

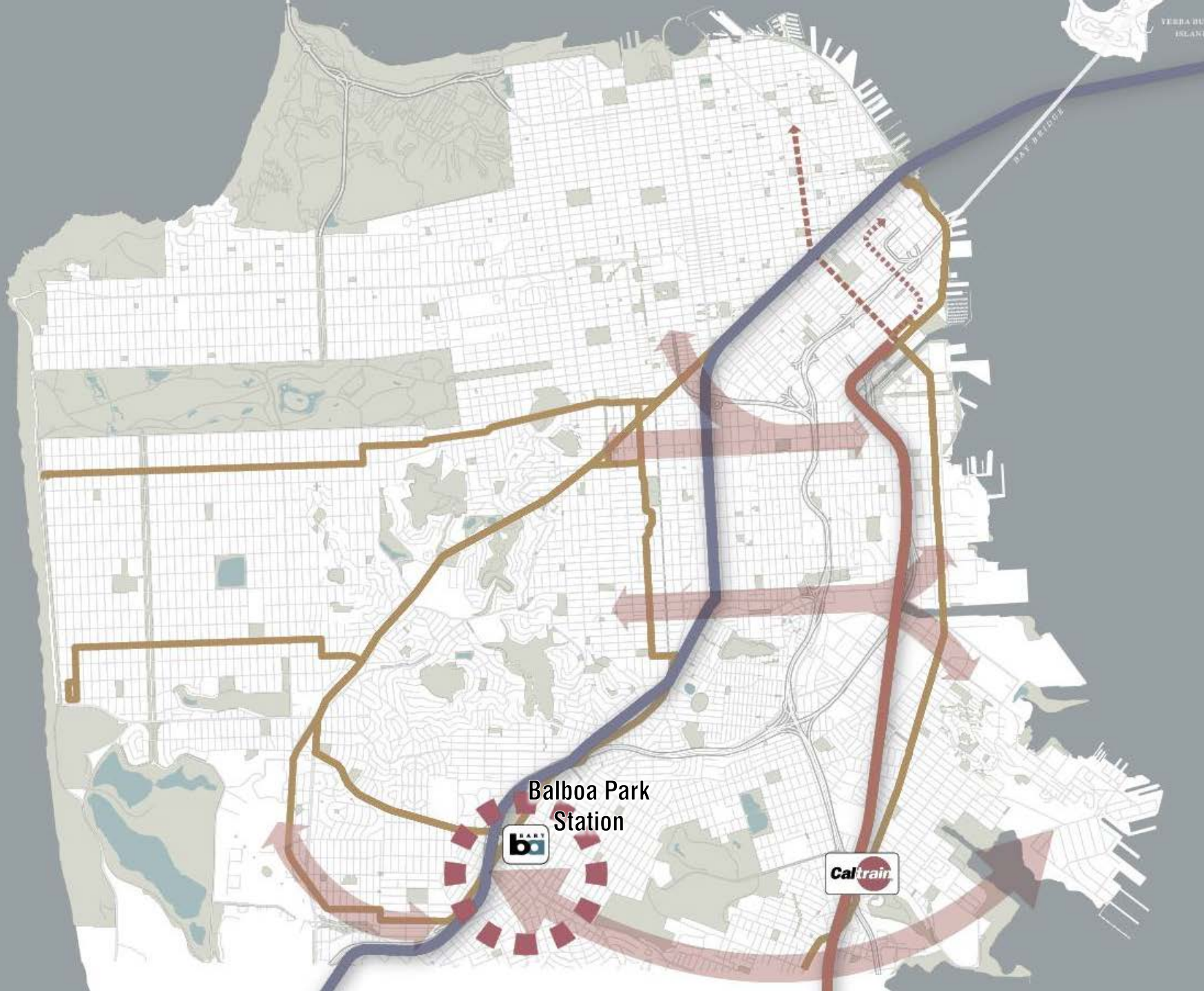
BALBOA AREA TRANSPORTATION DEMAND MANAGEMENT (TDM) FRAMEWORK



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
- January 24, 2017 – [Update on TDM Recommendations to BPS CAC](#)
- February 13, 2017 – [Update on TDM Recommendations to BRCAC](#)



