# Oyster Point Phase 2,3, & 4 Precise Plan 05 TDM

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# **Transportation Demand Management** (TDM) Plan for Kilroy Oyster Point

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# Purpose and Project Description

This document details the transportation demand management (TDM) measures that could be implemented as part of the Kilroy Oyster Point development (Project)in the City of South San Francisco. The project includes approximately 2.3 million square feet of office and research and development (R&D) space distributed across ten buildings and situated on approximately 35 acres that include parking facilities, public streets, landscaping, and open space. The Project is within the Oyster Point Specific Plan district which is part of the City's East of 101 employment area. Most of the site is a half mile of the South San Francisco Ferry Terminal. The nearest BART and Caltrain stations are approximately four and two miles from the Project site, respectively, and Commute.org shuttle connections provide peak-period peakdirection service between the Project site and these stations. Motor vehicles would access the Project site from a series of driveways and internal access roadways that intersect Oyster Point Boulevard. **Figure 1**, on the following page, shows the site location.

The purpose of the TDM measures described herein is to reduce the number of single occupant vehicle trips generated by the new development and increase the proportion of travel internal to the site or made by other modes. This, in turn, will provide alternatives to traffic congestion, parking demand, and air pollution, promote more efficient use of existing transportation facilities in the project vicinity, and satisfy City of South San Francisco policies related to Floor Area Ratio FAR incentive programs and TDM implementation. Typically, these measures will be implemented upon or prior to Project occupancy, with the objective of increasing the share of all vehicle trips associated with the proposed Project made by non-automotive modes of transportation to 40%.

To achieve this increase, the Project Sponsor will implement the suite of TDM strategies and facilities described herein for project employees and visitors.

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Figure 1 Project Site Plan

# **Policy Environment**

### South San Francisco Ordinances

The Project is subject to the following City of South San Francisco ordinances that relate to parking provision and TDM:

Increased FAR Incentive Program (SSF Ordinances 20.230.004). The floor area ratio (FAR) in Planning Area 1, where the Project is located, may be permitted up to a maximum of 1.25, provided the following criteria are met:

- A Transportation Demand Management (TDM) Plan has been approved, in accordance with Chapter 20.400;
- The development complies substantially with the architectural and urban design guidelines established in Chapter 20.230.004 and the Specific Plan; and,
- The development complies substantially with the sustainable building strategies established in Chapter 20.230.004 and in the Specific Plan.

Required Parking (SSF Ordinances20.230.005). Required parking for permitted uses shall be provided at a ratio supportive of the approved Transportation Demand Management (TDM) Plan but in no case shall exceed two and one-half spaces per 1,000 gross square feet of floor area, calculated across the entire planning area in the aggregate. Variations from the bicycle parking standards may be permitted in the Specific Plan District pursuant to an approved Precise Plan and TDM plan.

Short-Term Bicycle Parking (SSF Ordinances 20.330.008). Short-term bicycle parking spaces shall be provided for the following uses at a rate of 10 percent of the number of required automobile parking spaces, with a minimum of four parking spaces provided per establishment (see section for details on standards for short-term parking).

- All uses in the Public and Semi-Public Land Use Classification except Cemeteries and Community Gardens; and
- All uses in the Commercial Land Use Classification except Animal Care, Sales, and Services, Artist's Studios, Crop Production, and Live-Work.

Long-Term Bicycle Parking (SSF Ordinances 20.330.008). Long-term bicycle parking shall be provided, according to the provisions of this section, in order to serve employees, students, residents, commuters, and others who generally stay at a site for four hours or longer (see section for details on standards for long-term parking).

• Other Uses. Any establishment with 25 or more employees shall provide long-term bicycle parking at a ratio of one space per 25 vehicle spaces

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• Parking Structures. Long-term bicycle parking shall be provided at a ratio of one space per 50 vehicle spaces.

**Transportation Demand Management Standards (SSF Ordinances 20.400)** The Oyster Point Specific Plan development standards and FAR incentive program stipulate a TDM plan shall be approved in accordance with this Chapter. The TDM ordinance establishes required mode share target linkages to FAR incentive categories; suggested trip reduction measures and strategies; monitoring requirements; and, penalties.

- Mode Share Targets: Table 20.400.03 links mode share targets to FAR incentive categories and zoning districts. The Oyster Point Specific Plan district is not explicitly listed, but the use and FAR incentive range is consistent with the "Business and Technology Park" district. Accordingly, the Project is required to achieve a 40% minimum alternative mode use.
- Measures: Chapter 20.400.004 lists a range of potential strategies to achieve the required mode share target.
- Review and Approval Process: Prior to permit issuance, the Review Authority shall find the proposed trip reduction measures are feasible and appropriate for the project and required mode share target. The Review Authority may take actions listed in Chapter 20.400.006.
- Monitoring: Per Chapter 20.400.008, all projects are subject to an annual survey to evaluate the effectiveness of the TDM plan and compliance with the mode share target. A triennial report is required for all projects that receive a FAR bonus. Penalties are described in instances when projects are found noncompliant.

