

ATTACHMENT M

MISSION BAY NORTH

TRANSPORTATION MANAGEMENT PLAN

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Introduction

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

The broad objective of the Transportation System Management Plan for the North Plan Area (“North 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 North Plan Area and its supporting transportation infrastructure will be built out over a long period and will involve a broad range of uses, this North 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 North 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 North Plan Area-wide shuttle system is expected to be an important component throughout the life of the North Plan Area.

The North 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 North TSM Plan will be coordinated with similar plans that will be developed for the South Plan Area and the Giants Ballpark at China Basin. The Mission Bay North Transportation Coordinating Committee (“North MBTCC”) for the North Plan Area, described below, is intended to facilitate this coordination.

In order to accomplish the broad objective described above, the North TSM Plan has been designed to achieve 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 approximately 65-acre North Plan Area is proposed for a variety of land uses, including dwelling units, retail uses such as urban entertainment uses, theaters, restaurant space, destination-oriented retail uses and local-serving retail space, and approximately 6 acres of open space. This North TSM Plan includes techniques that are tailored to these particular land uses. In general, the retail uses that are currently under consideration for the North Plan Area are relatively large, with the exception of the local-serving retail uses. The larger uses will potentially have a substantial number of employees, and will attract customers with origins/destinations outside the immediate area. These destination-oriented uses can be expected to generate a large portion of the overall vehicle trips within the North Plan Area and accordingly will benefit most from the North TSM Plan.

Transportation Network

The North TSM Plan is tailored to the land uses in the North Plan Area, and is also consistent with the area's transportation setting. Currently there are substantial transportation services available to the North Plan Area which include the following:

1. The Caltrain commuter rail service has its terminus at the intersection of Fourth and King Streets. Caltrain currently serves the Peninsula and San Jose with approximately 66 daily trains. Service is provided at an average frequency of 20 minutes during the morning and afternoon peak commute periods and at a frequency of one-hour during the midday and late evening periods.
2. The new MUNI light rail service E line has two stops within the North Plan Area. The MUNI service currently operates between the Fourth/King Street and Embarcadero Stations at 10 minute intervals during weekdays and 15 minutes on weekends. This service is being improved to become a direct extension of MUNI's N line service operating at approximately 6 minute intervals.
3. MUNI bus service is concentrated around the Caltrain terminal and currently provides service to Caltrain and the surrounding area.

The transportation network serving the North Plan Area at buildout will be even further improved from what is in place today. The street network will be expanded within and around the North Plan Area, and new and improved transit service will be available to workers, residents, and visitors. 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. MUNI has indicated that it will construct a rail turnaround at Third and 18th Streets and purchase ten (10) light rail vehicles to accommodate development in Mission Bay. The MUNI Metro Extension (MMX) will extend the route of MUNI's N-JUDAH line along The Embarcadero, and then along King Street to terminate near Fourth Street. In addition, the routes of the 30, 45, and 22 MUNI lines will be modified to better serve the North Plan Area as it is developed. Transit service to be extended from the north to the South Plan Area will provide connectivity for trips between the two areas as well as external trips.

Transit will be particularly accessible to and from the North Plan Area. The CalTrain terminal 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 will allow these lines to serve the North Plan Area to a similar extent. In the future, MUNI bus lines will serve

the CalTrain terminal in addition to MMX and Third Street light rail service and route modifications will occur to reflect and enhance MMX service. This includes extending routes south to allow passengers to transfer to and from east-west directional lines. In addition, the Port of San Francisco is seeking proposals to develop a new ferry terminal at the new Giants Ballpark at China Basin. This would create the potential for direct ferry service to the North Plan Area.

Both the existing location of the Transbay Transit Terminal and the Main/Beale site to which it may be relocated in the future are approximately a 30-minute walk from the nearest point in the North Plan Area. Access to the Transbay Transit Terminal will be provided by MUNI as well. The Transbay Transit Terminal acts as the terminal point for all AC Transit and SamTrans service to and from San Francisco. SamTrans also has several stops along Mission Street. Golden Gate Transit stops at several locations in the Financial District, including the Transbay Transit Terminal. MUNI will provide excellent local transit to various parts of San Francisco, as well as to the Transbay Transit Terminal, the Ferry Building, and Market Street, where BART service is accessible.

Provision of public transit service to the North Plan Area will improve over the next twenty years, with the Third Street Light Rail Central Subway phase scheduled to be completed in year 2015. However, the North Plan Area development is anticipated to be completed sooner, subject to market conditions. The timelines for the development of the North Plan Area and the transit that will serve this area will determine the need for particular TSM measures described below.

Transportation Management Association

The North Plan Area TMA

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

The North Plan Area Transportation Coordination Committee

As described above, the North TSM Plan for the North Plan Area will 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 North Transportation Coordination Committee ("North MBTCC") will be formed to serve a solely coordinative function. The North MBTCC should include, for example, a transportation coordinator from the North and the South TMAs, Catellus, UCSF, Pacific Bell Park, major North 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 North 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 North MBTCC would be modified accordingly.

