











## 1. INTRODUCTION

WHAT WE'VE HEARD

### 2. SFMTA PROJECTS

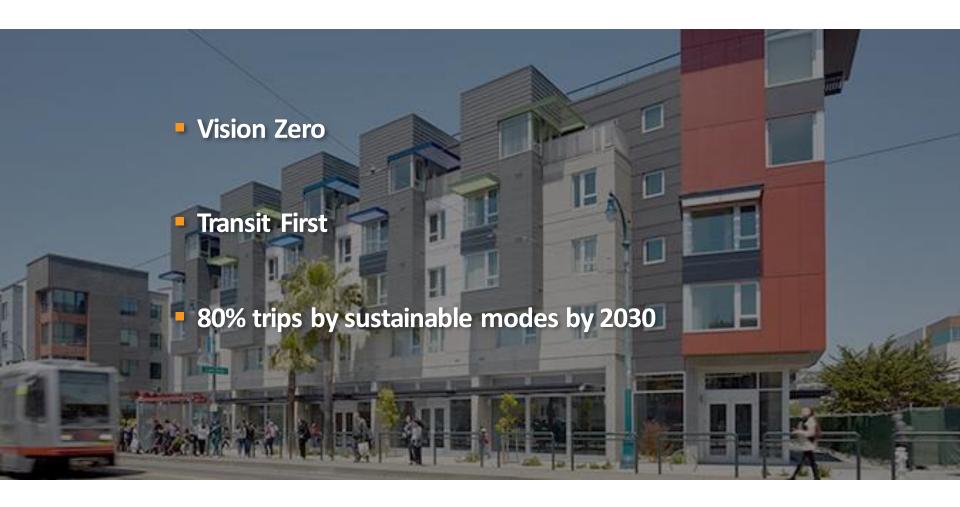
CITY COLLEGE COLLABORATION & PROJECT CONTRIBUTIONS

### 3. PROJECT TDM

# INTRODUCTION



#### **Guiding Transportation Policies**



#### What We've Heard

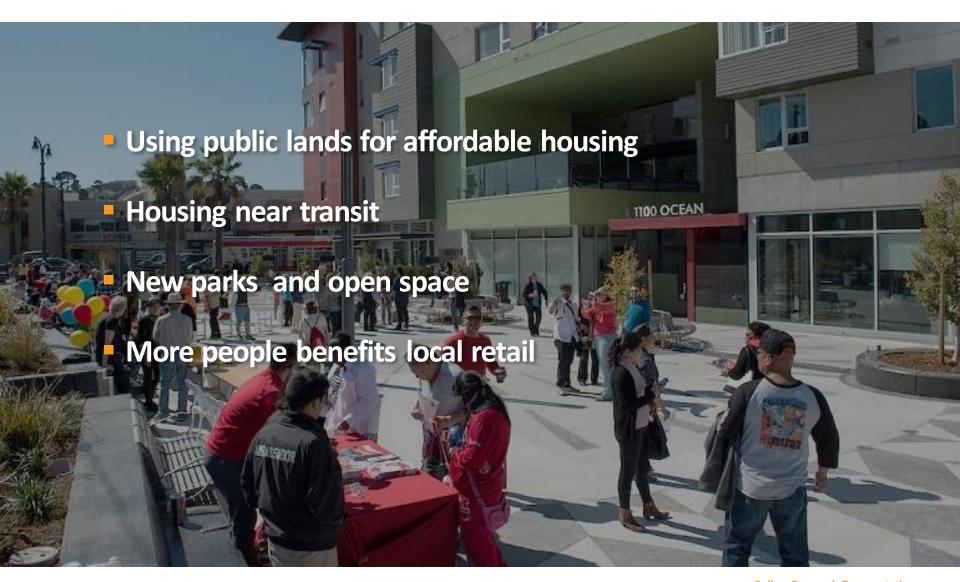


#### **Transportation Constraints and Opportunities**

- Competing uses (peds, cars, transit, bikes)
- Limited right of way
- Neighborhood is not a grid
- Caltrans jurisdiction of ramps + limited right of way on freeway bridge
- City College is a major trip generator
- City College frontage on Ocean Ave limits expansion of right of way

