

# Balboa Area Transportation Demand Management

## Progress Update

January 24, 2017

Presented by:  
Jeremy Shaw, SF Planning Department

**N** NELSON  
NYGAARD

# CITYWIDE: COMPREHENSIVE APPROACH TO GROWING SUSTAINABLY

## Pedestrians



## People Riding Bikes



## People Taking Transit



## People Driving



## New Development:

- Transportation Sustainability Fee
- CEQA Reform
- **TDM: menu of on-site amenities to prioritize sustainable alternatives to driving**

# 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 volunteers 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
HIGH OCCUPANCY VEHICLES	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 <sup>1</sup>	Provide shuttle bus services, more points given for more frequent service ●●●●●●●●●● 7-14
	HOV-3	<b>Vanpool Program:</b> Options A - G <sup>1</sup>	Provide vanpool services to employees, more points for serving larger projects ●●●●●●● 1-7
INFORMATION AND MARKETING	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
LAND USE	LU-1	<b>Healthy Food Retail in Underserved Area</b>	Providing healthy food options (restaurants, grocery stores) in an area identified as being underserved ●● 2
	LU-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 MANAGEMENT	PMB-1	<b>Unbundle 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
	PMB-2	<b>Parking Pricing</b>	No parking rates discounted beyond a daily pass, no weekly, monthly, or annual passes allowed. ●● 2
	PMB-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
	PMB-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

<sup>1</sup> 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

---

**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

POINTS:

**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).

1

---

OPTION B

POINTS:

**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.

1

---

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

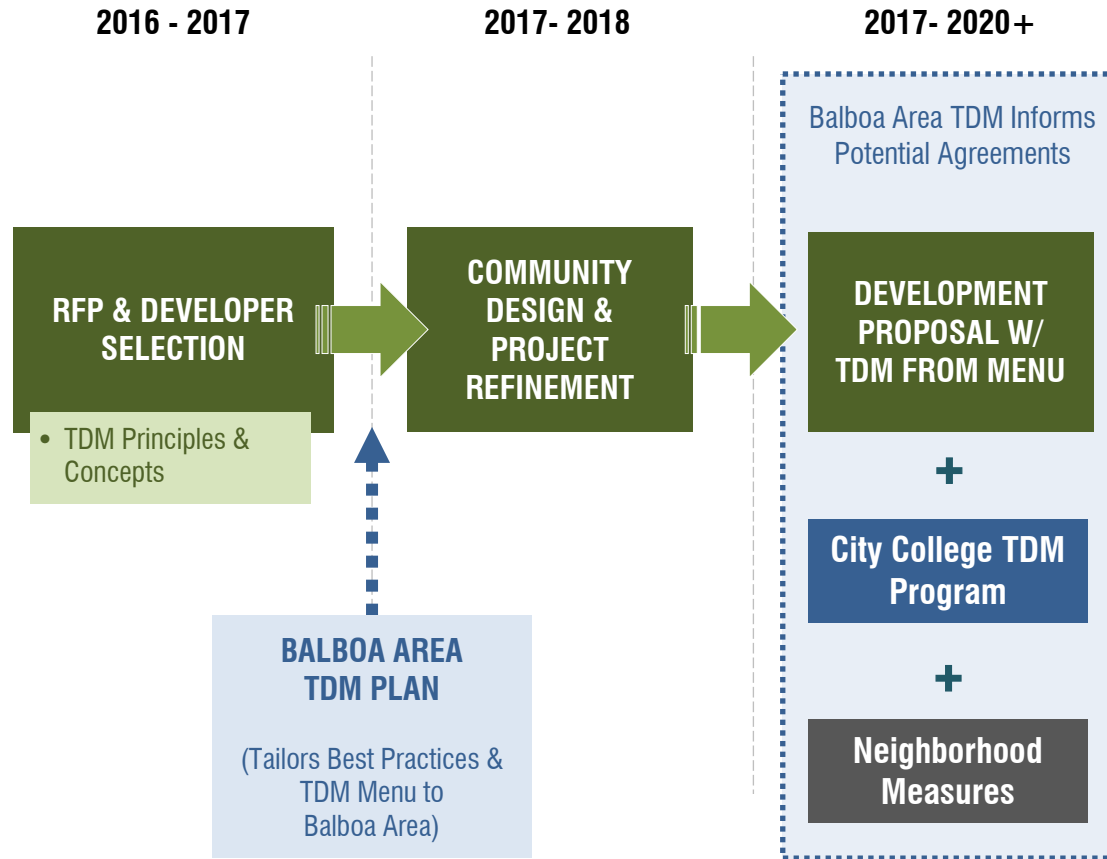
POINTS:

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: **DELIVERABLES**

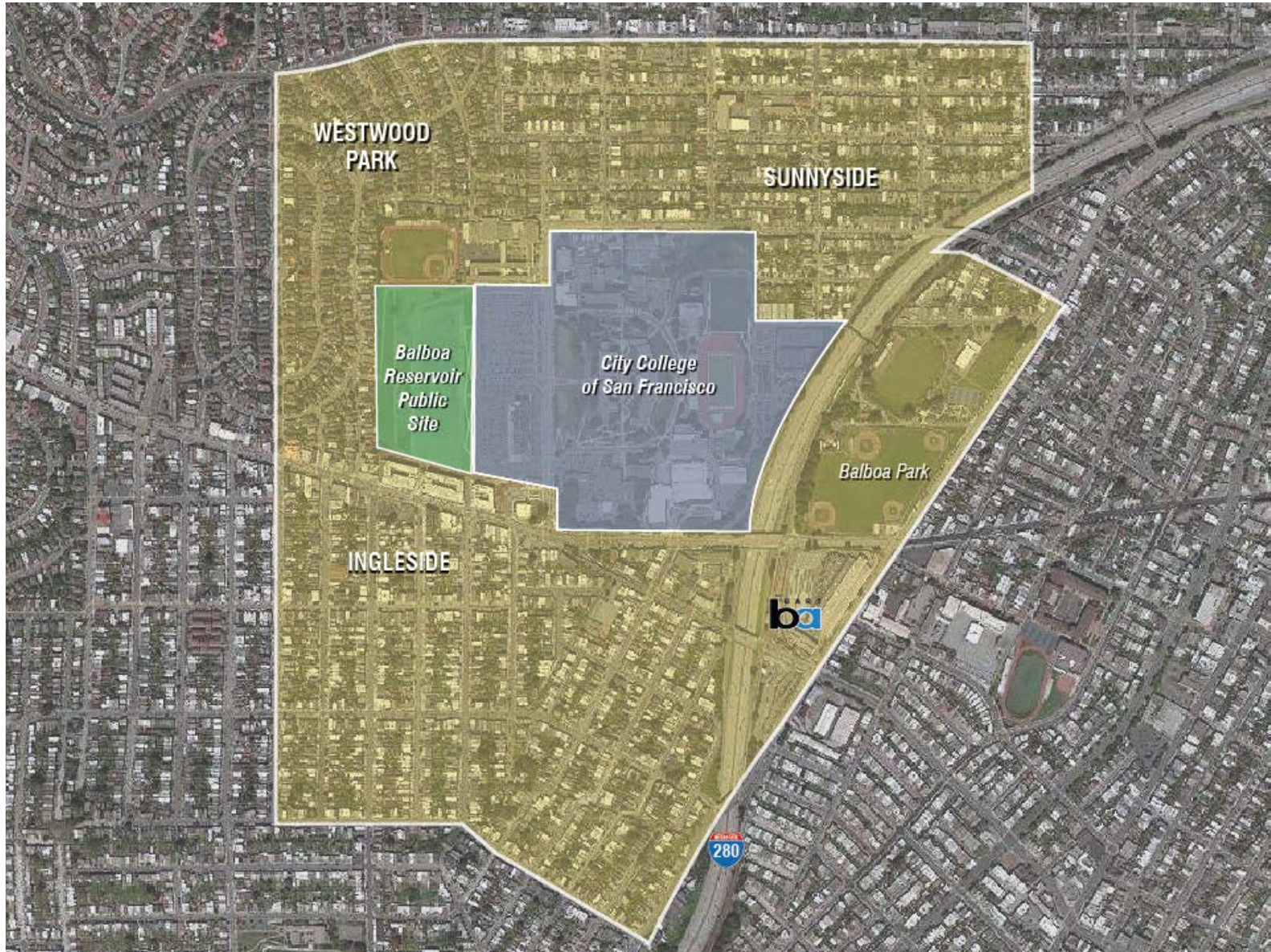
## **DELIVERABLES**

- Short term & long term recommendations for Balboa Area
- Coordination measures and techniques
- Guidance for future monitoring and implementation





