

# Existing and Future Waterfront Travel Patterns



## WATERFRONT TRANSPORTATION ASSESSMENT

Piers 30-32 CAC Transportation Subcommittee  
Waterfront Transportation Assessment Phase 2  
February 19, 2014



# Goals for Item

- **CAC and Public to understand basic travel patterns to/from Waterfront**

**For scenarios without proposed major Port developments**

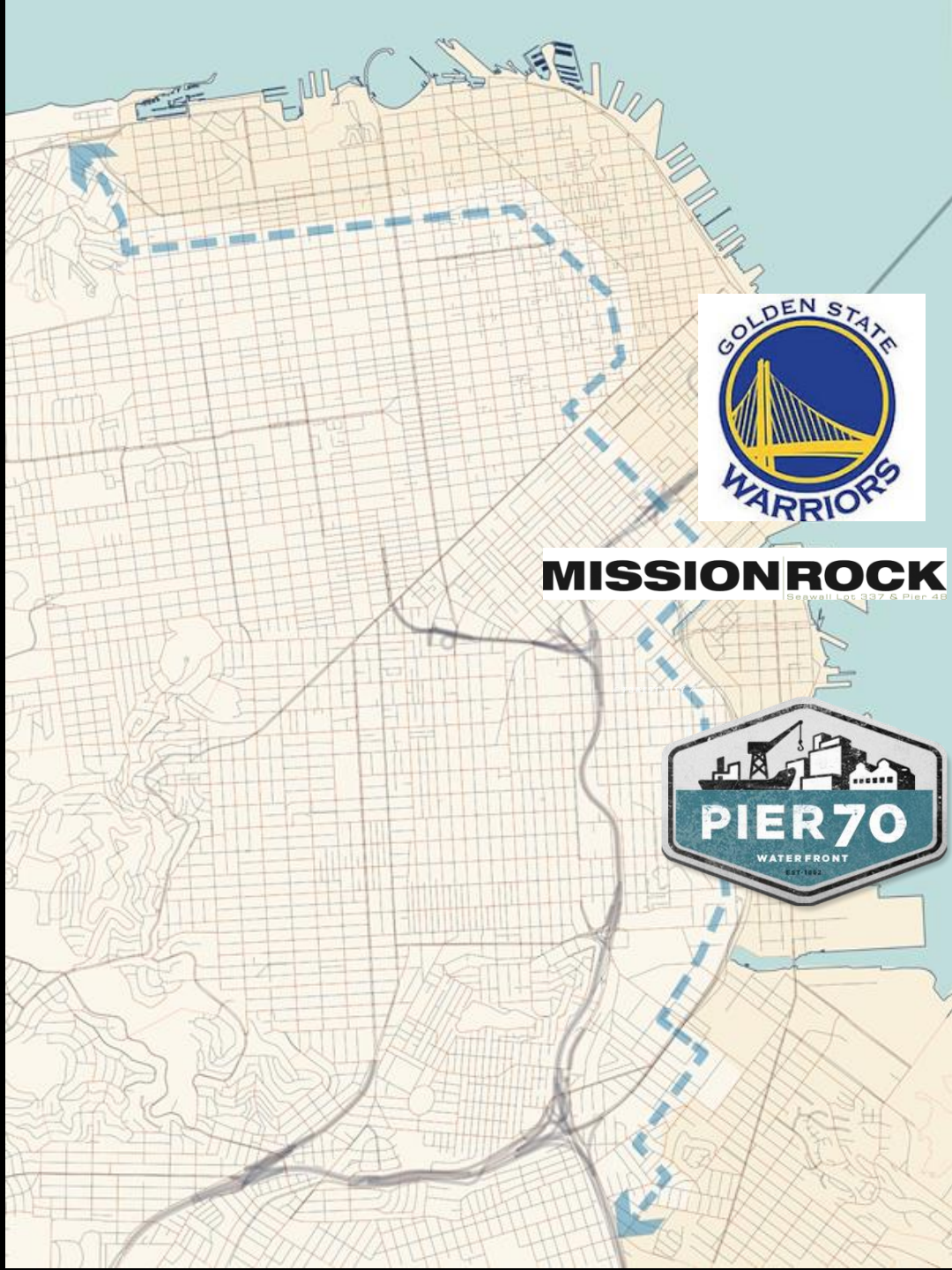
- ✓ **How many trips?**
  - ✓ **What modes?**
  - ✓ **Today and in future?**
- 
- **Feedback from CAC**
    - ✓ **Are these results intuitive?**
    - ✓ **Are there other travel pattern metrics you are interested in seeing next time along with “proposed developments” scenario results? (we’ll do our best, but can’t commit to everything)**



# Recap: Purpose of Assessment

To provide transportation information to the public and policy-makers to:

- A) Inform upcoming decisions about big developments on the Waterfront (Warriors, Mission Rock, Pier 70).
- B) Lead to transportation improvements that can address problems that exist today or in a future even without the big Waterfront developments.



