

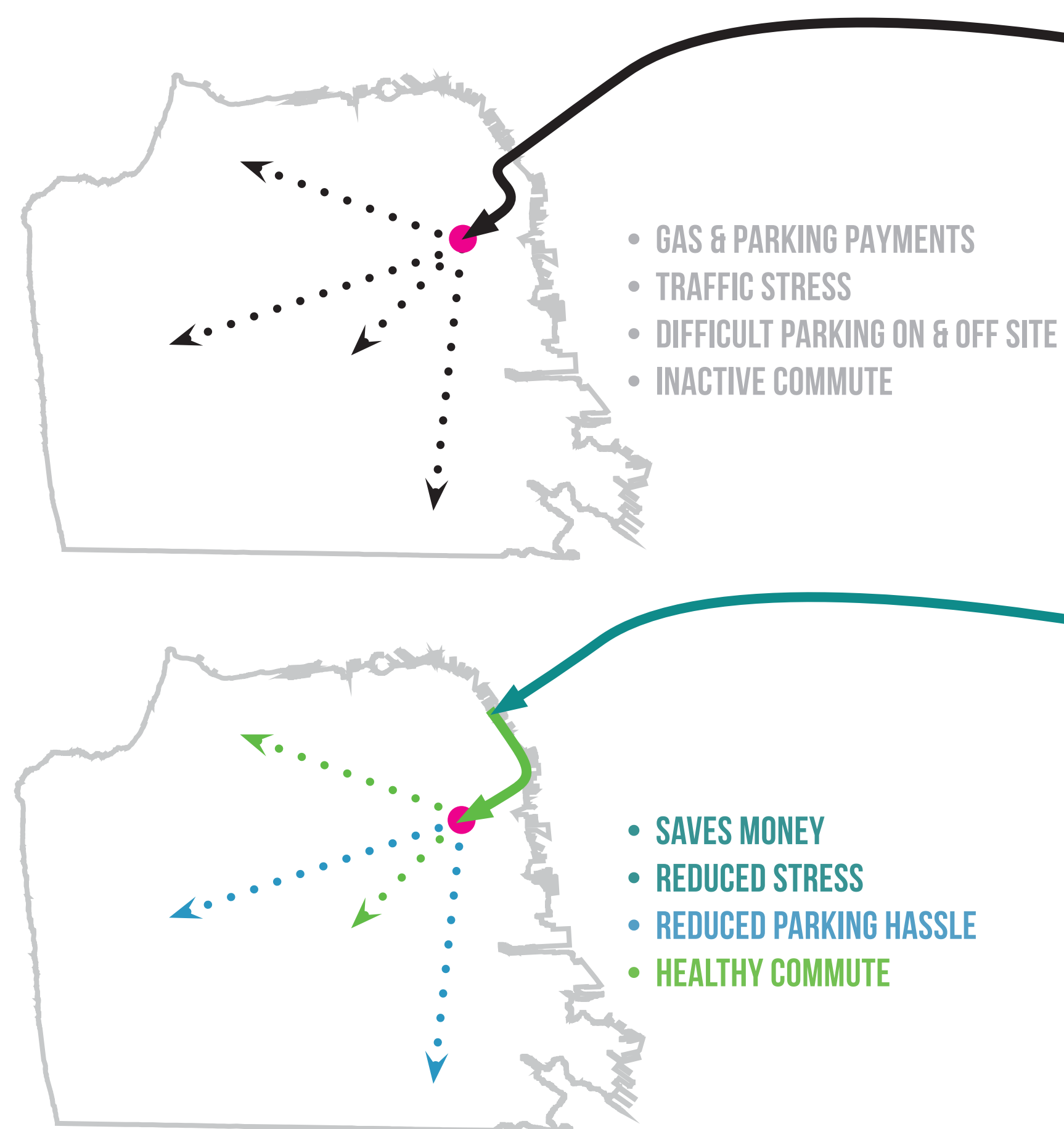
## JANE, BUSINESS DIVISION MANAGER

Jane mostly drives to work. Taking BART or a Transbay bus is an option, but stops are a long walk from her office and she often has offsite events and meetings.

**WITH TDM:** With the TDM Program, there are plenty of **car share** vehicles available at Jane's office building. She receives discounted **bike share** membership, and can choose between a parking spot and a discounted transit pass. Jane decides it is easier and more relaxing to take **transit** most days, and use **bike-share** for the 10-minute ride from office to transit. When she has off-site meetings, she uses a **car share** vehicle or **rides a bike share** bike. She might not have thought of all of these alternatives if not for the explicit subsidy from her company.



## LIVES IN EAST BAY WORKS IN MISSION BAY



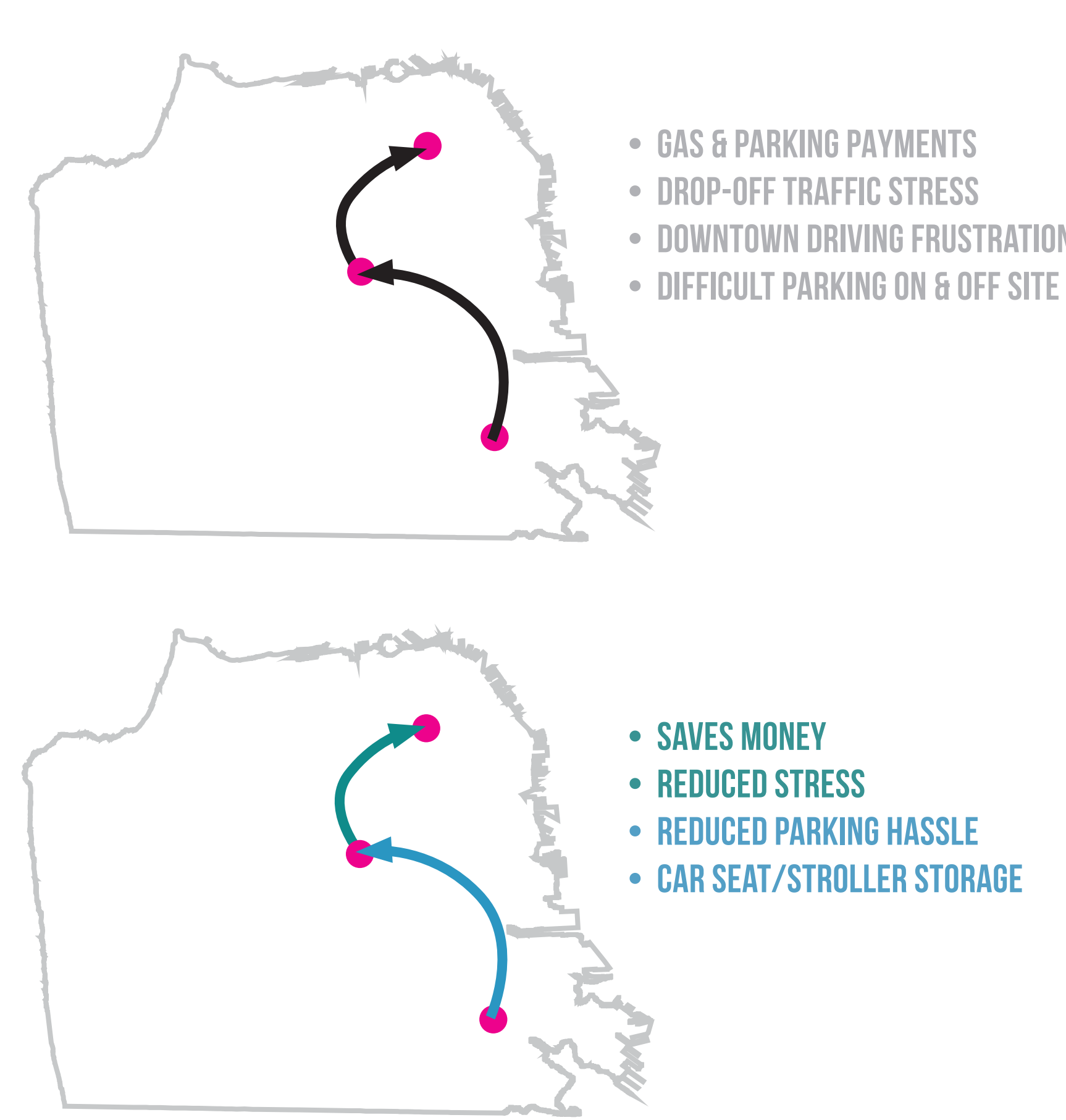
## BERNARD, FATHER, NON-PROFIT EMPLOYEE

Bernard rarely uses his car on weekends, but he usually drives to work so that he can drop off his younger daughter at her daycare in the Mission District – his partner picks her up after work using their second car. Bernard has to pay the full cost of parking at work.

