

**ATTACHMENT M**

**MISSION BAY SOUTH**

**TRANSPORTATION MANAGEMENT PLAN**



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#### **Introduction**

Initially capitalized terms unless separately defined in this TSM Plan have the meaning and content set forth in the South OPA.

The broad objective of the Transportation System Management Plan for the South Plan Area (“South TSM Plan”) is to manage efficiently travel demand characteristics, primarily through various strategies which discourage single-occupant vehicle (“SOV”) trips during the peak commute periods. Because the South Plan Area and its supporting transportation infrastructure will be built out over a long period and will involve a broad range of uses, this South TSM Plan is designed to allow flexibility in determining the best methods to achieve trip reduction and increased transit use over time. These methods will be in large part based on the nature of development, and the status of the transportation system at the time the development proceeds.

This South TSM Plan is designed to encourage alternative transportation modes such as carpooling, vanpooling, transit, bicycling or walking. It describes strategies that reduce automobile use, and that distribute trips throughout larger commute periods, thereby reducing the effect of project traffic during the peaks of commute periods. While the mix of measures employed may change over time, as discussed below, the South Plan Area-wide shuttle system is expected to be an important component throughout the life of the South Plan Area.

The South TSM Plan is also designed in consideration of and in coordination with other users in the area as well as with City entities with responsibility for transportation-related issues. In particular, the South TSM Plan will be coordinated with similar plans that will be developed for the North Plan Area and the Giants Ballpark at China Basin. The Mission Bay South Transportation Coordinating Committee (“South MBTCC”) for The South Plan Area, described below, is intended to facilitate this coordination.

In order to accomplish the broad objectives described above, this South TSM Plan is designed to meet the following goals to the extent feasible:

- Promote, encourage and facilitate use of public transit as the highest priority and preferred mode of transportation.
- Promote, encourage and facilitate use of other alternative modes of transportation such as bicycles and walking.
- Manage commercial parking demand and supply to provide sufficient amounts to first accommodate anticipated business visitor and ride share commuter demand.

## Setting

### *Land Use*

The proposed Commercial Industrial uses, as defined in the Mission Bay South Redevelopment Plan, generate the vast majority of their daily trips within the typical commute periods. Any measures which can change this characteristic will be extremely beneficial to the local traffic, parking, and transit conditions.

In addition to the Commercial Industrial uses described above, the South Plan Area is proposed to include dwelling units, retail space, a hotel, both City-serving and local-serving retail uses, and a UCSF campus.

### *Transportation Network*

The South TSM Plan is tailored to the land uses in the South Plan Area, and is also consistent with the area's transportation setting. Currently, the South Plan Area is served only by the 15-THIRD Muni line, which travels on Third Street through the South Plan Area. In addition, the Caltrain Depot and the terminus of Muni Metro Extension (MMX) are nearby, in the North Plan Area.

The transportation network in the South Plan Area at buildout will be improved considerably from the existing service. The street network will have expanded to serve the development in Mission Bay, and new and improved transit service will be available to workers, residents, and visitors of Mission Bay. The new Third Street Light Rail Extension will travel through the Third Street corridor and continue to Market Street, initially via King Street and The Embarcadero and finally with a continuous Third Street route. In addition, the route of the 30, 45, and 22 MUNI lines will be modified to directly serve the South Plan Area. Transit service that is extended from the north to the South Plan Area will provide connectivity for trips between the two areas as well as external trips.

This connection between the South Plan Area and the North Plan Area is particularly important in order to provide South Plan Area residents and workers an efficient link to Caltrain and accessibility to other regional transit providers that is similar to that of the North Plan Area. The Caltrain Depot is located nearby at Fourth and Townsend Streets, and several MUNI lines specifically serve Caltrain passengers wishing to travel to and from other parts of San Francisco. The close proximity of the Caltrain Depot allow MUNI to serve the South Plan Area as it is developed. Route modifications to MUNI lines are proposed to extend south to allow passengers to serve the South Plan Area and to create a new primary east-west MUNI line to complement the north-south Third Street light rail line.