# Recap: Process

**Step 1: Needs Identification** to understand travel patterns, identify problems

**Step 2: Screen Strategies** to match problems identified and add any additional strategies

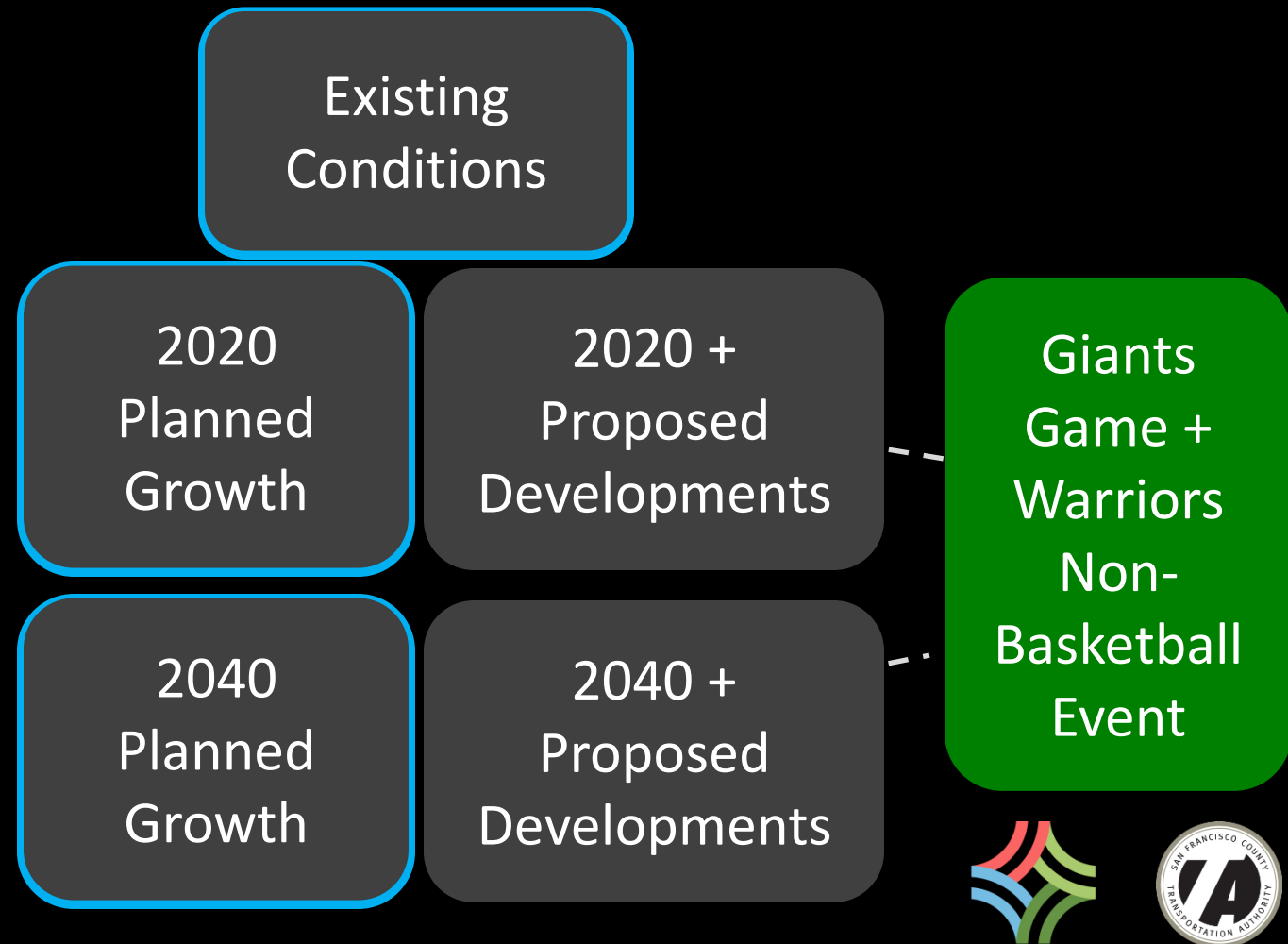
**Step 3: Strategy Evaluation** to understand effectiveness, consider cost, timing

**Step 4: Strategy Benefit Breakdown** to inform potential Development Agreements



# Step 1: Needs Identification to understand travel patterns, identify problems

- Capacity
- Reliability
- Safety
- Flexibility



# Recap: Tools we will use

**Observed Data:  
Vehicle Counts,  
Transit  
Ridership, Etc.**

**SF-CHAMP  
Regional Travel  
Demand  
Forecasting Tool**

**Synchro: Traffic  
Simulation  
Software**

**Research  
Evaluation of  
Strategies that  
Have Been  
Implemented Here  
or in Other Cities**

**Professional  
Judgment**



North Bay

Northern Waterfront

Treasure Island

Marina/  
Northern Heights

North Beach/  
Chinatown

Eastern SoMa

East Bay

Downtown

South Beach

Richmond

Western SoMa

Ballpark Area

Western Market

Mission/  
Potrero

Mission Bay

Noe Valley/  
Glen Park/  
Bernal Heights

Central Waterfront

Sunset

Hill Districts

Bayshore

Southeast waterfront planning occurred as a part of Candlestick/Hunters Point Shipyards Development Planning Process