Balboa Park
Station



- **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**

- **Transportation 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

GUIDING GOALS FOR BALBOA TDM FRAMEWORK:

- Reduce “Vehicle Miles Traveled” (VMT) or trips
- Reduce drive-alone trips
- Reduce or minimize traffic congestion
- Reduce transportation costs to ensure housing affordability

BALBOA AREA TDM FRAMEWORK

Existing conditions

Consultant-recommended TDM measures to inform:

- Balboa Reservoir planning (2017-2018)
- CCSF Facilities Master Planning (ongoing)
- City TDM and parking management (ongoing)

Suggested capital improvements for further study



TDM BACKGROUND

BALBOA AREA TDM FRAMEWORK

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

EXAMPLE of TDM PLAN: **TREASURE ISLAND**

- Performance measures
- Transit pass subsidy
- Shared bicycles
- TDM coordinator
- Shuttle
- Additional measures for Special Events



EXAMPLE of TDM PLAN: POTRERO HILL HOPE SF

- Performance measures
- Transit pass subsidy
- Carshare membership
- TDM coordinator
- On-site childcare



EXAMPLE of TDM PLAN: **SANTA MONICA COMMUNITY COLLEGE**

- Transit Pass for students
- Carpool program
- Rideshare discount
- Shuttles
- Bikeshare
- Bike repair
- Carshare onsite and discount
- Neighborhood parking restrictions in daytime and evenings

EXAMPLE of TDM PLAN: **SAN FRANCISCO STATE**

- Transit Pass for students
- TDM/Transportation website
- Transportation coordinator
- Attended bicycle parking
- Strategic parking pricing
- CARE escort program
- Vanpool for employees

