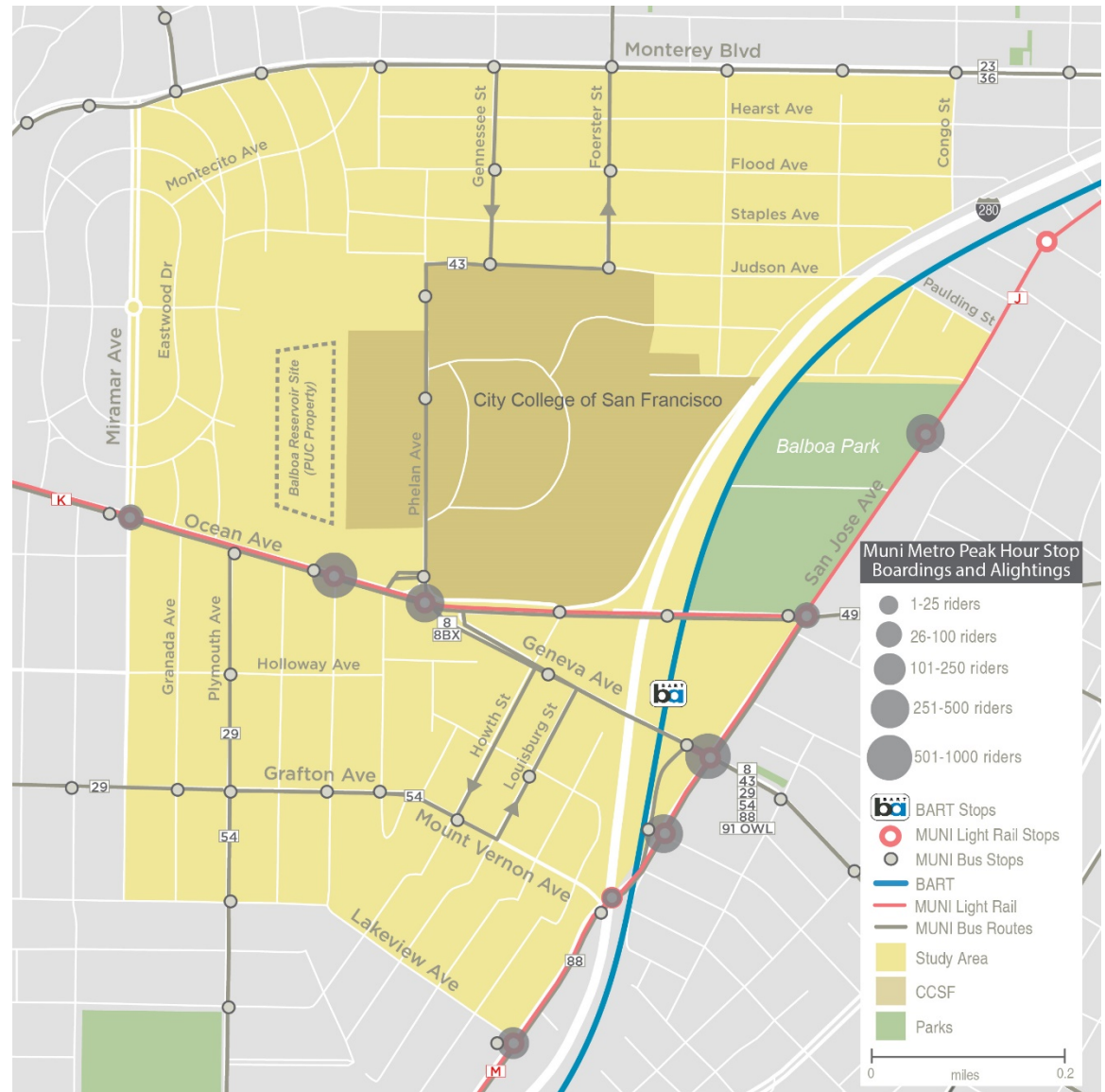


## Transportation Connectivity and Safety



# Transit Network & Access

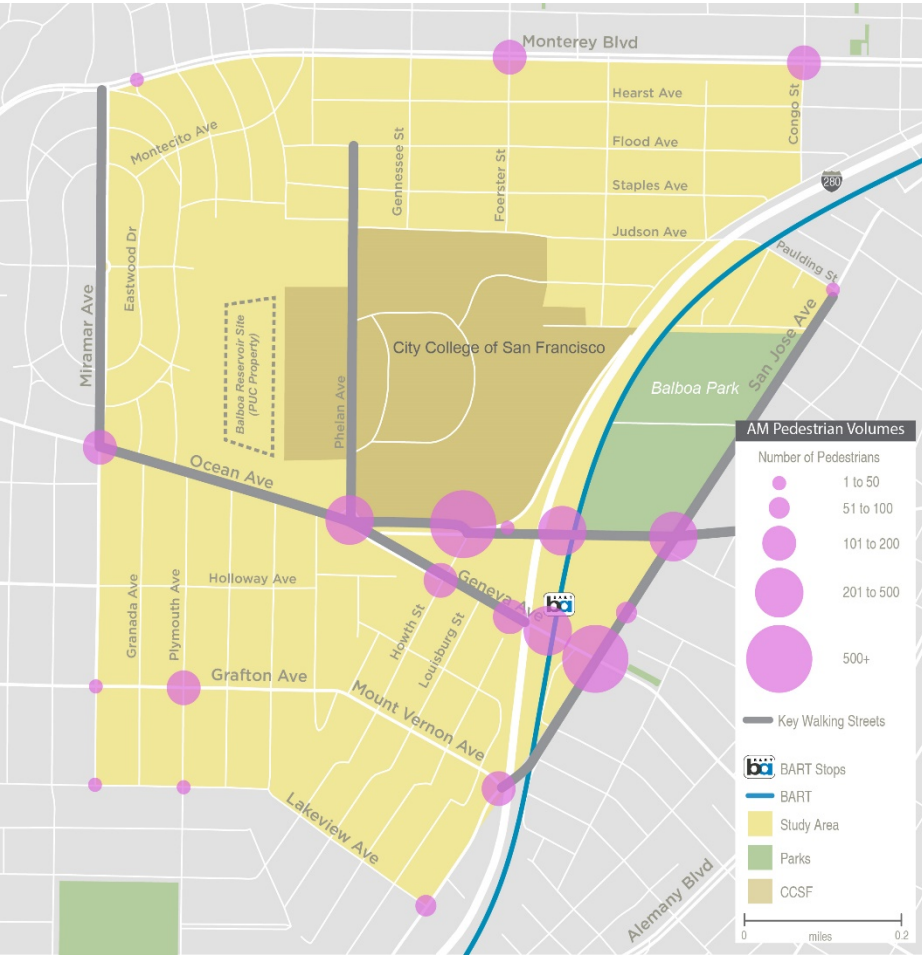
- Area well-served by local and regional transit
- Lack of transit shelters, lighting, and seating
- Barriers to transfer between lines and modes
- Currently undergoing multiple physical and operational improvements





# Pedestrian Activity

AM Peak Period (7-9 a.m.)