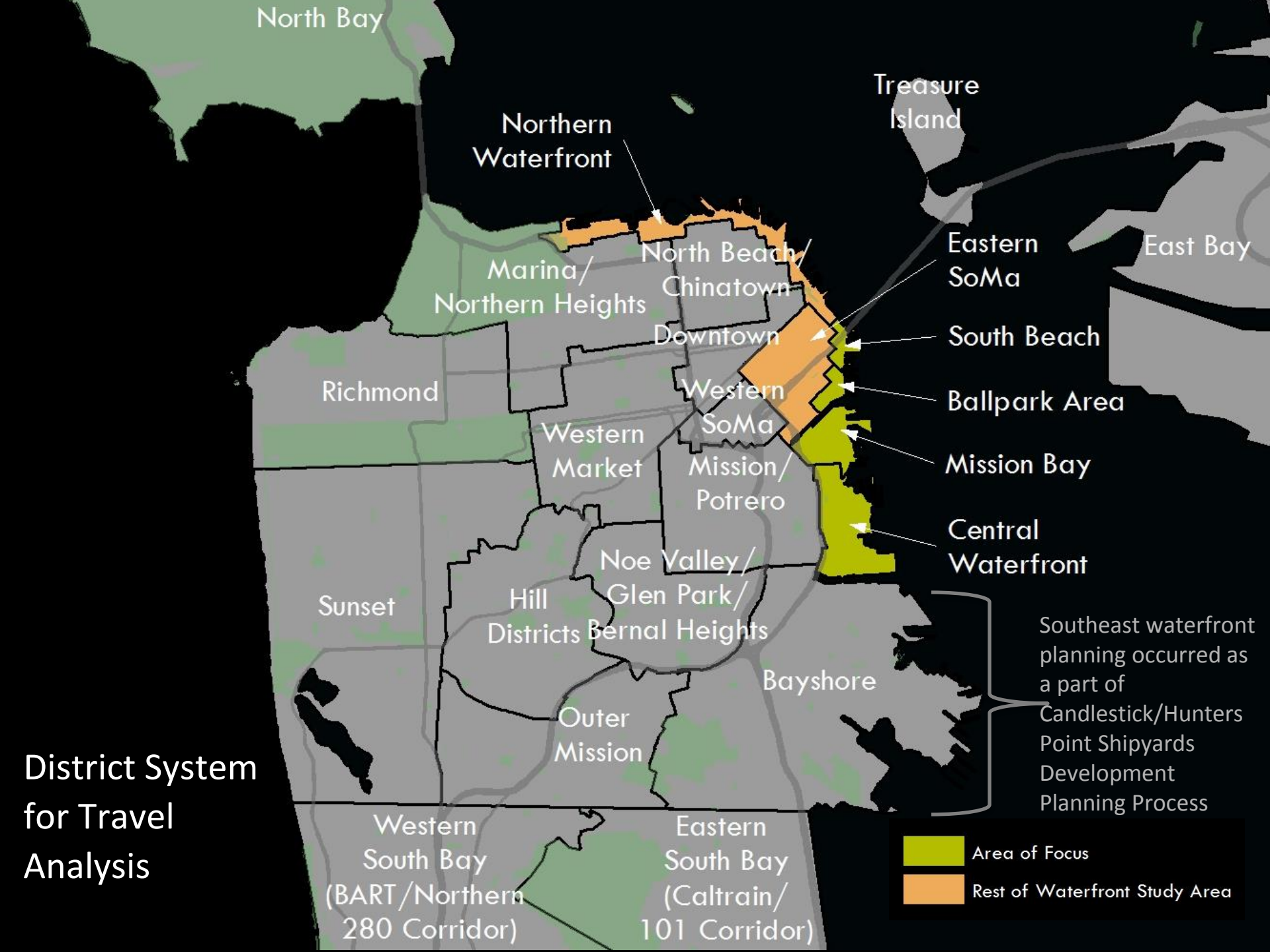
Outer Mission

# District System for Travel Analysis

Western South Bay (BART/Northern 280 Corridor)

Eastern South Bay (Caltrain/101 Corridor)

- Area of Focus
- Rest of Waterfront Study Area



# Land Use Assumptions

## Population

	2012 (abs.)	2020 (% inc. from 2012)	2040 (% inc. from 2012)
Region	7 mil	+9%	+30%