**WITH TDM:** With the TDM Program, Bernard's apartment building has a number of on-site **car-share** vehicles. The family gets a free **car-share** membership and a storage space near the car-share spaces to store a car seat, stroller, and a cargo bike. Bernard mixes up his commute, taking his daughter on transit some days, in the **cargo bike** on others (with new secure bike parking at his office for the final leg of his trip), and uses a combination of taxi, TNC, and car share on days when the first two options don't work. This allows him to avoid the frustration of downtown driving and parking. The family is now able to downsize to one car, saving a considerable amount and reduces VMT.



## LIVES IN THE BAYVIEW WORKS IN FINANCIAL DISTRICT



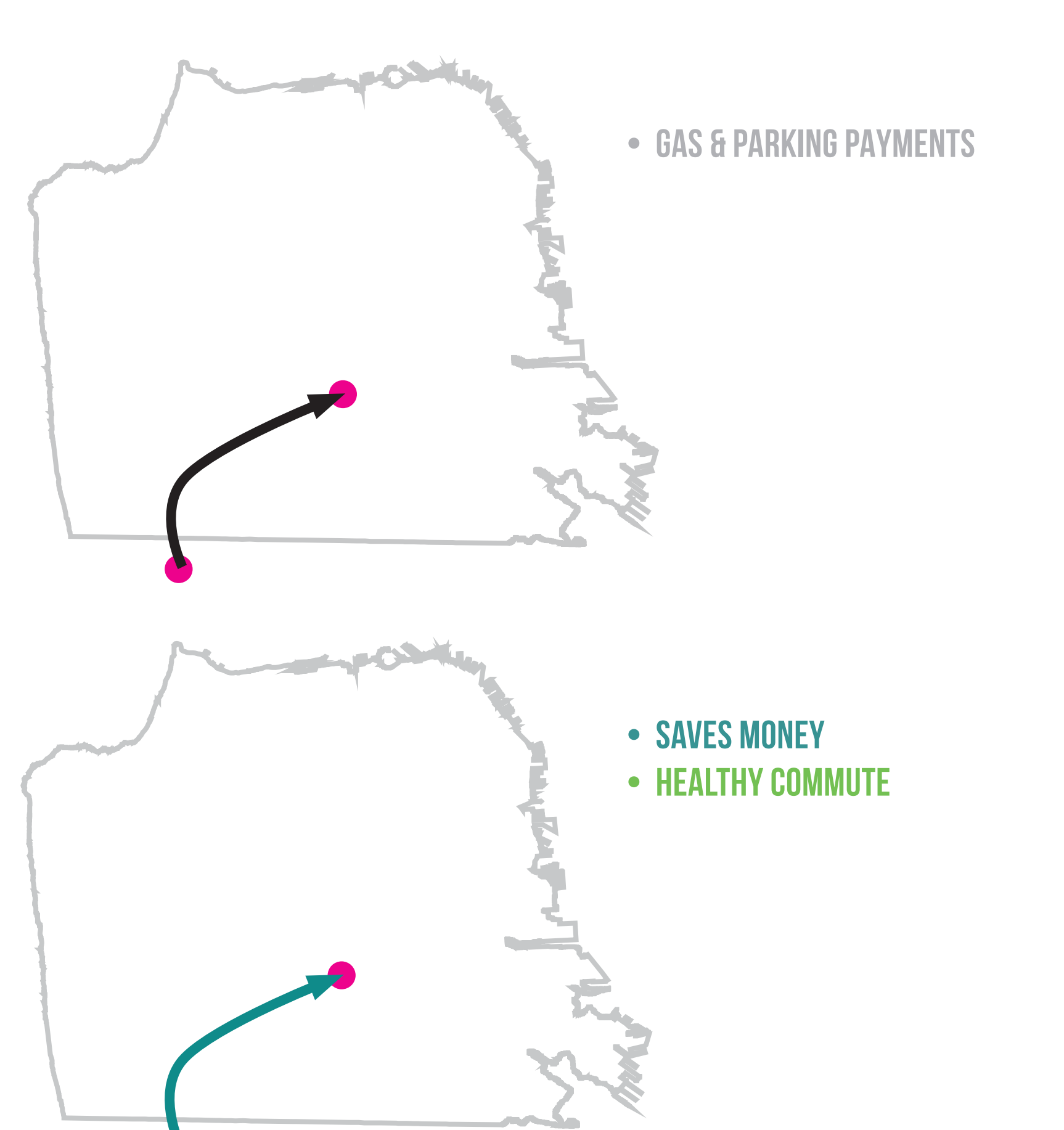
## JAMES, GROCERY STORE EMPLOYEE

James drives to work - there is always parking available for employees and customers at the stores large parking lot. Both home and work are a short walk from transit but there are no incentives not to use a car, and James would rather not deal with the hassle of buying a MUNI pass.

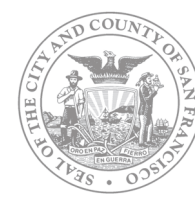
**WITH TDM:** With the TDM Program, there are fewer parking spaces at the Supermarket and management wants to keep most of them for customers. Employees can choose between a discounted **transit** pass and discounted parking, and there are secure **bicycle parking** spaces, showers and lockers for employees who bike to work. James opts to take the discounted **transit pass** and drives to work only on days when he has to work late, parking on the street. But most days he takes transit or **bikes**.