#### **Oyster Point Specific Plan**

The City of South San Francisco's 2011 Oyster Point Specific Plan describes a vision for a public-private redevelopment of 80 acres of land of which the Project will be located on. The Plan includes a series of design goals for the planning area that touch on a range of development guidelines. Design Goal 3, *Promote the Use of Alternative Transportation Modes* identifies transportation-related opportunities and measures that are consistent with the Plan's vision. Specifically, the goal identifies the following opportunities and recommendations for new development in the Plan area:

- Enhance access to and promote use of the Ferry.
- Provide well designed shuttle bus stops at strategic locations throughout the Specific Plan District.
- Incorporate design enhancements that facilitate the implementation of approved Transportation Demand Management (TDM)\_plan.

### San Mateo County Ordinances

Depending on the City's Project approval protocol within the structure of the Specific Plan's programmatic environmental review, the Project may also subject to the San Mateo City/County Association of Government (C/CAG)'s Land Use Guide Policy. The Project would generate over 100 new peak hour trips on the County's Congestion Management roadway network (U.S Highway 101). The policy requires that the TDM plan include strategies that have the capacity to fully reduce the demand on the Congestion Management network for new peak-hour trips. It is up to the local jurisdiction working together with the



project sponsor to choose the method(s) that will be compatible with the intended purpose of the project and the community that it will serve.



# Proposed TDM Strategies

The strategies presented below comprise the TDM plan for the Kilroy Oyster Point development. City reports will be provided regarding the utilization and efficacy of the TDM program through surveys to determine mode split to measure the number of peak hour vehicle trips actually generated by the Project.

### Marketing & Monitoring

#### **Transportation Coordinator**

The Project Sponsor should consider appointing a Transportation Coordinator, who would be responsible for implementing and managing the TDM program and serve as a liaison on transportation matters between the Project Sponsor, the City of South San Francisco, and the Project's employees. The Transportation Coordinator could organize and implement promotional programs, ensure informational and wayfinding displays are up to date, provide trip-planning and ride-matching assistance to employees considering alternative modes, and manage the project's annual vehicle trip counts and mode share surveys.

#### **Commute Trip Reduction Marketing**

The Transportation Coordinator can supply project employees with informational pamphlets and other marketing materials promoting alternative modes of transportation. These materials would include route maps and timetables for transit options in the area, including SamTrans, BART, Caltrain, and the Commute.org shuttles; bicycle commute information including routes and bicycle commute tips; and literature promoting public ride-matching services such as 511 RideMatch, and Scoop.

The Transportation Coordinator should provide hard copy information packets to all employees when they are first hired. The welcome packet would offer a planning session with the Transportation Coordinator or qualified designee to identify transportation options that are tailored to each unique employee.

#### **Annual Monitoring**

For consistency with the City's TDM ordinance, the Transportation Coordinator should conduct an annual count of vehicle trips generated by the Project and a survey of Project employees to determine overall

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mode share splits and TDM program use. Based on the results of the counts and surveys, the coordinator would adjust the TDM program as necessary to achieve a 40 percent alternate mode share.

#### Land Use

#### **On-Site Daycare**

An on-site daycare center can reduce vehicle trips by reducing the need for parents who work at the Project site to transport their children to childcare facilities located elsewhere. Additionally, the demands of traveling with young children, such as safety concerns or the need to stop at additional destinations, often influence parents' decision to travel by automobile when they may otherwise take non-automotive modes. An on-site daycare would reduce the number of trips parents must take with their children, allowing them to make their daily commute trips via alternative modes such as public transit or bicycle.

The Project's amenity spaces could be programed to include a daycare facility. In the event demand exceeds the facility's capacity, the daycare center would prioritize employees who use alternative modes to ensure that those parents are not incentivized to begin traveling by car.

#### **Other On-Site Amenities**

Providing facilities for daily activities and common retail needs on site can reduce vehicle trips made by Project employees. The Project will provide the following amenities:

- On-site restaurant and food service facilities
- Fitness center for employees
- Parks, open spaces, and recreational facilities

#### Site Improvements

#### **Enhanced Pedestrian and Bicycle Environment**

Designing roads and trails within and near the Project to be pedestrian- and bicycle-friendly can encourage employees to use alternative modes of transportation instead of driving. The Project will make major improvements to the existing San Francisco Bay Trail alignment within the Project site. Enhancements include (Figure 2):

• Perimeter Pathway: The Project will upgrade the existing San Francisco Bay Trail alignment around amenities such as benches.



the waterfront edge of the Project site to include a wider travel way, upgraded landscaping, and

