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Cc:	Maguire, Tom
Subject:	Subjecs to discuss at July 7 working session on Local/Hospital Access Plan
Date:	Thursday, July 02, 2015 2:49:34 PM
Attachments:	UCSF routes.pdf

Hello, all:

As we plan to meet on July 7 at 10:30 am, SFMTA offices, to refine the Local Access Plan at the UCSF/Mission Bay – Warriors Arena area, let's consider the following points we expect to cover :

Defining the Core Network: we agree to start with the "dotted blue" lines on the attached map.

- Which doted blue streets and which street segments to measure for baseline, performance
- Define our sampling strategy for these segments – how and what established the baseline, under which conditions
- Defining the way we measure impact
- Quantify the # of occurrences of this measure -- and how frequently (Consecutive?) that rigger implementing Plan B
- Defining the margin of tolerance between baseline and threshold (e.g., we talked about 10 minutes as being pretty close)
- Defining consequence of exceeding threshold – if there's a Plan B, how well could its (successful) roll-out stave off need for more severe consequence?

Conditions we already discussed (we already agreed to start with projections to year 2018, when the Arena is proposed to open)

- Non event
- Event at AT&T
- Event at Arena plus AT&T
- (how to address 2018-2020+ construction impacts of adjacent buildings?)

Defining "Plan B" -- Examples of tools we'd suggest to adjust performance:

- ***TDM strategies:***
  - per Lori's recommendations, could include parking pricing
  - deeper ticket-transit subsidies
  - broader collaboration with regional transit operators
  - more extensive use of MB shuttles
  - more prescriptive and aggressive satellite parking strategy
  - UCSF TDM strategies to supplement these
- ***Street management Plan***
  - PCO increase and positions
  - Content and Use of Signage
  - Street Network of Plan using the above
  - Coordination and Agreement with Caltrans

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