## LIVES IN DALY CITY WORKS IN EXCELSIOR







**WHAT'S YOUR STORY?**

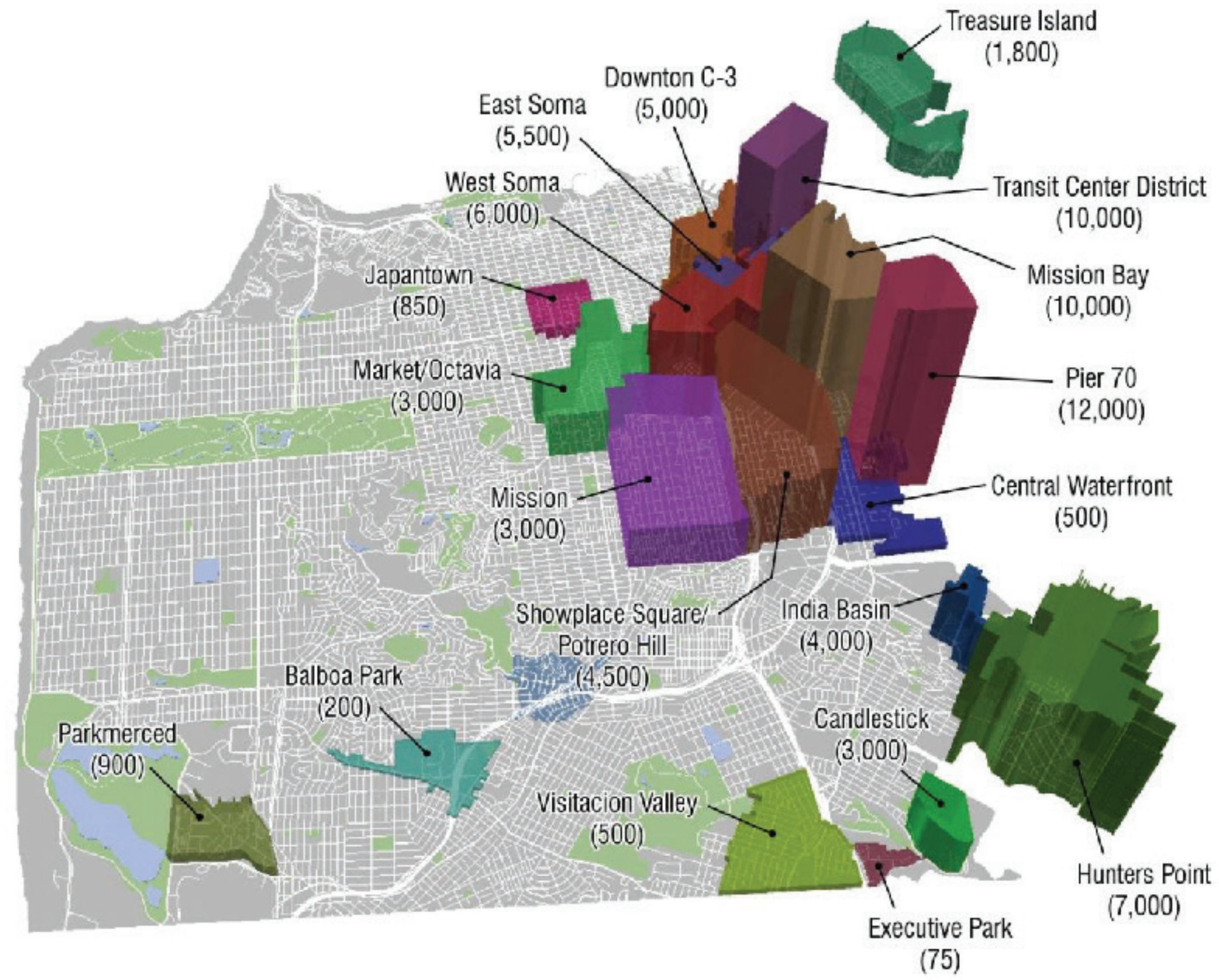
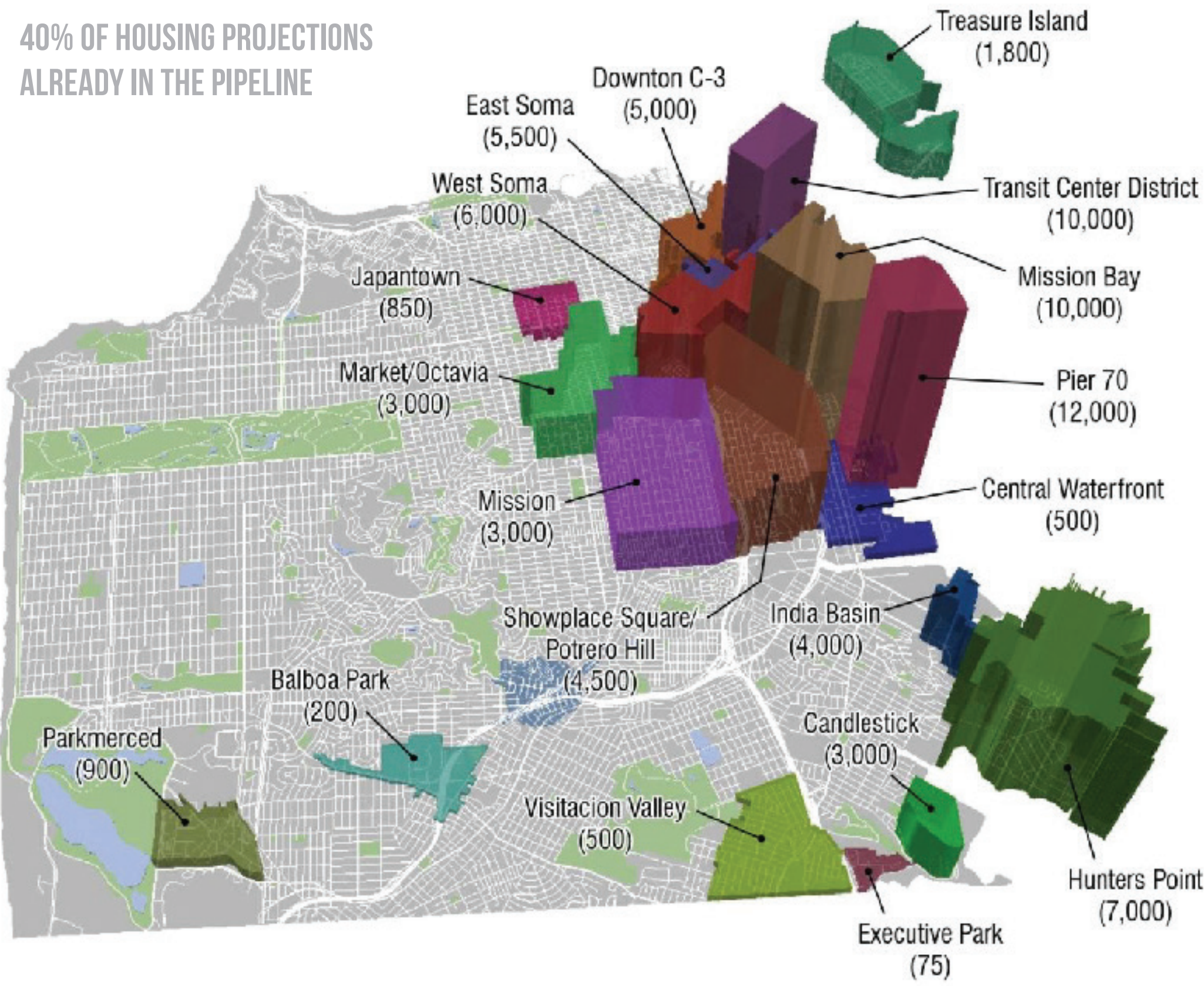


