

Assessment Phase 1: Transportation Goals & Concept Strategies <b>ASSESSMENT TRANSPORTATION STRATEGIES</b>  <b>FIRST ROUND - PIERS 30-32 "RELEVANT" (by SFMTA)</b>	
<b>Muni Light Rail</b>	
	Embarcadero MMX Optimization: Pocket Tracks, Passing Tracks, Signal Improvements, etc
	E-Embarcadero Southern Terminal Loop
	20 <sup>th</sup> Street Transit Hub - Mission Bay Loop Extension
	T-Third Skip Stop Service
	<b>New LRV car(s) to support N-Judah Extension to Mission Bay, and/or other service demands from new developments.</b>
	<del>Embarcadero MMX Optimization: Pocket Tracks, Passing Tracks, Signal Improvements, etc</del>
<b>Muni Bus</b>	
	<b>Advance</b> 22-Fillmore Interim Motorcoach Extension to Mission Bay
	58-24 <sup>th</sup> Street Extension to Pier 70
	Event Re-routes and Service Augments
	Create Transit Only lanes to support operations where feasible
	"Bridge" Service to meet capacity demands prior to Central Subway (2019): potentially including 47-Van Ness, 83X-Mid-Market Express, 30-Stockton, 45-Union/Stockton
	Expanded peak period only service to waterfront : 82X, 81X-Caltrain Express, 82-Levi Plaza Express
	<del>Southeastern Transit Division (storage/maintenance facility)</del>
<b>SFMTA Facilities</b>	
	Terminal Operator (and Taxi) Restrooms
	Kirkland Yard
	Developer contributions to support facility expansion/close funding gap per EIRs
	Southeastern Transit Division (storage/maintenance facility)
<b>Bicycle</b>	
	Embarcadero Dedicated Bicycle Facility (Embarcadero "Enhancement" Project):
	Expanded bikesharing as part of project approvals
	Bike Facility on Lefty O'Doul Bridge (3rd St.)
	Expedited Bay Rail/Blue Greenway and Illinois Street Bicycle Route
	<b>Need for bike parking station near 4th &amp; King Caltrain station (not same as bike parking at Caltrain station). Could be pursued by Project Sponsor.</b>
	Project-sponsor expansion of the SFMTA Bicycle Sharing network
	<del>Identification of project-related improvements with Project Sponsors that meet the goals of the Pedestrian Strategy: treatments that reduce the severity and frequency of pedestrian crashes, increase walking, and provide high-quality pedestrian environments</del>
	Regquired bike valet parking per special events approvals
	<del>A clear, intuitive, wayfinding system for bicycles and pedestrians</del>
	Regularized bike valet parking program near Exploratorium
	Parkwide integration with bikesharing
<b>Pedestrian</b>	
	Jefferson Public Realm expedition - Hyde-Jones
	Green Street crosswalk
	<del>intuitive, wayfinding system for bicycles and pedestrians (per AC34 pilot)</del>
	<b>Identification of project-related improvements with Project Sponsors that meet the goals of the Pedestrian Strategy: treatments that reduce the severity and frequency of pedestrian crashes, increase walking, and provide high-quality pedestrian environments [relocated from Bicycle]</b>
	Urban design: Revise developer garage and driveway design to favor ped circulation
<b>Vehicle Traffic &amp; Circulation</b>	
	Specific, more regularized local traffic-management strategies designed and tested by SFMTA's Special Events Team (SET) for large events.
	Use dynamic electronic message signs to alert area traffic of events, as is done now for AT&T park.
	<b>Evaluate the feasibility of providing a second southbound lane on Beale Street between Folsom Street and Bryant Street, as proposed in the 2006 Rincon Hill Streetscape Plan, and modify signal timing for a second right turn lane onto Bryant for direct access to the Bay Bridge ramp to help accommodate traffic overflow that is anticipated with the implementation of the <i>Second Street Improvement Project</i>.</b>
	Required car-share per project approvals
	<b>Embedded parking assignment in Event tickets to reduce local congestion</b>
	Parking pricing and information can be used to encourage those who must or choose to drive drivers to use parking facilities outside the Waterfront area and take transit, bicycles or walk from these satellite parking facilities to Waterfront destinations.

