

Transportation Demand Management (TDM) Plan for the SSF PUC Site

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FEHR  PEERS

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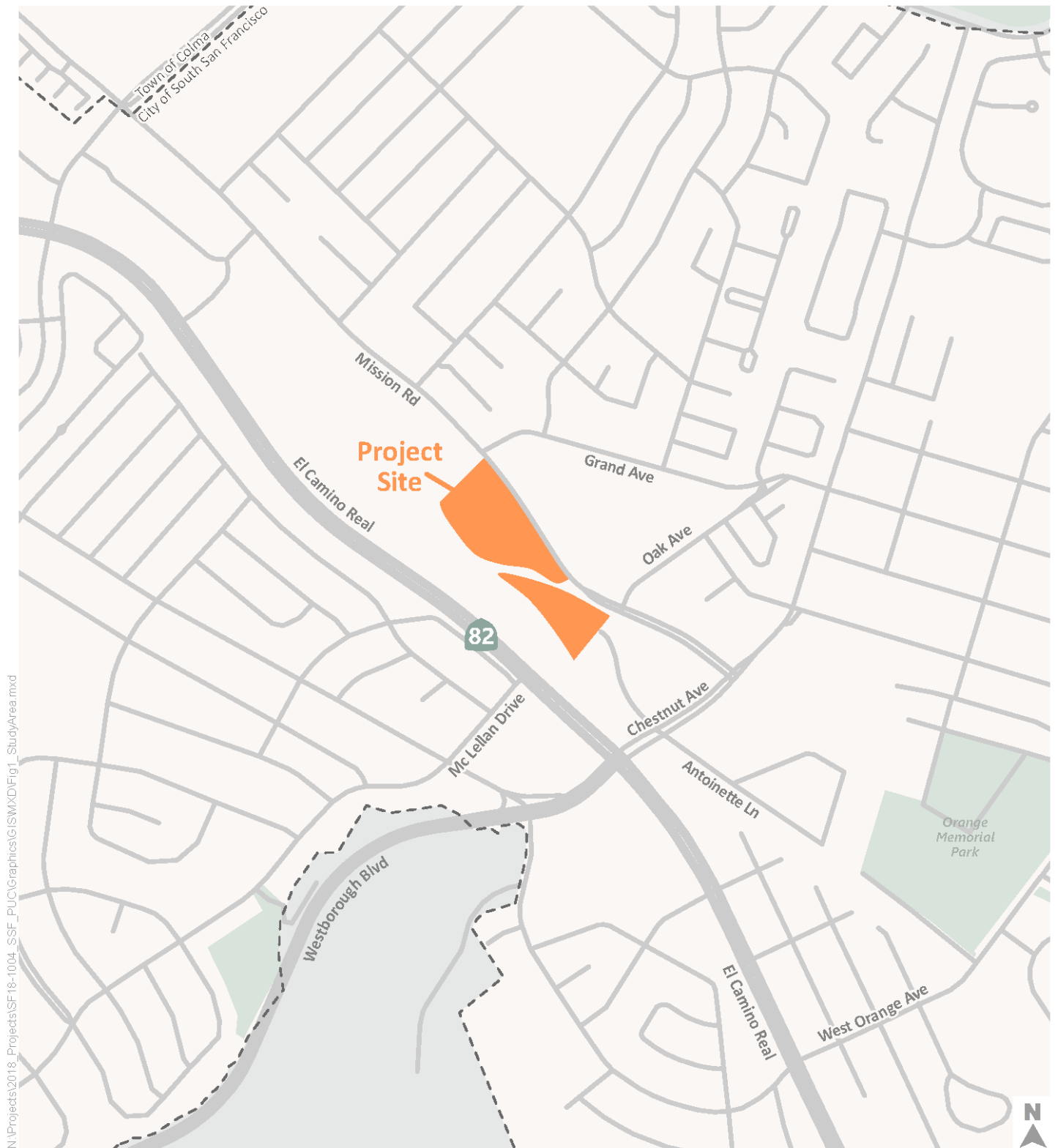
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Purpose and Project Description

This document details the transportation demand management (TDM) measures that will be implemented at the transit-oriented multi-unit mixed-use development at the PUC Site in South San Francisco. The project includes three buildings between three and eight stories tall spread across approximately six acres. The project will contain 802 residential units in addition to residential auxiliary spaces, commercial space, a daycare center, and parks and other landscaping features. The Project is located a half mile south of the South San Francisco BART Station along the Centennial Way Trail. Vehicles would access the Project site from driveways located on Mission Road and the proposed Oak Ave extension. **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 help relieve 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 FAR bonuses and TDM implementation. Per the project description, 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 28%.