2040

100,000+ NEW  
HOUSEHOLDS

40% OF HOUSING PROJECTIONS  
ALREADY IN THE PIPELINE

190,000+ NEW  
JOBS

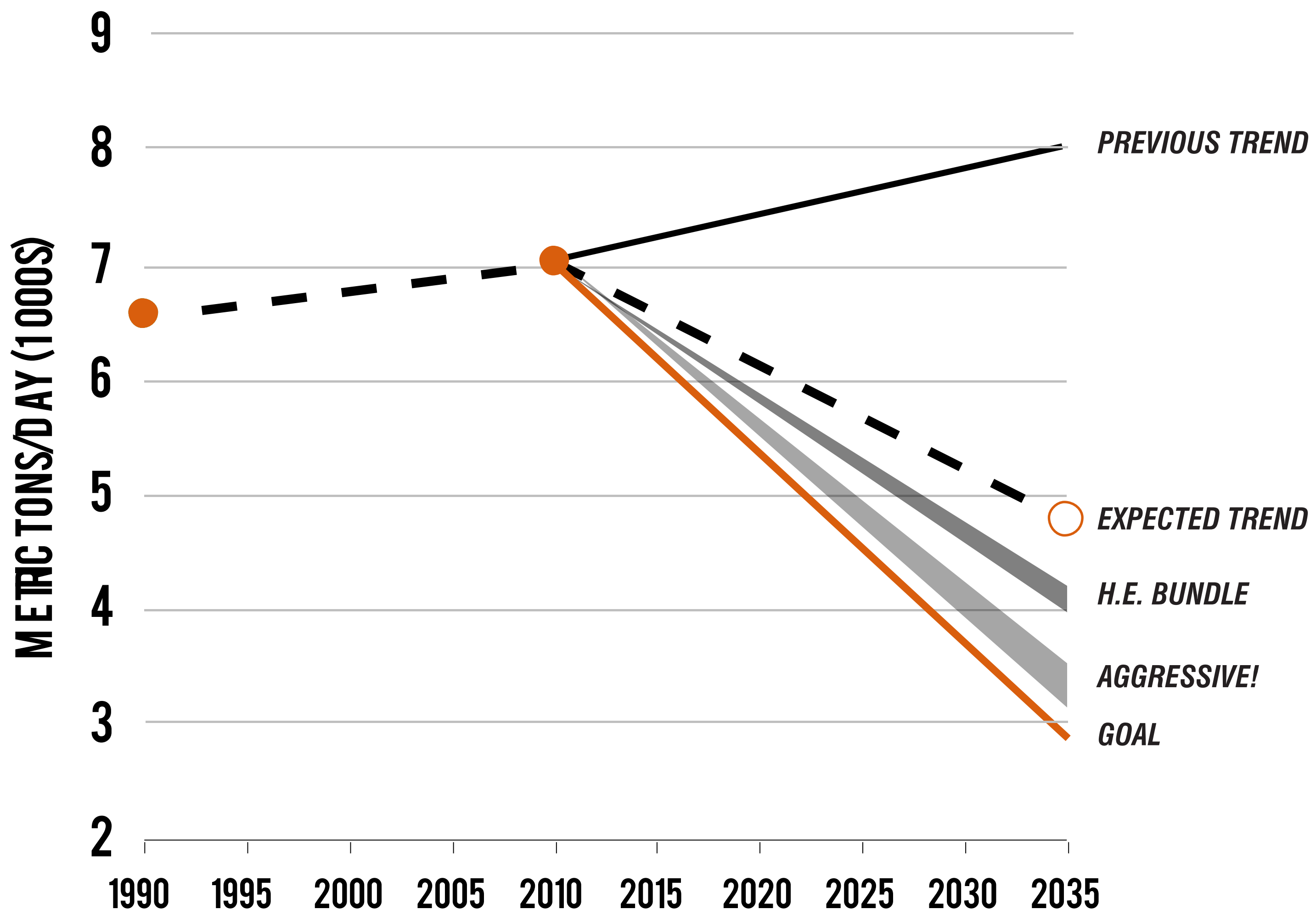


## WHY DO WE CARE?



## MEETING AMBITIOUS TARGETS

SAN FRANCISCO GHG EMISSIONS TREND VS. GOAL  
(ON-ROAD MOBILE, WEEKDAY)





CATEGORY	MEASURE	CODE REQUIRED?	POINTS
ACTIVE	ACTIVE-1	Improve Walking Conditions: <b>Option A</b>	X 1
	ACTIVE-2	Bicycle Parking: <b>Option A</b>	X 1
	ACTIVE-5A	Bicycle Repair Station	1
CAR-SHARE	CSHARE-1	Car-Share Parking: <b>Option D</b>	X +3 4
DELIVERY	DELIVERY-1	Delivery Supportive Amenities	1
FAMILY	FAMILY-1	Family TDM Amenities: <b>Options A &amp; B</b>	2
	FAMILY-2	On-site Childcare	2
	FAMILY-3	Family TDM Package	2
INFORMATION & COMMUNICATION	INFO-1	Multimodal Wayfinding Signage	1
	INFO-2	Real Time Transportation Information Displays	1
	INFO-3	Tailored Transportation Marketing Services: <b>Option A</b>	1
LAND USE	LU-2	On-site Affordable Housing	X 1
PARKING	PKG-1	Unbundle Parking	X 4
			<b>Total 21 Points</b>

## TDM PLAN EXAMPLE #1

**TARGET: 21 POINTS**

NEIGHBORHOOD: THE HUB  
TAZ: 578  
NEIGHBORHOOD PARKING RATE (RESIDENTIAL): 0.28  
NEIGHBORHOOD PARKING RATE (NON-RESIDENTIAL): 0.08  
PROJECT DESCRIPTION: 180 DWELLING UNITS  
4,500 SF RETAIL (RESTAURANT)\*  
90 PARKING SPACES



CATEGORY	MEASURE	CODE REQUIRED?	POINTS
ACTIVE	ACTIVE-1	Improve Walking Conditions: <b>Option B</b>	X +1 2
	ACTIVE-2	Bicycle Parking: <b>Option A</b>	X 1
	ACTIVE-4	Bike Share Membership <b>Location B</b>	2
CAR-SHARE	CSHARE-1	Car-Share Parking: <b>Option A</b>	X 1
DELIVERY	DELIVERY-1	Delivery Supportive Amenities	1
HOV	HOV-1	Contributions or Incentives <b>Option C</b>	6
INFORMATION & COMMUNICATION	INFO-1	Multimodal Wayfinding Signage	1
	INFO-2	Real Time Transportation Information Displays	1
	INFO-3	Tailored Transportation Marketing Services: <b>Option A</b>	1
LAND USE	LU-2	On-site Affordable Housing	X 1
PARKING	PKG-1	Unbundle Parking	X 4
			<b>Total 21 Points</b>

## TDM PLAN EXAMPLE #2

**TARGET: 21 POINTS**

NEIGHBORHOOD: THE HUB  
TAZ: 578  
NEIGHBORHOOD PARKING RATE (RESIDENTIAL): 0.28  
NEIGHBORHOOD PARKING RATE (NON-RESIDENTIAL): 0.08  
PROJECT DESCRIPTION: 180 DWELLING UNITS  
4,500 SF RETAIL (RESTAURANT)\*  
90 PARKING SPACES



CATEGORY	MEASURE	CODE REQUIRED?	POINTS
ACTIVE	ACTIVE-1	Improve Walking Conditions: <b>Option B</b>	X +1 2
	ACTIVE-2	Bicycle Parking: <b>Option A</b>	X 1
	ACTIVE-5A	Bike Share Membership <b>Location B</b>	2
CAR-SHARE	CSHARE-1	Car-Share Parking: <b>Option A</b>	X 1
DELIVERY	DELIVERY-1	Delivery Supportive Amenities	1
INFORMATION & COMMUNICATION	INFO-1	Multimodal Wayfinding Signage	1
	INFO-2	Real Time Transportation Information Displays	1
	INFO-3	Tailored Transportation Marketing Services: <b>Option A</b>	1
LAND USE	LU-2	On-site Affordable Housing	X 1
PARKING	PKG-1	Unbundle Parking	X 4
	PKG-4	Parking Supply <b>Option B</b>	2
			<b>Total 17 Points</b>

