



RESOLUTION ADOPTING THE BALBOA AREA TRANSPORTATION DEMAND MANAGEMENT FRAMEWORK [NTIP PLANNING] FINAL REPORT

WHEREAS, The Balboa Area Transportation Demand Management Framework (Framework) was recommended by Commissioner Yee for \$100,000 in Prop K sales tax funds from the Transportation Authority's Neighborhood Transportation Improvement Program (NTIP); and

WHEREAS, The study area was defined to include three subareas: 1) City College of San Francisco Ocean Campus; 2) the 17-acre Balboa Reservoir site; and 3) portions of the Westwood Park, Ingleside, and Sunnyside neighborhoods; and

WHEREAS, the Framework was initiated with the aim of engaging the Balboa Area community to develop a set of neighborhood-based transportation demand management (TDM) strategies to address community-identified barriers to travel in the area, including traffic congestion, walkability issues, personal security concerns, bikeway gaps, parking availability, transit cost, and Muni service; and

WHEREAS, The planning effort was led by the San Francisco Planning Department (SF Planning) in partnership with Commissioner Yee's office and coordinated closely with the San Francisco Municipal Transportation Agency (SFMTA) and City College; and

WHEREAS, The Framework recommendations were informed by technical analysis, neighborhood travel behavior surveys, and feedback from the Balboa Reservoir Community Advisory Committee, the Balboa Park Station Community Advisory Committee neighborhood associations, and the public; and

WHEREAS, The proposed TDM Framework presents a menu of recommended strategies to reduce vehicle-miles traveled (VMT), auto trips, traffic congestion, and transportation costs, including strategies related to land use, parking, bicycling, mobility management, transit, and infrastructure



improvements; and

WHEREAS, Once approved, the Framework will serve to advise transportation decision-making in the Balboa Area, in particular for City College and around future development at the Balboa Reservoir site; and

WHEREAS, At its May 24, 2017 meeting, the Citizens Advisory Committee was briefed on the Framework's Final Report and unanimously adopted a motion of support for its adoption; and

WHEREAS, Based on public input received, after the Citizens Advisory Committee meeting Commissioner Yee requested that SF Planning conduct additional outreach to address outstanding concerns expressed by members of the public, and the resulting feedback was incorporated into the enclosed final report; now, therefore, be it

RESOLVED, That the Transportation Authority hereby adopts the enclosed Balboa Area TDM Framework [NTIP Planning] Final Report; and be it further

RESOLVED, That the Executive Director is hereby authorized to prepare the document for final publication and distribute the document to all relevant agencies and interested parties.

Enclosure:

1. Balboa Area TDM Framework [NTIP Planning] Final Report



# Memorandum

**Date:** January 3, 2018  
**To:** Transportation Authority Board  
**From:** Amber Crabbe – Assistant Deputy Director for Policy and Programming  
**Subject:** 1/9/18 Board Meeting: Adoption of the Balboa Area Transportation Demand Management Framework [NTIP Planning] Final Report

<p><b>RECOMMENDATION</b>    <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><b>SUMMARY</b></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, prepared by the San Francisco Planning Department (SF Planning), is included as an enclosure in this packet with a cover memo from Commissioner Yee that outlines the study’s context, lessons learned, and next steps.</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 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 SF Planning with the aim of engaging the community to develop a set of neighborhood-based transportation demand-management strategies in the Balboa Area. Attachment 1 shows the study area, which includes three subareas of focus: 1) City College of San Francisco 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.

Steady investment has been improving transit, walking, and biking around the Balboa Park BART station. However, the community has identified a number of barriers to travel in the area, including traffic congestion, walkability issues, personal security concerns, bikeway gaps, parking availability,

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transit cost, and Muni service. At the same time, the study area is anticipating increases in City College enrollment due to the new Free City College program and the City is slated to build 1,100 mixed-income housing units on the Balboa Reservoir site, resulting in increased demand and parking loss for City College. Given limited roadway right-of-way, transit infrastructure, and financial resources, there is a need to better manage travel demand.