San Francisco	802,000	+10%	+34%
Waterfront Study Area	35,000	+32%	+156%
Area of Focus	13,000	+23%	+111%

## Jobs

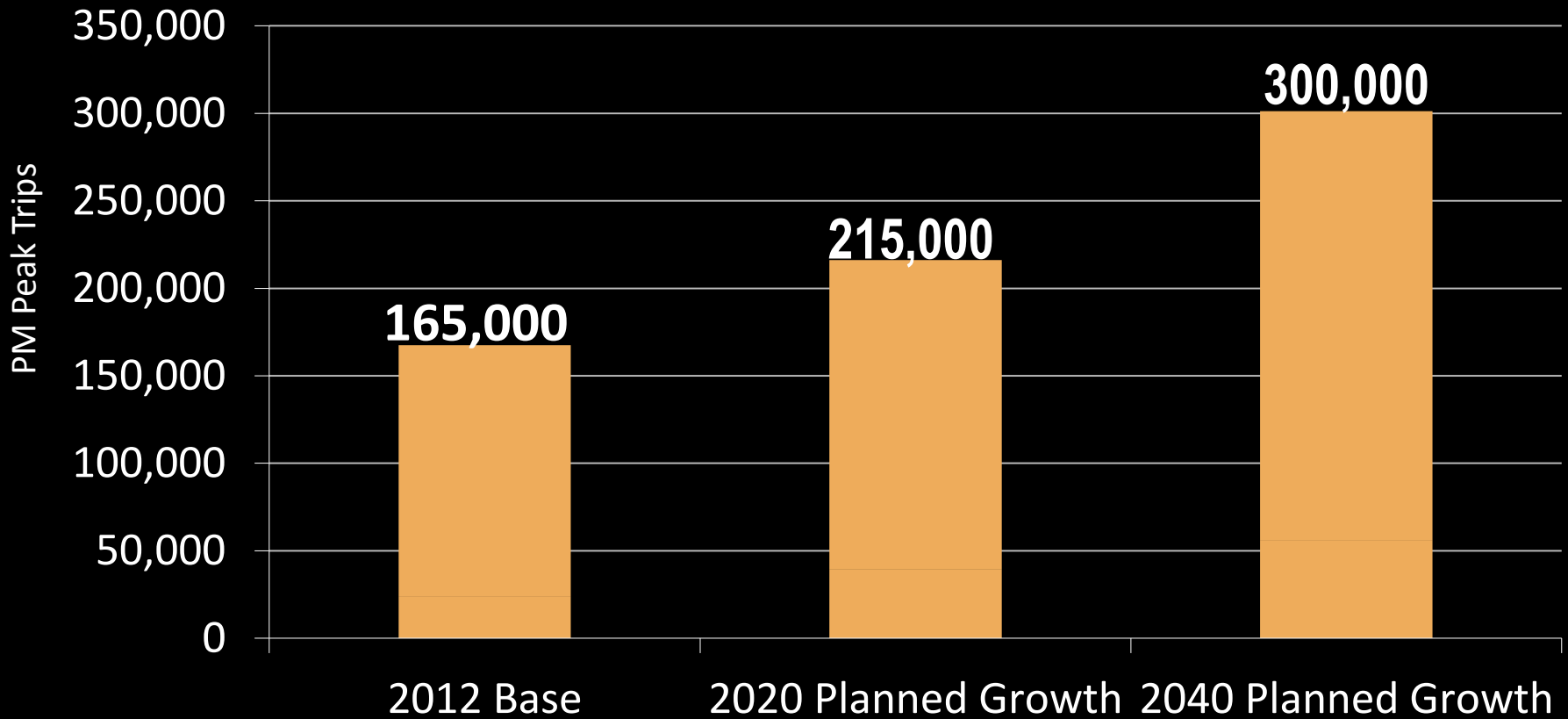
	2012 (abs.)	2020 (% inc. from 2012)	2040 (% inc. from 2012)
	3.4 mil	+18%	+33%
	570,000	+17%	+34%
	145,000	+24%	+87%
	19,000	+31%	+97%

Source: Association of Bay Area Governments,  
processed for SF-CHAMP 4.3.