## TDM PLAN EXAMPLE #3

**TARGET: 17 POINTS**

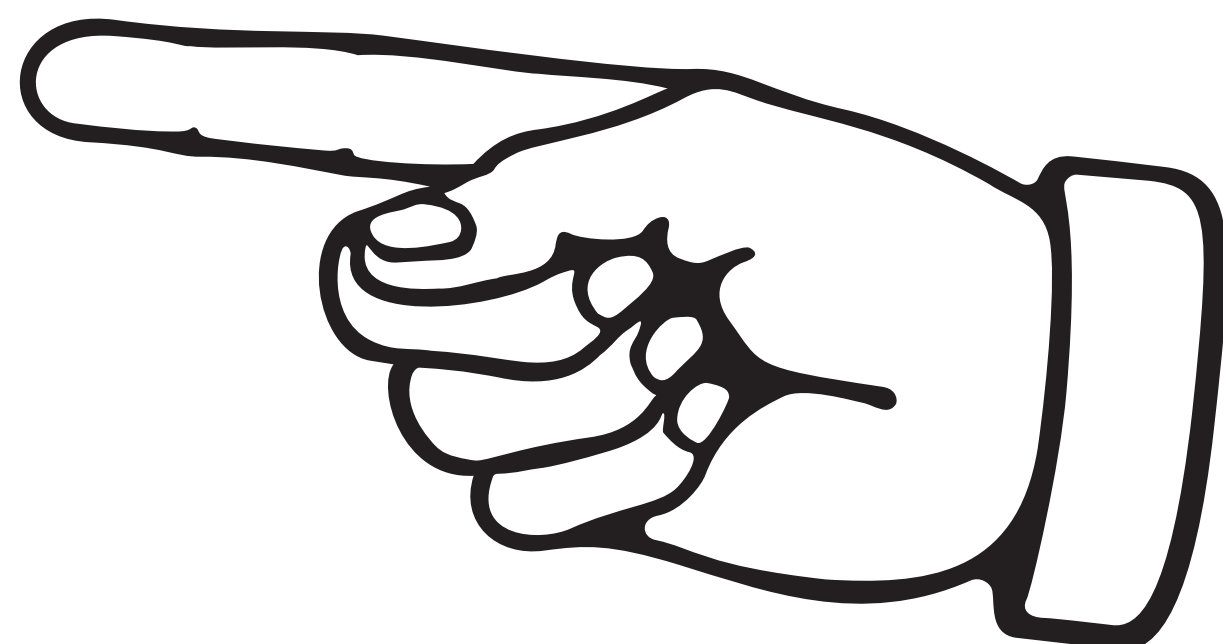
NEIGHBORHOOD: THE HUB  
TAZ: 578  
NEIGHBORHOOD PARKING RATE (RESIDENTIAL): 0.28  
NEIGHBORHOOD PARKING RATE (NON-RESIDENTIAL): 0.08  
PROJECT DESCRIPTION: 180 DWELLING UNITS  
4,500 SF RETAIL (RESTAURANT)\*  
45 PARKING SPACES



\*UNDER 10,000 SF - TDM PROGRAM DOES NOT APPLY



**TDM ONLINE TOOL**  
CUSTOMIZE YOUR OWN TDM PLAN HERE

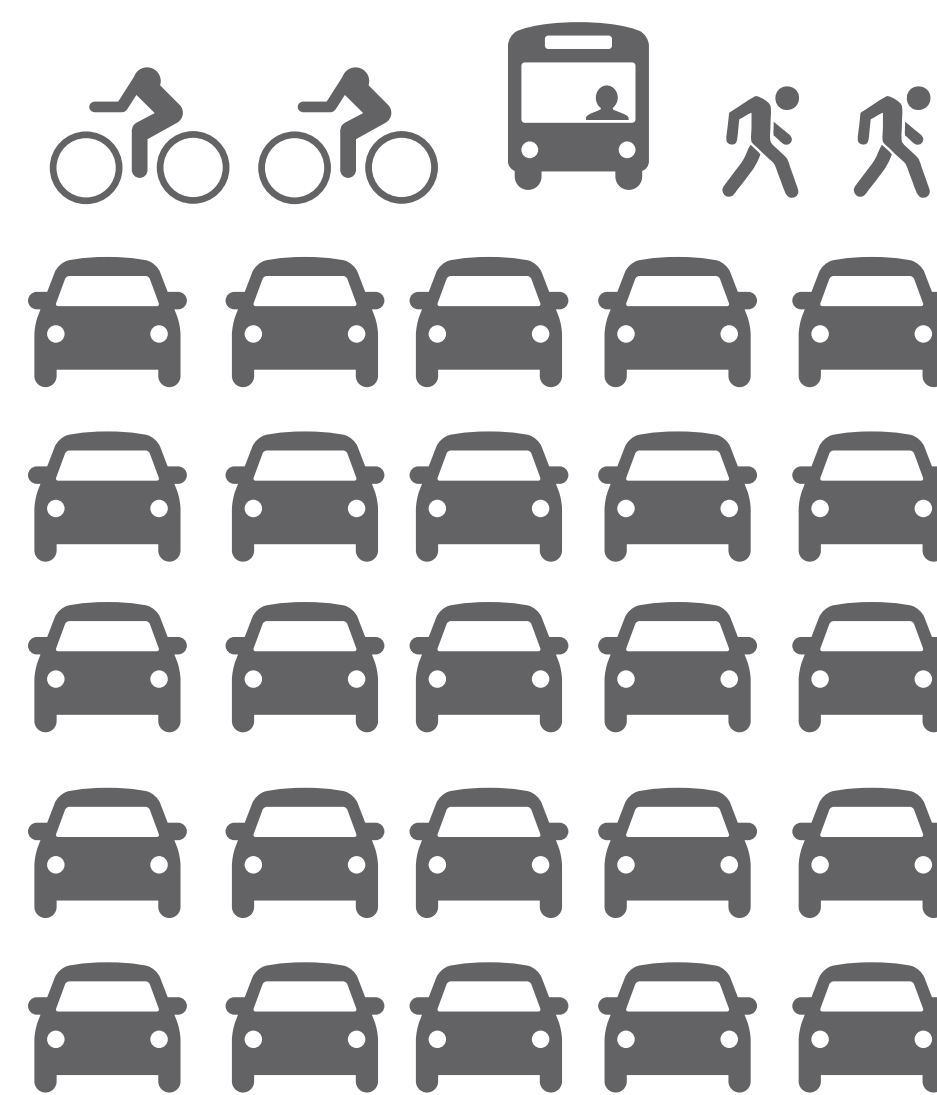
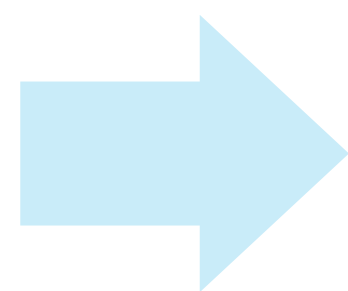
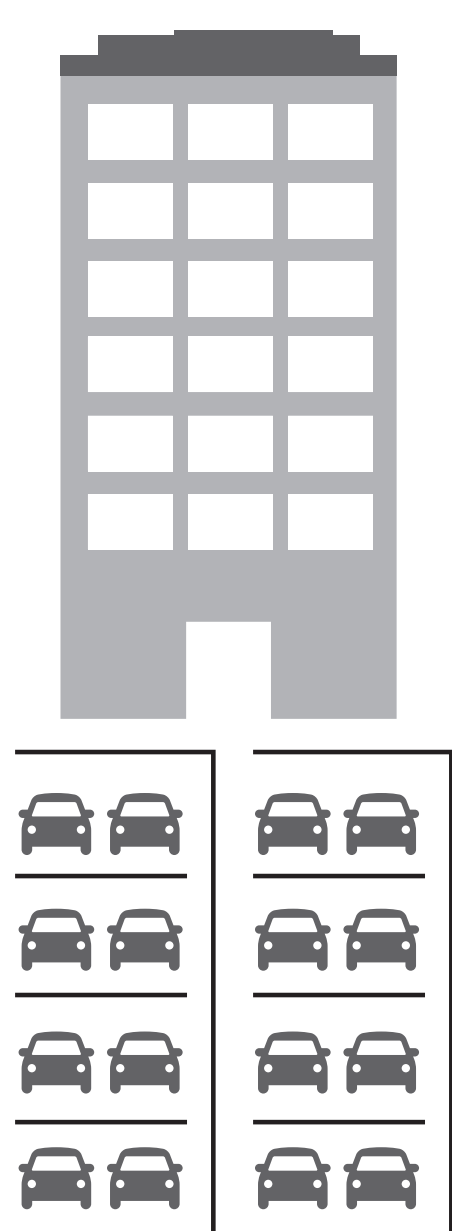


