



Photo: Sergio Ruiz

Transportation Sustainability Program



November 28, 2016



A Comprehensive Approach to Growing Sustainably

Public Investment and Strategies 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, pricing, citywide TDM, etc.)

Long-range planning
(Core Capacity, ConnectSF, etc.)

New Development Contribution

Transportation Sustainability Program:

Assess development's transportation impacts in a more meaningful way and require developers to reduce their impacts and pay their fair share for those impacts

Transportation Sustainability Program

Keeping people moving as our City grows



**ENHANCE TRANSPORTATION
TO SUPPORT GROWTH**



November 2015



**MODERNIZE ENVIRONMENTAL
REVIEW**



March 2016

PC Adoption Hearing

—



**ENCOURAGE SUSTAINABLE
TRAVEL**



August 4, 2016

BOS Hearing —
November 28, 2016



ENCOURAGE SUSTAINABLE TRAVEL

TDM Ordinance – **Additional Benefits**



*Better
Environmental Outcomes*



*Improved
Public Health*



*Improved
Planning Process*

Keeping People Moving as Our City Grows

Outreach



Commissions and Committees

Planning; MTA PAG; MTA CAC; Environment; SFCTA CAC; MTA Board; SFCTA Plans and Programs; Small Business

DOE; DPH; BAAQMD

Other Gov't Agencies

Neighborhood Groups

Market-Octavia CAC; Eastern Neighborhoods CAC; South Beach/Rincon/MB Nhd Assc; Potrero Boosters; Open House

Advocacy Groups, Organizations, Individuals

HAC; BOMA; SPUR staff and Forum; RBA; Livable City; CCHO; SF HSN; Seifel Consulting; Walk SF; Bicycle Coalition; Chamber of Commerce; TMA SF; BART; Neighborhood Network

Developers

AGI; Tishman; Strada; Emerald Fund; TMG Partners; Build, Inc.

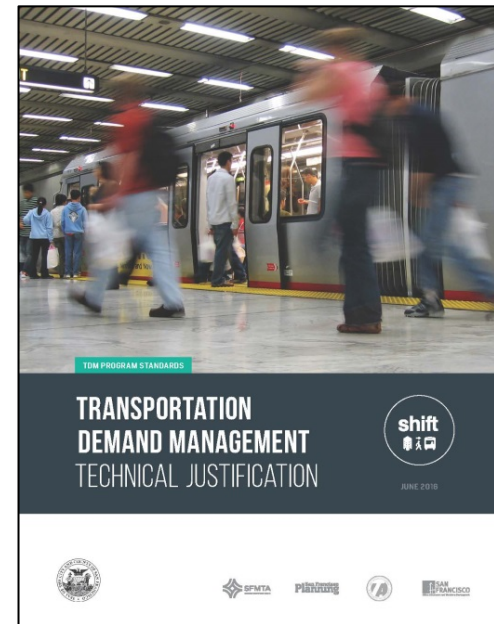
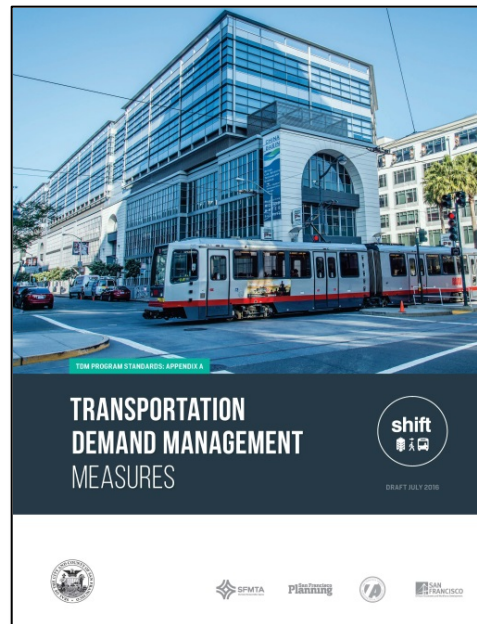
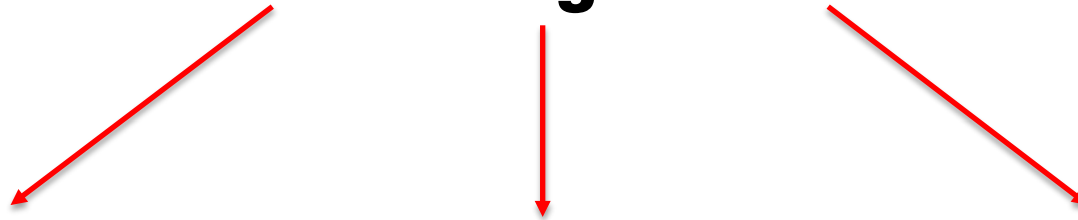
Appointed and Elected Officials