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



- Project Site
- City Boundary



Figure 1
Study Area

Policy Environment

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

Increased Density, FAR and/or Height (SSF Ordinances 20.270.004). An increase in FAR, density, and height may be achieved for buildings through a combination of the following, subject to Conditional Use Permit approval by the City Council:

- 0.5 FAR, up to 30 units per acre and/or 20 feet of height for the incorporation of TDM measures specified in Chapter 20.400, Transportation Demand Management, or as deemed appropriate by the Chief Planner for residential projects.

Required parking (SSF Ordinances 20.330.006). Required parking for any use may be reduced through approval of a Conditional Use Permit. The Planning Commission may only grant a Conditional Use Permit for reduced parking if it finds that:

- Special conditions—including but not limited to the nature of the proposed operation; proximity to frequent transit service; transportation characteristics of persons residing, working, or visiting the site; or because the applicant has undertaken a TDM program—exist that will reduce parking demand at the site;
- The use will adequately be served by the proposed on-site parking; and
- Parking demand generated by the project will not exceed the capacity of or have a detrimental impact on the supply of on-street parking in the surrounding area.

ECR/C Required Parking (SSF Ordinances 20.270.005). Required parking for any use in ECR/C sub-districts shall be established by the Chief Planner based on the particular characteristics of the proposed use and any other relevant data regarding parking demand. The Chief Planner may require the provision of parking studies or any other information at the applicant's cost as needed to assess parking demand for the proposed project. Where a Conditional Use Permit is required for the use, the Planning Commission will establish the ultimate parking requirement during the Conditional Use Permit application process. Generally, parking shall not exceed two spaces per unit for residential uses and one space per 300 square feet of commercial use.

- **Unbundling Parking from Residential Uses (Pending Revision).** For residential condominium or other multi-family ownership projects, parking in excess of one space per unit may be sold or rented separate from the residential unit. For apartment developments, 50 percent of the provided parking may be unbundled, and up to 100 percent of the provided parking may be unbundled, with approval of a parking management and monitoring 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).

- Multi-Unit Residential with eight or more units;
- 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).

- Residential Uses. A minimum of one bicycle parking space shall be provided for every four units for multi-unit residential and group residential projects.
- 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
- Parking Structures. Long-term bicycle parking shall be provided at a ratio of one space per 50 vehicle spaces.

The Project is also subject to the San Mateo City/County Association of Government (C/CAG)'s Land Use Guide Policy due to the fact that it would generate over 100 new peak hour trips on the County's Congestion Management roadway network (SR-82/El Camino Real). 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 SSF PUC development. At the request of the City, reports will be provided regarding the utilization and efficacy of the TDM program through surveys to determine mode split and driveway counts to measure the number of peak hour vehicle trips actually generated by the Project.

Marketing & Monitoring

Transportation Coordinator

The Project Sponsor will appoint a Transportation Coordinator, who will 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 tenants. The Transportation Coordinator will organize and implement promotional programs, ensure informational and wayfinding displays are up to date, provide trip-planning and ride-matching assistance to residents and employees considering alternative modes, and manage the project's annual vehicle trip counts and mode share surveys.

Commute Trip Reduction Marketing

The Transportation Coordinator will supply project residents and employees with informational pamphlets and other marketing materials promoting alternative modes of transportation. These materials will include route maps and timetables for transit options in the area, including SamTrans, BART, Caltrain, and the South City Shuttle; pricing and membership information on bikeshare; and literature promoting public ride-matching services such as 511 RideMatch, Scoop, and the Project's internally-run school pool program.

The Transportation Coordinator will provide hard copy information packets to all residents when they first move in and to all employees of the Market Hall and day care center employees when they are first hired. The welcome packet will offer a planning session with the Transportation Coordinator to identify transportation options that are tailored to each unique resident or employee.

Annual Monitoring

The Transportation Coordinator will conduct an annual count of vehicle trips generated by the Project and a survey of Project employees and residents to determine overall mode share splits and TDM program

usage. Based on the results of the counts and surveys, the coordinator will adjust the TDM program as necessary to achieve a 28% alternate mode share.