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



# Bicycle Activity

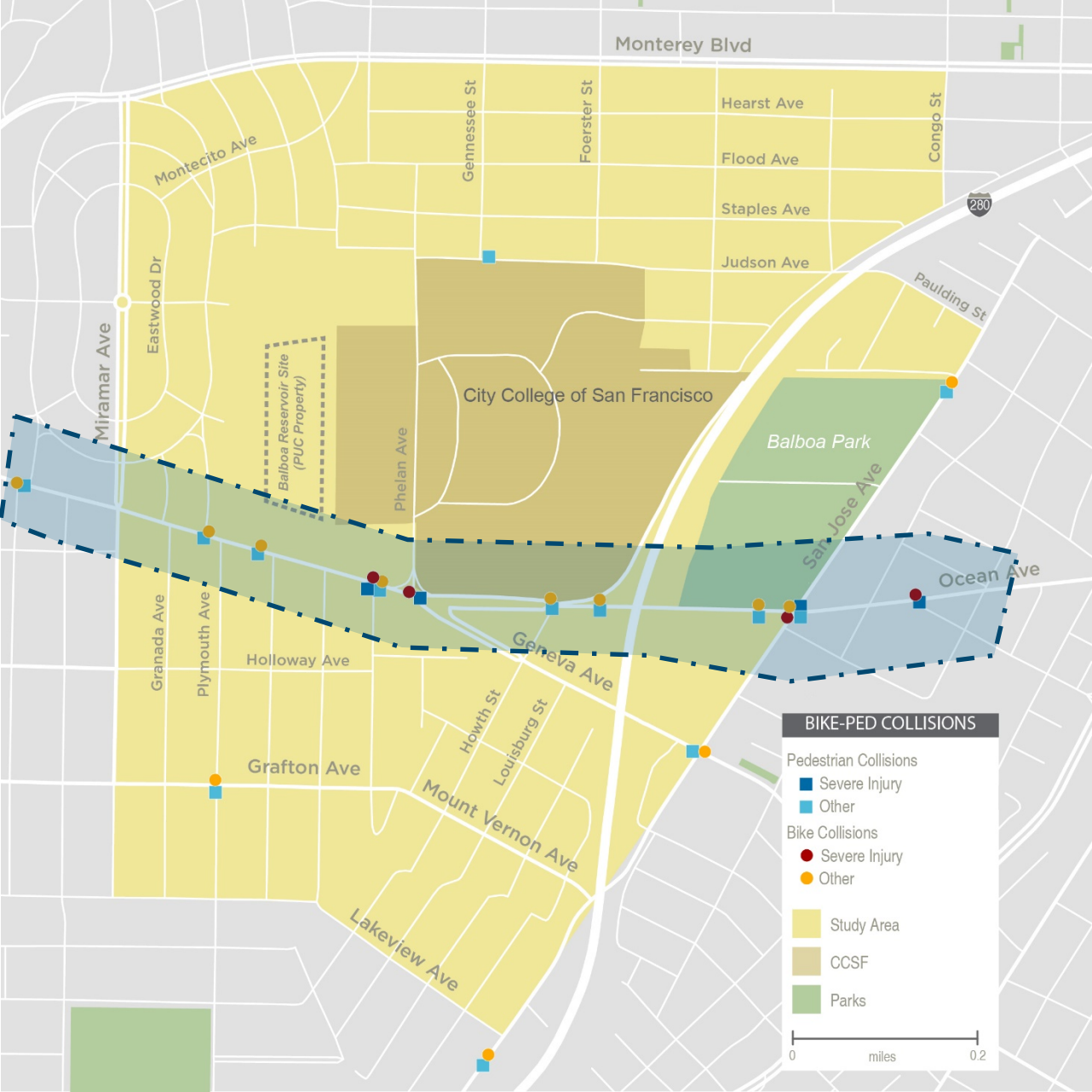
## AM Peak Period (7-9 a.m.)