Numerous meetings

Program Structure



Planning Code



Adopted by Planning Commission on August 4, 2016.

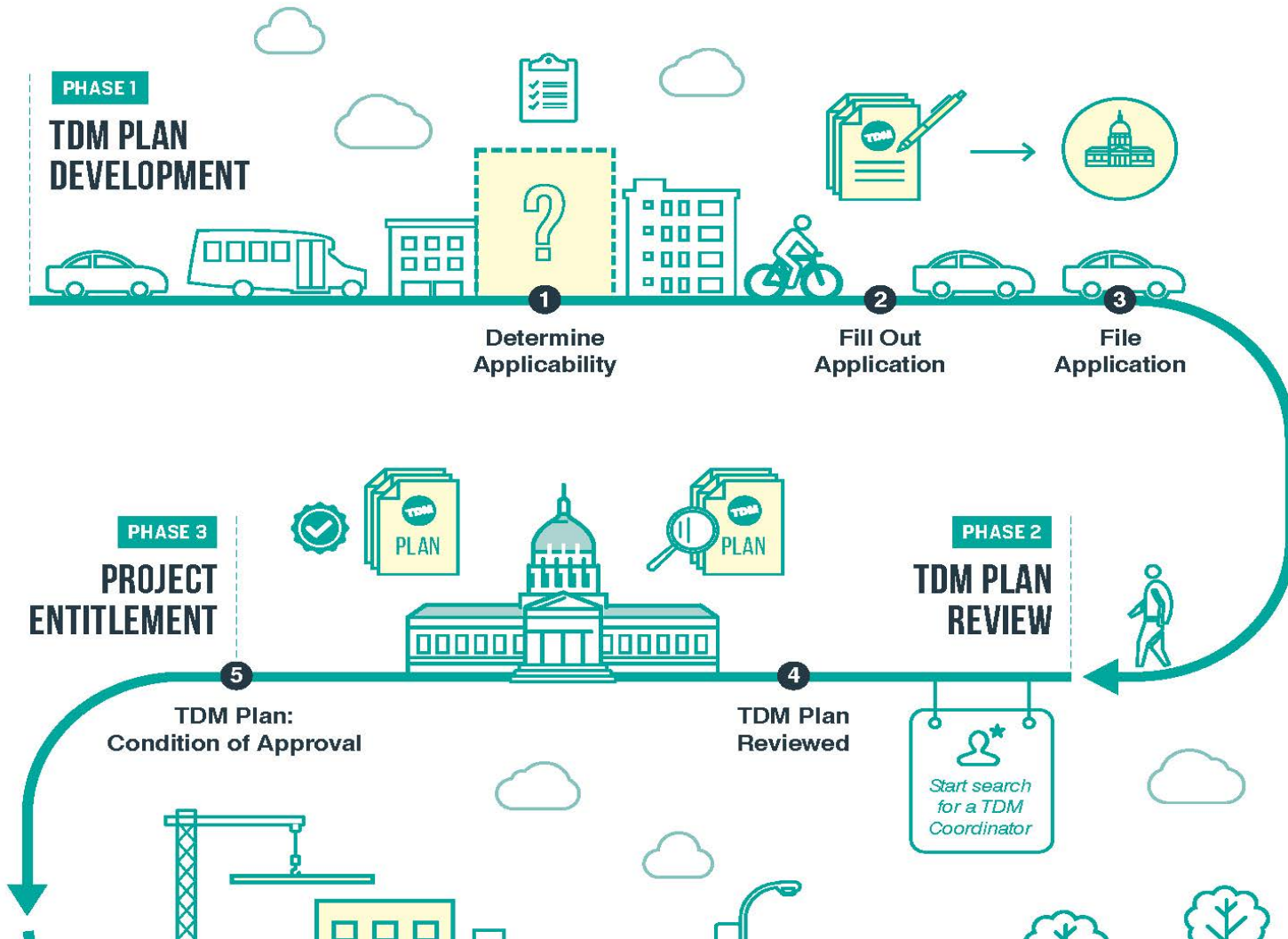
TDM Ordinance Basics



Would apply to:

- **New** residential > 10 units, excluding 100% Affordable Housing
- **New** non-residential > 10,000 sf
- **Change of Use** that results in:
 - Non-residential > 25,000 sf; *and*
 - Residential to Non-residential use; *or*
 - Between non-residential use categories (e.g., industrial to office)
 - » Only “net new” off-street parking spaces apply to Target for Change of Use and Additions

How will this work?





TDM Ordinance Basics

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 Ordinance Basics

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)

