



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 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, freedom and provide easy-to-use travel options.



LEGISLATION*

While the Transportation Demand Management legislation is still in draft form, it is about taking reasonable steps to help manage congestion generated by new development or substantial changes to an existing site. 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 to existing property, would be subject to the legislation.

However, some exceptions apply. Any of the following would be exempt if they do not exceed the current required or allowable amount of private, off-street vehicular parking for the project site:

- » 100 percent affordable housing projects;
- » smaller non-residential projects (less than 10,000 square feet); and
- » smaller residential projects (9 units or less).

**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 by the Planning Code. Specifics may be revised through the legislative process.*





REQUIREMENTS AND PROCESS

Prior to submitting a development application, a developer would work with San Francisco Planning to identify necessary TDM measures intended to reduce the number of miles driven by car at their project site within a certain amount of time. This is known as vehicle miles traveled (VMT). Each project will have a specific numeric target that the TDM measures will help meet.

Planning's website will include a guidance document titled "The TDM Handbook for Developers" and an online tool including a menu of TDM measures. A developer will choose the measures that make sense for their specific project. Once they've selected their measures, the developer will submit their choices along with their development application to Planning. Planning will then work with other City staff to ensure the selected measures appropriately meet their target and are implemented correctly.

For specific development projects, the selected TDM measures will be adopted as conditions of project approval.

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 developer and/or the City will also be collecting data on the effectiveness of selected TDM measures to update the online tool for future projects.

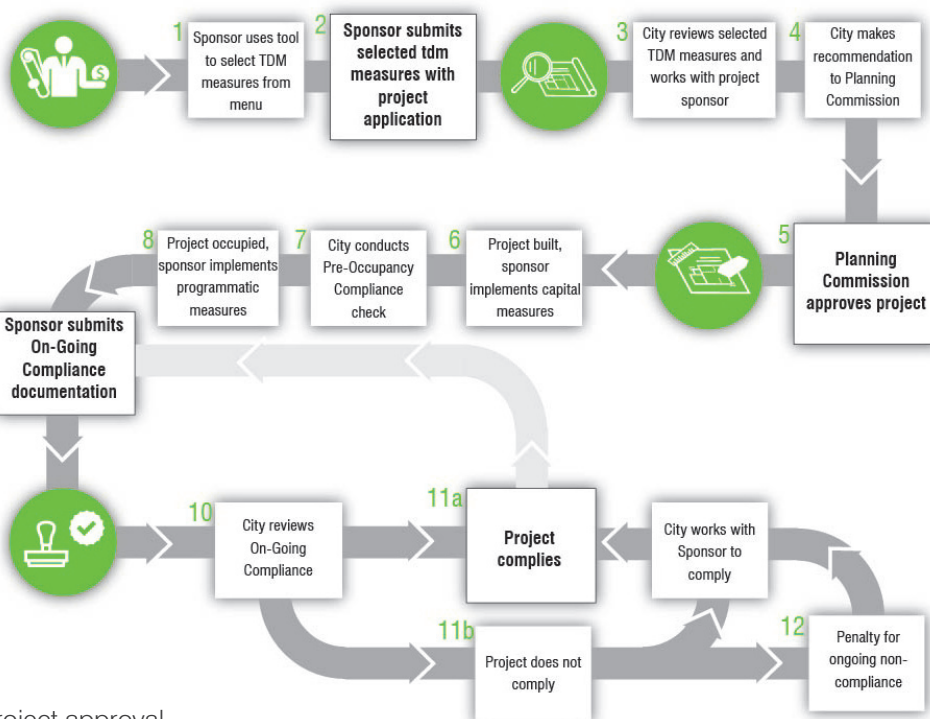
The City will work with non-compliant projects to bring them into compliance, and those that still do not comply would face monetary penalties.

PROJECT TEAM

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LEARN MORE

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

To be added to the mailing list, please sign up at:
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