**TDM ONLINE TOOL**  
CUSTOMIZE YOUR OWN TDM PLAN HERE





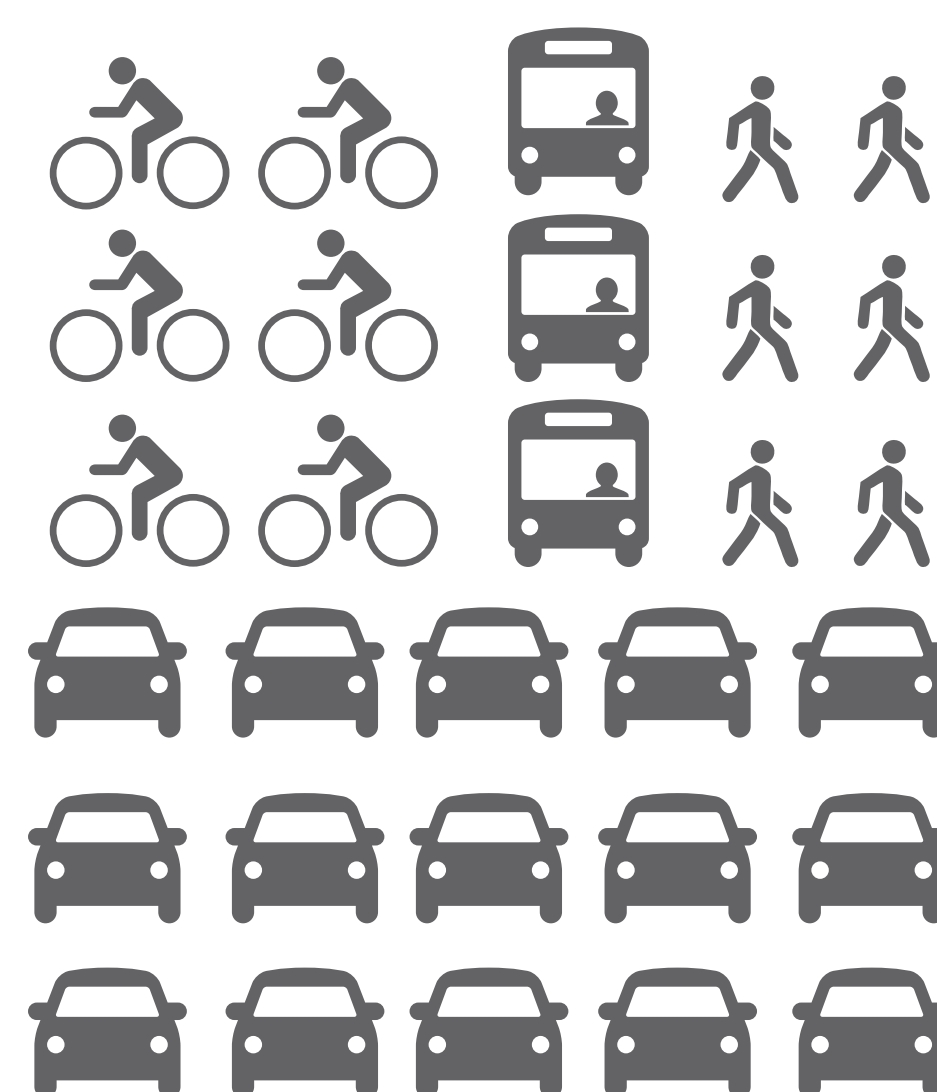
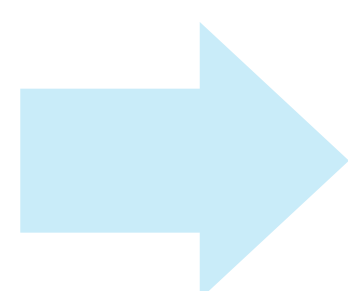
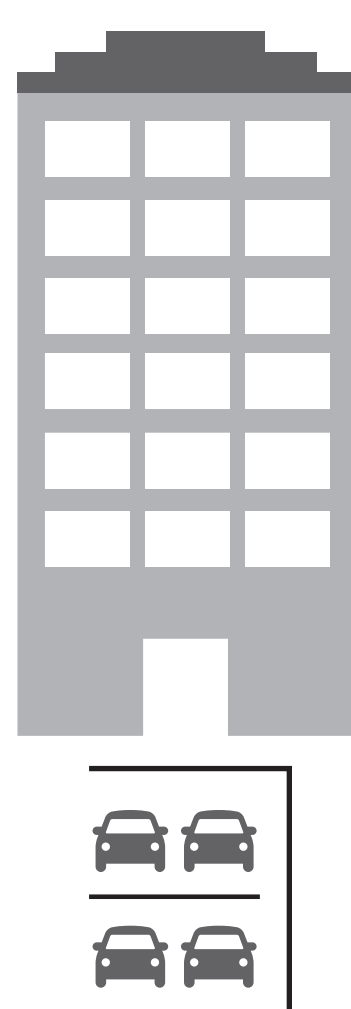
PEOPLE WITHOUT DEDICATED PARKING ARE LESS LIKELY TO DRIVE



More available on-site parking is related to a higher percentage of driving trips

