

Transportation Demand Management

January 25, 2017

Waterfront Plan Transportation Working Group



TDM Opportunities: Port Uses

- Visitor-serving uses
 - Port tenants
 - Future development
- } Many TDM Opportunities
-
- PDR
 - Industrial maritime uses
 - Storage uses
- } Limited TDM Opportunities

Transportation Network

WALKABLE, BIKEABLE SITE PLAN
STREETS DESIGNED TO PROMOTE SAFETY
BIKESHARE POD ON-SITE
BAY TRAIL EXTENSION
BICYCLE NETWORK EXPANSION

Mitigation Measures

20% REDUCTION IN PROJECT TRIPS
NEW MUNI BUSES
INTERSECTION IMPROVEMENTS
& SIGNALIZATION

Transportation Demand Management

ESTABLISHMENT OF PIER 70 TMA
ON-SITE SHUTTLE TO REGIONAL TRANSIT
MARKETING & EDUCATION MATERIALS
PROHIBIT RPP WITHIN PIER 70
METERED ON-STREET PARKING
ENHANCED BICYCLE & CARSHARE PARKING
REQUIRED ANNUAL MONITORING

Impact Fees

APPROX \$50 MILLION GENERATED TO IMPROVE
TRANSIT AND TRANSPORTATION NETWORK



Points Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved



TDM Program Menu of Options

| CATEGORY | MEASURE | POINTS |
|------------|--|-------------------|
| ACTIVE-1 | Improve Walking Conditions: Option A - B Provide streetscape improvements to encourage walking. | ● 1 |
| ACTIVE-2 | Bicycle Parking: Options A - D Provide secure bicycle parking, more spaces given more points. | ●●●● 1-4 |
| ACTIVE-3 | Showers and Lockers | ● 1 |
| ACTIVE-4 | Bike Share Membership: Locations A - B Provide a bike share membership to residents and employees for one point, another point given for each project within the Bike Share Network. | ●● 1-2 |
| ACTIVE-5A | Bicycle Repair Station | ● 1 |
| ACTIVE-5B | Bicycle Maintenance Services | ● 1 |
| ACTIVE-6 | Fleet of Bicycles | ● 1 |
| ACTIVE-7 | Bicycle Valet Parking | ● 1 |
| CSHARE-1 | Car-share Parking and Membership: Options A - E | ●●●●● 1-5 |
| DELIVERY-1 | Delivery Supportive Amenities | ● 1 |
| DELIVERY-2 | Provide Delivery Services | ● 1 |
| FAMILY-1 | Family TDM Amenities: Options A - B | ● 1 |
| FAMILY-2 | On-site Childcare | ●● 2 |
| FAMILY-3 | Family TDM Package | ●● 2 |
| HOV-1 | Contributions or Incentives for Sustainable Transportation: Options A - D | ●●●●●●●● 2-8 |
| HOV-2 | Shuttle Bus Service: Options A - B | ●●●●●●●●●●●● 7-14 |
| HOV-3 | Vanpool Program: Options A - G | ●●●●●●● 1-7 |
| INFO-1 | Multimodal Wayfinding Signage | ● 1 |
| INFO-2 | Real Time Transportation Information Displays | ● 1 |
| INFO-3 | Tailored Transportation Marketing Services: Options A - D | ●●●● 1-4 |
| LI-1 | Healthy Food Retail in Underserved Area | ●● 2 |
| LI-2 | On-site Affordable Housing: Options A - D | ●●●● 1-4 |
| PKG-1 | Unbundle Parking: Locations A - E | ●●●●● 1-5 |
| PKG-2 | Short Term Daily Parking Provision | ●● 2 |
| PKG-3 | Parking Cash Out: Non-residential Tenants | ●● 2 |
| PKG-4 | Parking Supply: Option A - K | ●●●●●●●●●● 1-11 |

66 Options:

- Under the control of the developer or property owner
- Reduce site users' vehicle miles traveled (VMT)
- Points reflect relative efficacy in reducing site user VMT

Policy Suggestions

- Auto Trip Cap
 - Related to City Climate Action Strategy (80% of trips by non-driving modes by 2030)
 - Consider Port-wide and by sub-area
 - Design TDM program(s) to meet these
- Establish Port-wide TDM Program designed to support tenant and visitor trips
- Parking supply & management
 - Link approach to TDM goals