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



# Pedestrian and Bicycle Safety





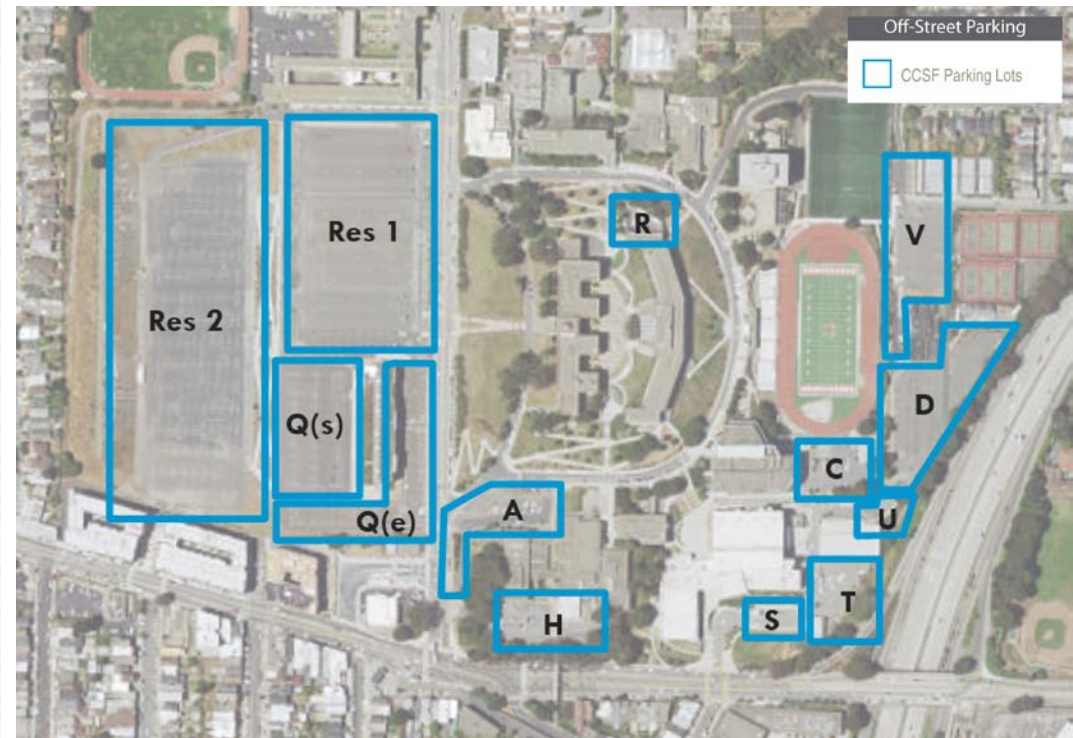
# Parking Patterns





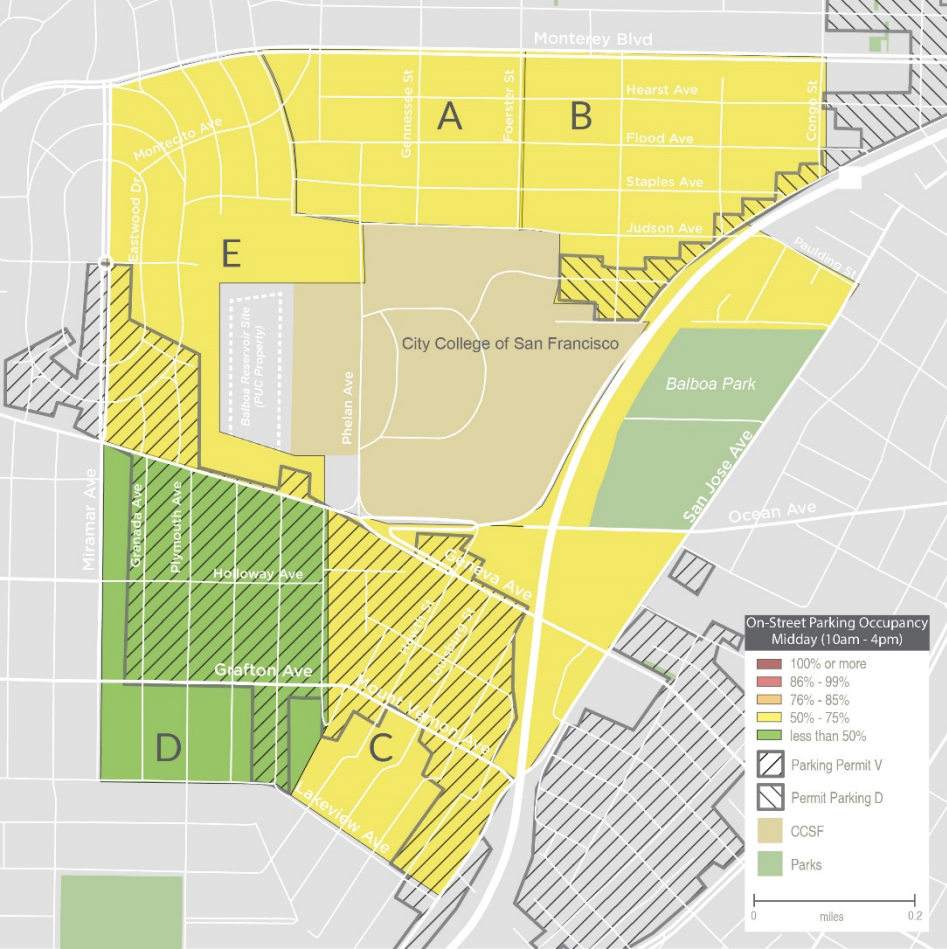
# Parking Conditions (data collection in progress)

- Parking observed during weekday midday (10:00 AM – 4:00 PM) and late-evening (10:00 PM – 12:30 AM)