The proposed Balboa Area TDM Framework presents potential strategies to reduce vehicle-miles traveled (VMT), auto trips, traffic congestion, and transportation costs (both financial costs and level of effort required). The project and its recommendations were informed by technical analysis, neighborhood travel behavior surveys, and feedback from the Balboa Reservoir Community Advisory Committee, the Balboa Park Station Community Advisory Committee, neighborhood associations, and the public.

### **Recommendations.**

The Framework recommends considering a broad menu of physical and operational TDM strategies in the study area:

- Land use: build new affordable housing with on-site child care facilities.
- Parking: “right size” the parking at City College and new Balboa Reservoir site; implement parking pricing strategies; dedicate parking spaces for shared vehicles; expand Residential Parking Permit zone.
- Bicycling: provide secure bike parking with repair shop; provide bike sharing.
- Mobility management: employ a dedicated mobility management staff; implement a ride matching program; implement a car sharing program.
- Transit: provide real time transit information; implement a mandatory transit pass programs for students and new residents.
- Infrastructure improvements: plan and construct Ocean and Geneva Avenue corridor pedestrian and bicycle safety improvements; close gaps in the bicycle network; retime signals.

The report includes an indication of each strategy’s cost and potential impact. Rather than prescribing which measures to pursue, it is meant to serve as a resource for the community, the City, City College, and the Balboa Park Reservoir developer and to help frame current and future efforts to encourage sustainable travel choices. While the recommended TDM strategies can be implemented independently of one another, employing them concurrently could improve their effectiveness and increase community benefits.

### **Additional Community Engagement.**

The public process that went into developing the Framework was more complex than initially anticipated, with multiple rounds of community feedback. After the Transportation Authority Citizens Advisory Committee was briefed on the draft final report on May 24, 2017, Commissioner Yee requested that SF Planning conduct additional outreach to address concerns raised by members of the public, primarily about parking loss, safety, transit service, and data collection. Commissioner Yee’s cover letter that accompanies the draft final report outlines these concerns, as well as lessons learned through developing the Framework.

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The most significant community concerns related to parking, specifically:

- Whether the timing of the parking needs assessment conducted for the Framework resulted in an accurate estimate for City College.
- Concerns about the impact of increased demand for parking due to the new Free City College program paired with the removal of current City College parking once the Balboa Reservoir site is developed.
- How to ensure neighborhood parking isn't exacerbated due to increased vehicle travel to those major trip generators.
- How to ensure working students can maintain affordable access to campus, recognizing some of them will need to drive regardless of the TDM measures in place.

The feedback received from outreach and community review of the Framework is summarized in the "Community Concerns, Barriers, and Opportunities" section of the enclosed draft final report. SF Planning staff presented the revised draft final report to the Balboa Park Station Area Community Advisory Committee in November, 2017 and has had several follow up discussions with members of the Balboa Reservoir Community Advisory Committee and the broader community.

### **Next Steps.**

Once approved, the report will serve to advise transportation decision-making in the Balboa area. Of particular importance is its role as a resource for the new Balboa Reservoir development, where the City and community members are currently working with the selected developer to ensure sufficient mitigation measures and transportation improvements that will maintain access to City College and limit traffic impacts on the surrounding neighborhood.

While the process of preparing the report led to a greater understanding of community concerns, the Framework should be considered as a platform for future work. A more detailed, implementable TDM plan will require further public engagement, technical analysis, and study of potential strategies. 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.

### **FINANCIAL IMPACT**

The recommended action would not have an impact on the adopted Fiscal Year 2017/18 budget.

### **CAC POSITION**

The CAC was briefed on an earlier draft of this item at its May 24, 2017 meeting and unanimously adopted a motion of support for the staff recommendation.

### **SUPPLEMENTAL MATERIALS**

Attachment 1 – Framework Study Area  
Enclosure 1 – Draft Final Report

# Attachment 1.

## Balboa Area Transportation Demand Management (TDM) Framework Study Area

