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O'FARRELL



F MARKET & WHARVES **CASTRO**

Transportation Sustainability Program



Photo: Sergio Ruiz



San Francisco is a popular place to work, live and visit, straining the existing transportation network

- Roads and transit vehicles nearing capacity in some areas
- Lifestyle preferences and new infrastructure have contributed to increases in cycling and walking, even in less-than-ideal conditions

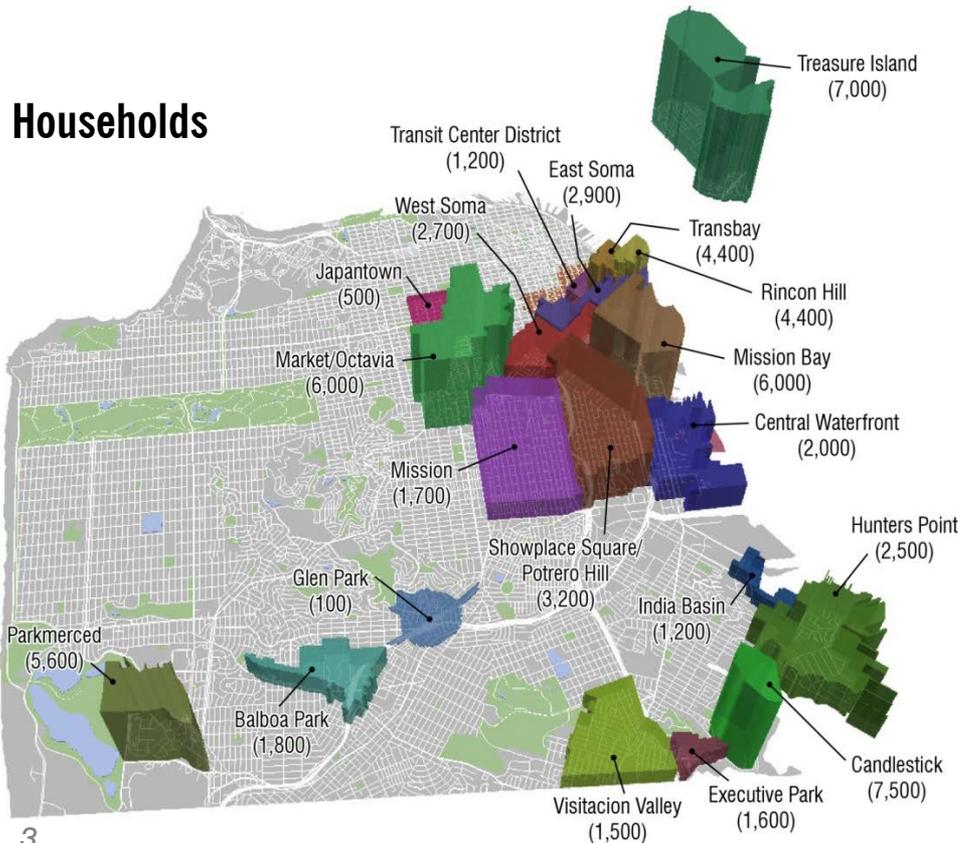


HOW DO WE GROW SUSTAINABLY?

