# DRAFT PROPOSAL
## BALBOA-AREA TRANSPORTATION DEMAND MANAGEMENT STUDY
### Proposed by SF Planning & SFMTA

## INTRODUCTION

In many locations, campuses develop Transportation Demand Management (TDM) programs to reduce unintended transportation impacts in surrounding neighborhoods. With new and emerging TDM strategies in San Francisco, the proposed *Balboa Area Transportation Demand Study* (the Study) is intended to build upon City College of San Francisco's (CCSF) TDM program in its 2004 master plan and public comment on the Balboa reservoir project site.

SF Planning and SFMTA are proposing a TDM study in coordination with City College of San Francisco (CCSF) Ocean Campus, and its surrounding neighborhoods. The Study would: (1) develop clear strategies for reducing single-occupant Vehicle (SOV) trips by college staff, faculty and students, and (2) outline a coordinated framework for future TDM programs and policies between CCSF, the Balboa Reservoir project and the City of San Francisco (City).

**What is TDM?**
Transportation Demand Management includes information, programs, and policies that provide for choices in transportation and make sustainable options easy to use. Done well, TDM elevates local knowledge of transportation options; increases sustainable transportation access and support for it; and reinforces wider transportation goals in the city and region.

**Benefits of TDM**
TDM activities produce a wide-range of benefits to individuals and the transportation system as a whole, from reducing traffic congestion, vehicle emissions, and fuel consumption to supporting physical activity and enhancing safety. TDM makes existing transportation investments perform better, extends the life of existing infrastructure, and can improve outcomes for new transportation investments.

## SCOPE SUMMARY

In fiscal year 2015-2016, a consultant would coordinate with the Balboa Park Plan Area CAC, Balboa Reservoir CAC, CCSF and area stakeholders to identify and prioritize key goals, strategies, and actions for a comprehensive, localized TDM program. The study would plan for current and future CCSF enrollment and workforce, potential future Balboa Reservoir development, and local travel patterns on the neighborhoods surrounding the Balboa Reservoir.

The work would include:

-   **Outreach**: building on past public participation and using informed public dialogue to identify solutions with members of the community, CCSF and CACs.

-   **Technical Needs Analysis**: compiling previous studies, collecting remaining data needs, and developing data collection methods for ongoing analysis, future EIRs and well-informed TDM solutions.

-   **TDM Program**: proposing TDM solutions unique to the area comprising CCSF Ocean campus, Balboa Reservoir and neighborhoods as consistent with emerging TDM policy.

-   **Implementation and Monitoring**: implementation plan, ongoing monitoring plan and monitoring budget to ensure recommendations are implemented and achieve stated goals.

**Summary of Select Scope Tasks**

1. Outreach (consultant with city support)

   a. Building off of previous outreach, the consultant would work with subcommittees of neighborhood groups and the new Balboa Reservoir CAC to understand challenges in the community, map out solution scenarios and develop strategies for implementation
   b. Lead transportation coordination with CCSF
   c. Messaging and branding

2. Technical Needs Analysis

   a. Existing Conditions (consultant with City support)
      i. Review existing parking conditions & practices on CCSF lots, and metered, unmetered and permitted parking along adjacent streets
      ii. Review existing TDM programs in place
      iii. Review potential City of San Francisco TDM programs and pilots
      iv. Review and compile traffic counts from existing plans in area

   b. Transportation Survey (consultant with City support)
      i. Intercept survey of drivers, transit riders, CCSF affiliates, neighbors
      ii. Traffic observations (if necessary, to supplement current data)
      iii. Surrounding neighborhood and campus parking survey
      iv. Online questionnaire

   c. Parking demand analysis (consultant)
      i. Quantify future parking demand for CCSF
      ii. Compare future parking demand scenarios for Balboa Reservoir

3. Recommend TDM practices and policies alternatives for CCSF and City of San Francisco. Potential measures are many, but could include transit passes, parking pricing, parking permit areas, guaranteed ride home programs, ride matching, bike parking, pedestrian safety improvements, increased marketing and outreach. (consultant)

   a. Short, medium and long term proposals
   b. CCSF, City of SF, Balboa reservoir-specific proposals
   c. Coordinated CCSF, SF and/or Balboa Reservoir proposals

4. Propose measures, targets, thresholds and monitoring practices. (consultant)

   a. Relative projected impact of proposals
   b. Measures should utilize and be consistent with future policies and tools in San Francisco's TDM ordinance and TDM+SF toolkit
   c. Create an implementation and monitoring budget, identify sources of funding

**This Study compared to other Balboa Park area projects:**

While several studies and plans have been underway in the Balboa Park Plan Area, none of them focus specifically on TDM in the neighborhoods surrounding CCSF and the Balboa Reservoir. A number of plans address pedestrian and bicycle access and safety near the Balboa Park Station. Others recommend streetscape design changes to Ocean Avenue, I-280 off-ramps, and station areas. Traffic counts from previous studies can be utilized to better inform the proposed study.

With this Study, transportation demand planning in the neighborhood will be more comprehensive and inclusive of the public, potentially with review from the Balboa Park CAC. The study can guide and focus the upcoming transportation element of CCSF's master plan, CCSF's TDM implementation plan, and the future Balboa Reservoir TDM implementation plan.