



Waterfront Plan Working Group
Transportation Subcommittee Meeting 3
Meeting: January 25, 2017
Meeting Notes

Transportation Subcommittee Members Present:

Linda Fadeke Richardson (chair), TIDA
Jeffrey Congdon, Kidder Mathews
Carolyn Horgan, Blue and Gold Fleet
Tom Radulovich, Livable City
Cristina Rubke, SFMTA Board of Directors
Anne Turner, SF Towers

Not present:

Troy Campbell, Fisherman's Wharf CBD
Kevin Carroll, Hotel Council of SF
Chris Christensen, ILWU

Working Group & Advisory Team Present:

Ellen Johnck, Working Group
Kyle Lamson, Transportation Advisory Team
Stewart Morton, Working Group
Alice Rogers, Working Group
Corinne Woods, Working Group
Howard Wong, Urban Design Advisory Team

Participating Agencies and Operators:

Golden Gate Bridge District
San Francisco Environment
San Francisco Municipal Transportation Agency

Attendees:

Lelyn Castelo
John Davey, Retired SF Port staff
Carie Montero, Parsons
Steph Nelson, SFMTA
Carli Paine, SFMTA
Stephen Scheck, SF resident
Zac Thompson, San Francisco Environment
Johny Trujillo
Barbara Vincent, Golden Gate Bridge District

Port Staff:

David Beaupre, Brad Benson, Demetri Amaro, John Davey (retired), Ananda Hirsch, Tyrone Navarro, Byron Rhett

1. **December 7, 2017 Waterfront Plan Transportation Subcommittee [Meeting minutes](#) [accepted](#)**, with minor edits.
2. **Welcoming remarks, Linda Fadeke Richardson, Subcommittee Chair.**
3. **Carli Paine – SFMTA, [Presentation on Transportation Demand Management Presentation](#) (slides 1-6)**

Policy Considerations

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

Question & Answer

Under new TDM program, developers can cherry-pick. Seek coordination among developers.

Carli suggested that shared shuttles – where they exist – are an opportunity for coordination.

Area plan approach is a sound approach – manage Mission Bay as one parking resource. Shuttles and other programs work better on area wide basis. Strange that TDM is done building by building, but transit planning and impact is done on a larger scale.

Shift from auto to sustainable modes. TDM strategy around time of day. Manage when deliveries occur; similar issue with transit trips (flex work hours). Provides a benefit in terms of congestion relief, including peak transit times. Port has lease tool to promote TDM strategies.

Carli – Big opportunity with Port lease, opportunity to raise funds for TMA. Emergency ride home, etc.

I work in the city and drive every day. During business hours, I travel to different locations: Palo Alto, Marin, etc.

Carli – TDM does not work for everyone, but it benefits everyone by reducing congestion. TDM allows people who have choice to make them more easily. Big mode shift away from driving over last 10-15 years.

Agree that there are not uniform TDM standards in the City; example: Treasure Island. Cherry-picking will create problems over time, support area plan approach for TDM. Millions of visitors come to the Port; Port has limited parking right now. We need to keep some parking spaces, over a 50 year plan. Port should be cognizant in its land use plan to retain spaces; parking is disappearing in other areas (South of Market).

Piers are for maritime use, not for parking. Maybe have some spots designated for maritime recreational use.

Please clarify if the presentation is saying that the legislation exempts projects with development agreements. Southern Bayfront is coordinating transportation among large projects on the eastern side of the City.

Carli – Yes, development agreements are not covered by the ordinance, but those projects are developing TDM strategies. Ordinance is aimed at smaller projects. Port has an opportunity along the waterfront to think strategically beyond individual projects. How can the Port serve all tenants through services and programs, but not tied specifically to new development.

David – TDM ordinance is pending approval. Port has two large projects (Mission Rock at SWL 337 and Pier 70 Waterfront Site) where the Port is requiring TDM programs and establishment of a Transportation Management Association (“TMA”). Port has option to work with tenants to provide TDM tools (example: emergency ride home) Portwide. Port could also develop a waterfront-wide TDM program, which could be implemented through a TMA.

Carli – Southern Bayfront is coordinating large project transportation review, affordable housing, parks, sustainability and resiliency. City developing one negotiating strategy on these topics. Port is participating as a partner agency.