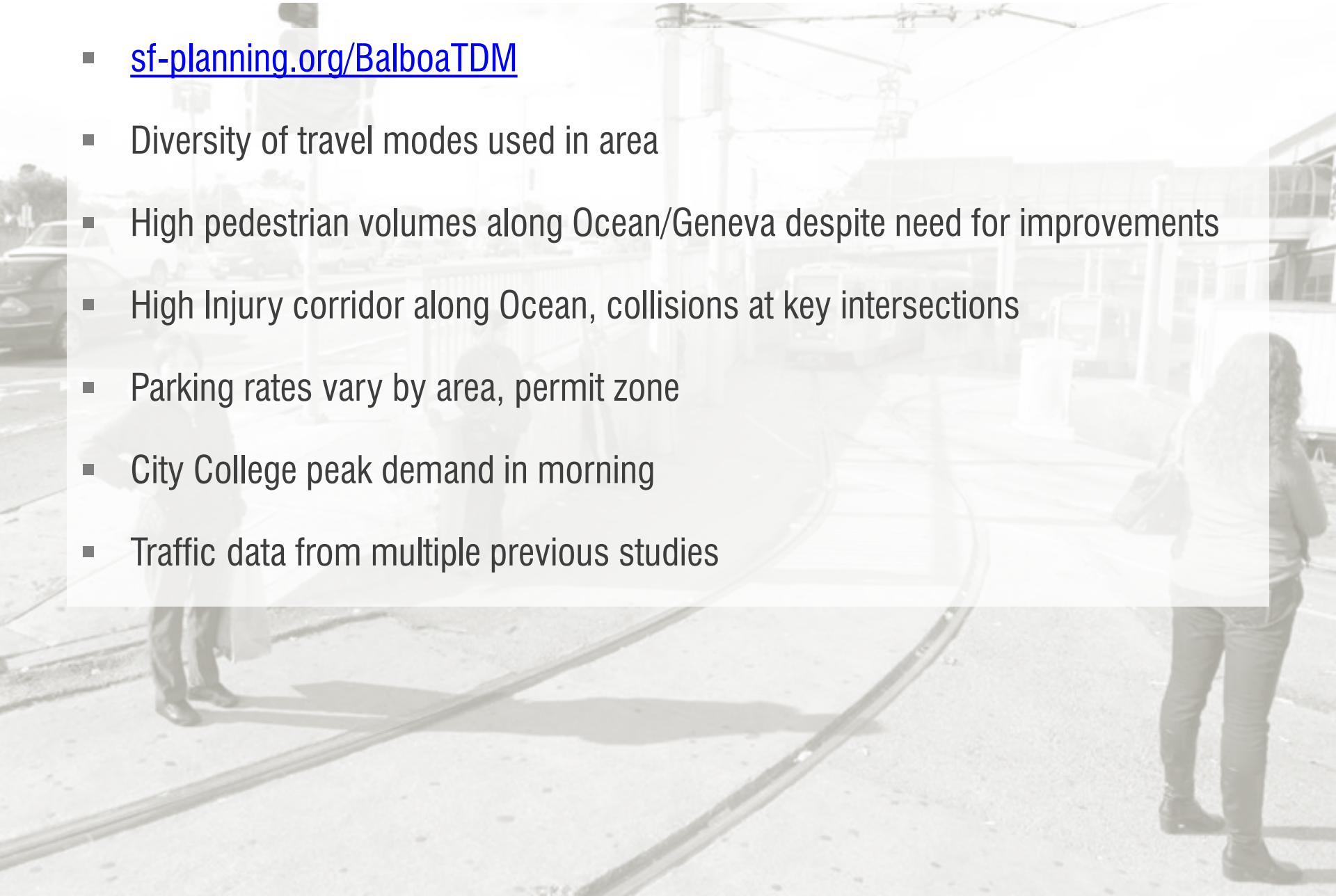
# BALBOA AREA TDM PLAN: STUDY AREA





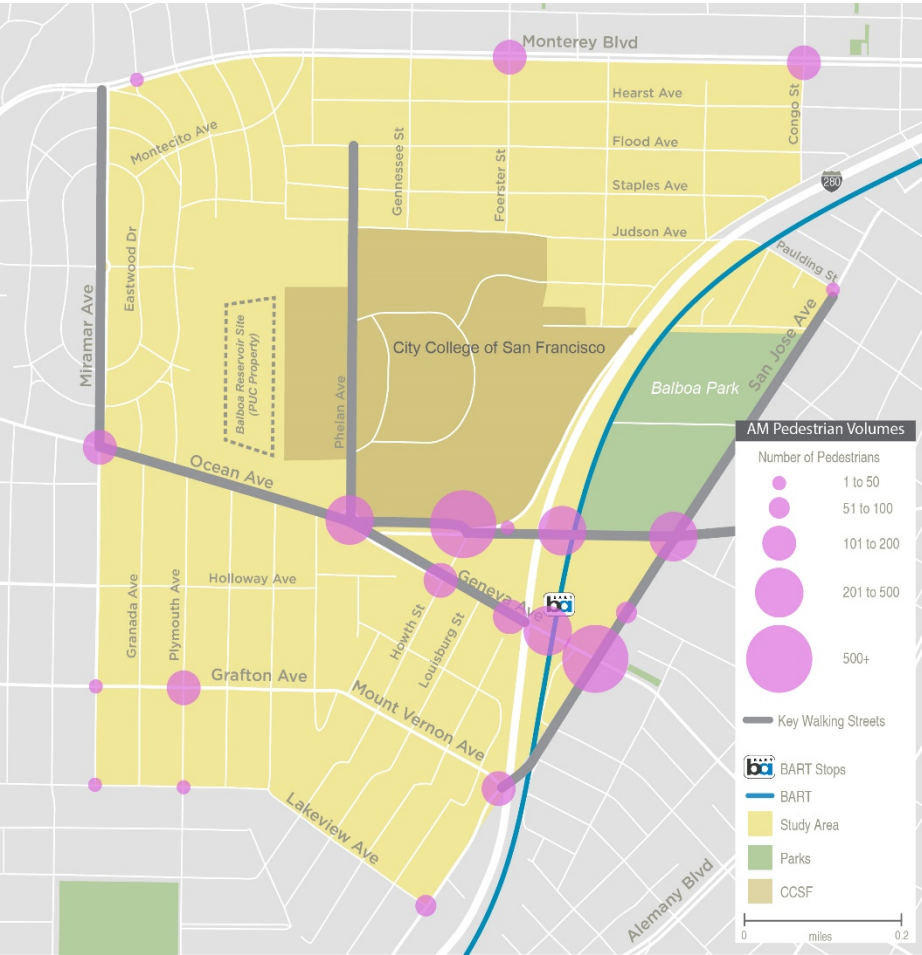
# EXISTING CONDITIONS HIGHLIGHTS

- [sf-planning.org/BalboaTDM](http://sf-planning.org/BalboaTDM)
- Diversity of travel modes used in area
- High pedestrian volumes along Ocean/Geneva despite need for improvements
- High Injury corridor along Ocean, collisions at key intersections
- Parking rates vary by area, permit zone
- City College peak demand in morning
- Traffic data from multiple previous studies



