Meeting Agenda

- Study Background
- Roadmap to Implementation
  - Preliminary Concepts
  - Market Assessment Effort
  - Public Outreach Plan
- Project Organization
- Project Schedule and Next Steps
Study Background

Study Purpose

Study Area
Where do we want to be in 2040?

- Opportunity to establish a platform to enhance the existing transit system over the next 25 years
- Challenge to visualize the “finish point”, then work incrementally backwards
- Mix and blend together ideas and concepts into a cohesive set of integrated strategies and improvements as inputs to Plan Bay Area
Study Purpose

- Multi-agency effort to develop future planning and funding initiatives that will inform the Plan Bay Area update
- Builds off completed and current initiatives
- Recognition of the need to investigate short, medium, and long term transit solutions to address the economy-driven capacity issues to the San Francisco core
  - Solutions will be evaluated, prioritized, and bundled into service packages of strategies, policies and investments
TAC Participation

- Provide key advice and review to the PMT and the study
- Provide diverse perspectives and contribute unique stakeholder insight and access to data and assets
- Provide feedback on study work products and deliverables
Study Area

Focused on expanding transit capacity and connectivity to Core San Francisco

Core San Francisco is:

- Downtown, SoMA, Mission Bay, Mid-Market and Civic Center/Van Ness Avenue neighborhoods
- Served by the Transbay and San Francisco Metro corridor.
Study Area Corridors
Trends

- In 2010, 1.5 million trips originated or ended in the Core; of those, nearly 30% were made using transit.
- Between 2010 and 2013, San Francisco added ~90,000 jobs; 190k total jobs projected through 2040.
- BART and AC Transit Transbay services have record ridership.

Projected Housing and Job Growth, 2010-2040

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2040</th>
<th>Growth 2010-2040</th>
<th>% Growth</th>
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<tbody>
<tr>
<td><strong>Housing Units</strong></td>
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<tr>
<td>Bay Area</td>
<td>2,785,950</td>
<td>3,445,950</td>
<td>660,000</td>
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<tr>
<td>San Jose</td>
<td>314,040</td>
<td>443,320</td>
<td>129,280</td>
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<td>San Francisco</td>
<td>376,940</td>
<td>469,430</td>
<td>92,490</td>
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<td>Oakland</td>
<td>169,710</td>
<td>221,160</td>
<td>51,450</td>
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<td><strong>Jobs</strong></td>
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<td>Bay Area</td>
<td>3,385,300</td>
<td>4,505,220</td>
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<td>San Francisco</td>
<td>568,720</td>
<td>759,500</td>
<td>190,780</td>
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<td>San Jose</td>
<td>377,140</td>
<td>524,510</td>
<td>147,370</td>
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<td>Oakland</td>
<td>190,490</td>
<td>275,760</td>
<td>85,270</td>
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Roadmap to Implementation

Preliminary Concepts
Establishing A Baseline

- Capture the shared ideas from the last 25+ years
- Create a baseline of preliminary concepts from:
  - Existing Reports & Studies
  - Suggestions from Bay Area Interest Groups and Residents
  - Discussions with PMT, TAC, Executive Committee

- Represent short, medium and long term strategies and investments
Preliminary Concepts

Bay Bridge decks
- Contraflow lane: The No. 1 (northern-most) lane would be designated for traffic traveling in the opposite direction

Exit options into San Francisco
- Contraflow lane
- Passenger cars, trucks: Would exit onto First Street (ramp direction would be reversed when contraflow is operational)
- Buses: Would exit onto a proposed ramp leading to the Transbay bus ramp

September BART ridership
- Average daily weekday ridership at these specific stations:
  - 200
  - 250
  - 300
  - 350
  - 400

Source: AC Transit

John Blanchard / The Chronicle
Roadmap to Implementation

Market Assessment
Market Assessment

- Provide a fine-grain assessment on existing employment and housing projections within the San Francisco core
- Evaluate magnitude of additional development capacity within the core
- Evaluate market trends affecting future development in the core, including:
  - Expected balance of future housing vs. employment growth
  - Composition of growth by industry sector
  - Trends in worker density for specific office-based sectors
  - Assumptions about future extent of redevelopment of existing uses
- Based upon above, develop projects by subarea within the downtown core
Market Assessment

- Test sensitivity of projections to assumptions on:

Market trends  Occupant density  Other key factors
Roadmap to Implementation

Public and Stakeholder Outreach
Techniques for Outreach

**Stakeholder Consensus Building**
- Coordination with agency outreach
- Quarterly/bi-yearly executive team meetings
- Technical Advisory Committee
- Public Officials Briefings

**Public Dialogue**
- Document Review and communication protocols
- Press outreach, social media, web presence, FAQ factsheets
- Charrettes and public workshops
- Public input toolkit
- Community based organizations
- Small group feedback sessions
- In station outreach
Public Outreach Activities

- Small group presentations and feedback sessions
- Charrettes and Public Workshops
- In-station outreach (one round)
- Public Input Toolkit
Study Organization

Study Organization

Schedule
Project Organization
## Scope Tasks

<table>
<thead>
<tr>
<th>Task 1: Outreach and Engagement</th>
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<td>Task 2: Study Needs and Challenges</td>
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<td>Task 3: Evaluation Criteria</td>
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<td>Task 4: Initial Engineering Studies</td>
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<td>Task 5: Preliminary List of Candidate Concepts</td>
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<td>Task 6: Service Package Development</td>
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<td>Task 7: Service Package Evaluation</td>
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<td>Task 8: Further Analysis of Preferred Service Package Projects</td>
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<td>Task 9: Funding and Implementation Strategy</td>
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<td>Task 10: Draft and Final Report</td>
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Draft Project Schedule

- **Task 1**: Community Engagement
- **Task 2**: Needs and Challenges
- **Task 3**: Evaluation Criteria
- **Task 4**: Initial Engineering Studies
- **Task 5**: Preliminary List of Concepts
- **Task 6**: Service Package Development
- **Task 7**: Service Package Evaluation
- **Task 8**: Further Development of Service Package Projects
- **Task 9**: Implementation and Funding Strategy
- **Task 10**: Draft and Final Report

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*Initial input to Plan Bay Area*
Project Next Steps

Next Steps
Next Steps

- Propose quarterly TAC meetings
- Potential future presentations on:
  - Study Needs and Challenges
  - Market Assessment