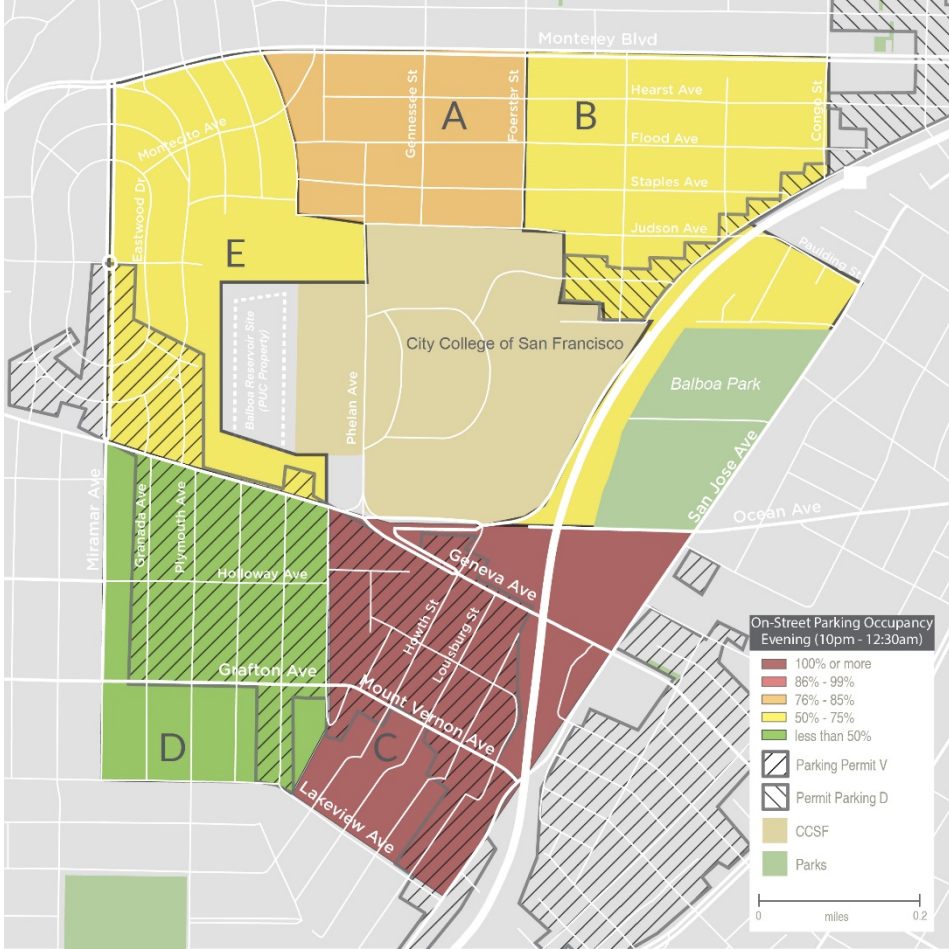


# On-Street Parking Conditions (data collection in progress)

Midday Period (10 AM – 4 PM)



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

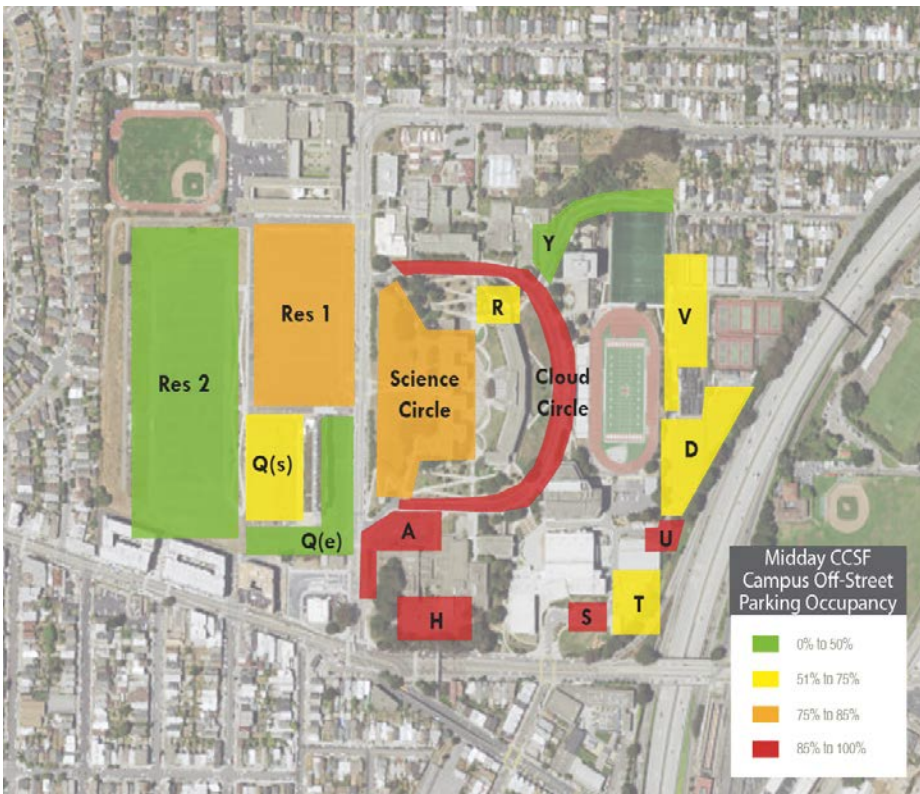




# CCSF Ocean Campus – Off-Street Parking Conditions

Midday Period (10 AM – 4 PM)