# Pedestrian Activity

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

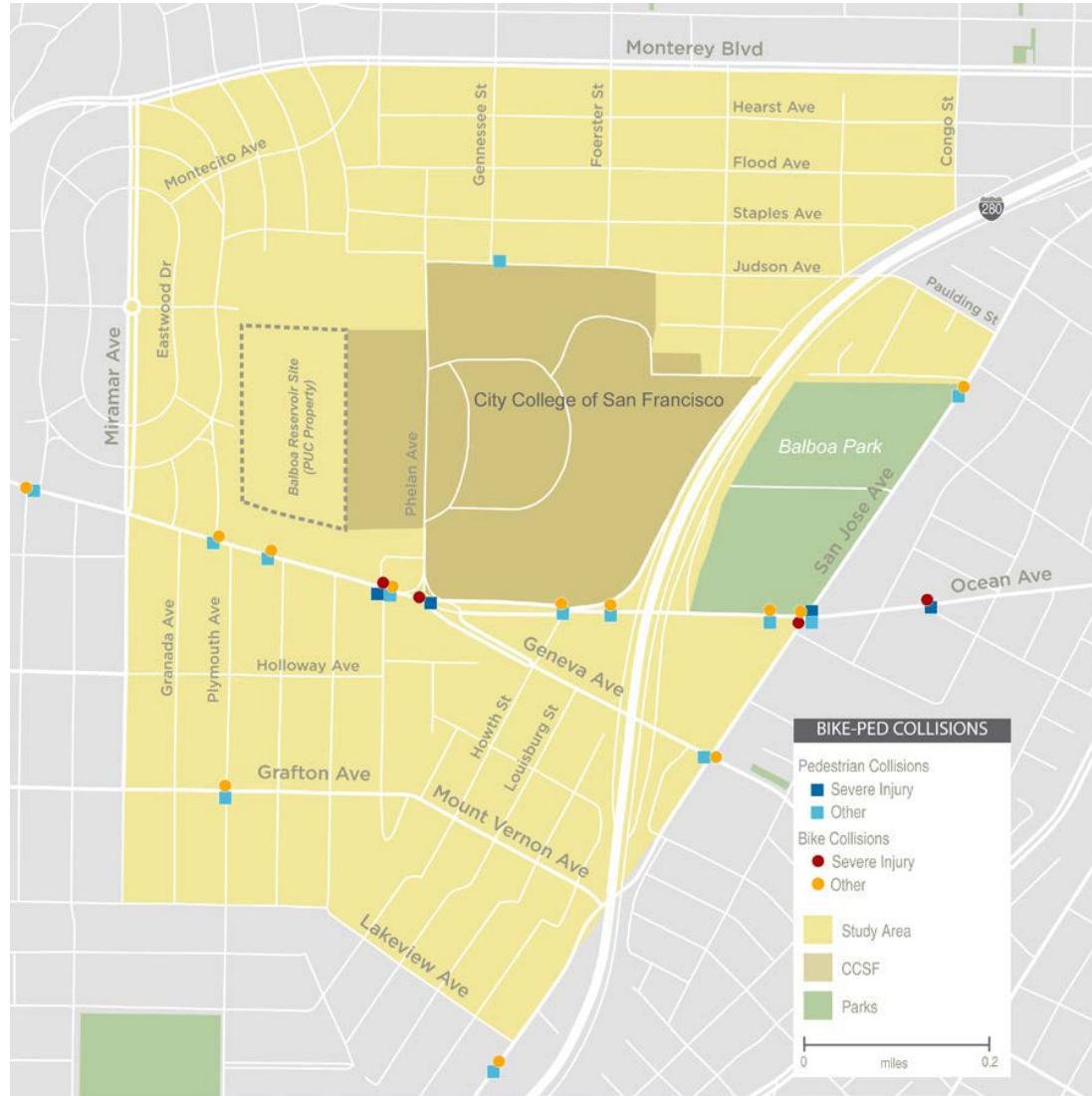


PM Peak Period (4-6 p.m.)

