



TRANSPORTATION DEMAND MANAGEMENT

Keeping people moving as our city grows

WHAT IS TRANSPORTATION DEMAND MANAGEMENT?

Transportation Demand Management, often referred to as TDM, is the “Shift” component of the Transportation Sustainability Program, a comprehensive reform of the way the City handles development so that the transportation network keeps pace with growth. A series of development-focused TDM measures that incentivize on-site amenities intended to provide sustainable alternatives to driving - or “shifting” people’s usual practice of driving alone in their cars - by providing residents, business tenants, and visitors with sustainable alternative travel options, such as:

- » Subsidized transit passes;
- » Bike share and/or car-share membership;
- » Increased bicycle parking;
- » Market rate parking fees;
- » Wayfinding signage;
- » Last-mile shuttle service to get to and from transit hubs; and
- » Real-time transportation information displays

These types of travel choices are better for the environment, help manage congestion, and improve the efficiency of our transportation network. Furthermore, TDM measures that are incorporated into the design of a project or provide operational services are considered amenities because they enhance convenience and freedom, and provide easy-to-use travel options.



LEGISLATION*

While the Transportation Demand Management legislation is still in draft form, the proposal is currently based on the number of private, off-street parking spaces created at a project site. It is anticipated that most new development projects, as well as some changes of use on existing properties, would be subject to the legislation.

However, some exceptions apply. Any of the following projects would not be subject to the proposal:

- » 100 percent affordable housing projects;
- » Smaller non-residential projects (9,999 square feet or less);
- » Smaller residential projects (9 units or less); and
- » Parking garages and parking lots.

**This legislation will meet and build on the City’s existing development-focused TDM requirements, and some projects will be able to meet their target by complying with TDM measures already required under the Planning Code. Specifics may be revised through the legislative process.*





Credit: Sergio Ruiz

REQUIREMENTS AND PROCESS

The number of miles driven by car to and from a site is known as vehicle miles traveled (VMT).

Each TDM measure will be worth a certain number of points based on their expected efficacy in helping reduce VMT. Each project will have a specific numeric target assigned that must be met by a combination of TDM measures intended to reduce VMT.

Prior to submitting a development application, a developer may request assistance from Planning Department staff to identify the TDM measures that make sense for their specific project and neighborhood. Planning's website will also include a document titled "TDM Program Standards" and an online tool to help add points for their selected measures.

Once they've selected their measures, the developer will submit their choices along with their TDM Plan Review application. Planning will then work with other City staff to ensure the selected measures appropriately meet their targets and are implemented correctly.

After a project is approved, it will be inspected for compliance with capital improvement measures (bicycle facilities, number of car-share spaces, etc.) before a final certificate of completion is issued and inspected periodically to make sure these benefits continue to be provided.

For operational measures (transit passes, car-share memberships, etc.) projects will be required to report specifics to the City. The City will also be collecting data on the effectiveness of selected TDM measures to potentially update the point assignments for specific measures.

The City will work with non-compliant projects to bring them into compliance, and those that still do not comply would face monetary penalties.

PROJECT TEAM

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Land Use Category	Typical Land Use Type	Number of Parking Spaces Proposed by Land Use	Target
A	Retail	Base number: 0 < = 4 ----- Each additional 2	Base Target: 13 points ----- 1 additional point
B	Office	Base number: 0 < = 20 ----- Each additional 10	Base Target: 13 points ----- 1 additional point
C	Residential	Base number: 0 < = 20 ----- Each additional 10	Base Target: 14 points ----- 1 additional point
D	Other	Any # of parking spaces	3 points

LEARN MORE

Project website: <http://tsp.sfplanning.org>

Email: tsp@sfgov.org

To be added to the mailing list, please sign up at:
<http://tinyurl.com/q7qz46v>