The initial operating segment of the Third Street light rail line are expected to be implemented by the year 2003. The rerouted line 22 could be implemented earlier, contingent upon demand. South Plan Area development that is scheduled to occur before the year 2003 is on blocks bounded by 16<sup>th</sup> Street, thereby coordinating with the provision of improved transit service. MUNI has indicated that it will construct a rail turnaround at Third and 18<sup>th</sup> Streets and purchase ten (10) light rail vehicles to accommodate development in Mission Bay. The timelines for the development of the South Plan Area and the transit that will serve this area will determine the need for particular TSM measures.

## **Transportation Management Association**

### ***The South Plan Area TMA***

A Mission Bay South Transportation Management Association (“South TMA”) is proposed to be established by Owner to implement and administer the South TSM Plan. The South TMA will be responsible for funding and operating the shuttle service, and for general administration of the South TSM Plan, as described below.

### ***South Plan Area Transportation Coordination Committee***

As described above, the South TSM Plan for the South Plan Area shall be coordinated with other nearby users and City Departments with relevant jurisdiction and expertise as well as with other transit providers such as BART and AC Transit. To facilitate this goal, a Mission Bay South Transportation Coordination Committee (“South MBTCC”) will be formed to serve a solely coordinative function. The South MBTCC should include, for example, a transportation coordinator from the North and South TMAs, Catellus, UCSF, Pacific Bell Park, major South Plan Area employers, and will include representatives from the Department of Parking and Traffic (“DPT”), the Department of City Planning, the Police Department, MUNI, CalTrain, and ferry service operators. The committee will also include representatives of neighborhood or special interest groups, and property owners. The South MBTCC would need to be managed to avoid creating such a large committee that appropriate actions could not be taken quickly. As development occurs over time and ownership within the project area changes, the membership of the South MBTCC would be modified accordingly.

### **South TSM Plan Measures**

The following specific TSM measures will be administered by the South TMA and implemented by the South TMA and/or employers, as described below.

### ***Shuttle Bus Services from Major Transit Lines***

Because of the extensive transit system serving this portion of the City, an area-wide shuttle service is the most effective means of enhancing transit access to the South Plan Area, in coordination with transit providers and available transit service. It would be designed to complement and bridge any potential gaps in existing and proposed City and regional transit services. A number of successful private shuttles already operate in the area. An example is the shuttle bus service jointly operated by China Basin Landing and the South Beach Marina Apartments that provides a direct connection to many regional transit providers. The shuttle bus route provide a direct connection to CalTrain depot, SamTrans and AC Transit service at the Transbay Transit Terminal, and the MUNI-BART Embarcadero station. The stop at the Embarcadero station is also accessible from the Ferry Building at the foot of Market Street. Other examples include the 501 2<sup>nd</sup> Street and Bayside Village shuttles. The typical shuttle bus service operates between 6 a.m. and 7 p.m. at 20-minute peak period headways and 40-minute headways during the off-peak periods.

UCSF also operates a successful shuttle service at its Parnassus Heights campus. The UCSF shuttle program links Parnassus Heights with most UCSF satellite locations. The shuttle operates Monday through Friday(excluding holidays) and runs according to published schedules. Shuttle routes include a figure-eight route consisting of two connecting loops, one serving Parnassus Heights - UCSF/Mount Zion - Laurel Heights, and the other serving Parnassus Heights - San Francisco General Hospital(SFGH) - Mission Center/Harrison Street. Another shuttle route provides intra-site service at Parnassus Heights. A

third shuttle operates between UCSF and the Veterans Administration Medical Center (VMAC). UCSF plans to expand the shuttle service to include the Mission Bay campus.<sup>1</sup>

Employers in the South Plan Area could most likely capture considerable ridership with the operation of shuttles between their facilities and the CalTrain terminal or MUNI Metro Extension stop near Fourth Street in the North Plan Area; the Transbay Terminal to connect to SamTrans, and AC Transit buses; Golden Gate Transit buses and ferries, a BART station, and possibly other specific gathering points in major San Francisco residential neighborhoods. This service would eliminate employees' need to pay additional fares when transferring from one of these regional transit systems to a local transit system, and would provide employees a more comfortable and direct means of reaching their respective workplaces. The South TMA would be responsible for funding the shuttle service. It is anticipated that the funding would be obtained through an association assessment on property owners in the South Plan Area. The South TMA would also provide or obtain the management for the shuttle bus, such as providing schedule, route, stop, and logistics information. It would also be responsible for integrating information regarding shuttle service into the incentives programs described below.