SFMTA Parking Policies

- SFMTA sets policies and rates for:
 - All on-street parking in the City, outside of areas controlled by other entities
 - 38 parking garages and lots



On-Street Parking

- Manage parking to maintain availability
 - In areas of high demand, people stay only as long as they need
- Four basic regulation types



On-Street Parking

- Parking regulations in different contexts
 - Commercial, retail, industrial, or mixed-use
 - Residential
 - Public spaces



Off-Street Parking

- Prices set to promote use for short-term over long-term parking
- Prices competitive with nearby meters to draw people into garages



SF *park* program

- Demand-responsive to find lowest possible prices
- Gradual and periodic changes: \$0.25 up or down (or no change) every quarter
- Time of day pricing (vary by block + weekday/weekend)



Parking at the Port of San Francisco



On-Street Parking:

Time Restricted Areas

Metered Parking Stalls



Off-Street Parking:

Parking Lot Operators

Tenant Parking Stalls

On-Street Parking: Overview

SFMTA Partnership

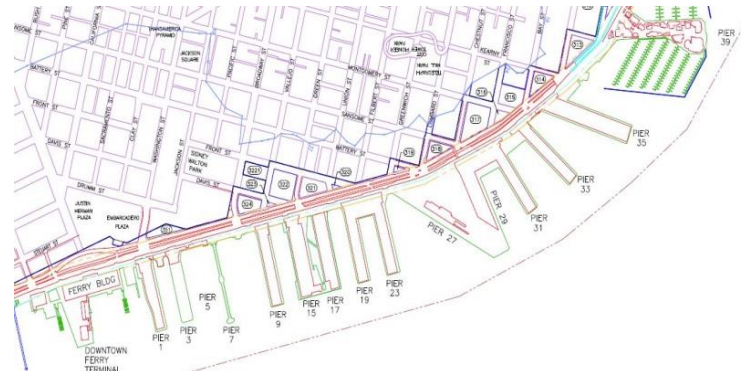
- Design & Maintenance
- Signage & Striping
- Traffic & Parking Enforcement
- SFPark Meter Program
- No-Stopping Signage Program



SFMTA
Municipal
Transportation
Agency

Master Street Parking Plan

- Unrestricted Parking
- Time Restricted Zones
- Color Curb Zones
- Metered Parking Stalls



