



Memorandum

Date: May 19, 2017
To: Transportation Authority Board
From: Amber Crabbe – Assistant Deputy Director for Policy and Programming
Subject: 06/13/17 Board Meeting: Adoption of the Balboa Area Transportation Demand Management Framework [NTIP Planning] Final Report

<p>RECOMMENDATION <input type="checkbox"/> Information <input checked="" type="checkbox"/> Action</p> <p>Adopt the Balboa Area Transportation Demand Management (TDM) Framework [NTIP Planning] Final Report.</p> <p>SUMMARY</p> <p>The Balboa Area TDM Framework project was recommended by Commissioner Yee for \$100,000 in Prop K sales tax funds from the Neighborhood Transportation Improvement Program (NTIP) to engage the community in developing physical and operational measures to encourage sustainable travel choices and reduce vehicle-miles traveled, auto trips and traffic congestion in the Balboa Area. The project’s draft final report is included as an enclosure in this packet.</p>	<p><input type="checkbox"/> Fund Allocation</p> <p><input type="checkbox"/> Fund Programming</p> <p><input type="checkbox"/> Policy/Legislation</p> <p><input checked="" type="checkbox"/> Plan/Study</p> <p><input type="checkbox"/> Capital Project Oversight/Delivery</p> <p><input type="checkbox"/> Budget/Finance</p> <p><input type="checkbox"/> Contract/Agreement</p> <p><input type="checkbox"/> Procurement</p> <p><input type="checkbox"/> Other: _____</p>
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DISCUSSION

Background.

The Balboa Area TDM Framework project was recommended by Commissioner Yee for \$100,000 in Prop K sales tax funds from the Transportation Authority’s NTIP. The NTIP is intended to strengthen project pipelines and advance the delivery of community-supported neighborhood-scale projects, especially in Communities of Concern and other underserved neighborhoods and areas with at-risk populations (e.g. seniors, children, and/or people with disabilities).

The Balboa Area TDM Framework project was led by the San Francisco Planning Department (Planning) with the aim of engaging the community to develop a set of neighborhood-based transportation demand-management strategies in the Balboa Area (see Figure 1) which includes three subareas of focus: 1) City College of San Francisco (CCSF) Ocean Campus; 2) the 17-acre Balboa Reservoir site that is currently being developed through the City’s Public Lands for Housing program; and 3) portions of the Westwood Park, Ingleside, and Sunnyside neighborhoods.

The project and its recommendations were informed by neighborhood travel behavior surveys and feedback from the Balboa Reservoir Community Advisory Committee (CAC), the Balboa Park Station CAC, and public workshops in the neighborhood.

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Steady investment has been improving transit, walking, and biking around the Balboa Park BART station. However, the community has identified a number of remaining barriers to travel in the area, including traffic congestion, walkability issues, personal security concerns, bikeway gaps, parking availability, transit cost, and Muni service. As the neighborhood grows, City College enrollment increases, and travel patterns change, there is a need to better manage demand given limited roadway right-of-way, transit infrastructure, and financial resources. The proposed TDM Framework presents a series of recommendations designed to reduce vehicle-miles traveled (VMT), auto trips, traffic congestion, and reduce transportation costs (both financial costs and level of effort required).

Recommendations.

The Framework contains a recommended list of physical and operational TDM measures and an indication of their potential impact and cost. Each recommended measure has been demonstrated to reduce VMT and meet at least one of the other three overarching goals. It covers a broad range of strategies, including:

- Land use: new affordable housing; on-site child care facilities.
- Parking: “right size” parking at City College and new Balboa Reservoir site; parking pricing strategies; dedicated spaces for shared vehicles; expanded Residential Parking Permit zone.
- Bicycle: secure bike parking with repair shop; bike sharing.
- Mobility management: dedicated mobility management staff; ride matching program; car sharing program.
- Transit: real time transit information; mandatory transit pass programs for students and new residents.
- Infrastructure improvements: Ocean and Geneva Avenue corridor pedestrian and bicycle safety improvements; bicycle network gap closures; signal retiming.

Rather than prescribing which measures to pursue, the Framework is meant to serve as a resource for the community, the City, City College, and the Balboa Park Reservoir developer. While the recommended TDM measures can be implemented independently of one another, employing them concurrently will maximize their effectiveness and increase community benefits. To continue current momentum, the report recommends a Balboa Area Working Group comprised of representatives from City departments, City College, and the developer/property manager of the Balboa Reservoir site to further explore opportunities to coordinate TDM measures and other capital improvements.

Next Steps.

In tandem with the Transportation Authority Board process, the Final Draft Report is being circulated to the Balboa Reservoir CAC and the Balboa Park Station CAC in May and June. Once approved, it will then serve to advise transportation decision-making in the Balboa Area. Of particular importance is the role it will play in guiding transportation investment for the new Balboa Reservoir development, which is a 17-acre site that is likely to provide substantial amounts of new mixed-income housing. The project is in the final stage of the developer selection process, and community members are working with the City to ensure sufficient mitigation measures and ongoing enforcement with defined consequences if the developer doesn't meet its aggressively low car ownership targets.

FINANCIAL IMPACT

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The recommended action would not have an impact on the adopted Fiscal Year 2016/17 budget.

CAC POSITION

The CAC will consider this item at its May 24, 2017 meeting.

SUPPLEMENTAL MATERIALS

Attachment 1 – Framework Study Area

Enclosure 1 –Draft Final Report

Attachment 1.

Balboa Area Transportation Demand Management (TDM) Framework Study Area