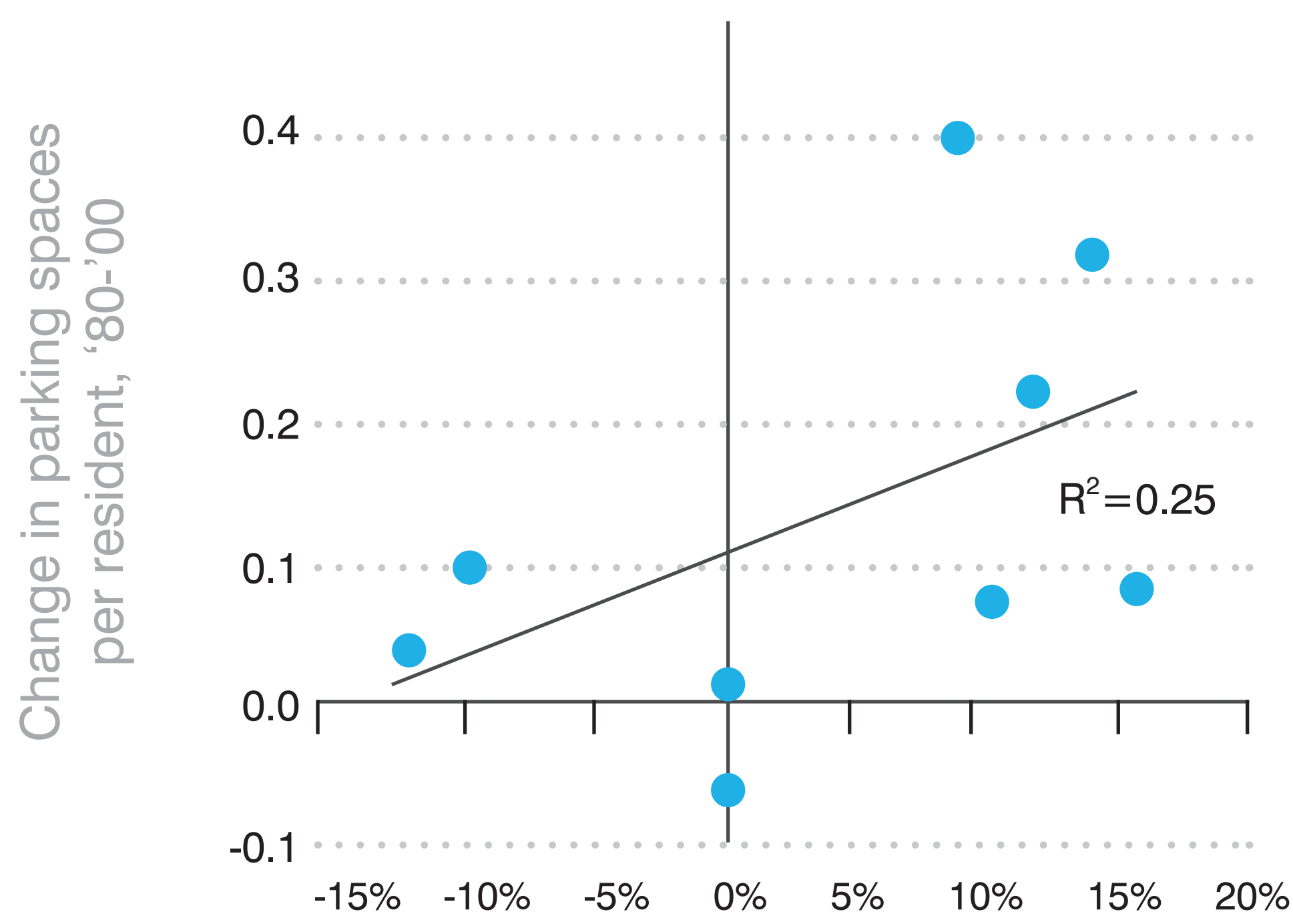
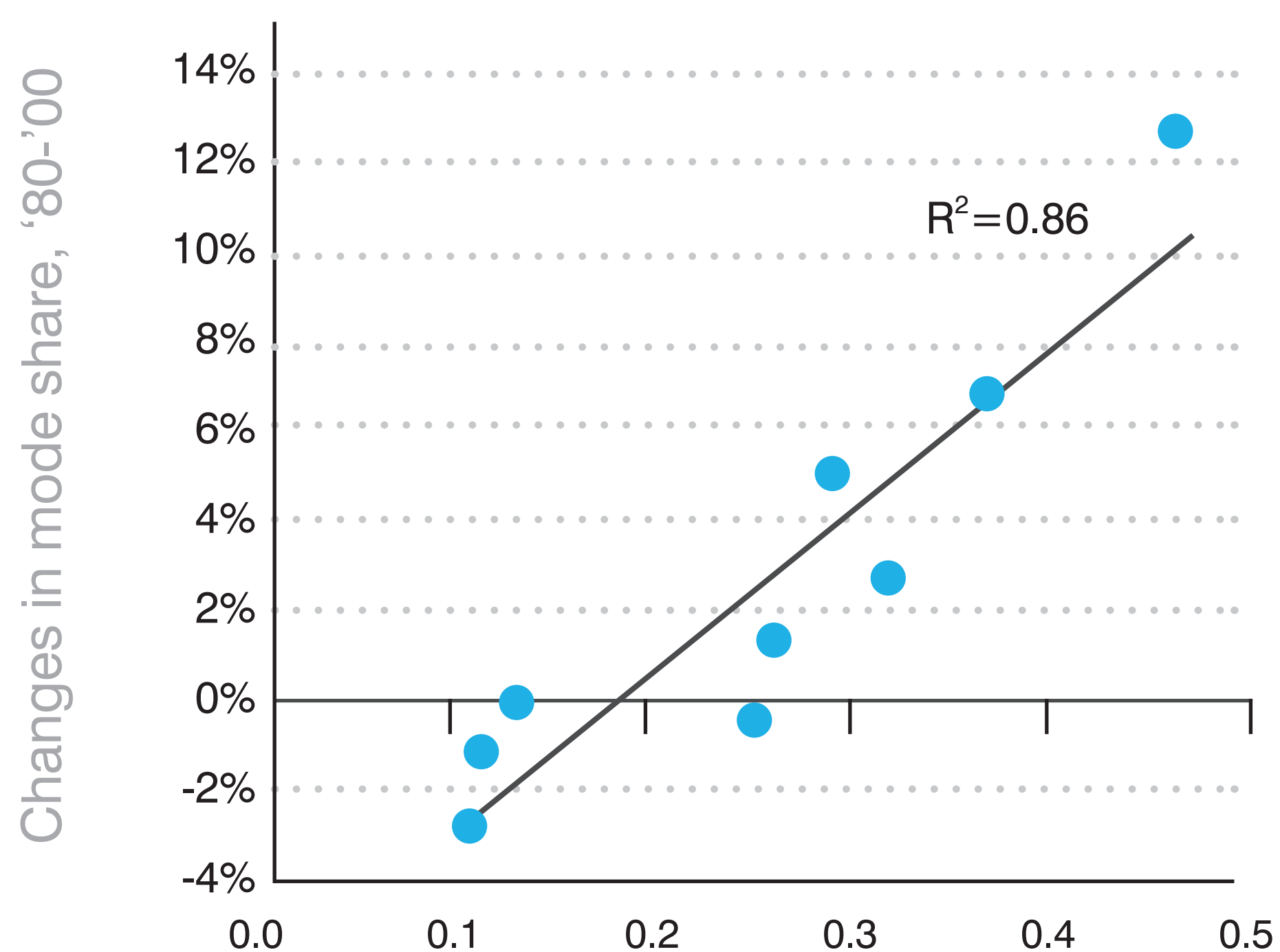
AUTO-CENTRIC

MULTI-MODAL



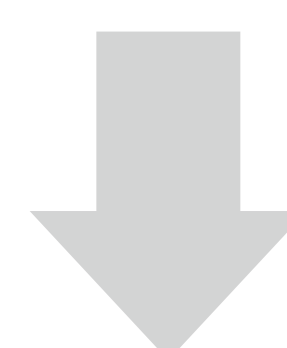
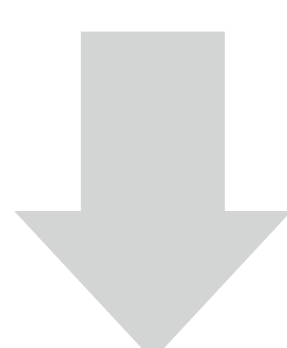
Less available on-site parking is related to a higher percentage of trips by sustainable modes