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



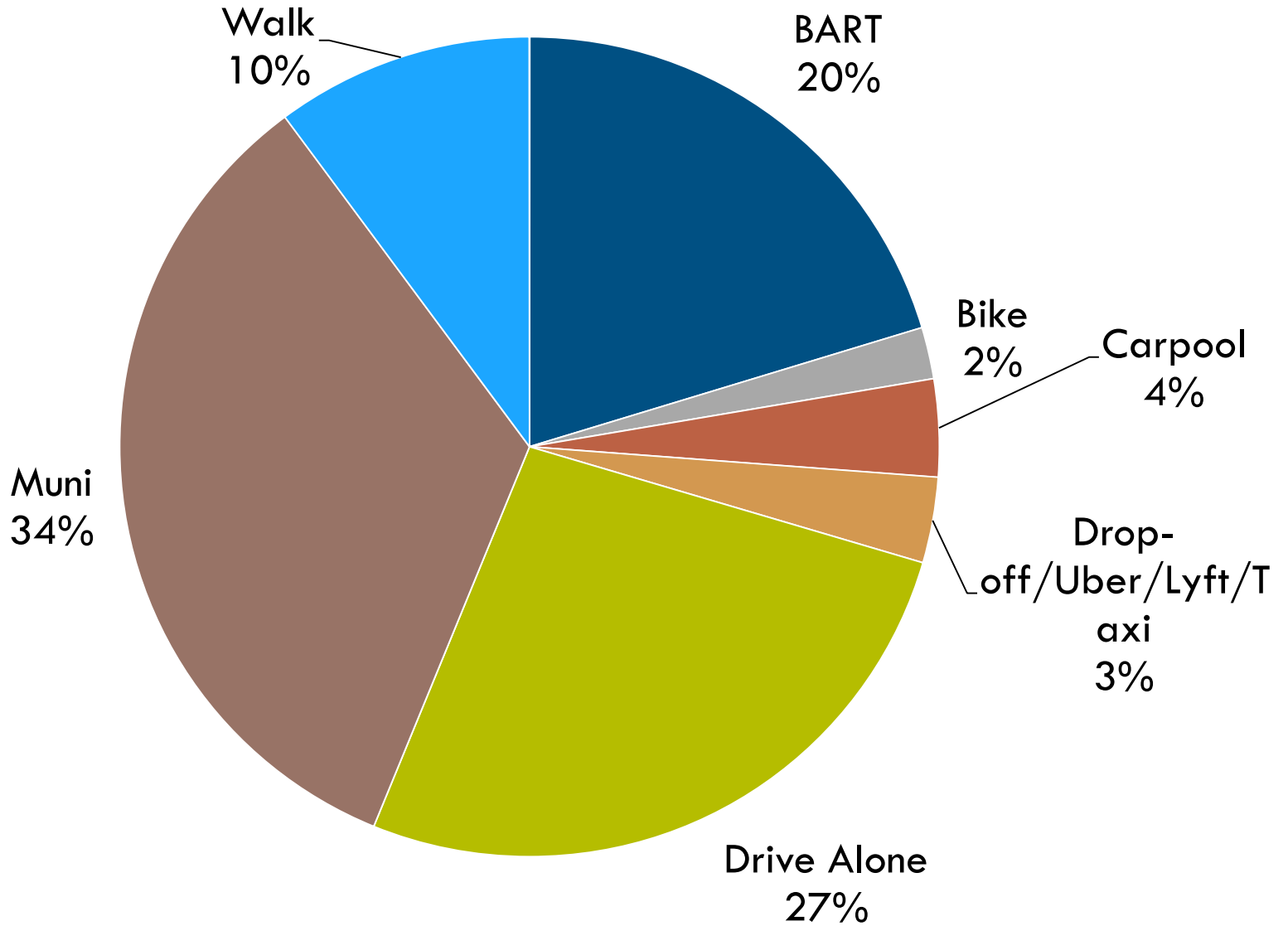


# CCSF Ocean Campus Travel Behavior



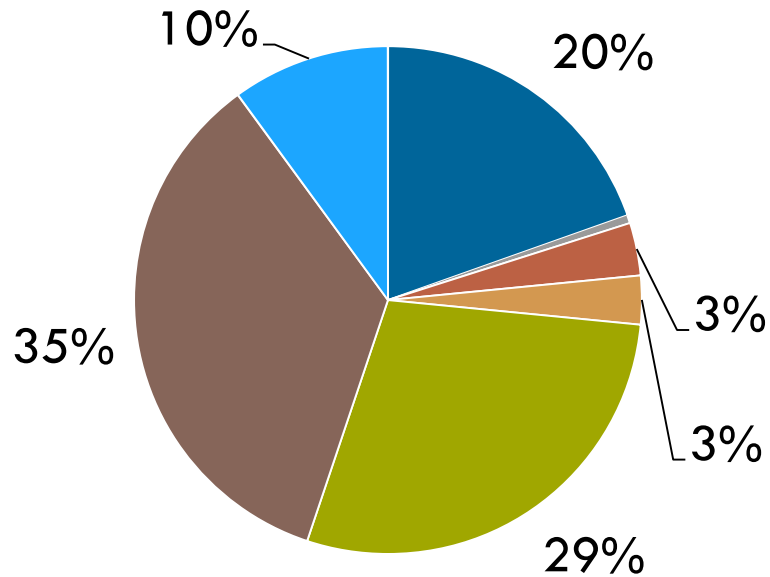