# 135,000 projected new trips to/from/within Study Area by 2040

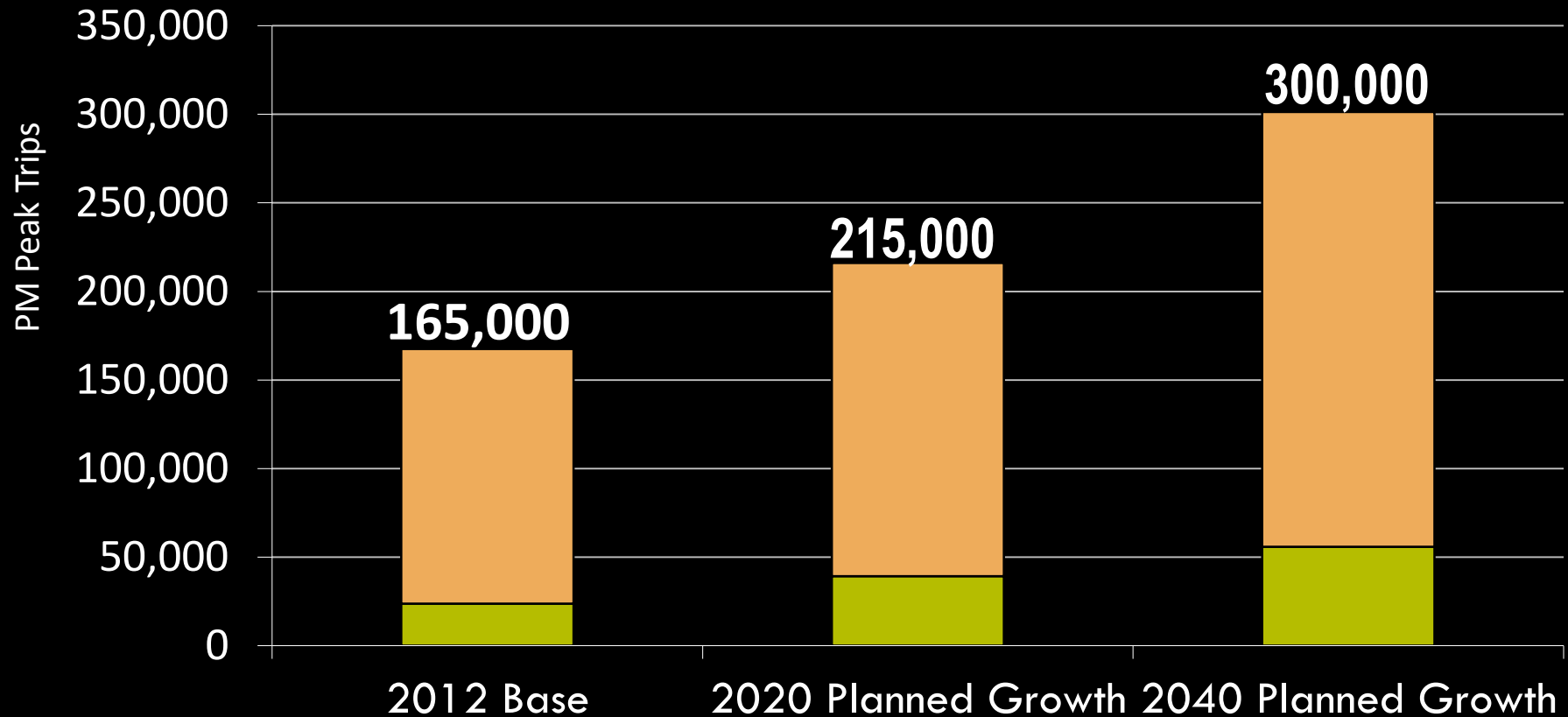


Source: SF-CHAMP 4.3



# Most trips starting/ending outside Area of Focus

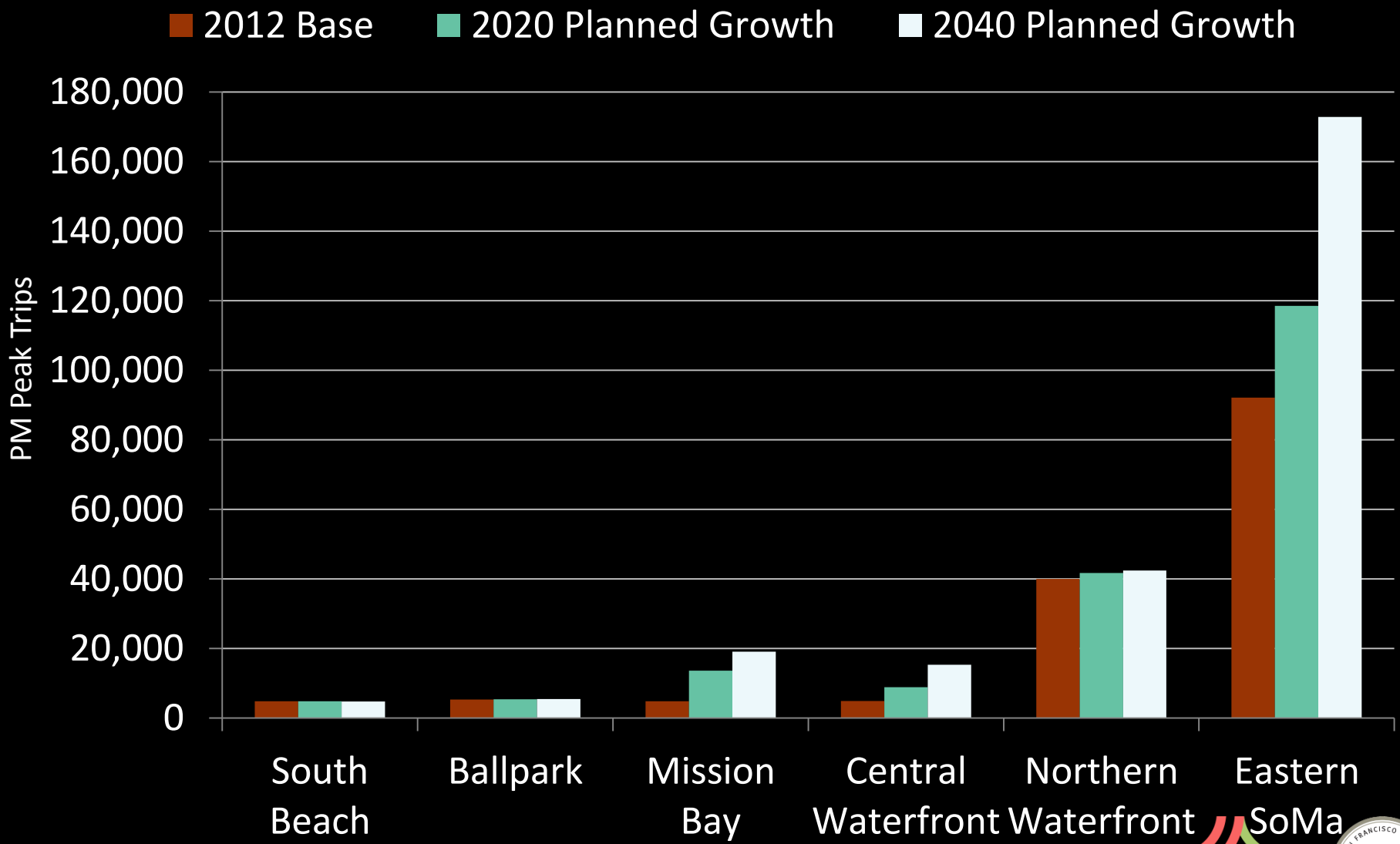
■ Area of Focus    ■ Rest of Waterfront Study Area



