Improving Transportation Demand Management functions in San Francisco:
The Integrated TDM (transportation demand management) Partnership Project Intern

The Integrated Transportation Demand Management Partnership Project
The Integrated TDM Partnership Project is a grant funded multi-agency (SFMTA, SFCTA, DOE, and DCP) project that will create an innovative and mutually-reinforcing set of TDM resources and activities, in order to measurably reduce emissions of greenhouse gases (GHGs) and criteria pollutants. Building on recent growth of San Francisco's employer-based transportation demand management (TDM) programs, the project team will create new, cooperative and comprehensive public-private partnerships. The Project will serve to develop a more flexible and robust capacity to implement multi-agency TDM throughout the City, utilizing two main approaches:

- a more integrated *program approach* on the part of multiple City agencies; and

- an increased level of *coordinated engagement* with the private sector.

The Planning Department's key role in the City's existing TDM programs includes implementing General Plan policies, and applying CEQA or Planning Code triggered TDM requirements to private development projects.

I - Transportation Demand Management PP and Air Quality Benefits Internship
The I-TDM PP intern would work with the Planning Department to gain a better understanding of opportunities for enhanced land use based TDM programs for existing and proposed private development. The intern would work with staff from the long range policy division, environmental planning division, and current planning division to assess existing programs, catalogue existing requirements, and develop recommendations for future programs.

Best Practices and Evaluation Metrics research – 25%
The Intern would research best practices around land use based TDM requirements, including required participation in TDM programming, site design and other options. Best practices research should include an overview of programs and policies that work in urbanized areas and/or are consistent with CEQA requirements. Specifically the best practices review should identify metrics and approaches for evaluating the effectiveness of various TDM strategies, including metrics for how these strategies reduce VMT.   To quantify emissions reductions, the intern will rely on existing resources and conduct research on methodology.
Deliverable: final report

Catalogue existing requirements – 40%
A larger number of entitled and constructed projects have CEQA or Planning Code based TDM requirements. These requirements are often project specific, and are memorialized in project specific documentation. The intern will take the lead in developing a consolidated place to record existing and future TDM requirements for

private development. The intern will populate the record with known requirements levied on major development projects.
Deliverable: database and/or collated documentation

Assess existing programs – 25%
Building on the staff and consultant generated existing programs white paper, the intern will interview select staff from Planning Department's long range policy division, environmental planning division, and current planning division. Research questions will focus on staff's ideas about challenges and opportunities around existing programs. Based on research around metrics to evaluate TDM programs, the opportunities and recommendation report will make recommendations for quantifying reductions in GHG and criteria air pollutant emissions. The intern will identify and review literature regarding the relationship between the metrics and reductions in GHG emissions and criteria air pollutants (i.e., $PM_{2.5}$ and PM_{10}). The quantifiable reduction in criteria air pollutants will serve to inform the preparation of San Francisco's Community Risk Reduction Plan.
Deliverable: Final Report

Opportunities and Program Recommendations Report – 10%
Based on best practices, assessment of existing programs, and a refined understanding of existing requirements the intern will make recommendations for land use based TDM programs and opportunities.
Deliverable: Final Report