# CCSF Ocean Campus Survey – Overall Mode Split

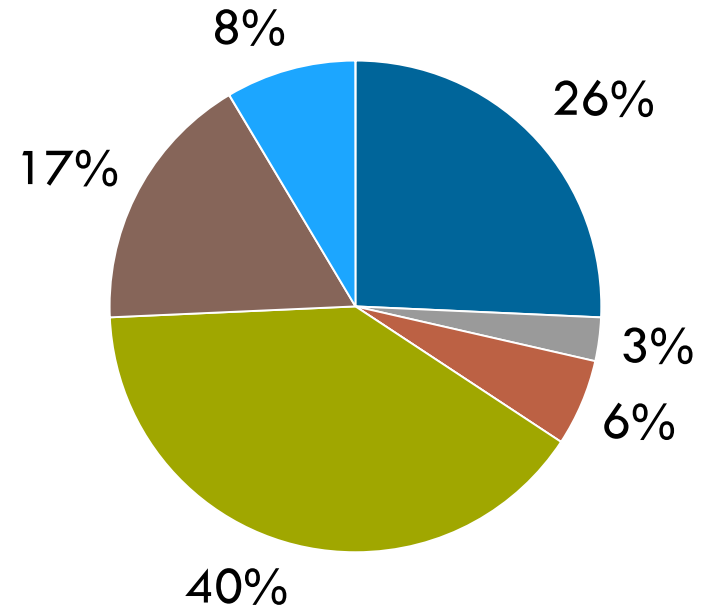


# CCSF Ocean Campus Survey

Student Mode Split (n=338)