EFFECTS OF PARKING PROVISION ON AUTOMOBILE USE IN CITIES: INFERRING CAUSALITY



Change in parking spaces per resident, '60-'80

Change in mode share, '60-'80



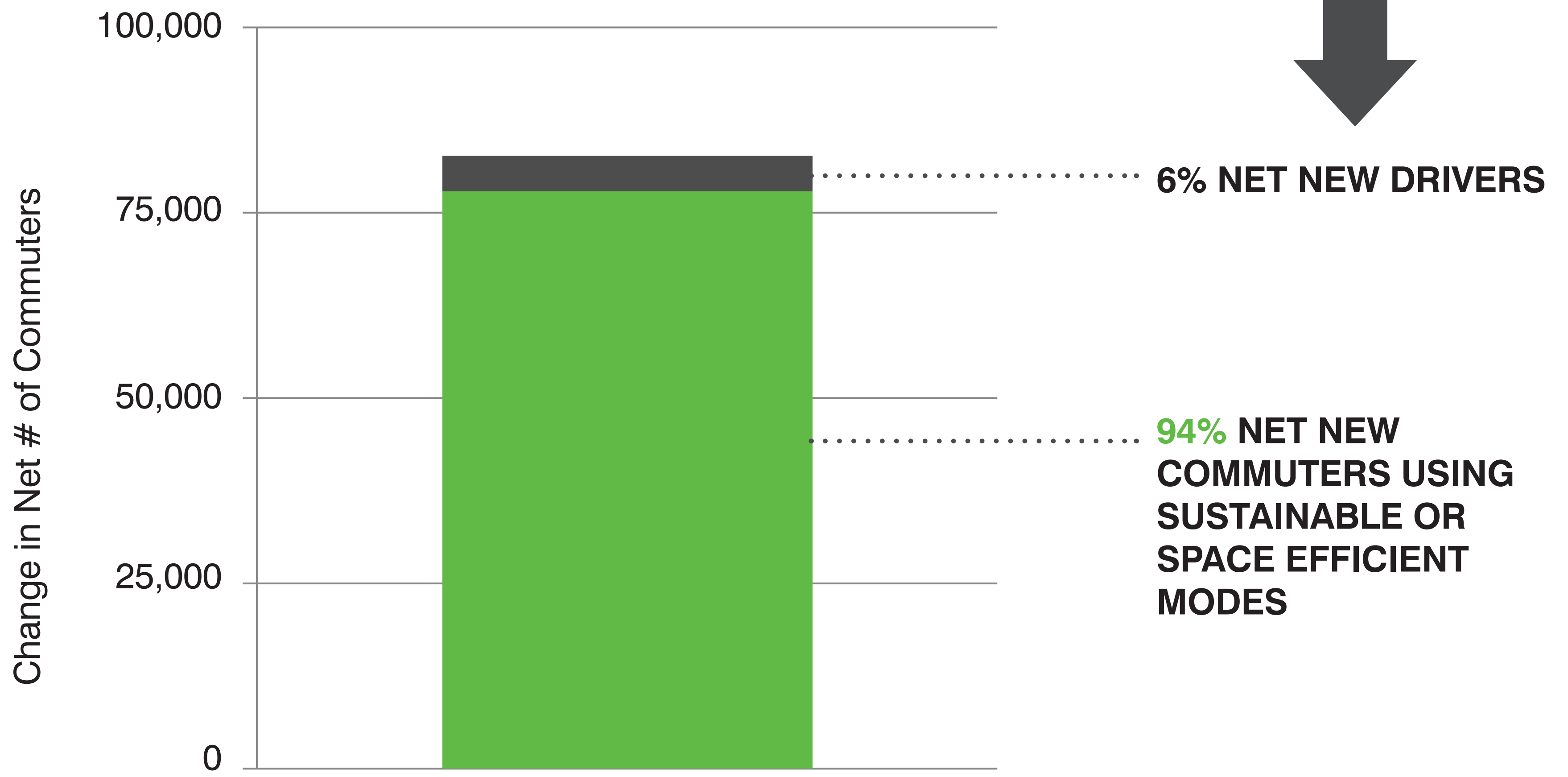
An increase in parking is a good predictor of increased driving at a later point in time (i.e. if you provide more parking spaces, then more people drive)

An increase in the amount of driving at one point in time not necessarily a good predictor of amount of parking built (or needed) at a later point in time



TRAVEL BEHAVIOR TRENDS ARE SHIFTING FOR

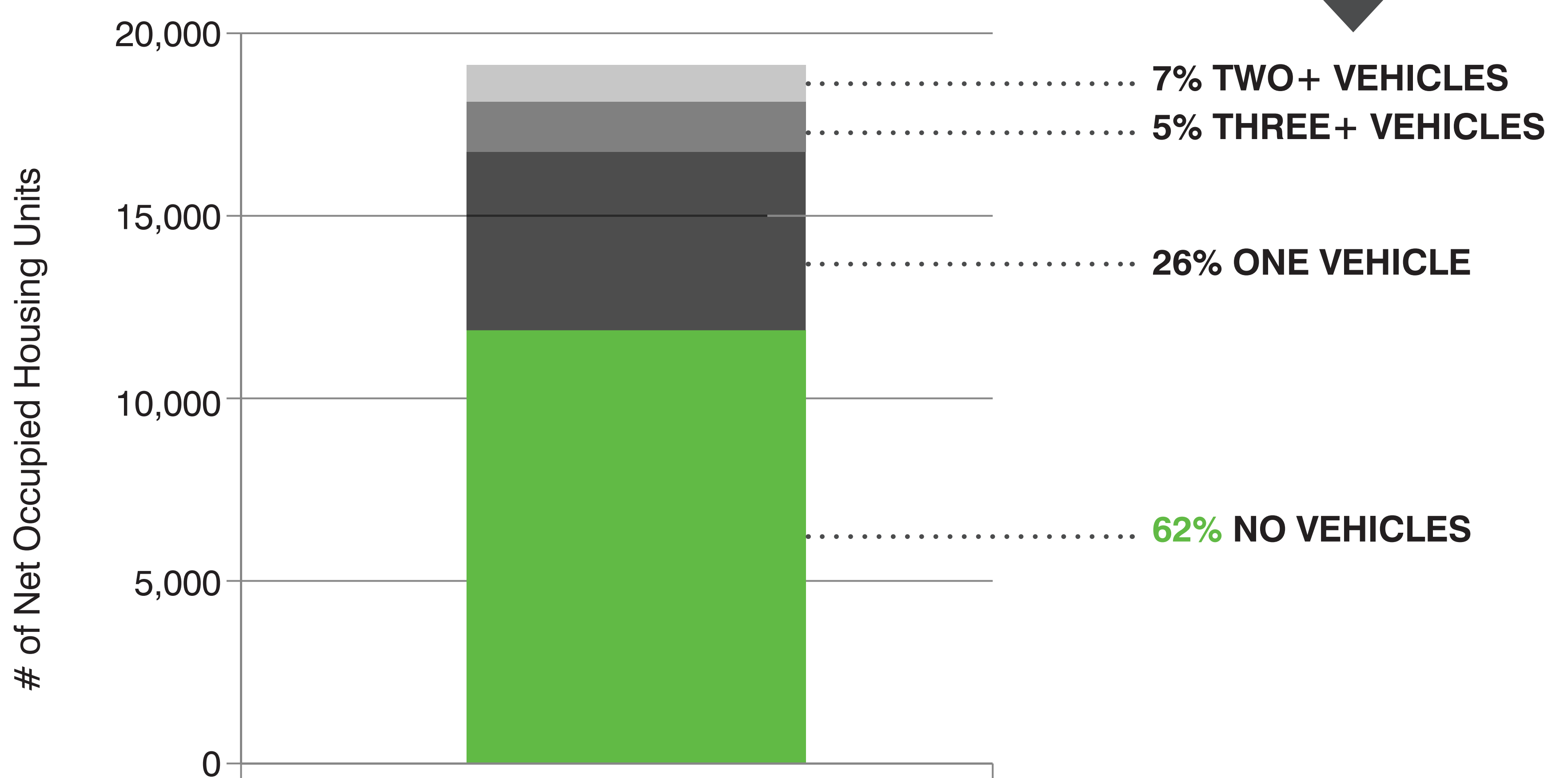
**COMMUTERS**



Change in Net # of Commuters by Mode  
- San Francisco (2006-2014)

TRAVEL BEHAVIOR TRENDS ARE SHIFTING FOR

**RESIDENTS**



Vehicles Available by Net Occupied Housing Units  
- San Francisco (2000-2014)