SAN FRANCISCO PORT COMMISSION
PORT OF SAN FRANCISCO

On-Street Parking: Regulations



Time Restrictions

Street Cleaning

2/4/6 Hour Restrictions

High Traffic Zones

No Parking Anytime



Color Curbs

White Zones

Red Zones

Yellow Zones

Blue Zones

SFPark Program

Survey & Planning

Meter Installation

Signage & Striping

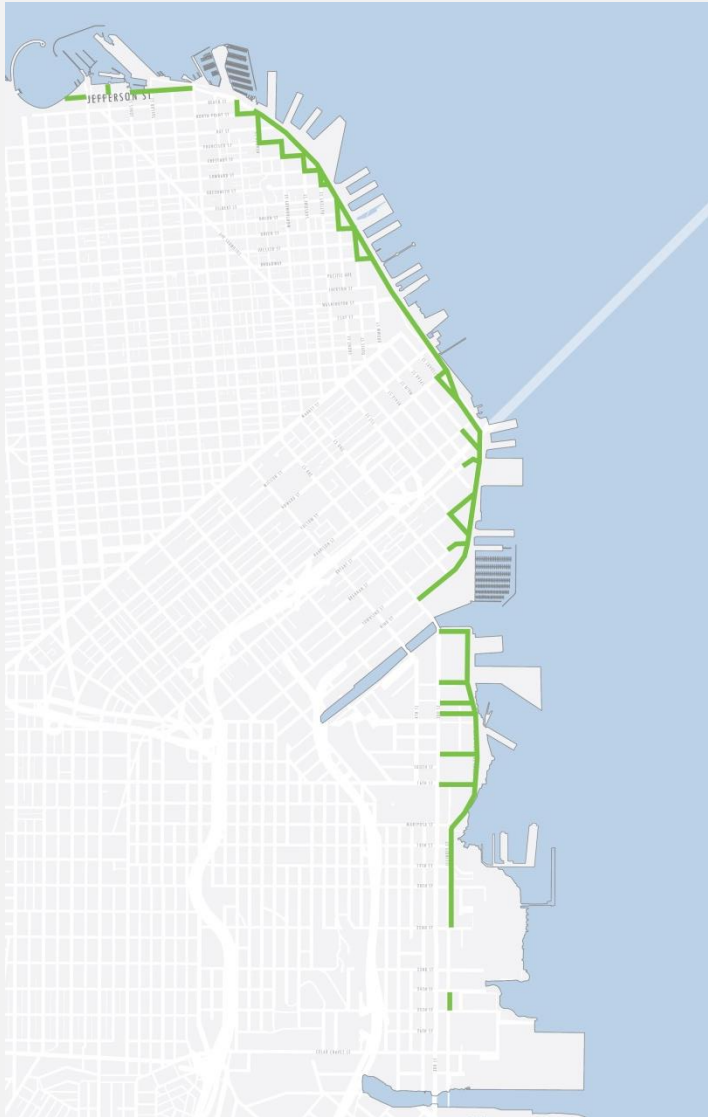
Meter Maintenance

Demand Responsive Pricing

Enforcement



On-Street Parking: Meters (continued)



| Portfolio | Meters |
|--------------------------|---------------|
| <i>Fisherman's Wharf</i> | 79 |
| <i>Northern Area</i> | 345 |
| <i>Central Area</i> | 113 |
| <i>Southern Area</i> | 574 |
| Total | 1111 |

Third Party Operators

Central Parking System

China Basin Ballpark Co. LLC.

Ferry Building Investors, LLC.

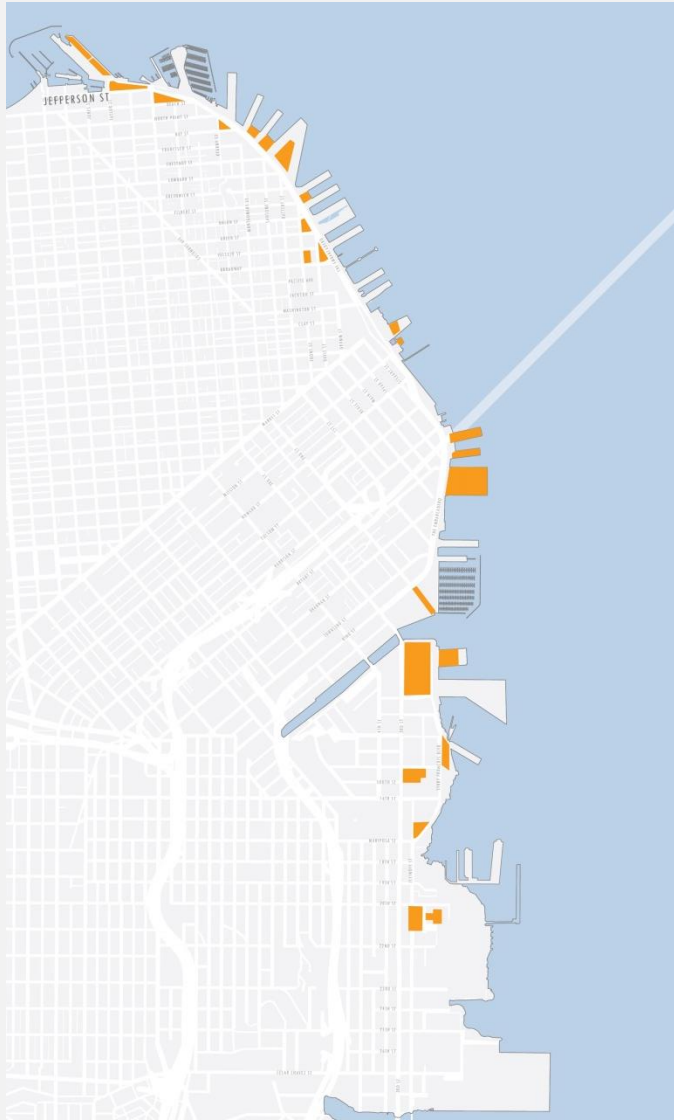
Imperial Parking (U.S.), Inc.

Standard Parking, LLC.

SP+ & Hyde Parking Inc.