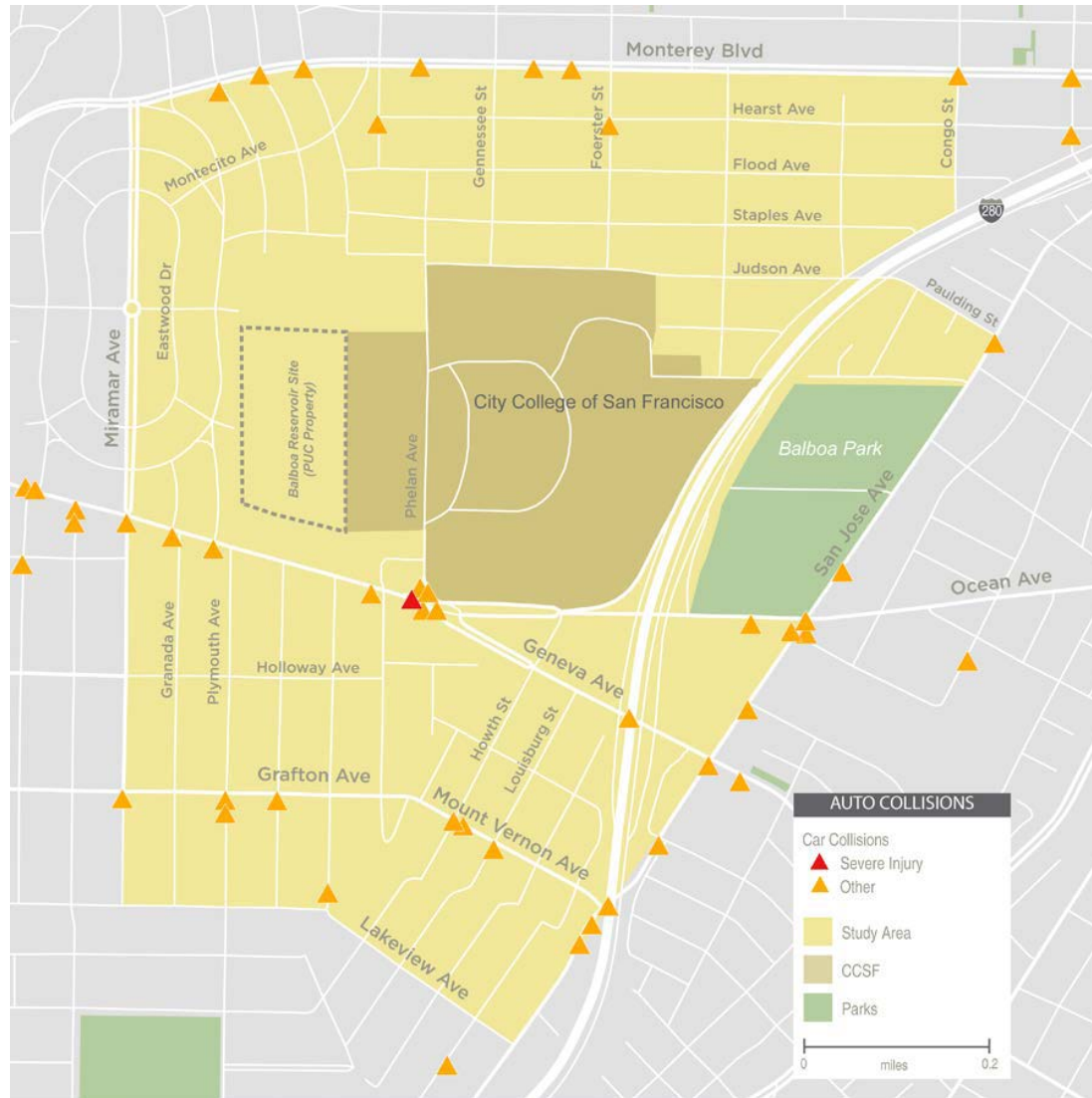




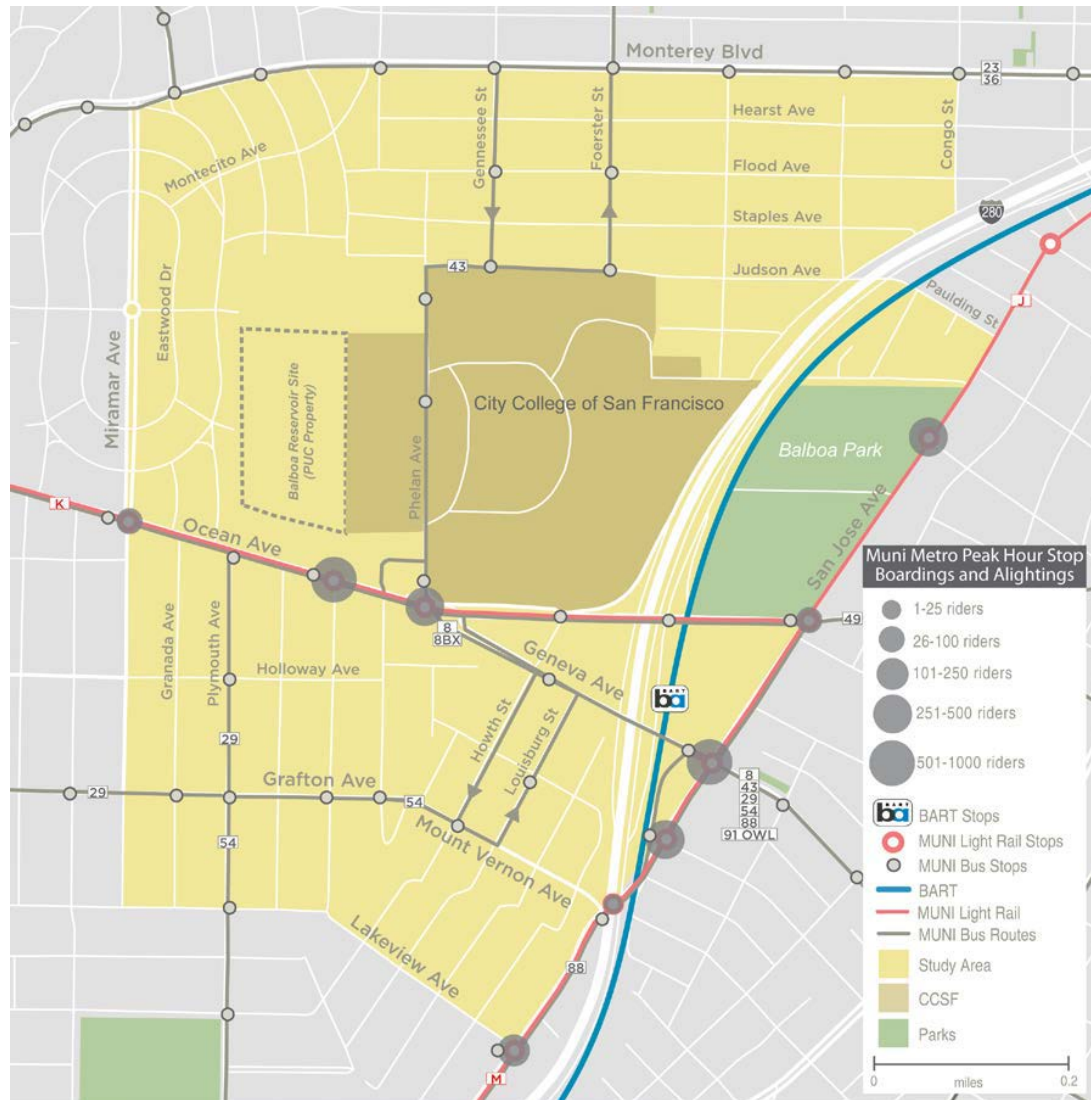
# Pedestrian and Bicycle Collisions



# Auto Collisions



# Transit Boarding/Alighting