- SFMTA investments
- Growing relationship with City College (TDM Plan; Educator housing)
- Acceleration of SFMTA planning in area
- SFMTA involvement in Balboa Res. site design
- CEQA transportation mitigation requirements for Balboa Reservoir project

#### **Overall Project Benefits**



# **SFMTA PROJECTS**

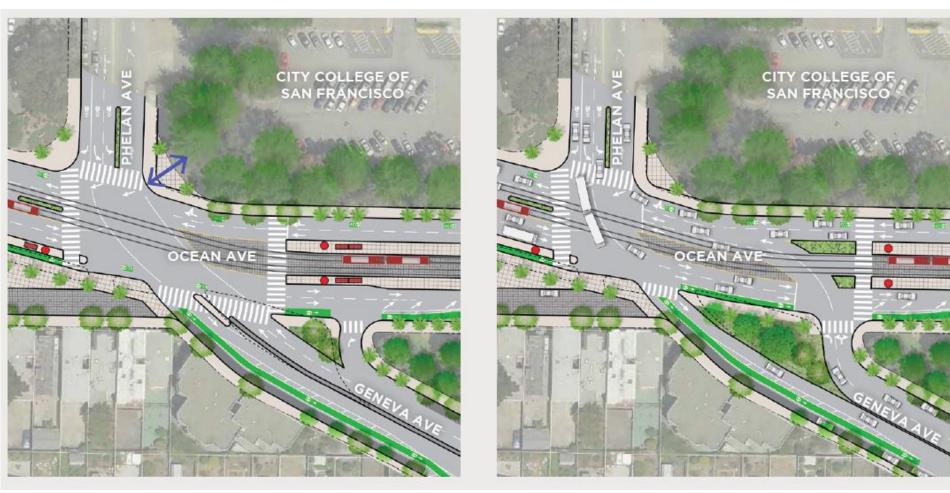


#### Frida Kahlo/Ocean/Geneva Intersection Safety Project

### Project goals

- Develop alternative concepts to redesign the Frida Kahlo/Ocean/
   Geneva intersection for improved safety and transit operations
- Revisit and prioritize concepts from the Ocean Avenue Corridor
   Design Study
- Study area
  - Intersection of Ocean / Geneva / Frida Kahlo
  - Not studying pedestrian bridge at this time

#### Frida/Ocean/Geneva Intersection Safety Project

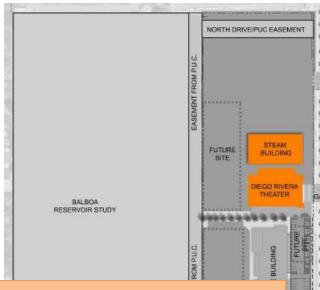


Two preliminary concepts developed in prior studies

#### Frida/Ocean/Geneva Intersection Safety Project

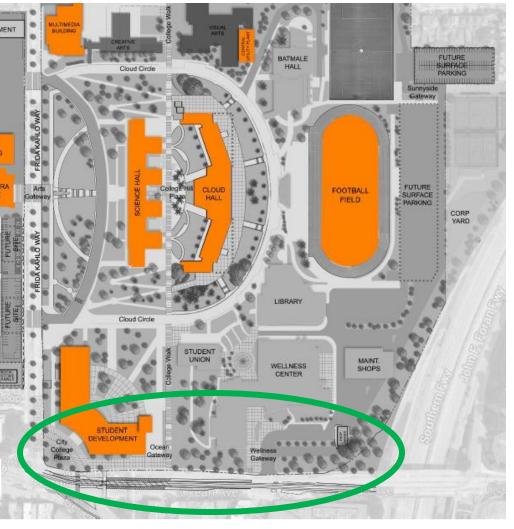


#### City College Collaboration



Student Success Center project includes:

- New expanded public plaza at Frida/Ocean
- Relocation of retaining wall along Ocean to allow for a wider & safer sidewalk/ROW
- Collaboration with SFMTA projects