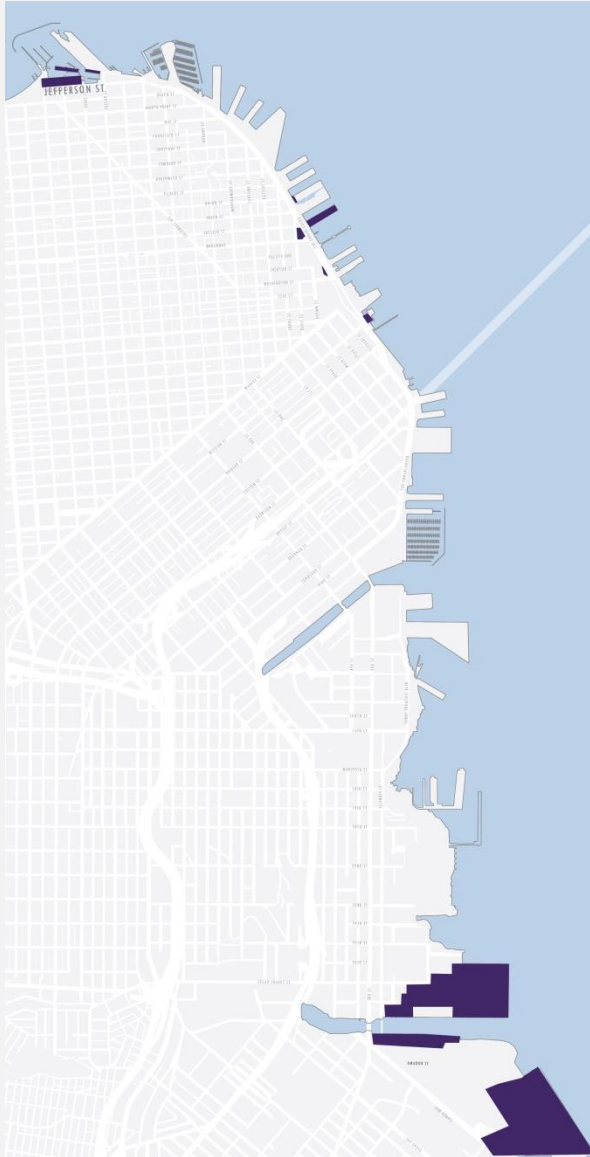


Off-Street Parking: Lots (continued)



| Portfolio | Facilities | Stalls |
|--|-------------------|---------------|
| <i>Fisherman's Wharf</i> | 4 | 530 |
| <i>Northeast Waterfront</i> | 7 | 1,013 |
| <i>Ferry Plaza/ South Beach</i> | 5 | 1,144 |
| <i>China Basin & Central Basin</i> | 5 | 2,575 |
| <i>Southern Waterfront</i> | 2 | 275 |
| Total Parking Lots | 23 | 5,537 |

Off-Street Parking: Stalls



| Parking Stall Location | Stalls |
|---------------------------------|---------------|
| <i>Commercial Tenant Stalls</i> | |
| Pier 9 | 30 |
| Pier 17 | 6 |
| Ag. Building | 4 |
| SWL 302 | 6 |
| SWL 303 | 3 |
| | 59 |

Off-Street Parking: Stalls (continued)

Parking Stall Location

Stalls

Industrial Trucking Stalls

Pier 80

15

Pier 90

53

Pier 94

41

Pier 96

122

231



Parking in Recent Port Development

Ferry Building 240,000 sf, 127 dedicated spaces (Seawall Lot 351)