Source: SF-CHAMP 4.3



# Most trip-making and growth related to Eastern SoMa

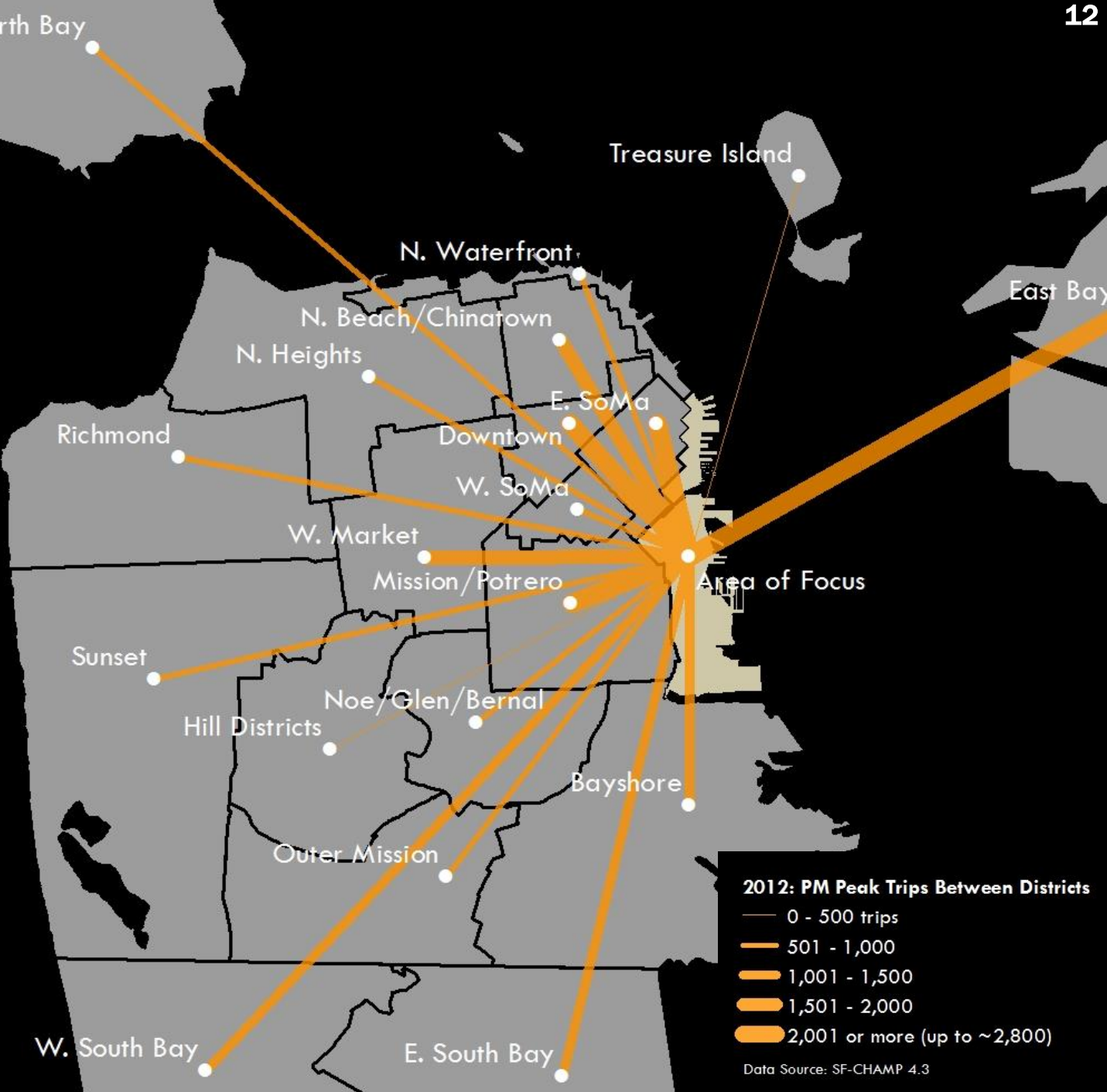


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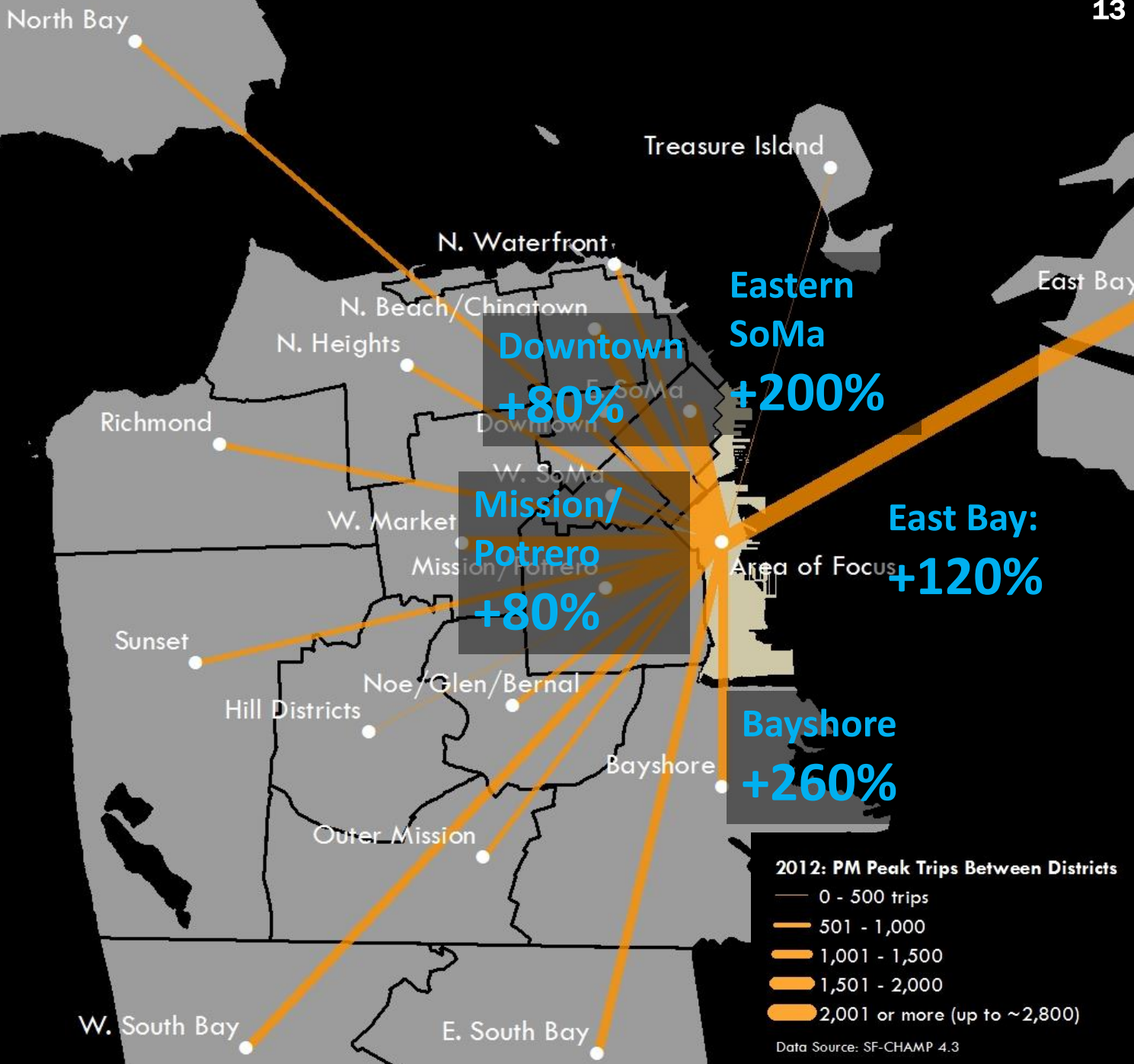
# 2012 PM Peak Trips Between Districts and Area of Focus