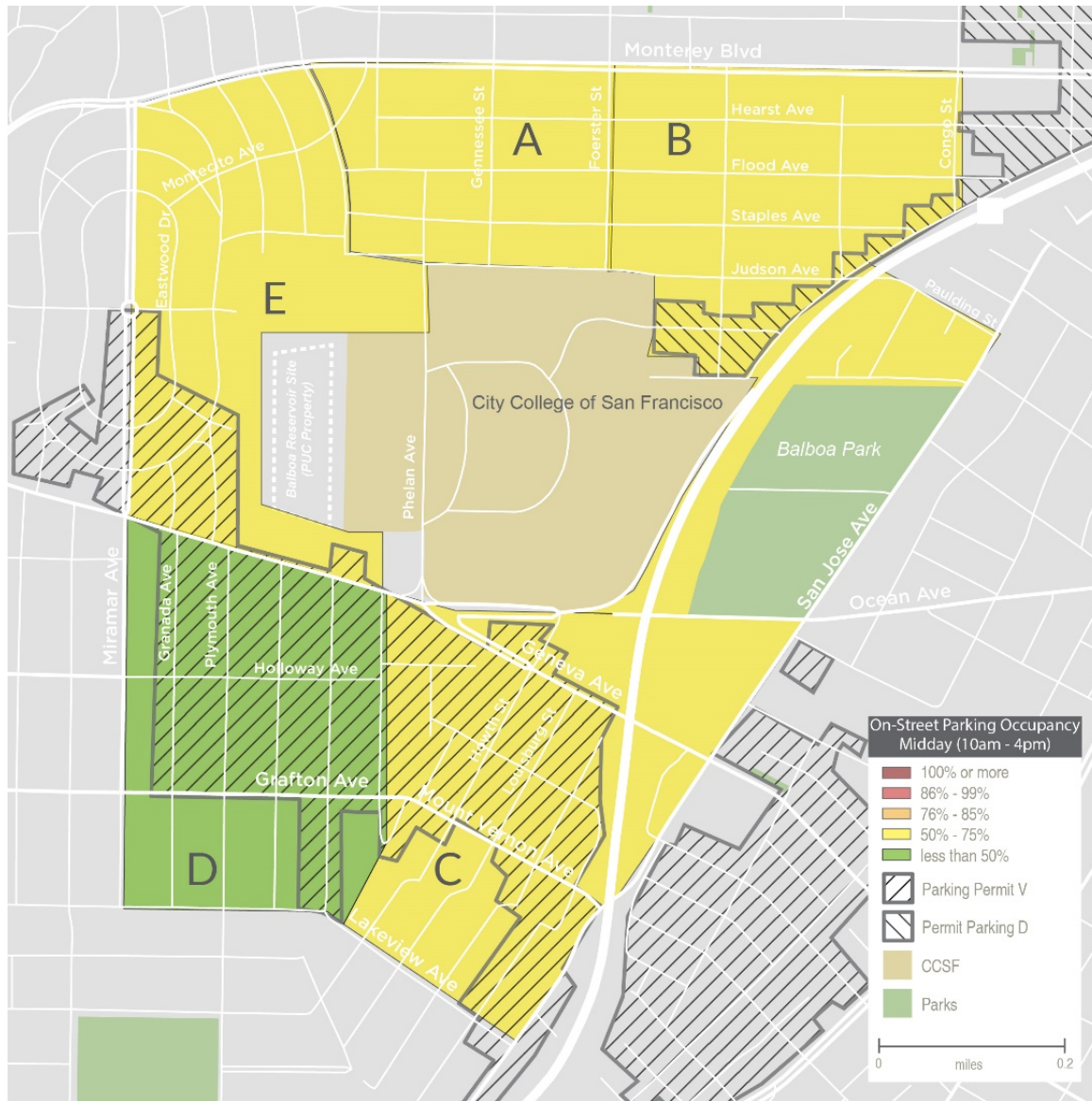
EXISTING CONDITIONS

BALBOA AREA TDM FRAMEWORK

Current On-Street Parking Utilization, no TDM

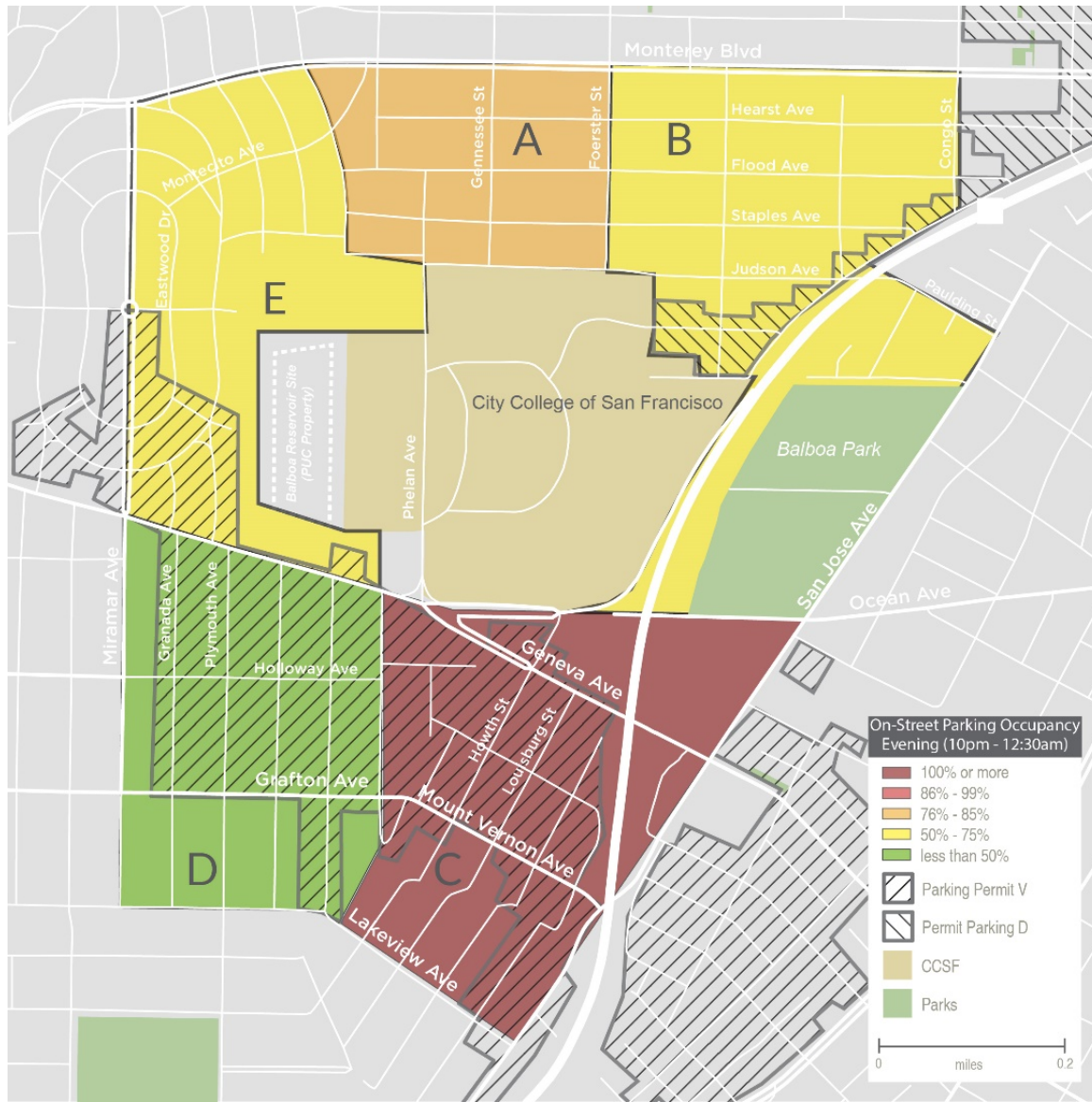
May 2016 (source: Nelson Nygaard)