Land Use

On-Site Daycare

An on-site daycare center can reduce vehicle trips by reducing the need for parents who live in or 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 would provide an 8,300 square foot daycare facility open to the public that would support between 75 and 100 children. In the event demand exceeds the facility's capacity, the daycare center would prioritize employees and residents who use alternative modes to ensure that those parents are not incentivized to begin traveling by car. The on-site daycare operator will commit to applying for State funding to subsidize up to 25% to 33% of the tuition for parents who are income-eligible.

Other On-Site Amenities

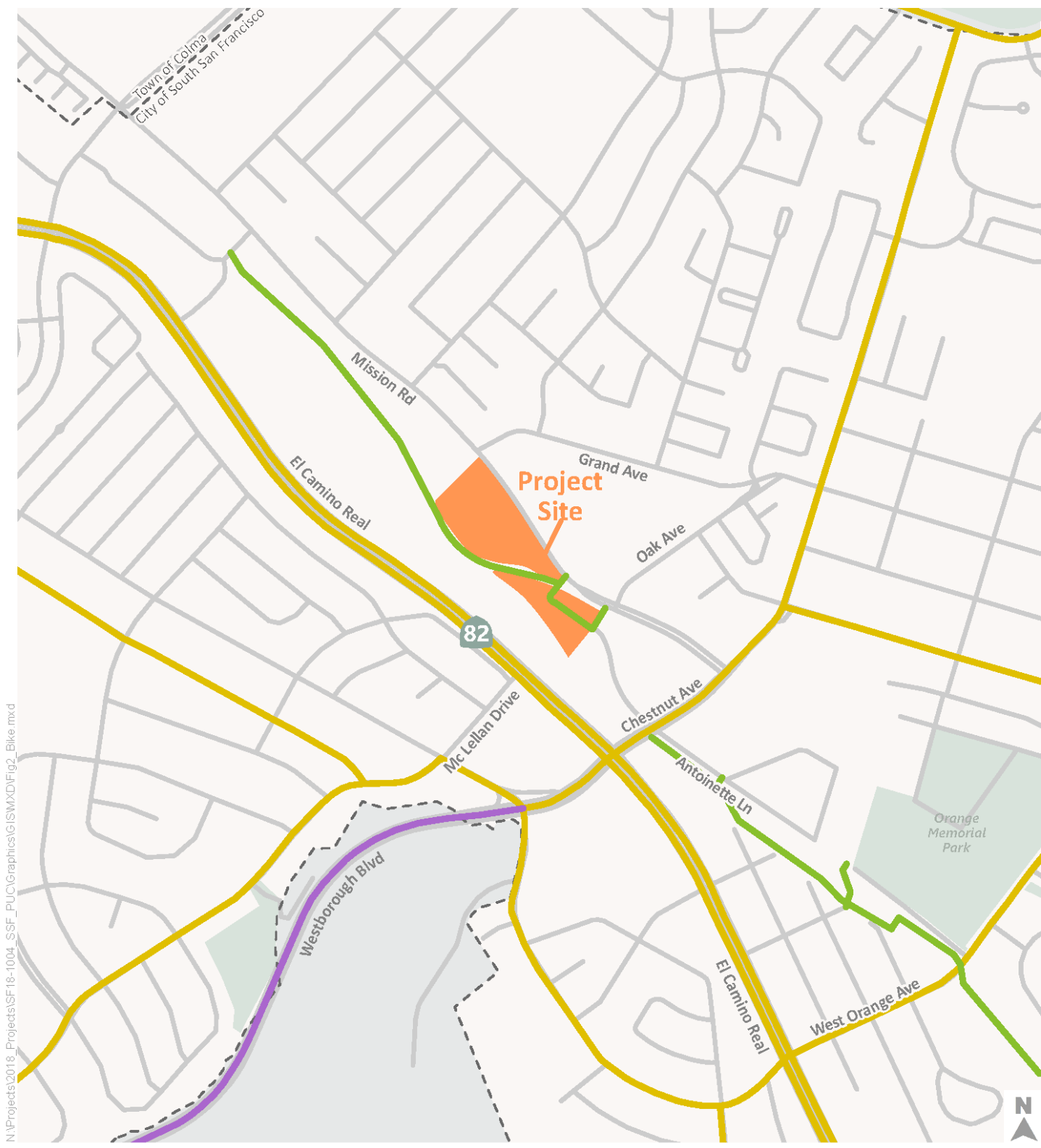
Providing facilities for daily activities and common retail needs on site can reduce vehicle trips made by Project residents and employees. The Project will provide the following amenities:

- Market Hall for artisan production and ancillary food and beverage retail
- Exercise facilities for residents
- Community clubhouse with a shared kitchen/bar area
- Co-working common spaces
- Parks and play areas, including children's play facilities, adult outdoor fitness equipment, and public art installations

Site Improvements

Enhanced Pedestrian and Bicycle Environment

Designing roads and trails within and near the Project to be pedestrian- and bicycle-friendly can encourage residents to use alternative modes of transportation instead of driving. The Project will make several improvements to the existing Centennial Way Trail that runs through the site (**Figure 2**); beautification of Colma Creek will make biking and walking along the trail a more attractive option for residents, and the addition of new access points will better connect the trail to the Project site. The Project will also improve pedestrian and bicycle connections on the nearby streets of Mission Road and Oak Avenue and provide a connection to Antoinette Lane. Sidewalks will be added to Mission Road and Oak Avenue, and new pedestrian signals and crosswalks will be installed on Oak Avenue and Grand Avenue.



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Figure 2
Existing Bike Facilities

Transit Access Improvements

Proximity to high frequency transit can encourage residents to use public transportation for their travel. The Project will be located roughly 0.5 miles from the South San Francisco BART station and will be connected to the station via the Centennial Way Trail, which will provide more comfortable access to the station than would walking or biking along nearby streets such as El Camino Real or Mission Road. The Project Sponsor is also collaborating with the City of South San Francisco to install bike share stations at the Project site, the BART station, and along the trail to allow residents and employees to bike quickly between the project and BART, further encouraging them to use transit. Frequent SamTrans service on El Camino Real (ECR and ECR Rapid routes) provides a convenient local connection to other San Mateo County destinations. To try and serve more local transit needs, the Project Sponsor is collaborating with the City to add a stop for the South City Shuttle near the Project site. This would provide an additional transit connection for residents to the BART station, as well as to downtown, and other amenities and services across the City. Existing transit facilities are shown in **Figure 3**, on the next page.

Real-Time Transit Displays and Multimodal Wayfinding Signage

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



Figure 3
Existing Transit Services

Passenger Loading Zones

Ridehailing services and shared rides with friends/family are often used by zero-vehicle or single-vehicle households to complete trips that cannot be made by walking, biking, or transit. Provision of high quality passenger loading zones makes this an easy option and encourages residents 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.

Secure Bicycle Storage

Secure bicycle parking encourages bicycle commuting and reduces vehicle trips by providing residents and employees with a reliable supply of parking that is protected from weather and theft. The Project will be providing 803 long-term parking spaces (one for each dwelling unit) as well as 88 short-term parking spaces for employees and visitors.

Bike Repair Station

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

Wiring for Internet Service

To decrease the number of trips residents must make to and from work each week, particularly during the AM and PM peaks, the Project will install high-speed telecommunications wiring throughout the site to provide residents with access to high speed internet service. Doing so will encourage telecommuting, allowing residents who typically commute to an office to instead work from home or from the Project co-working spaces for one or more days per week.

Incentive Programs & Services

Subsidized or Discounted Transit Program

Subsidizing or discounting transit encourages residents and 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. Currently, the Project is planning to provide transit subsidies to new residents in the affordable units (roughly 1/5 of all units) for the first few months of their residence. Expanding the starter program to all residents or transforming the temporary subsidy into a permanent subsidy would likely yield

substantially greater reductions in vehicle trips. The extent of the transit subsidy program will be evaluated as part of the annual monitoring and program adjustment effort.

Unbundled Parking Costs

Removing the cost of parking from residents' monthly apartment lease payments and requiring them to pay a separate fee for a dedicated parking space encourages single-vehicle and zero-vehicle households. Research suggests that vehicle availability has significant impact on mode choice and that unbundled parking encourages residents to travel using alternative modes. The Project will be unbundling 100% of its parking spaces from the cost of renting a unit, requiring all residents who wish to keep a private vehicle on site to pay an additional fee for parking.

School Pool Program

The Transportation Coordinator will provide an online portal and face-to-face meetings to connect parents of school-age children living in the Project with the aim of facilitating carpooling to school. This carpool program will serve Project residents only and will be an alternative to public carpool resources like 511 RideMatch, which parents may be more hesitant to use for transporting their children to school. Carpooling will reduce overall vehicle trips by both reducing school-related vehicle trips, and by freeing parents to take alternative modes for their commutes. This program can be expanded to include general ridematching services if residents express interest with the Transportation Coordinator.

Emergency Ride Home

The Transportation Coordinator will 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.