## Key Markets: Downtown, Eastern SoMa, Mission/Potrero



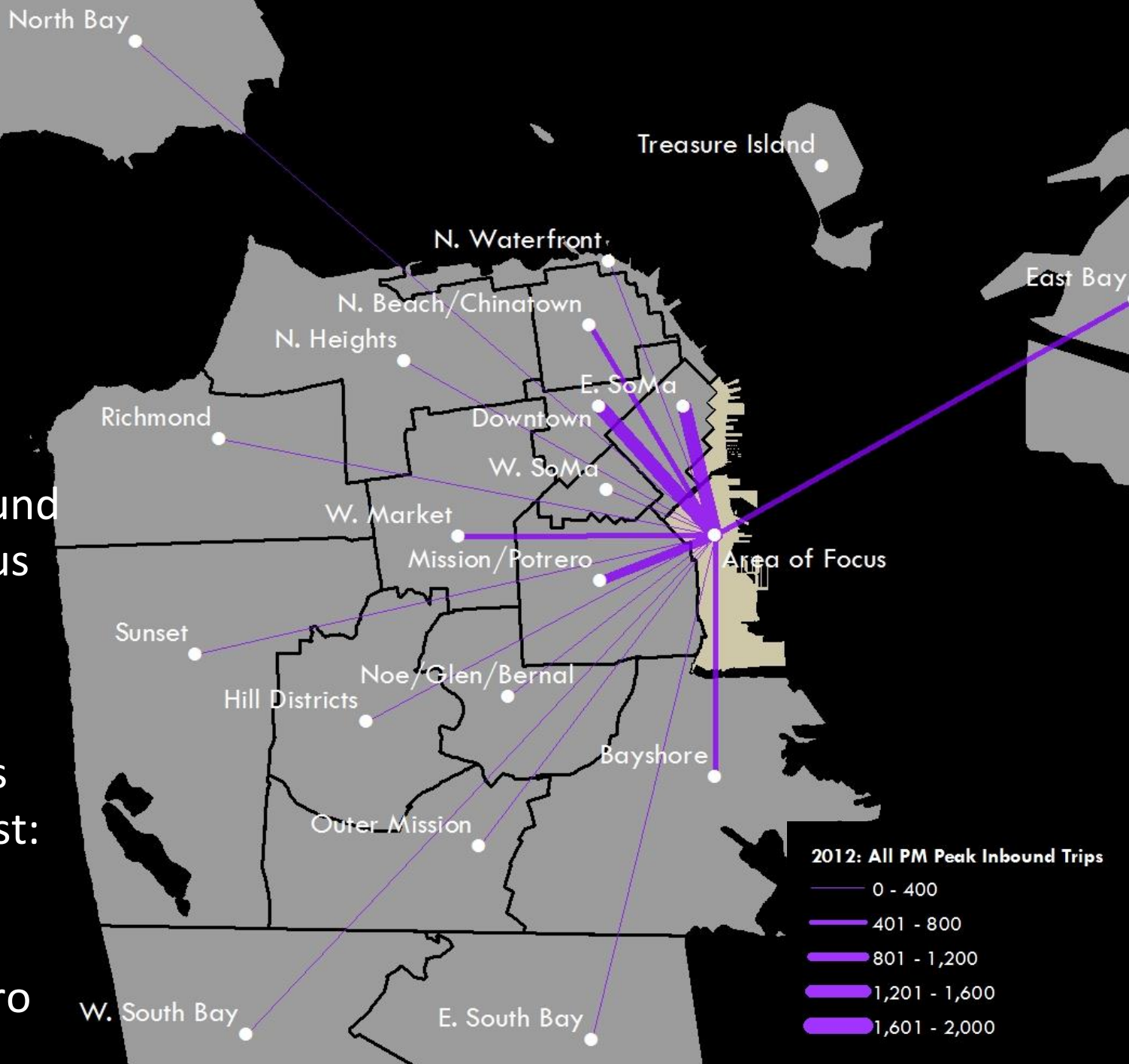
PM Peak Trips  
Between  
Districts and  
Area of Focus

Key Growth  
Markets  
Between 2012  
and 2040



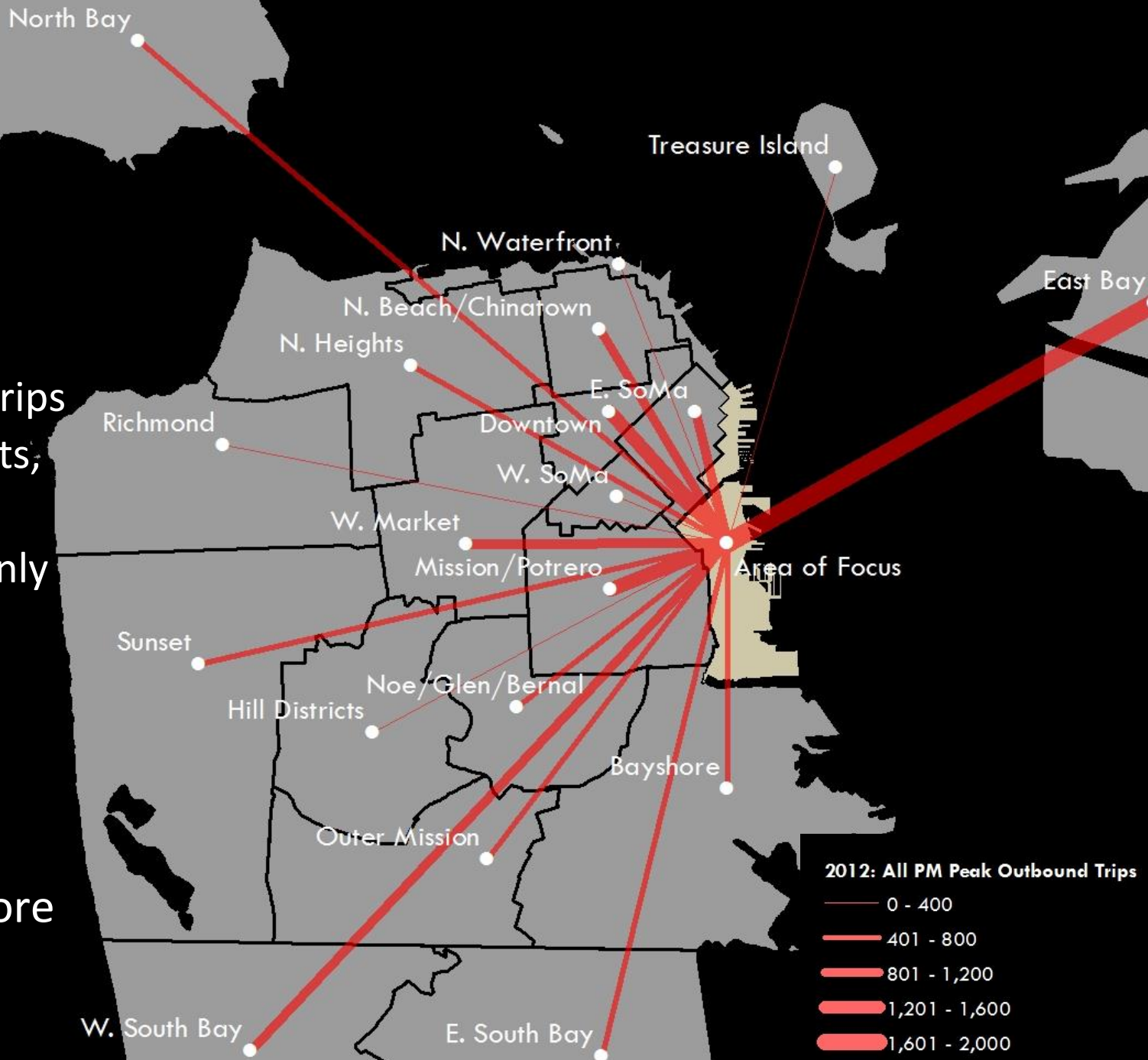
2012 PM Peak  
Trips Between  
Markets, Inbound  
to Area of Focus  
Only