A shared shuttle service would likely be the most cost-effective. The South TMA will explore opportunities for sharing shuttle bus services with the North Plan Area, UCSF, and other shuttle buses that are established for nearby developments. If a shared service were not deemed appropriate initially, the situation would be reevaluated periodically as the transit environment changed.

### *Parking Management*

A central feature of the parking strategy is to limit available commuter parking in the South Plan Area. This is achieved in part under the Mission Bay South Redevelopment Plan, which limits parking. The result is limited parking opportunities which are anticipated to discourage workers and visitors from driving. The South TMA will develop a parking management program which includes at a minimum strategies such as appropriate fee structure and/or carpooling and vanpooling incentive measures to discourage commuter parking.

### *Transit Incentives*

The South TMA will be required to design a transit incentive program. At a minimum, this program will include preparing and distributing to employers and the residential complexes maps and schedules for local and regional transit services; posting of transportation information at appropriate locations throughout the South Plan Area, including informational displays; coordinating on-site transit pass sales; and preparing and distributing information to employers regarding opportunities for carpool/vanpool incentive programs. This program will include detailed information regarding shuttle service and shuttle connections to transit service. The South TMA will also work with major employers to assess the feasibility of transportation subsidies and/or flexible work time/telecommuting opportunities.

### *Bicycle and Pedestrian Incentives*

One of the greatest incentives for pedestrian and bicycle traffic is the provision of the appropriate infrastructure. As indicated in the South Infrastructure Plan, the South Plan Area has been designed with consideration of bicycle and pedestrian access. It includes sidewalks and bicycle lanes of ample width to

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<sup>1</sup> University of California, San Francisco, *Long Range Development Plan*, January 1997, pages 232-234.

<sup>2</sup> Telephone conversation with Jackie Lucas, Emery-Go-Round Hotline, October 21, 1997.

invite and accommodate pedestrian and bicycle traffic to the area and incorporates paths that connect new development to transit lines.

The bicycle routes of the South Plan Area are classified according to the standards defined by the San Francisco Bicycle Plan. Citywide bicycle routes on Seventh Street and Mariposa Street serve the South Plan Area peripherally, and provide South Plan Area cyclists convenient access to and from other parts of San Francisco, as well as a connection to the North Plan Area and its proposed bicycle routes.

The pedestrian network proposed by the project includes a pedestrian path along the south side of the channel, as well as along Owens Street, Terry François Boulevard, 16<sup>th</sup> Street, and Mariposa Street. It also includes a proposed pedestrian bridge over the channel near Fifth Street, which connects to a pedestrian path along the north side of the channel. The pedestrian network is intended to encourage walking for recreational purposes as well as a mode of travel.

In addition to this bicycle and pedestrian infrastructure, various educational strategies will further encourage these modes of transportation. The South TMA will develop a bicycle and pedestrian plan which includes, at a minimum, the following:

#### *Bicycle Facilities*

Residential buildings in the South Plan Area will be required to provide secure, shared bicycle storage areas. Uses such as office buildings, research and development facilities, retail stores and restaurants will also provide secure, designated bicycle parking areas either on-site or in nearby parking garages.

#### *Bicycle and Walking Route Information*

Maps of the local pedestrian and bicycle paths will be provided on the same displays that detail transit information. The consolidation of the transit and pedestrian and bicycle information is very cost-effective, and also serves to promote multi-modal travel. For instance, an individual could locate the pedestrian path that he/she would prefer to use to access the Third Street light rail line.

#### *Bicycle Joint Purchase Program*

The South TMA will explore opportunities for implementing a bicycle joint purchase program. This measure could be a successful program in particular for the employees of offices and research and development facilities in the South Plan Area. Large employers also offer the greatest opportunity for successfully improving the local transportation system with this plan.

#### *Appropriate Street Lighting*

As indicated in the South Infrastructure Plan, ample street lighting will be provided in the South Plan Area as reinforcement of pedestrian walkways, bicycle routes, and transit stops, and to encourage the use of alternative modes of transportation in the evenings.