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)

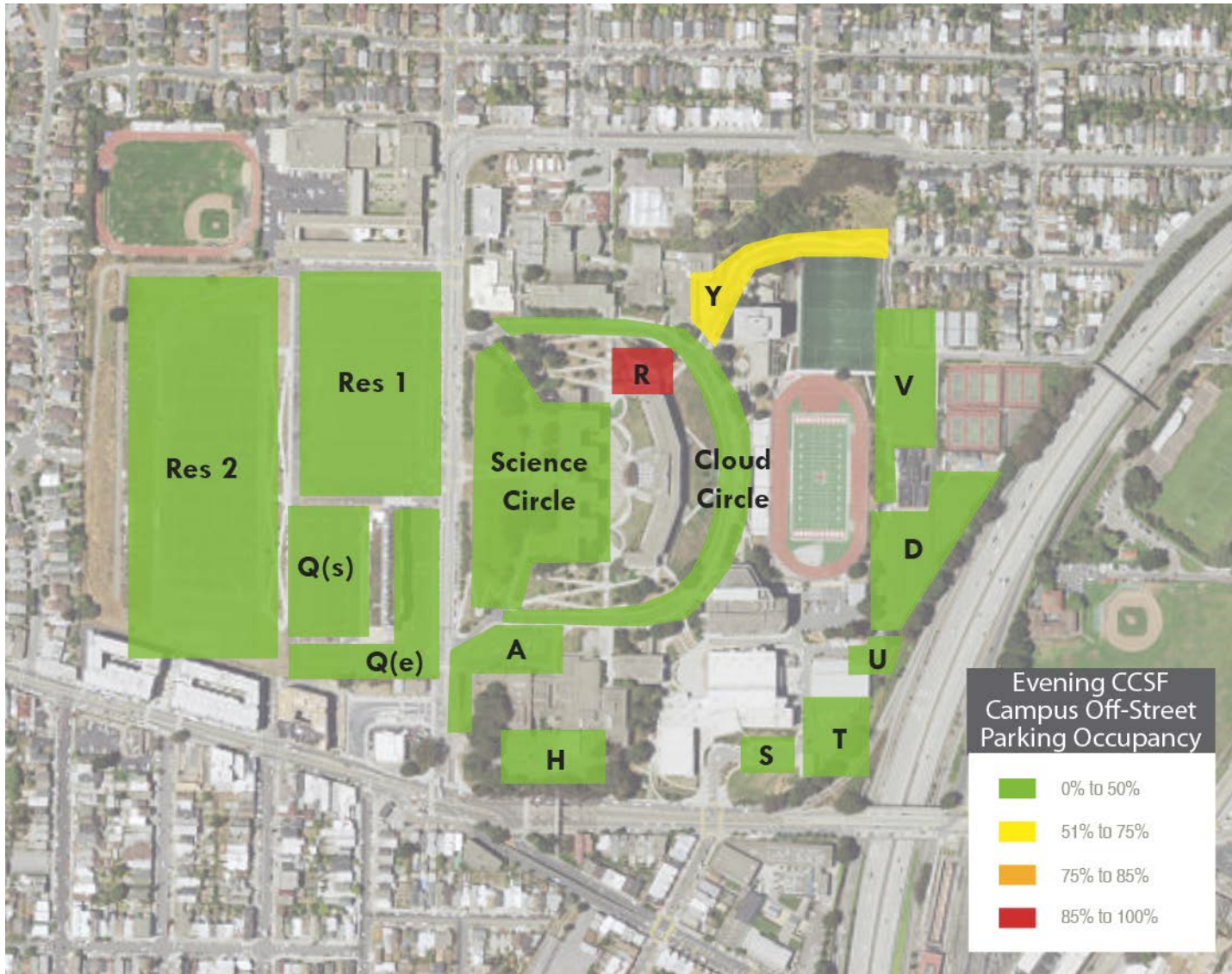
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City College Parking Utilization (Current, no TDM)