Nearby  
neighborhoods  
contribute most:  
Downtown,  
Eastern SoMa,  
Mission/Potrero



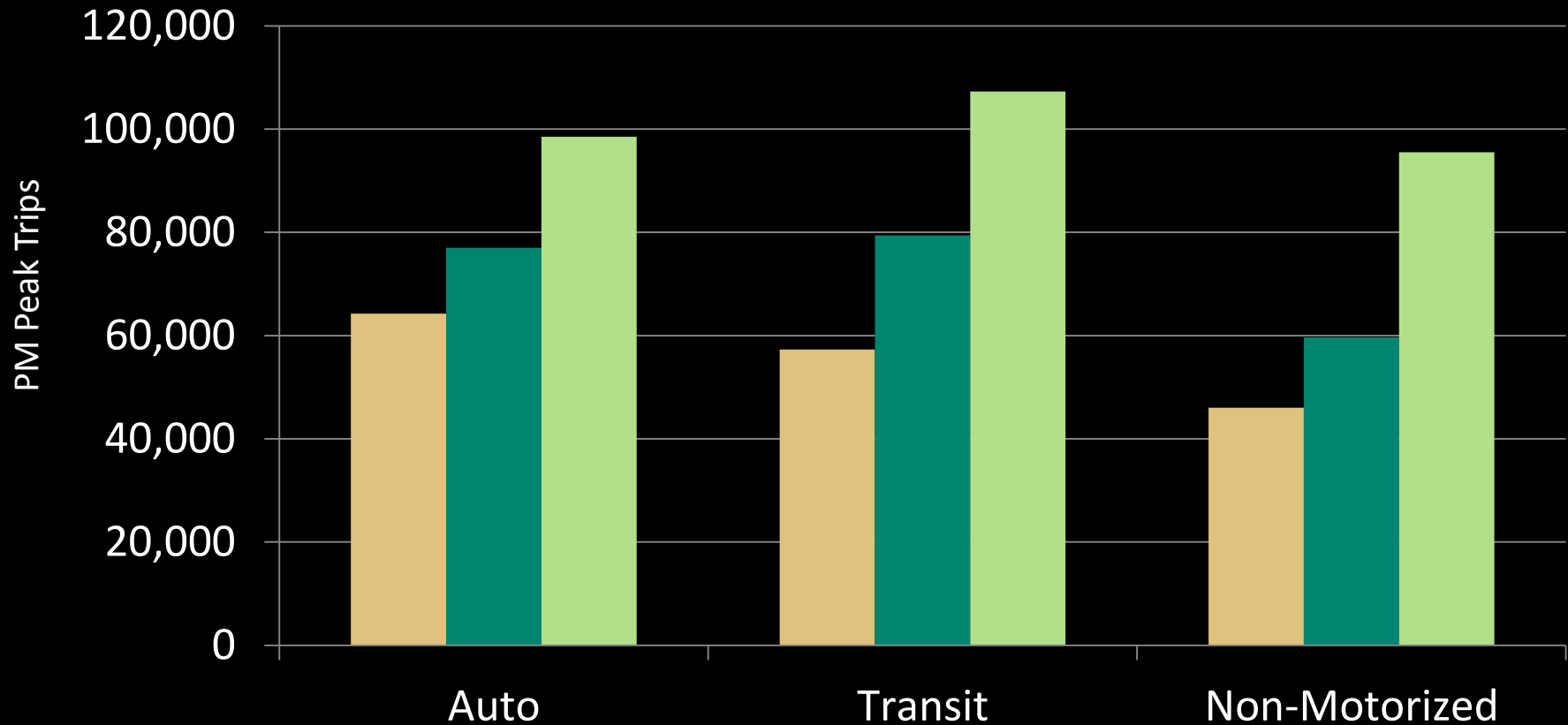
2012 PM Peak Trips  
Between Markets,  
Outbound from  
Area of Focus Only

Greater trip-  
making and more  
regional than  
inbound



# Change in trips by mode: 2012 vs. 2020 vs. 2040: more trips by all modes \*

2012 Base    2020 Planned Growth    2040 Planned Growth



\*subject to refinement/post-processing based on analysis of road and transit capacity limitations, professional judgment based on cultural shifts in behavior travel preferences

Source: SF-CHAMP 4.3





# Where we're headed...

## January 29: Introduction to Phase 2

- **CAC Role:** Primarily informational, input on how to focus subsequent meeting WTA content

## February: Needs Identification, Part 1- Trip-Making Patterns Today and Future Without Proposed Development

- **CAC Role:** Informational

## March: Needs Identification, Part 2-Strategy Screening Results

- **CAC Role:** Informational, advise on strategies to add

## April: Strategy Evaluation Results

- **CAC Role:** Input on high-performing strategies



## Thank you! Feedback for us?

- ✓ Clarifying Questions
- ✓ Are Results Intuitive?
- ✓ What Would You Like to See Next Time? (we'll try to add, but no promises)

Thanks to Nelson\Nygaard consultant team for producing analysis