North TSM Plan Measures

The following specific TSM measures will be administered by the North TMA and implemented by the North 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 North Plan Area, in coordination with transit providers and available transit service. 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 2nd Street and Bay 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.¹

In the North Plan Area, shuttle bus service would be designated to complement and bridge any potential gaps in existing and proposed City and regional transit services. It would be a significant means of accessing the North Plan Area from regional transit stops serving BART, ferries, AC Transit, or SamTrans, from which access is approximately 1.5 to 2.0 miles away. It could also serve 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. MUNI service between these areas will undoubtedly improve in future years, but shuttle buses could serve to lessen the impact on MUNI service during the interim period. The North TMA would be responsible for funding the shuttle service. It is expected that the funding would be obtained through an association assessment in the North Plan Area. The North 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 approach. The North TMA would explore opportunities for sharing shuttle bus service with the South Plan Area, UCSF, and other shuttle buses established for nearby developments. If a shared service were not deemed appropriate initially, the situation would be reevaluated periodically as the transit environment changed.

As public transit service to the North Plan Area improves in future years, the need for shuttle bus service to the North Plan Area may lessen. It may then be appropriate to alter the service frequency, or to consolidate shuttle bus service to the North Plan Area with shuttle bus service to other nearby developments. For example, the North TMA could eventually consolidate the shuttle bus service with that of the South Plan Area and/or the China Basin Landing (CBL) shuttle that currently provides service to China Basin Landing

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

Building and the South Beach Marina Apartments, discussed below. The existing shuttle bus routes could be slightly modified to extend further westward in order to more directly serve all of the North Plan Area.

Parking Management

Another critical component of the North TSM Plan is parking management. The central feature of the parking strategy is to limit available commuter parking in the North Plan Area. This is achieved in part under the Mission Bay North Redevelopment Plan. The result is limited parking opportunities which are expected to discourage visitors and workers from driving. In addition, most parking spaces within these structures will be restricted to visitors to discourage commuter parking.

The parking structures proposed for blocks N1 and N2 on the Site Plan provide for shared parking among users, during both daytime and nighttime to maximize the use of available spaces. In order to implement SOV trip reduction measures, the shared parking facility must be managed carefully. The North TMA will develop a parking management program which includes at a minimum strategies such as appropriate fee structure and/or carpool/vanpool incentive measures to discourage commuter parking.

Transit Incentives

The North Plan Area is near many downtown San Francisco origins/destinations, which makes non-automobile transit modes readily available for both local and regional travel. The CalTrain Depot is located in an adjacent block at Fourth and Townsend Streets, and MUNI will operate the MUNI Metro Extension (MMX) along The Embarcadero and King Street to serve the North Plan Area. In addition, the Third Street Light Rail Extension will travel on King and Fourth Streets through the North Plan Area, offering immediate transit service as well. Travelers to and from the North Plan Area will be able to use MUNI to access other regional transit services on Market Street or at the Transbay Transit Terminal. The accessibility and convenience of transit in the vicinity of the North Plan Area developments will encourage transit usage, and consequently discourage automobile trips to and from the area. For these reasons, transit incentives would be very effective for employees in the North Plan Area.

The North 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 North Plan Area, including on 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 services. The North 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 North Infrastructure Plan, the North Plan Area has been designed in consideration of bicycle and pedestrian access, including linkages with the South Plan Area. It includes sidewalks and bicycle lanes of ample width to 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 North Plan Area are classified according to the standards defined by the San Francisco Bicycle Plan. Citywide bicycle routes on Townsend Street and Seventh Street serve the North

Plan Area peripherally, and the Citywide route on Fourth Street dissects the North Plan Area. The Citywide routes provide the North Plan Area cyclists convenient access to and from other parts of San Francisco, as well as a connection to the South Plan Area and its proposed bicycle routes.

The pedestrian network created by the project includes a pedestrian path along the north side of the channel, immediately south of China Basin Channel, and a proposed pedestrian bridge over the channel near Fifth Street. Third Street between King Street and the south side of the Channel is also a part of the designated Citywide Pedestrian Network. 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 North TMA will develop a bicycle and pedestrian plan which includes, at a minimum, the following:

Bicycle Facilities

Uses such as residential buildings in the North Plan Area will be required to provide secure, shared bicycle storage areas. 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. Because the North Plan Area has more readily available transit options, consideration will be given to the placement of displays so as to promote the use of pedestrian and bicycle paths as well as transit.

Bicycle Joint Purchase Program

The North TMA will explore opportunities for implementing a bicycle joint purchase program. This measure could be a successful program for the employees of retail stores, restaurants, and movie theaters as well as residents in the North Plan Area.

Appropriate Street Lighting

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