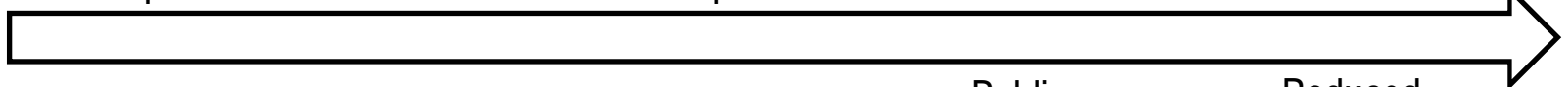


Range of Effectiveness: Example Options

Low: 1 point

Medium: 3 points

High: 10+ points



Showers
and Lockers

Family TDM
Amenities

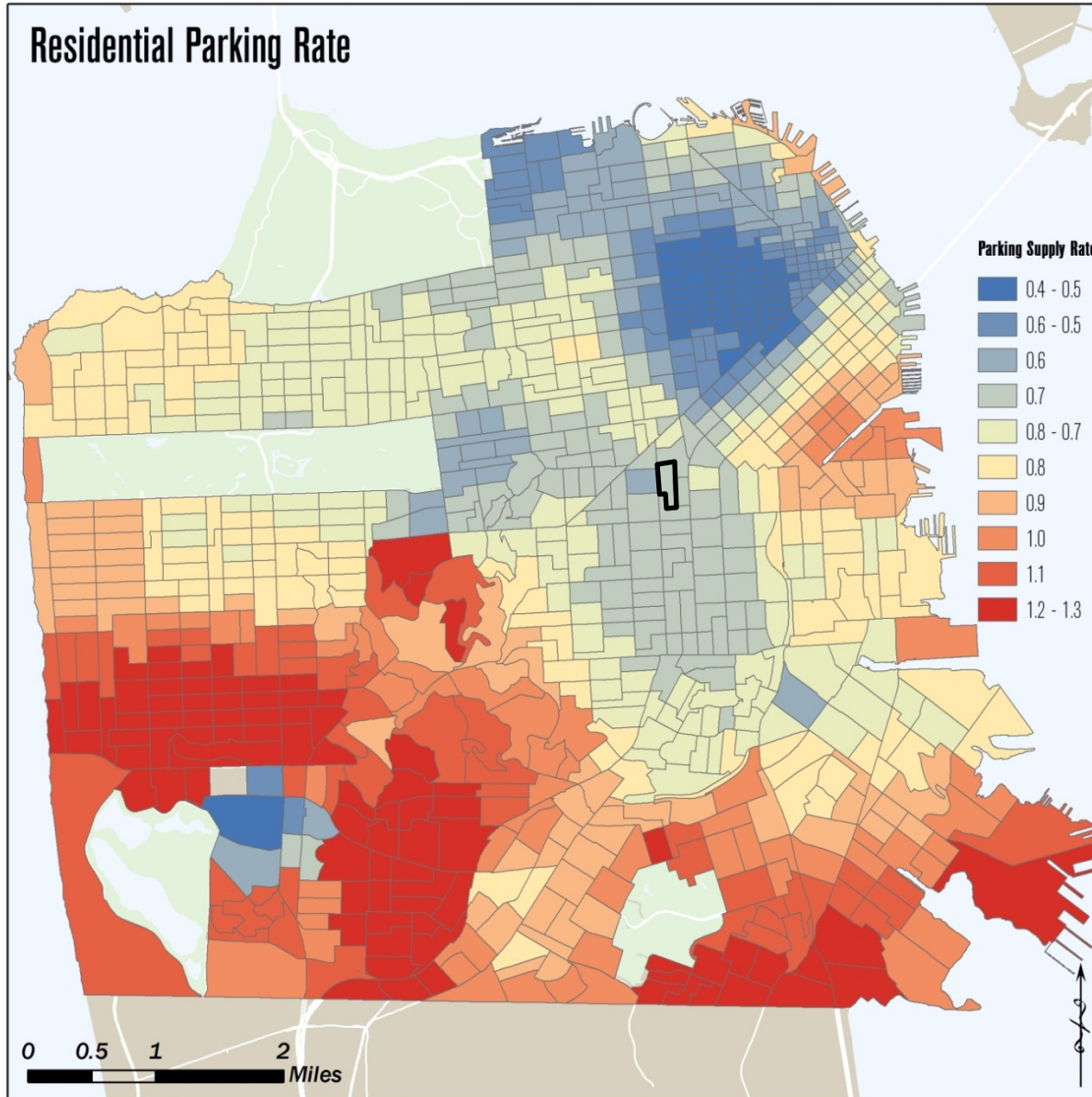
Additional
Bicycle
Parking

Public
Transit
Subsidy

Reduced
Parking
Supply

Transportation Sustainability Program

Neighborhood Parking Rate - Residential




*Meet Neighborhood
Parking Rate
= 1 Point*


*Every 10% below
Neighborhood
Parking Rate
= +1 point*

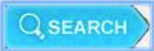
*11 total points
available*

Neighborhood
Parking Rate = 0.7
per unit


Online TDM Tool



**TRANSPORTATION
DEMAND MANAGEMENT
MEASURES FORM**



STEP 1: Search or Click on the Map
1650 Mission Street 

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  



TDM Ordinance Basics

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*



How will this work?



TDM Program – Evaluation and Refinement



- **Standards updated over time to:**
 - Reflect new research/information
 - Add new measures
 - Amend point values for existing measures
 - Clarify language for measures, as needed
 - Etc.
- **Analysis Report every 4 years**
 - In line with SF Countywide Transportation Plan

TDM Program Support



- **Planning Commission (unanimous)**
- **MTA Board (unanimous)**
- **SF Commission on the Environment (unanimous)**
- **BAAQMD**
- **NRDC**
- **SPUR**
- **HAC**
- **TransForm**
- **SF Bicycle Coalition**
- **Others**

Stakeholder Input



Wish that this would address citywide congestion.

Disproportional impact to smaller projects.

Include TNCs on the menu of options.

What happens to projects in the pipeline?

Non-accessory parking should also count toward target.

Public review of TDM plans?

Exemptions for more uses.

Look at parking requirements citywide.

Increase points for certain measures.

Program Refinement



Require Planning Commission Modification of Standards

Wish that this would address citywide costs.

Disproportional impact to smaller projects.

Include TNCs on the menu of options.

PARKING GARAGES

SMALL PROJECTS

PARKING RATES

PHASING PLAN

Wish that this would address citywide costs. already have a hard time meeting targets.

Acknowledged parking garages within projects

Reduced targets for lesser parking

Look at parking requirements citywide.

non-necessary parking should count toward target.

Revised the map with updated rates

review plans.

Phase-in of program over time

THANK YOU

TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*

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

Email: tsp@sfgov.org