- **East-West Connector:** A new east-west Bay Trail connection will be provided south of the Phase 3 and 4 parking garage, providing a shorter route for through cyclists traveling on the San Francisco Bay Trail or accessing the Project site. Without this connection, users would take a circuitous pathway around the Oyster Point shoreline. A "protected intersection" design is proposed where the trail crossers Oyster Point Boulevard, which will increase user comfort by physically separating bicycle movements from pedestrians and motor traffic.
- **Pedestrian Facilities**: Ten-foot-wide sidewalks will be provided along both sides of the public streets within the Project site. The sidewalks will be buffered from the vehicle travel way with a planter strip. The generous sidewalk width and separation from motor traffic will be an attractive pedestrian environment. Pedestrian crosswalks are strategically located to connect buildings with transit, parking facilities, and amenity spaces.
- Class II Bicycle Lanes: All public streets within the Project site will include dedicated Class II bicycle lanes.



#### Legend

Class I Shared Path

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Class II Bicycle Lane



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### Figure 2 Project Bikeways

#### **Transit Access Improvements**

Proximity to high quality transit can encourage employees to use public transportation for their travel. The Project site is presently served by Commute.org shuttles that connect dispersed employment destinations within the East of 101 area to the South San Francisco Ferry terminal, the South San Francisco Caltrain Station, and the South San Francisco BART station. The following transit enhancements are proposed as part of the Project:

- **On-Street Shuttle Stops:** As part of the Project, on-street shuttle stops will be provided at optimal spacing for local shuttle bus service patterns. Stops will be situated on-street as opposed to within the internal parking facility access roads to maximize efficiency while maintain convenient pedestrian access. Stops will also be near pedestrian crosswalks to allow direct pedestrian arrival and departure desire lines, which will encourage transit use. The stops could be further enhanced with shelters and stop amenities.
- Ferry Terminal Proximity and Access: The Project site is roughly 0.5 miles from the South San Francisco Ferry Terminal and will be connected to the station via the San Francisco Bay Trail, which will provide comfortable access to the terminal. The Project Sponsor could collaborate with the City of South San Francisco to install bike share stations at the Project site, the ferry terminal, and along the trail to allow employees to bike quickly between the project and the ferry, further encouraging them to use transit.

#### **Real-Time Transit Displays and Multimodal Wayfinding Signage**

Publicly displayed real-time transit information and wayfinding signage can encourage employees to take alternative modes of transportation by reducing uncertainty in their travel. The Project may partner with a vendor such as TransitScreen to provide video screens displaying transit information such as arrival and departure times for Commute.org shuttles, SamTrans buses and San Francisco Bay Ferries, as well bikeshare availability, and estimates of ride hail availability in real time in building lobbies. The screens could also display wayfinding information and travel time estimates for accessing different services and amenities in the area by bicycle and on foot.

#### Passenger Loading Zones

Ridehailing services, such as Uber and Lyft, and shared rides with friends/family are often used by zerovehicle or single-vehicle households to complete trips that cannot be made by walking, biking, or transit. Provision of high-quality passenger loading zones could make this an easy option and encourages employees and visitors to use these vehicle options when they need them without owning their own parking space or relying on a vehicle for all of their trips. Off-street loading zones, which keep loading activity out of bike lanes and off of sidewalks, also improve the walking and biking experience near the site The Project includes a series of off-street loading zones distributed across the Project site to accommodate this need.

#### Secure Bicycle Storage

Secure bicycle parking encourages bicycle commuting and reduces vehicle trips by providing employees with a reliable supply of parking that is protected from weather and theft. The Project should provide short- and long-term bicycle parking facilities as required in the City's zoning code and distribute parking spaces across the site to maximize convenience and access for bicycle users. Future tenants should consider locating secure bicycle parking within or adjacent to buildings, which would differentiate bicycle access from auto access as a more convenient means to reach the workplace.

#### **Bike Repair Station**

Bike repair stations encourage employees to travel by bicycle by providing many of the resources and supplies necessary to perform basic repairs and maintenance. The Project may include a bike repair station in all buildings.

### **Incentive Programs & Services**

#### Subsidized or Discounted Transit Program

Subsidizing or discounting transit encourages employees to explore transit options in the area and use transit to commute to work, reducing the number of vehicle trips generated by the Project overall. The Project could provide transit subsidies to all employees who take transit to work. Expanding the subsidy program to all employees would likely yield substantially greater reductions in vehicle trips, but measures and strategies should be evaluated as part of the City-required monitoring program.

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#### **Emergency Ride Home**

The Transportation Coordinator may require commercial tenants to register for San Mateo County's free Emergency Ride Home Program. Once their employer is registered for the program, any employee who works in San Mateo County may use the program. If an employee uses an alternative form of transportation to get to work, he or she is eligible for a free taxi ride home in case of a personal emergency.

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