Piers 1.5, 3, & 5 77,000 sf, 25 dedicated spaces



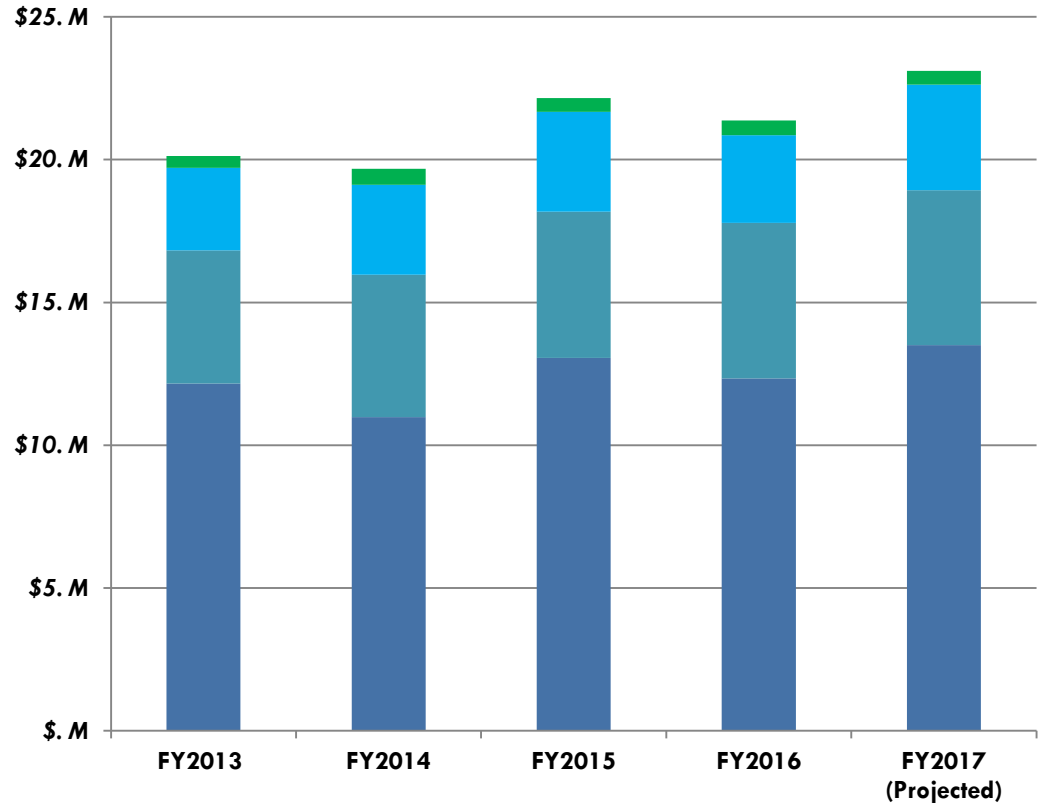
Pier 1 140,000 sf, no dedicated parking

Exploratorium 330,000 sf, 200 dedicated spaces (SWL 321)



Pier 70 Historic Core 300,000 sf, 69 spaces

Parking Revenue History



| | | | |
|----------------------------------|-----------------|-----------------|-----------------|
| Parking Lots | \$13.1 M | \$12.3 M | \$13.5 M |
| Parking Meters | \$5.1 M | \$5.4 M | \$5.4 M |
| Parking Fines | \$3.5 M | \$3.1 M | \$3.7 M |
| Parking Stalls | \$0.5 M | \$0.5 M | \$0.5 M |
| Total Real Estate Parking | \$22.2 M | \$21.3 M | \$23.1 M |



Waterfront Land Use Plan Update

Evaluating transportation demand management options for the Port Transportation Subcommittee Meeting

January 25, 2017

Understand what parking and transportation demand management (TDM) strategies the Port could pursue that:

- ✓ Ensure convenient access
- ✓ Sustain Port revenues
- ✓ Help achieve greenhouse gas reductions
- ✓ Ensure collaboration and consistency with City policy



Purpose:

- ✓ Evaluate and recommend strategies for managing Port parking resources
- ✓ Evaluate and recommend strategies for a TDM program
- ✓ Recommend TDM implementation strategy

Tasks:

- ✓ Data collection, review, and analysis to establish baseline, including how Port parking resources are used today
- ✓ SWL 332-1 & 324 subarea study to analyze impacts of parking loss
- ✓ Recommendation of a proposal designed for the Port and Port tenants



Evaluation will generate **data-driven Port-focused** TDM and parking management strategies for the Port to pursue.

Timeline: TBD, tentatively July 1

Thank you

~~~~~

- **Initiate transportation study**
- **Report back to Working Group on February 15**
- **Staff to generate policy ideas for Subcommittee review and discussion**
- **Next Transportation Subcommittee, March 8 (to be confirmed), begin discussing proposed transportation policies for Waterfront Plan Update**
- **Per suggestion from Subcommittee Chair, staff to develop proposed transportation-related capital priorities for Subcommittee consideration**