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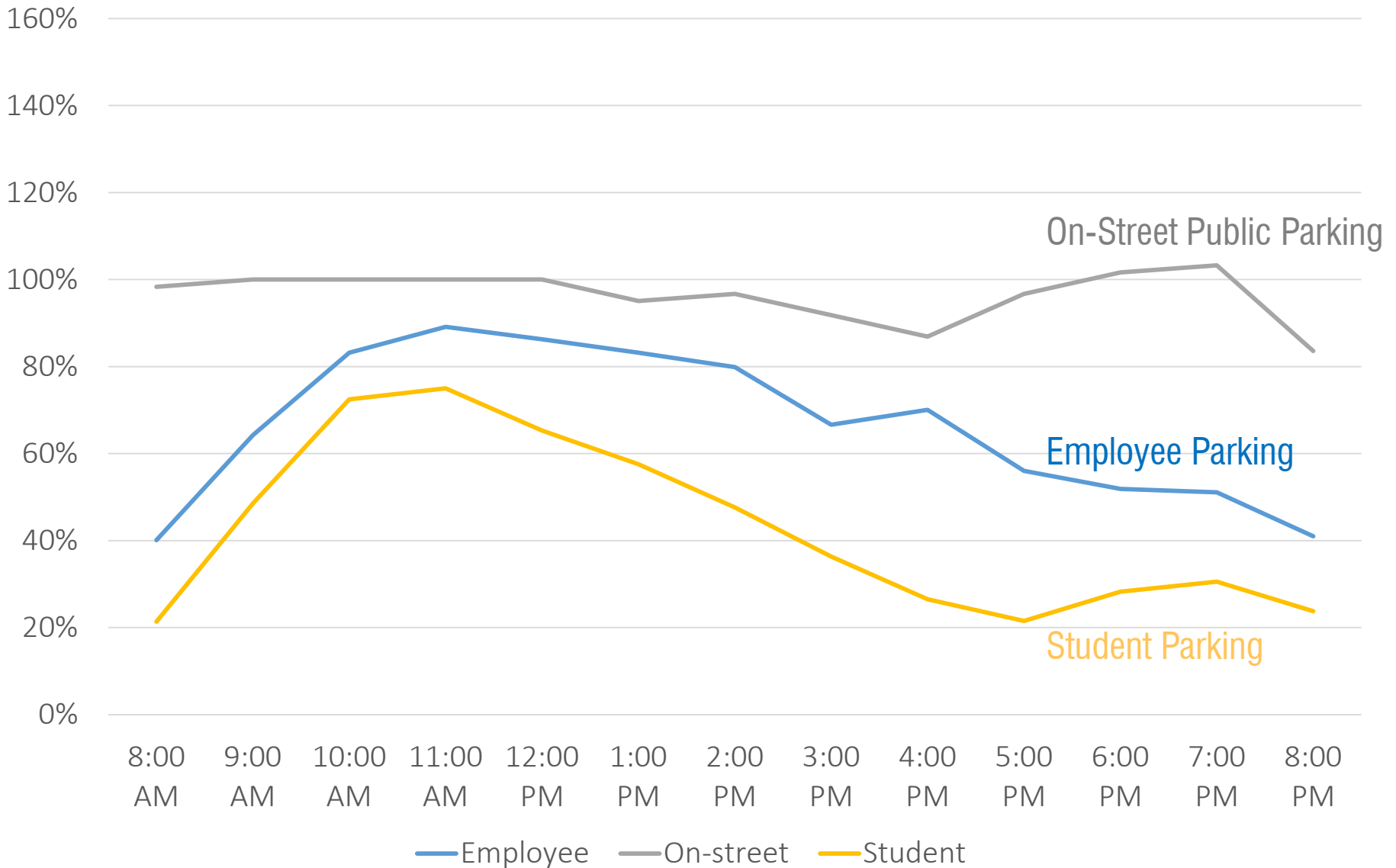
How City College Students and Employees get to Ocean Campus