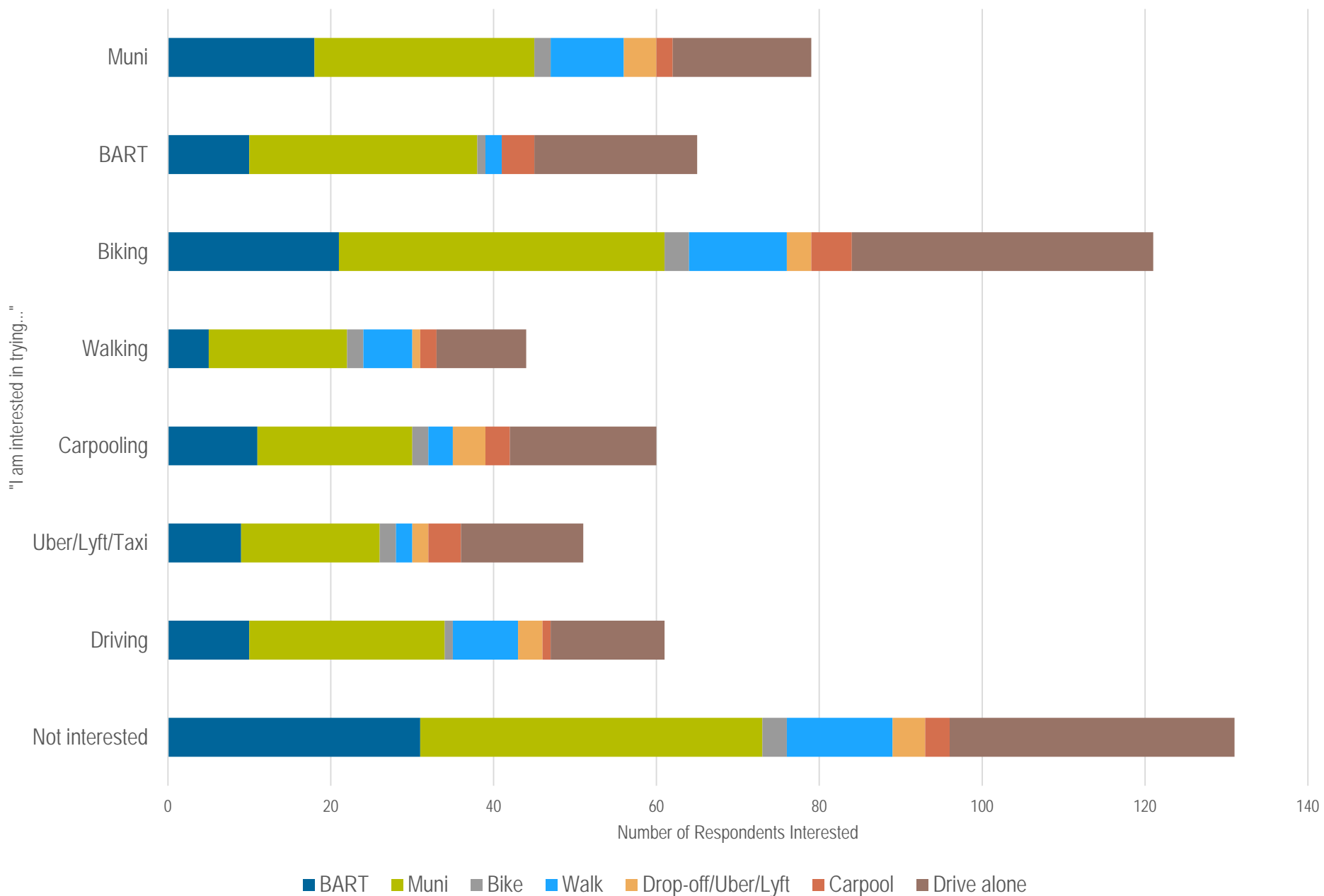
Employee Mode Split (n=35)



- BART
- Carpool
- Drive Alone
- Walk
- Bike
- Dropped off/Uber/Lyft/Taxi
- Muni



# CCSF Ocean Campus Survey – Most Interested In...



# BALBOA PARK AREA

## GOALS OF TRANSPORTATION DEMAND MANAGEMENT

- › Ongoing dialogue with the community about concerns and plans 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



# BALBOA PARK AREA TDM Plan

## How It Can Work

- › Focus on CCSF student retention – fewer parking does not mean fewer students
- › Incentive programs support CCSF and community access
- › Development in Balboa Area subject to Citywide TDM Ordinance
- › Guide development that complements community goals
- › TDM to mitigate traffic and parking impacts from development
- › Understand trade-offs of desired needs and interests by multiple groups



# NEXT STEPS

- Ongoing coordination with City College
- Continue data collection
- Existing Conditions memo
- Identification of circulation needs for further assessment
- Short & long term recommendations, including monitoring & implementation (Dec 2016)

# ONGOING TRANSPORTATION PLANNING

## BALBOA RESERVOIR

[sf-planning.org/brcac](http://sf-planning.org/brcac)  
[brcac@sfgov.org](mailto:brcac@sfgov.org)

## BALBOA PARK STATION CAC

[sfmta.com/about-sfmta/organization/committees/balboa-park-station-community-advisory-committee](http://sfmta.com/about-sfmta/organization/committees/balboa-park-station-community-advisory-committee)  
[keith.tanner@sfmta.com](mailto:keith.tanner@sfmta.com)

## BALBOA AREA TDM

[sf-planning.org/balboaTDM](http://sf-planning.org/balboaTDM)  
[pcosta@nelsonnygaard.com](mailto:pcosta@nelsonnygaard.com)

# Thank You!



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