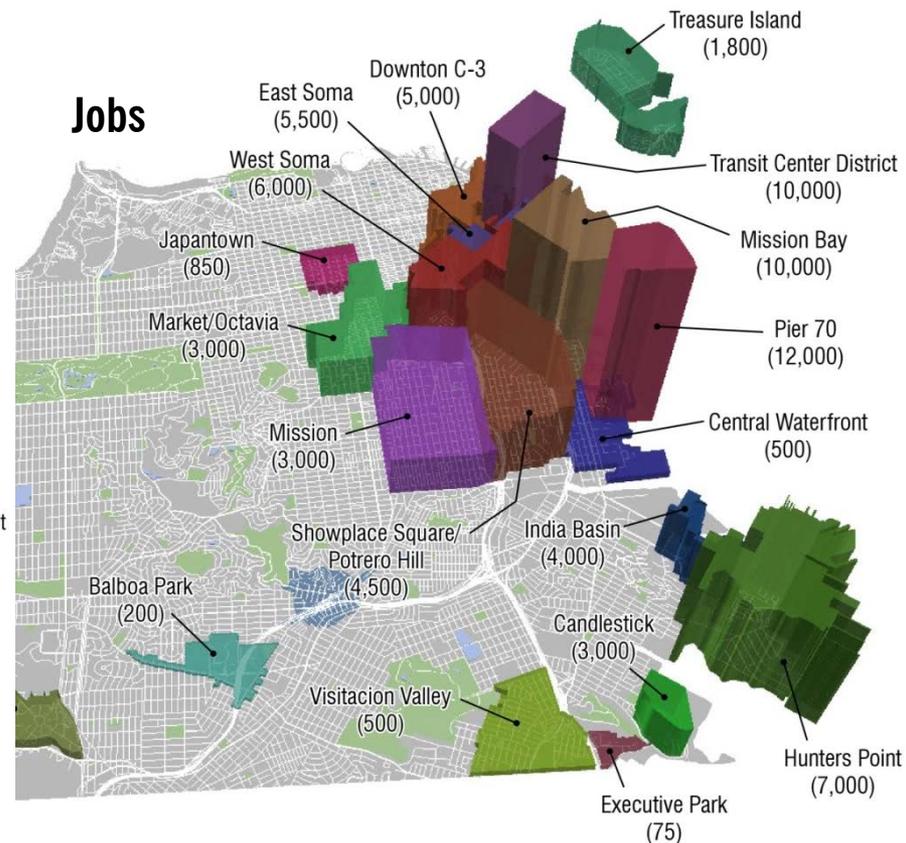
By 2040: **100,000+** new households
190,000+ new jobs

40% of housing projections already in pipeline

Households



Jobs



WE NEED A COMPREHENSIVE APPROACH TO ADDRESS THESE CHALLENGES...



Public investment for existing and future population underway

- Transit capital and operational investments (Central Subway, Muni Forward, BRT, DTX, etc.)
- Bicycle infrastructure (protected lanes, parking, etc.)
- Pedestrian safety (Vision Zero, Walk First, etc.)
- Demand Management (bike sharing, shuttles, citywide TDM, etc.)

New development contribution

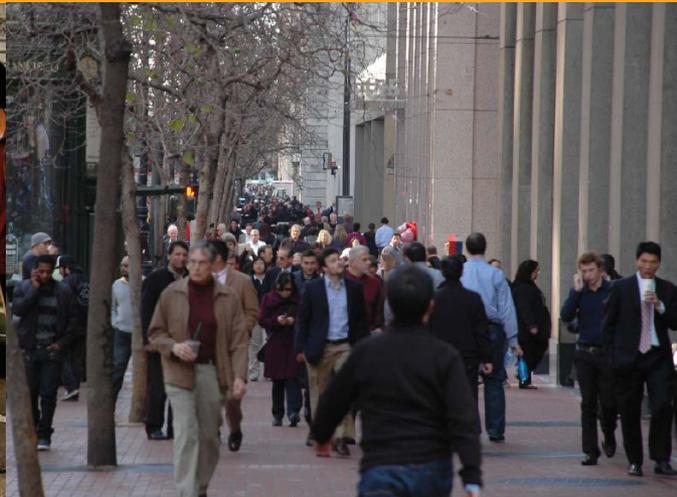
- Transportation Sustainability Program



TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*

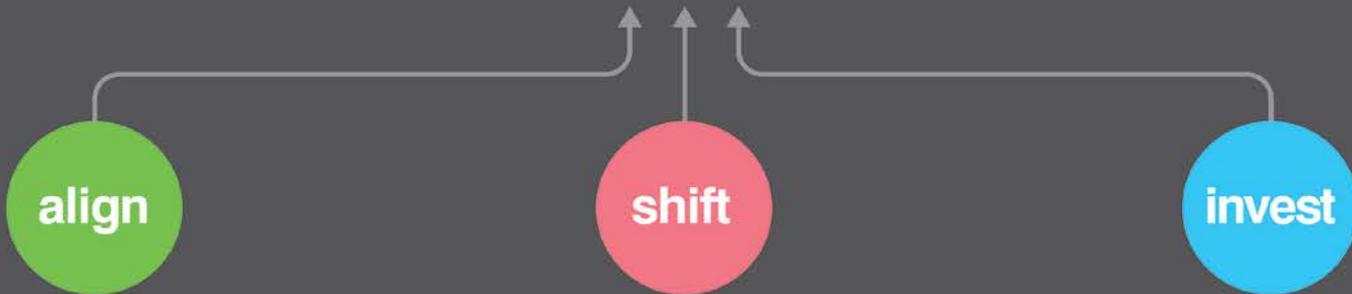


Marrk Dr...

TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*



MODERNIZE ENVIRONMENTAL REVIEW



More meaningful transportation analysis that better captures environmental effects

ENCOURAGE SUSTAINABLE TRAVEL



On-site transportation amenities that reduce reliance on driving

ENHANCE TRANSPORTATION TO SUPPORT GROWTH



Development fee to help fund transit and safer streets

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MODERNIZE ENVIRONMENTAL REVIEW

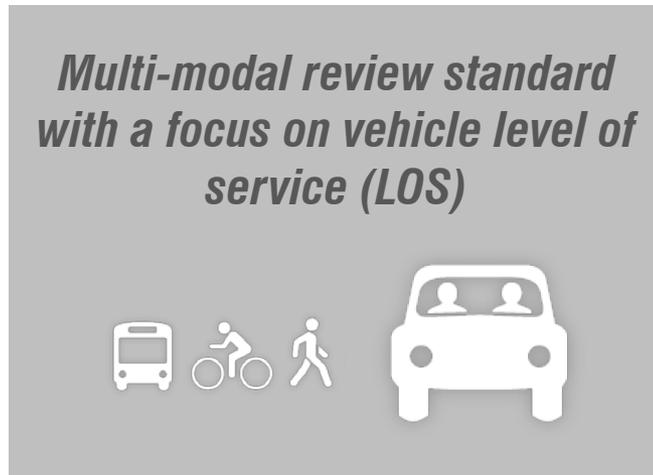
THE WAY IT IS



STATE
sets standard



CITY
develops threshold (metric)



THE WAY IT WOULD BE



SUMMARY OF PROPOSED OPR GUIDELINES



- Land Use Projects
 - VMT ratio < regional average = LTS impact
 - Consistency with City Policies = LTS impact
- Land Use Plans
 - Consistency with Plan Bay Area or achieve similar VMT reduction = LTS impact
- Transportation Projects
 - Improve safety/operations, including transit operations = LTS impact
 - Pedestrian, bicycle and transit projects that lead to a net decrease in VMT = LTS impact (even if they require reallocation or removal of vehicle lanes)
 - Physical automobile roadway capacity increase (induced demand) = **Impact**
- Safety
- Mitigation Measure and Alternatives
 - TDM measures

OUTCOMES OF CEQA REFORM

Goodbye LOS...Hello VMT!