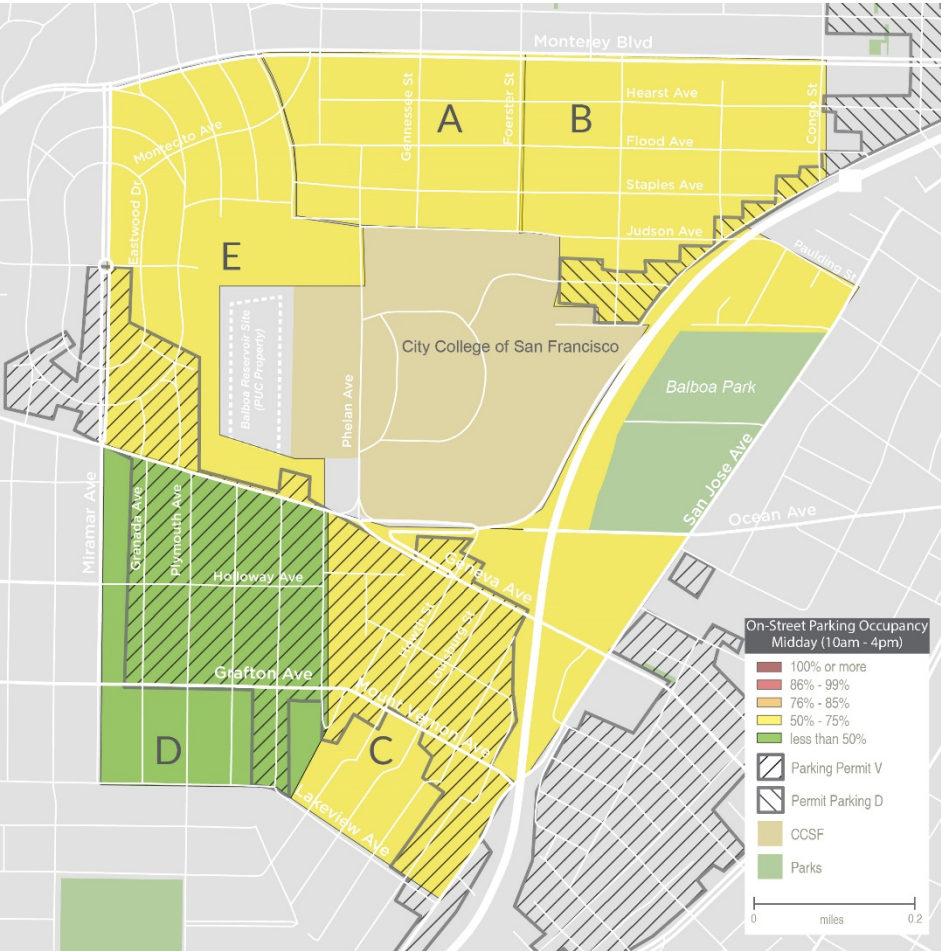


# Daily Traffic Volumes

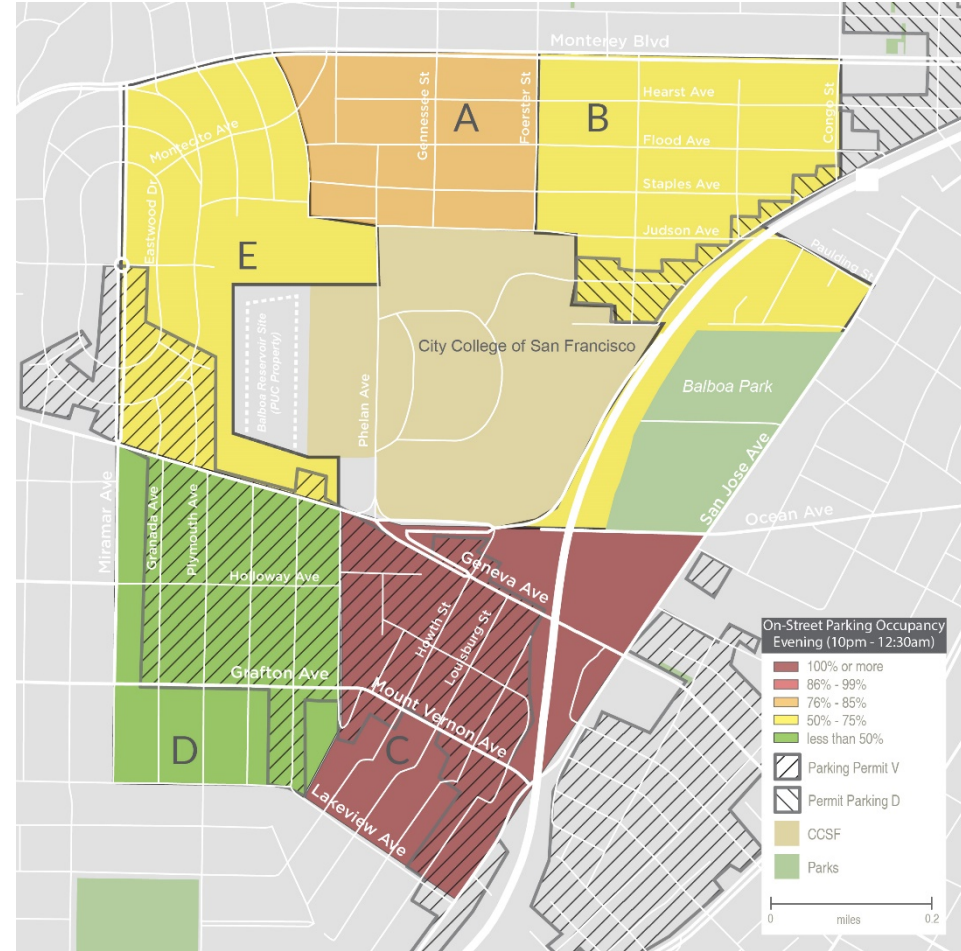


# On-Street Parking Conditions

Midday Period (10 AM – 4 PM)