#### Muni Forward K Line Project



#### Muni Forward K Line Project

### **Project goals**

- Enable two car trains on Ocean
   Avenue
- Enhance pedestrian safety and access to transit
- Protect transit from congestion
- **Project Area** 
  - Ocean Ave between Junipero
     Serra and Balboa Park Station



#### **Project Contributions**

- Developer is required to contribute to SFMTA efforts in two ways:
  - Pay ~\$10 million in Transportation Sustainability Fees used to fund SFMTA transportation system improvement projects
  - Fund transportation Mitigation Measures to reduce delays on the K/T Third/Ingleside, 29 Sunset, and 43 Masonic that could include:
    - Signal modifications at Ocean Ave & Brighton Ave, and Ocean Ave & Plymouth Ave
    - Bus boarding island on southbound Frida Kahlo Way
    - These mitigation measures are subject to further analysis and community outreach; the project is required to fund their fair-share contribution for these or alternative measures identified

# PROJECT TDM



### City TDM Program and Balboa Reservoir

- Balboa Reservoir is **required** to provide TDMs
- Balboa Reservoir will have a TDM coordinator/staff
- Monitored by Planning Department through life of the project
- Program can be amended with City approval







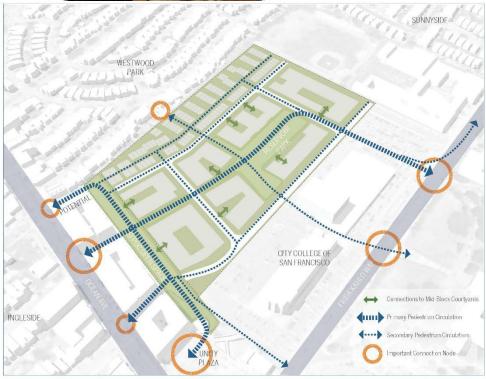
STANDARDS FOR THE
TRANSPORTATION DEMAND
MANAGEMENT PROGRAM

ADOPTED AUGUST 4, 2016
Undated June 7, 2018

### Site and Surrounding

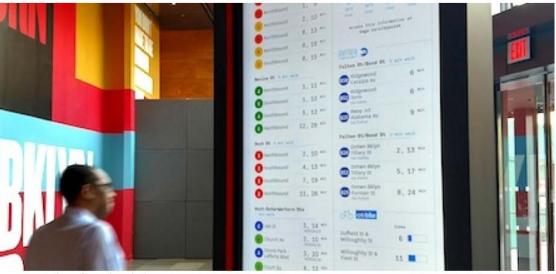
- Onsite amenities:
  - Childcare, Park, Playground
- Affordable Housing
- .5 Parking Ratio
- New Pedestrian amenities
- New Protected bicycle lane
- Proximate amenities:
  - Ocean Avenue businesses,
  - Bart, Muni





## Building Design

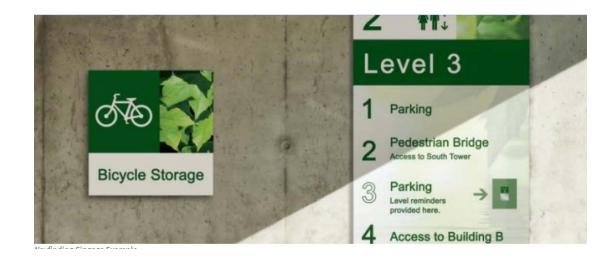
- Transit Information in the buildings
- Wayfinding on the site
- Delivery Amenities



e Transportation Information Display

#### **DELIVERY**





### MIX of measures to support all modes

Living without a Car	Bicycles/Walking	Transit
Unbundled parking Carshare parking spaces Carshare membership for residents	Bicycle Parking Bicycle Repair Stations Bikeshare docking station Bikeshare membership for residents Electric bicycles Pedestrian Amenities	Real-time transportation information Transit orientation packets Wayfinding











## Family Friendly TDM

### Family TDM Package

- Cargo bikes or electric bikes for use by residents
- Carseat storage near carshare parking
- Family sized units
- On site childcare