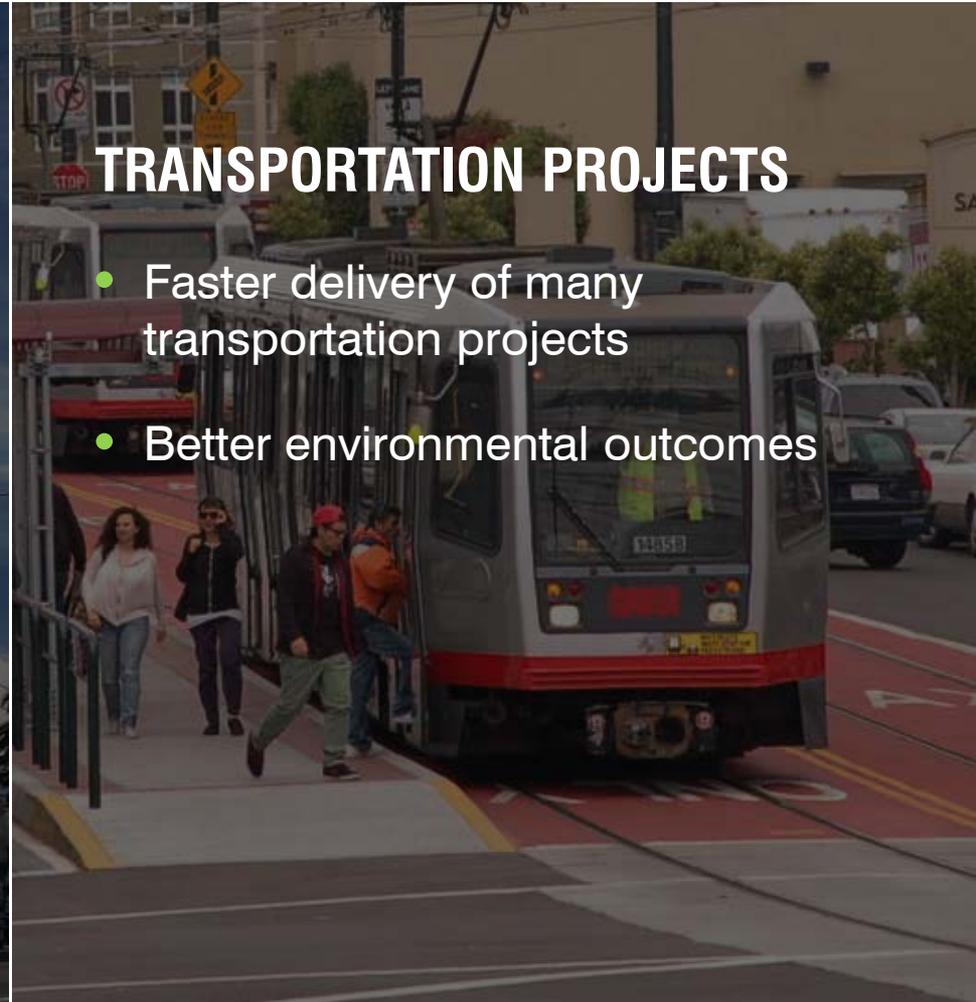
LAND USE PROJECTS

- More certainty during environmental review
- Reduced time & cost of technical studies
- Better environmental outcomes



TRANSPORTATION PROJECTS

- Faster delivery of many transportation projects
- Better environmental outcomes



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ENCOURAGE SUSTAINABLE TRAVEL

SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM



***Developing
a consolidated
TDM Toolkit***

*What can
developers do*

***Creating
a SF TDM
Efficacy Tool***

*How well do the
measures work*

***Establishing
Implementation
Strategy***

*Measuring and
enforcing progress to
ensure goals are
achieved*



TRANSPORTATION DEMAND MANAGEMENT POTENTIAL LEGISLATION

- VMT ratio reduction goal
- Developers select from a menu of TDMs
 - Flexibility
 - Consistency
 - Predictability during the entitlement process
- The City provides technical advisories to guide the TDM selection process
- The City monitors and enforces implementation

EXAMPLE OF TRANSPORTATION DEMAND MANAGEMENT (TDM) MENU



- Subsidize Transit Passes
- Subsidize Bike Share or Car Share Membership
- Hire TDM Coordinator
- Shuttle or Vanpool Service
- Reduce On-site Parking Supply
- Provide Delivery Service
- Sponsor Bike-share Stations
- Commute Reduction Programs
- Charge for Parking/Parking Pricing



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**ENHANCE TRANSPORTATION
TO SUPPORT GROWTH**

URGENT FUNDING NEED



EXISTING PLANS/
PROJECTS/POLICIES

Facilities Vision	Bicycle Strategy	SF Area Plans	SF County Transportation Plan
Ped Strategy	Muni Fleet Plan	SF Capital Plan	
MTA Capital Plan	MTA Strategic Plan	Regional Transportation Growth	
ADA Plan	TEP	Neighborhood Transportation Plans	

