



Photo: Sergio Ruiz

Transportation Sustainability Program



Transportation Sustainability Program

Keeping people moving as our City grows



**ENHANCE TRANSPORTATION
TO SUPPORT GROWTH**



November 2015



**MODERNIZE ENVIRONMENTAL
REVIEW**



March 2016



**ENCOURAGE SUSTAINABLE
TRAVEL**



PC Hearings – August 4,
2016; January 19, 2017

BOS Hearings –
November 28, Dec 5,
2016; January 23, 2017



ENCOURAGE SUSTAINABLE TRAVEL

Transportation Demand Management (TDM) Program – Support



Planning Commission (unanimous)

MTA Board (unanimous)

SF Commission on the Environment (unanimous)

BAAQMD

NRDC

SPUR

HAC

TransForm

SF Bicycle Coalition

Others

Transportation Demand Management (TDM) Program – Additional Benefits



*Better
Environmental Outcomes*

*Improved
Public Health*

*Improved
Planning Process*

Keeping People Moving as Our City Grows



TDM Program Basics

Point Target

Based on amount of parking provided, and aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved





TDM Program Basics

Point Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved



TDM Menu



66 Options:

Under the control of the developer or tenant

All reduce vehicle miles traveled (VMT)

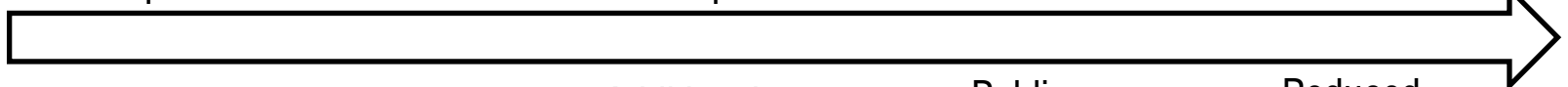


Range of Effectiveness: Example Options

Low: 1 point

Medium: 3 points

High: 10+ points



Showers
and Lockers

Family TDM
Amenities

Additional
Bicycle
Parking

Public
Transit
Subsidy

Reduced
Parking
Supply

Transportation Sustainability Program



TDM Program Basics

Point Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved



Transportation Demand Management (TDM) Program – Structure



TDM Ordinance – BOS Approval

- **Sets Policy**
- **Articulates:**
 - **Applicability**
 - **Requirement for TDM Plan**
 - **Compliance**
- **References TDM Program Standards**
- **Establishes four-year reporting**

Transportation Demand Management (TDM) Program – Structure



TDM Ordinance – BOS Approval	TDM Program Standards – PC Approval
<ul style="list-style-type: none">• Sets Policy• Articulates:<ul style="list-style-type: none">• Applicability• TDM Plan requirement• Compliance• References TDM Program Standards• Establishes four-year reporting	<ul style="list-style-type: none">• Enacts Policy• Articulates:<ul style="list-style-type: none">• Points Targets• Menu of Options• Frequency of compliance• Establishes process for updates• Living Document – updated over time

Outreach since August 2016*



Advocacy Groups, Organizations, Individuals

BART; CCHO; HVNA; Livable City; Neighborhood Network; New Deal Advisors; SF Bicycle Coalition; Sierra Club; RBA; SPUR staff; Zipcar; Walk SF

Developers

AGI; Build, Inc.; Emerald Fund; Reuben & Junius; Shorenstein; Strada; Tishman Speyer; TMG Partners; Trumark Urban

Appointed and Elected Officials

Numerous meetings –
Supervisor Cohen is now sponsor

****This is in addition to dozens of meetings held between Fall 2015 and August 2016***

TDM Program Standards



Comments since August 2016

Disproportional
requirements for smaller
projects

Disproportional
requirements for projects
with lots of parking

Refinements to Individual
Measures

Planning Commission Approval – January 19, 2017

*Lower targets for
projects with
fewer parking
spaces*

*Create Example
TDM Plans for
Smaller Projects*

*Removed
requirement to
reduce parking*

*Capped Points
Target (< total
points in the
Menu)*

Car-share

*Incentives for
Sustainable
Transportation*

Family TDM

*Affordable
Housing*

On-site Childcare

Walking

by Program



Next Steps




TDM Program Standards - Amendments

Post online

Web-based tool – sftdmtool.org

**TRANSPORTATION
DEMAND MANAGEMENT
MEASURES FORM**

STEP 1: Search or Click on the Map


STEP 2: Choose Land Use Categories


☒ Category A: Retail Type

☐ Category B: Office Type

☐ Category C: Residential Type



☐ Category D: Other





Current Point: 0

Target Point: 0



Next Steps



Land Use and Transportation Committee – January 23rd

Full Board first and second readings – TBD

Mayor – within 10 days after second reading

TDM staff hiring

One-time initial report

Evaluate & amend TDM Program Standards
(living document)

**Board of
Supervisors and
Mayor**

Implementation

THANK YOU

TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*

Website: sf-planning.org/shift-encourage-sustainable-travel

Email: tsp@sfgov.org