David – Effort focuses on developing benefits for new and existing residents and workers.

Question – Portwide versus subarea TDM program: does this mean geographic areas (answer: yes). Also consider different types of tenants, with unique customer bases. TDM could apply to employees but maybe not customers.

Carli – focus on trips that can be effective; tailor program to population needs.

David – Encourage TDM efforts for populations like those visiting Alcatraz, or master, mates and pilots getting to the Port.

Maritime workers work at very odd hours; often people can't get home (Vallejo, Oakland).

Focus first on drivers during the commute hours. City pending ordinance is focused only on building new, for instance developing a mall in a pier would not increase space and trigger TDM requirements. City also exempts non-accessory parking from TDM; Port has a lot of parking. Port can implement policies to more efficiently manage/use parking. Port provides an opportunity to *teach the City how to do this.*

BART has no capacity.

Carli – I am a BART user; it is congested, but better than driving. TDM is part of the solution but transit expansion is also needed (hard to address through Waterfront Plan).

Port should examine parking (ADA parking). Roads are not getting larger; Port should establish parking policies not only based on price.

Introduction of TDM allows us to look at regional needs, and future needs. Working Group should address regional plan. In the meantime, Port parking spaces are crucial for the benefit of everyone. What will things be like in 10, 20, 30 years from now. We should think big.

4. Steph Nelson, SFMTA, [Presentation on City Parking Policies](#) (slides 7-11)

Question & Answer

What is the pilot area for SF Park?

Steph: SOMA, Downtown, Civic Center, Fillmore, Marina, Fisherman's Wharf, Port

5. Demetri Amaro & Tyrone Navarro, Port, [Presentation on Port Parking](#) (slides 12-22)

(See attached presentation.)

Question & Answer

Can the City come up with one meter?

Steph – City has one single space and one multi-space meter (for ten spaces in a row).

David – Color coding for different uses (grey – general use, yellow – commercial, green – short-term).

Seem to be raising a lot of money through fines. Who is getting charged – tourists?

Tyrone -- PCOs enforce against everyone.

Good trend is that revenues increase from fees and fine revenues go down. Always unbundle parking from commercial uses. Manage parking intelligently – avoid intelligently.

Tyrone – We typically unbundle. Brad – except for development.

Unbundling is smart strategy – frees land and parking resources for other uses.

Great that you get so much revenue from parking. Does the Port participate in commuter shuttle program?

Demetri & Tyrone – no commuter shuttle parking spaces.

Develop other revenue sources to replace parking revenues.

Byron – all Port off-street parking sites are development sites. Examples: Broadway affordable housing project proposal and Teatro Zinzanni will replace parking. Neither development includes parking.

Develop option for employees, such as in Fisherman's Wharf.

Recommend we leave parking to the Port and its staff, in partnership with SFMTA. Port lots are an important resource. Please provide links to presentations.

Janice Li (Working Group Co-Chair) introduction.

Ananda Hirsch, Port, [Transportation Scope of Services](#) (slides 23-26)

(See attached presentation.)

Question & Answer

Who is the consultant?

Siefel, with Nelson Nygaard as a subconsultant.

What about Puglia Ship Repair and Pasha – study should look at off-peak employers, including maritime industrial.

How will study inform this process?

Will study look at areas of the Port such as Fisherman's Wharf?

Study will look at different lots, time of days?

How many parking spaces are used by different activities or uses?

Ananda, Brad and David: \$100,000 study will examine Port parking lot utilization, existing waterfront transportation data including the prior Port waterfront studies (including those produced by SFMTA). Study will recommend TDM and parking policies for the Port.

Scope of problem (increased car demand over time) requires look at MTA data to address problems such as congestion on the Embarcadero. Americans rely (too much) on autos – look at large parking lots for major retailers. How the Port manages parking cannot address the scale of the problem.

Embarcadero Enhancement Project and Seawall Project will significantly impact transportation and parking at the Port. What are the next steps in our transportation policy discussion?

How can the Port address the larger problem the prior speaker discussed?

David – City agencies, SFMTA and SF Countywide Transportation Authority are studying the broader issues affecting area-wide transportation.

Brad Benson, Port, [Review of Next Steps](#) (slide 27)

(See attached presentation.)