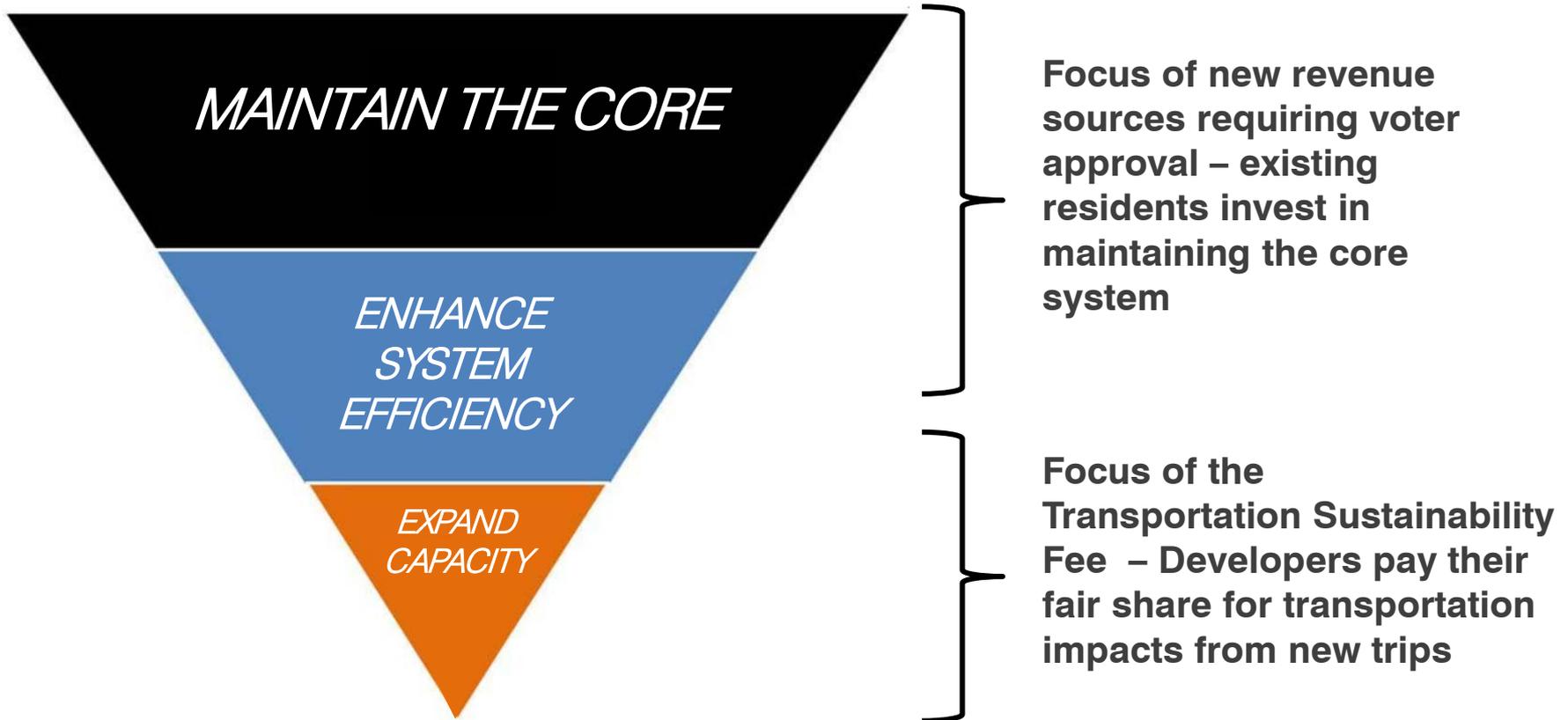
\$10 BILLION TRANSPORTATION FUNDING NEED TO 2030

\$3.7 BILLION IN
EXISTING FUNDING

\$3 BILLION IN TTF FUNDING

\$3.3 BILLION
UNFUNDED

INVESTMENT PRIORITIES



TRANSPORTATION SUSTAINABILITY FEE

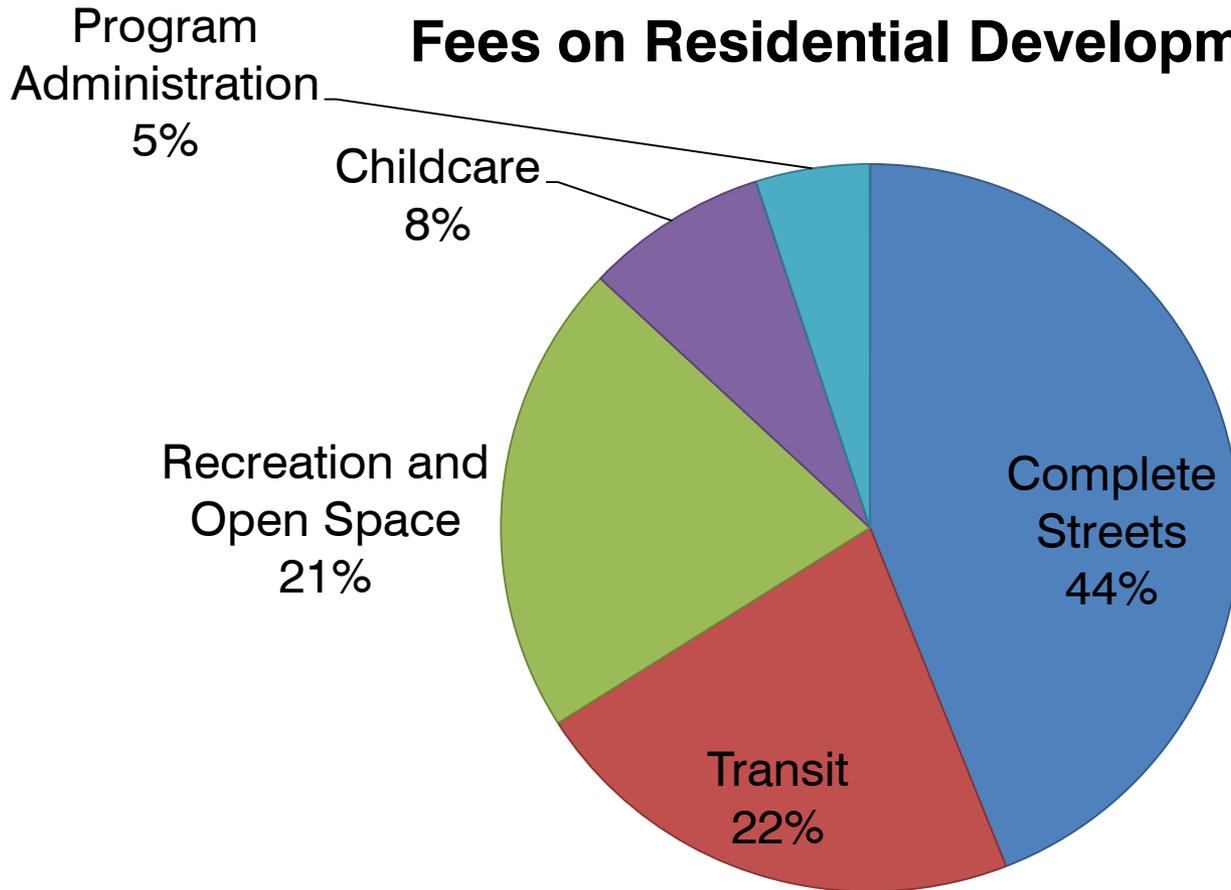


- Citywide transportation fee to ensure that new development pays its fair share for impacts on the transit system
- Replaces existing TIDF and expands applicability to include market-rate residential development and major institutions
- Nexus and Feasibility Studies underway

TSF AND MARKET AND OCTAVIA FEES



Fees on Residential Development



EXPENDITURE PLAN: OUTCOMES



- More Muni buses and trains
- Faster and more reliable local transit
- Roomier and faster regional transit (e.g. BART)
- Safer walking and bicycling

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EXPENDITURE PLAN: TYPES OF PROJECTS IN MO



- Better Market Street
- Van Ness BRT
- Muni Forward
 - 5 Fulton
 - 7 Haight Noriega

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NEXT STEPS

- Finalize the Technical Analysis
- Confirm Policy Approach
- Stakeholder Outreach

TSP TIMELINE

2015

SPRING

SUMMER

FALL

WINTER

Public Outreach

Complete Technical Work



PUBLIC HEARING
*Fee Ordinance
Reintroduced / Adopted*



PUBLIC HEARING
*Sustainable Travel Legislation
Introduced / Adopted*



*State Upgrades
Environmental
Review Standard*

THANK YOU

**TRANSPORTATION
SUSTAINABILITY PROGRAM**



*Keeping people moving
as our city grows*

<http://tsp.sfplanning.org>