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





# CCSF Ocean Campus – Off-Street Parking Conditions

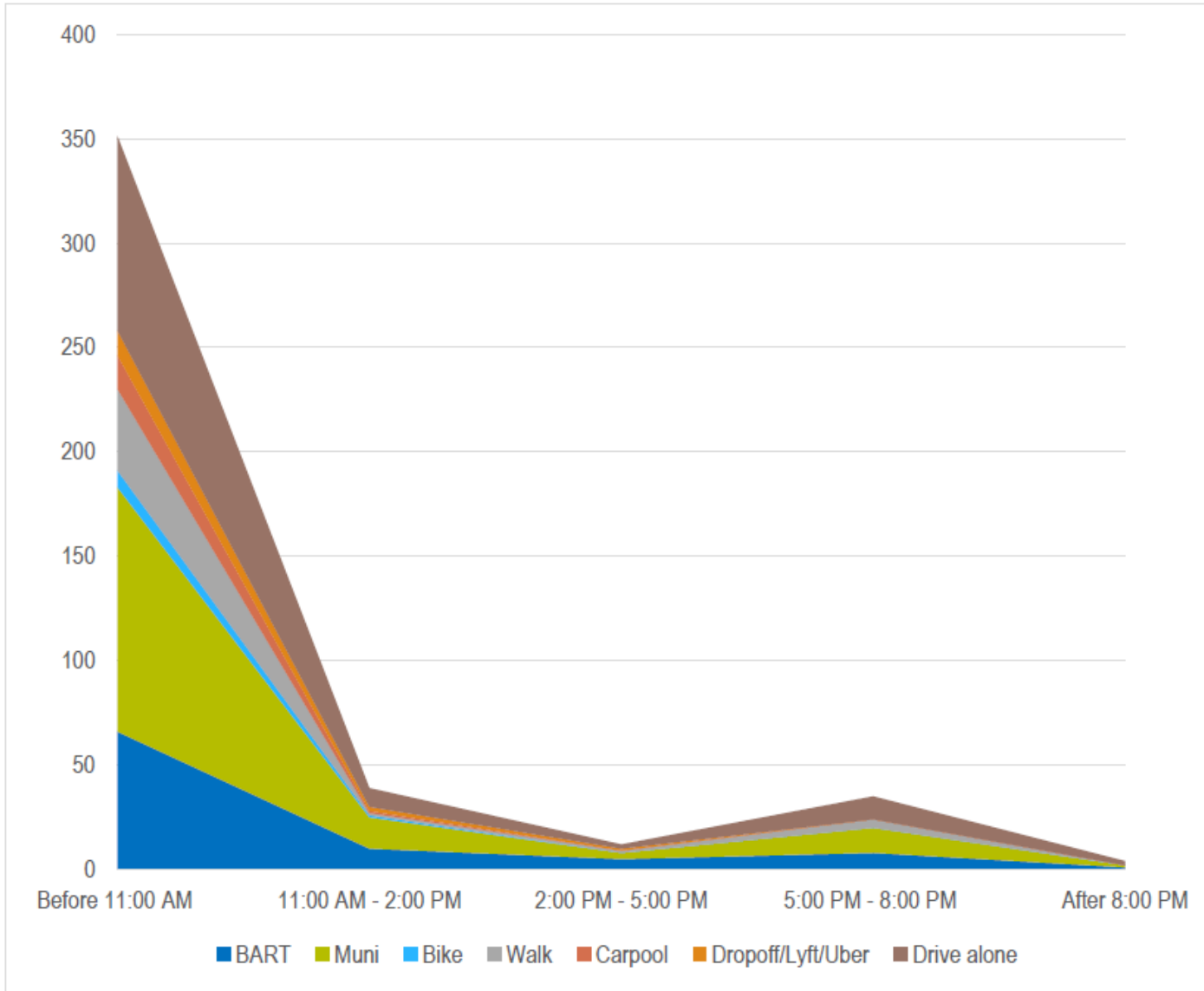
Midday Period (10 AM – 4 PM)