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

Transportation Mode	Mode “share” (% of survey takers who access City College this way)
Rapid Transit (Bart, Muni)	42 - 54%
Drive Alone	27 - 44%
Walk	7 - 10%
Bike	2 - 3%
Carpool	2 - 4%
Drop off, Rideshare, Taxi	1 - 3%

City College Parking Utilization (Current, no TDM)

Wednesday, August 17, 2017 (source: City College, Sandis)



TDM RECOMMENDATIONS

BALBOA AREA TDM FRAMEWORK

RECOMMENDED TDM MEASURES: CITY COLLEGE

Measure Type	Measure
Physical	○ Right-size parking
	○ Expand secure bike parking on campus
	○ Provide bike repair station(s)
	○ Provide affordable housing and supportive services
	○ Install real-time transit multi-modal transportation information in key campus locations
Operational	○ Hire a dedicated Transportation Coordinator
	○ Create transportation resource on CCSF website
	○ Establish sustainable transportation incentive programs
	○ Launch campaigns that promote sustainable travel
	○ Establish a student transit pass pilot program
	○ Provide subsidized bike share memberships for students
	○ Create a carpool program
	○ Provide Emergency Ride Home for employees
	○ Expand safe escort program for students and employees
	○ Improve signage and wayfinding
	○ Adjust parking pricing
	○ Provide real-time parking availability and pricing information

RECOMMENDED TDM MEASURES: BALBOA RESERVOIR SITE

Measure Type	Measure
Physical	○ Provide on-site affordable housing
	○ Provide on-site childcare facilities and services
	○ Right-size parking
	○ Provide parking spaces for on-site vehicle share vehicles, prioritizing peer-to-peer shared vehicles
	○ Provide secure bike parking above beyond code requirements
	○ Provide bike repair station(s)
	○ Install real-time transportation information in lobby
Operational	○ Unbundle parking from all tenant leases
	○ Allow for parking to be shared by different user types (e.g., residents, employees, CCSF students, etc.)
	○ Provide car share memberships to residents
	○ Provide subsidized transit passes to residents
	○ Hire a dedicated on-site transportation coordinator

RECOMMENDED TDM MEASURES: BALBOA AREA NEIGHBORHOODS

Measure Type	Measure
Physical	○ Expand car share locations and fleet
	○ Coordinate with Bay Area Bike Share to locate docks in Balboa Area
Operational	○ Expand Residential Parking Permit (RPP) zone
	○ On-street parking pricing and regulation for Phelan Avenue
	○ Pilot a senior ridematching program
	○ Facilitate multi-school coordination

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 plan coordination,
- Reservoir RFP

- **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), Sustainability Planning (ongoing)

THANK YOU!

sf-planning.org/BalboaTDM

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