

# BALBOA AREA TRANSPORTATION DEMAND MANAGEMENT (TDM) FRAMEWORK

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San Francisco County Transportation Authority  
January 9, 2018



# INITIATIVES IN BALBOA PARK AREA

- Balboa Reservoir Development
- City College Facilities Master Plan
- Balboa Park Station Area Improvements
- Upper Yard
- Pedestrian Safety (Ocean, San Jose, Geneva)
- Transit Operations and Service
- Balboa Area TDM Framework



# TRANSPORTATION DEMAND MANAGEMENT (TDM)

## **TDM IS ANY SUITE OF PROGRAMS, AMENITIES, INCENTIVES THAT:**

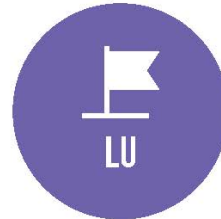
- Supports people in making sustainable trip choices
- Uses existing transportation system more efficiently

## **TDM PLANS MUST ACCOMODATE:**

- Projected growth (students, employees, future residents)
- Diverse needs and modes of transportation

# SAN FRANCISCO'S CITYWIDE TDM PROGRAM

- Focuses on new, individual development projects
- Provides menu and point system to satisfy TDM requirement



# BALBOA AREA TDM FRAMEWORK

**Purpose:** *Start the conversation around area-wide TDM strategies*

**Existing conditions**

**Non-binding, conceptual recommendations to inform:**

- Balboa Reservoir
- City College
- Neighborhoods

**Suggested capital improvements for further study**



# COMMUNITY ENGAGEMENT

Click links for additional information

- November 30, 2015 – [Transport Background](#) at Balboa Reservoir CAC
- April 13, 2016 – [Transportation Overview](#), [TDM overview](#) (BRCAC)
- May 23, 2016 – RFP [Transportation Parameters vs. TDM](#) (BRCAC)
- November 14, 2016 – Update on RFP and TDM Study (BRCAC)
- January 24, 2017 – [Update on Framework Balboa Park Station CAC](#)
- February 13, 2017 – [Update on Framework \(BRCAC\)](#)
- May 23, 2017 – [Final Draft presentation to \(BPS CAC\)](#)
- May 24, 2017 – [Final Draft to Transportation Authority CAC](#)
- July/August 2017 – Meetings with neighborhood representatives
- December 2017 – Final Framework presentation to BPS CAC

# EACH TDM RECOMMENDATION:

- Physical or Operational Measure
- Case Studies
- Path to Implementation
- Conceptual Targets (qualitative, not quantitative)
- Monitoring Programs

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**BALBOA RESERVOIR TDM MEASURES**

As part of the City's Public Lands for H the San Francisco Public Utilities Comm (SFPUUC) Balboa Reservoir property is for a mixed-income housing project.

The program's goal is to maximize the amount of all low, moderate, and middle-income households on the Balboa Reservoir development would replace a City Francisco (CCSF) student parking lot accessed from Reservoir Lot. The City of San Francisco convened Committee (CAC) to provide a venue for community and Reservoir' and future proposals for development. San Francisco's transportation demand management new development, which requires private development owners of TDM measures, applies retroactively. As a project Agreement, the site will need to meet the goals of it there may be opportunities to incorporate measures in the TDM Program Menu of Options. This chapter measures a future developer may consider including TDM Plan.

**Shared Parking Best Practices**

**Public Parking Allowed**  
 ONLY TO TRIP ONLY  
 EXCEPT  
 NO PARKING  
 SUNDAY 8AM TO 5PM  
 &  
 WEDNESDAY 8AM TO 10PM

**Provide Car share's Memberships to Residents**

Car share facilities offer a solution and an attract program allow for 24/7 a shared fleet of vehicles and allow residents and visitors of a personal. As another option, also convenient in a dense, employment (other jobs) and bike share. The mix electric scooter share's uses a model that allows scooter in one location. The ability to travel or returning scooters to the point of origin is one of the model's main advantages.

**Recommendation and Paths to Implementation**

To encourage the use of car share vehicles, the developer or property manager should subsidize at least 50% of the membership costs of car share and/or scooter share vehicles for future residents and/or employees on the site for their first year.

At the time of move-in, each residential unit will receive one membership enabling them to use on-site car share vehicles. If more than one provider exists, residents may be asked to select for which provider they would like a membership. This membership may be renewed annually. If a resident decides to not use a parking option after moving in, car share memberships may be provided at a rate of one membership per unit after the parking space lease has expired. Residents would be responsible for paying usage fees associated with the car share or scooter share vehicle.

- Spaces should be continuously monitored and posted to ensure that the parking demand does not exceed the available parking supply.
- The shared parking agreement needs to provide detailed information of the responsible parties, a map of the parking facility and dedicated shared parking spaces, specific information about pricing and management, contract/agreement terms and duration, specific liability language, and provision of agreement renewals.
- Revenue generated from shared parking spaces should be reinvested into additional TDM measures to strengthen the overall impact of the site's TDM program.
- Shared parking contracts should be agreed to by all participating parties and include coverage for reasonable liabilities that may occur on site.

**Case Study**

**Emergency Ride Home Program**

Emergency ride home programs (ERH) reduce the dependency on driving by providing a substitute that, if an approved emergency occurs, a convenient ride home will be provided. In this way, individuals who worry about being dependent on transit, biking, or waiting when time may be of the essence have the option as a substitute.

**Recommendation and Paths to Implementation**

The City of San Francisco's Department of the Environment has a citywide ERH program where employees can register, at no cost, CCDF can register online for free at [www.SFEDH.org](http://www.SFEDH.org). If CCDF joins the City program, the City ERH program would provide any CCDF employee who gets to work by a substitute mode to be reimbursed up to \$150 per ride for a ride home in case of unexpected illness, unplanned need to work late, or other unforeseen circumstances that may arise. Employees who experience an emergency will submit a reimbursement

# RECOMMENDED TDM MEASURES: EXAMPLES

## City College

- Student Transit Pass

## Balboa Reservoir

- Shared Parking

## Neighborhoods

- Pilot a senior ride-matching program

## Area-Wide Capital Improvements

- Ocean-Geneva Corridor Improvements
- Transit stop safety improvements



# ONGOING COMMUNITY CONVERSATIONS

Click links for additional information

## Balboa Reservoir

- Development and TDM Proposals – [Reservoir CAC](#)
- Coordinating data collection with City College and local schools

## City College

- [Facilities Master Planning](#) (including college district-wide planning)
- Ongoing data collection

## Neighborhoods

- [Ocean and Geneva](#) Corridor Design
- Pedestrian safety improvements at key intersections – [BP Station CAC](#)
- Ongoing Balboa Park [Station Area planning](#)

# THANK YOU

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

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Planning



# BALBOA AREA TRANSPORTATION DEMAND MANAGEMENT (TDM) FRAMEWORK

*TDM Recommendations for the  
City College Ocean Campus, the  
Balboa Reservoir and adjacent  
neighborhoods*

Image: Don Barrett

FINAL DRAFT December 2017