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



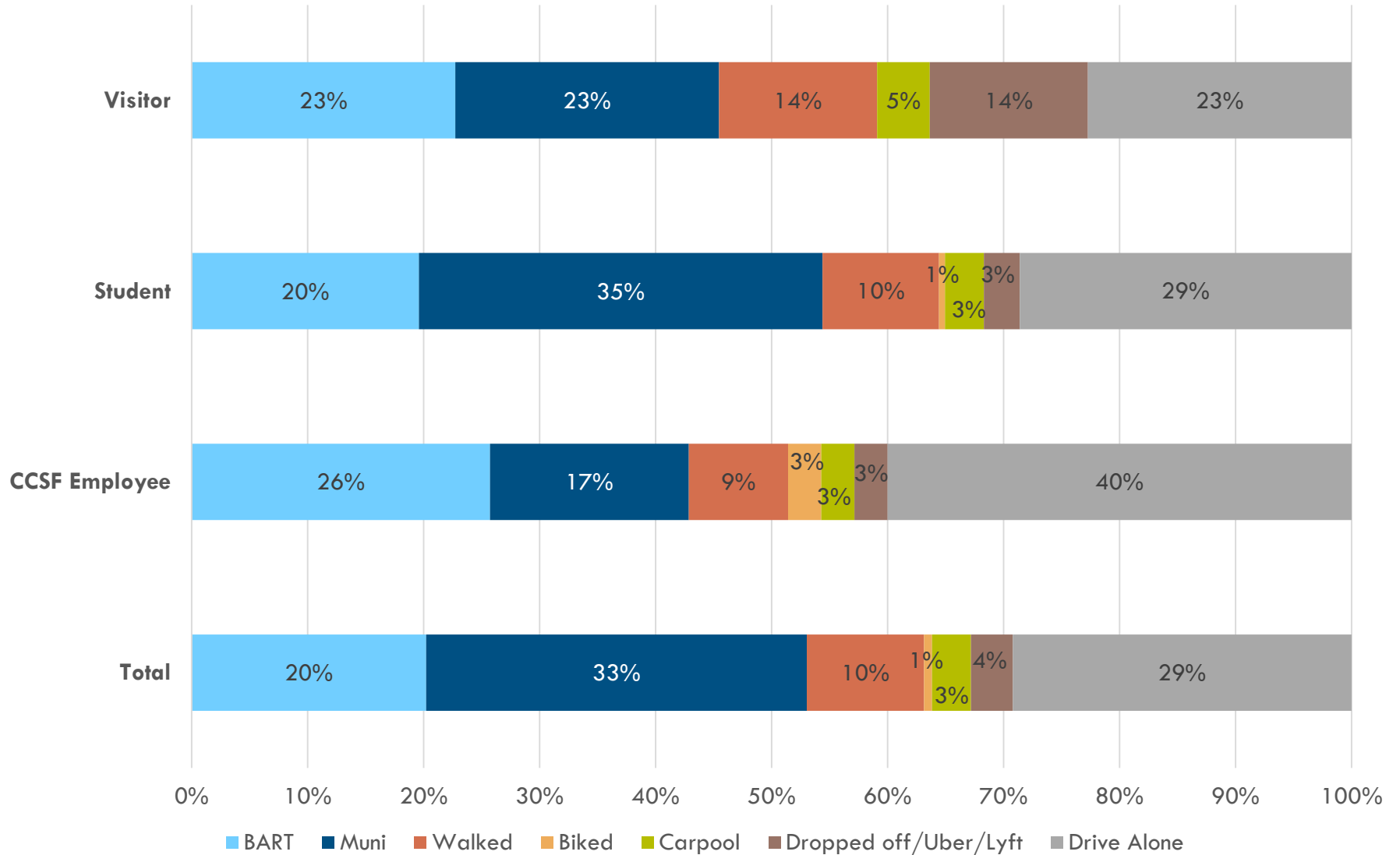


# Vehicle Trip Generation at City College



Source: NelsonNygaard, 2016.

# Existing Mode Split at CCSF Ocean Campus



Source: Intercept survey, May 2016

# GUIDING TDM GOALS: CITY COLLEGE

- Improve student access through travel incentives for transit, carpool, bicycling, and walking
- Optimize parking resources in order to lower facilities, construction, and maintenance costs.
- Create safe, efficient bicycle and pedestrian amenities to improve student access
- Reduce the share of automobile trips by 15-20% by creating a multi-strategy TDM plan targeting the diverse needs of students and employees
- Continue to accommodate vehicles by ensuring right-sized parking facilities

*Sources: CCSF Draft Facilities Master Plan, CCSF Sustainability Plan, Balboa Reservoir RFP Principles & Parameters*



# GUIDING TDM GOALS: **BALBOA RESERVOIR**

- Support and incentivize new residents to make trips by transit, walking, biking, and shared vehicles.
- Lower household transportation costs to support housing affordability.
- Manage parking availability for on-site residents while supporting CCSF enrollment goals and Balboa Area goals related to parking.
- Create safe, accessible, and inviting pedestrian connections between the future Reservoir development and transit.
- Maximize pedestrian and bicycle safety within and around the new development.
- Support CCSF's educational mission and operational needs.
- Maximize peak-hour vehicle trip reductions.

*Sources: Balboa Reservoir RFP Principles & Parameters, Balboa Park Station Area Plan*

# GUIDING TDM GOALS: **BALBOA NEIGHBORHOODS**

- Improve the actual and perceived safety and access for all modes.
- Make it easier to find on-street parking for residents through parking management techniques.
- Support City College's educational mission and operational needs.
- Reduce traffic congestion on neighborhood streets, particularly major arterials.

*Sources: Balboa Reservoir RFP Principles & Parameters, Balboa Park Station Area Plan*

# DRAFT RECOMMENDATIONS UNDER CONSIDERATION: BALBOA RESERVOIR

Strategy Type	Strategies
<b>Policy</b>	Carshare or bikeshare memberships
	Transit passes or incentives
	Real-time transit information installation
<b>Physical Infrastructure</b>	Right size parking
	Bike parking beyond code requirements
	Parking for carshare and other shared motorized vehicles
	Real-time transportation information in key locations
	Affordable housing
<b>Communications</b>	On-site Transportation Coordinator

... additional recommendations under review...



# DRAFT RECOMMENDATIONS UNDER CONSIDERATION: NEIGHBORHOODS

Strategy Type	Strategies
<b>Policy</b>	Expand RPP zones
	On-street parking pricing and regulation for Phelan Avenue
	Bay Area Bike Share docks
	Improve bicycle and pedestrian safety and mobility
<b>Physical Infrastructure</b>	Expand carshare locations and fleet
	Transit stop improvements
<b>Communications</b>	TDM programs or campaigns for residents and employees

... additional recommendations under review...

# DRAFT RECOMMENDATIONS UNDER CONSIDERATION: CITY COLLEGE

Strategy Type	Strategies
<b>Policy</b>	Student transit pass program
	First-/last-mile transportation measures
	Parking pricing management
	Support TDM program with parking revenue
<b>Physical Infrastructure</b>	Real-time transit information in key campus locations
	Right-size parking supply
	Carpool parking program
	Secure bike parking on campus
<b>Communications</b>	Transportation information website
	Real-time parking availability and pricing information
	Transportation coordinator to manage campus TDM program
	Transportation campaigns and events that incentivize and promote sustainable modes

... additional recommendations under review...

# ONGOING COORDINATION AND NEXT STEPS

- **Recent Successes:** City College facilities coordination, Reservoir RFP
- **February:**
  - Draft Recommendations
  - Balboa Reservoir CAC
- **March:**
  - CCSF Facilities/Trustees presentation
  - Finalize Recommendations
- **Future Opportunities:**
  - Reservoir Public Design Process
  - Parking management in neighborhoods
  - CCSF Sustainability Plan
  - CCSF Ongoing Facilities Implementation

**THANK YOU!**

[sf-planning.org/BalboaTDM](http://sf-planning.org/BalboaTDM)

JEREMY SHAW  
[jeremy.shaw@sfgov.org](mailto:jeremy.shaw@sfgov.org)  
415-575-9135