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<b>Signals, Signage &amp; Wayfinding</b>	
	Upgrades in traffic system design
	SET legacy: Caltrans highway message signs
	Clear, intuitive, wayfinding system for bicycles and pedestrians (per AC34 pilot)
	Multi-modal wayfinding and information: bike/ped wayfinding (including Blue Greenway signage), transit hub wayfinding
<b>Loading &amp; Emergency Services</b>	
	AC34 pilots: multi-use lane and loading bays
<b>Parking</b>	
	Parking strategy to encourage off-site (satellite) parking well beyond the Piers and neighborhood to minimize traffic caused by drivers searching for parking.
	Shared Parking Network - reserved parking for waterfront events coordinated by project sponsors and offered as part of ticket purchase
	SFMTA led <i>facilitation</i> (not brokering) between private operators and Project Sponsors - Research collaboration strategies with private parking garages
	Review with Caltrans of satellite parking options under freeway, bridge
	Embedded parking assignment to increase driver certainty
	Coordinate community/neighborhoods with SFMTA Residential Parking Program (RPP) experts to review current program and develop updates
<b>Taxi, Accessible Services, Pedicabs</b>	
	Pilot "Taxi Share" program on high capacity transit routes to offer additional service to crowded Muni buses at set, affordable rates, i.e., below standard taxi rates
	Taxi stand organization, oversight and coordination
	Improved coordination and planning for taxi services around major destinations
	Specific dedication of protected, exclusive taxi and paratransit curbside access and/or full cabstands at the Ferry Building and near Second Street and Townsend (for events at AT&T Park) and at all new Waterfront facilities such as Warriors Arena.
	Clear Port-side pick-up and drop-off locations along the bayside of the Embarcadero that reconcile with the Embarcadero bicycle facility
	Quick charge stations for the growing fleet of electric vehicles could be provided in all new development areas
	Rest areas with restrooms for taxi drivers would help with service delivery and could possibly be coordinated with location of quick charge stations
	y Pedicab stands so they don't block the bike lane when loading passengers
<b>Transportation Planning &amp; Policy</b>	
	WTA as overriding guiding document: review objectives and policies per General Plan
	WTA as overriding guiding document: review project proposal to refine submittal
	WTA as overriding guiding document: precede environmental review to guide mitigation measures
<b>Event-specific Transportation Planning &amp; Transportation Demand Management (TDM)</b>	
	Transit Pass fare embedded in event ticket
	Coordinated Parking Management/Logistics
	Establish a transportation management association (TMA) for the area or expand Mission Bay TMA to incorporate the larger area.
	Transit Pass Subsidy
	Information / Communications
	Sattelite Regional Parking Promotion
	Transit Ticket Vending Machines
	Multi-modal wayfinding and information: bike/ped wayfinding (including Blue Greenway signage), transit hub wayfinding
	Expand bike share program to add pods at key locations in the Waterfront Transportation Assessment area
	Expand car sharing via on-street pods
	Any on-street parking spaces shall be metered and managed through SFpark, including special event pricing
	Monthly transit subsidy/stipend (e.g. \$20/mo) provided by developer for all new residential units, hotel room, and workers.
	Free carshare membership for all residents and commercial tenants provided by developer
	Auto trip cap & TDM policy
	Provide Muni Fast pass to all tenants (at no charge) for first X years of residence.
	On-site bike sharing
	Retail delivery of goods (upon request) by tenant stores of over 30,000 square feet
	Hotel provision of Muni Passports or preloaded Clipper cards with reservations

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<b>BART</b>	
	Advance study of near-term Embarcadero capacity investments
	Advance key elements of Core Service Expansion at Embarcadero Station with improvements such as: Vertical circulation street to Concourse, Vertical circulation between Muni and BART platforms, Platform level boarding gates
	<i>Embarcadero Station: Platform/Access Capacity</i>
	<i>Embarcadero Station: Vertical Circul. Expansion</i>
<b>Caltrain</b>	
	22nd Street SF Station Enhancements
	Advance electrification through fund gap closure
	Caltrain Realignment through Mission Bay
<b>WETA, GG Ferry, Blue &amp; Gold, other water transit</b>	
	Water Transit Landing at Piers 30-32 serving North and East Bay (and possibly South Bay) trips
	Water Transit Landing at Pier 70
	Mission Bay Ferry Terminal -16th St. serving North And East Bay (and possibly South Bay) trips
<b>Regional Buses (AC Transit, Golden Gate Transit, SamTrans, other)</b>	
	Regional/Local Bus Service Integration: SF pick-up and drop-off (per AC34 pilot)
	In-SF new fare per GGT
	AC Transit: Bus Service Expansion (confirm concept as O already has late night service)
	<i>NL Short: Late Evening Service</i>
	<i>O: Late Evening Service</i>
	<i>F Shuttle: Late Evening Service</i>
	PresdiGo Shuttle (per AC34 pilot)
<b>Funding &amp; Implementation</b>	
	Project level Transportation Demand Management Programs (TDMPs) as developed by project sponsors
	Memorandum of Understanding to provide transportation planning guidance where term sheet may not.
	Embedded transit pass in housing subsidies
	Embedded transit pass in event ticketing
	Mitigation Measure agreements per WTA

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