

DRAFT TDM MENU OF OPTIONS



CATEGORY	MEASURE	DESCRIPTION		POINTS
 ACTIVE TRANSPORTATION	ACTIVE-1	Improve Walking Conditions: Options A - B	Provide streetscape improvements to encourage walking	● 1
	ACTIVE-2	Bicycle Parking: Options A - D	Provide secure bicycle parking, more spaces given more points	●●●● 1 - 4
	ACTIVE-3	Showers and Lockers	Provide on-site showers and lockers so commuters can travel by active modes	● 1
	ACTIVE-4	Bike Share Membership: Locations A - B	Provide Bike Share memberships for residents and employees (1 point) additional point if the project site is within the Bike Share network	●● 1 - 2
	ACTIVE-5A	Bicycle Repair Station	Provide on-site tools and space for bicycle repair	● 1
	ACTIVE-5B	Bicycle Repair Services	Provide repair services through an on-call mechanic or vouchers to a local shop	● 1
	ACTIVE-6	Fleet of Bicycles	Provide an onsite fleet of bicycles for residents, employees, and/or guests to use	● 1
ACTIVE-7	Temporary Bicycle Valet Parking: Options A - B	For large events. Provide monitored bicycle parking for 10% of guests (1 point) or 20% (2 points)	●● 1 - 2	
 CAR-SHARE	CSHARE-1	Car-Share Parking: Options A - F	Several options for providing car-share parking and memberships, more points given for higher levels of participation	●●●●●● 1 - 6
 DELIVERY	DELIVERY-1	Delivery Supportive Amenities	Facilitate deliveries with a staffed reception desk, lockers, or other accommodations	● 1
	DELIVERY-2	Provide Delivery Services	Provide delivery of products (groceries) or services (dry cleaning)	● 1
 FAMILY	FAMILY-1	Family TDM Amenities: Options A - B	Provide storage for car seats near car-share parking, cargo bikes and shopping carts	●● 2
	FAMILY-2	On-site Childcare	Provide on-site childcare services	●● 2
	FAMILY-3	Family TDM Package	Provide a combination of car-share parking and memberships and family amenities	●● 2
 HIGH OCCUPANCY VEHICLES	HOV-1	Contributions or Incentives for Sustainable Transportation: Options A - D	25, 50, 75, or 100% subsidies for sustainable transportation use (e.g. Muni fast pass), more points given for higher rate of subsidy	●●●●●●●● 2 - 8
	HOV-2	Shuttle Bus Service: Options A - B ¹	Provide shuttle bus services, more points given for more frequent service	●●●●●●●●●●●● 7 - 14
	HOV-3	Vanpool Program: Options A ¹ - G ¹	Provide vanpool services to employees, more points for serving larger projects	●●●●●●● 1 - 7
 INFORMATION & COMMUNICATIONS	INFO-1	Multimodal Wayfinding Signage	Provide directional signage for locating transportation services (shuttle stop) and amenities (bicycle parking)	● 1
	INFO-2	Real Time Transportation Information Displays	Large screen or monitor that displays, at a minimum, transit arrival and departure information	● 1
	INFO-3	Tailored Transportation Marketing Services: Options A - D	Provide residents and employees with information about travel options, more points given for providing more marketing services	●●●● 1 - 4
 LAND USE	LU-1	Healthy Food Retail in Underserved Area	Providing healthy food options (restaurants, grocery stores) in an area identified as being underserved	●● 2
	LU-2	On-site Affordable Housing: Options A - D	Providing on-site affordable housing as part of a residential project, more points given for a higher percentage of affordable units	●●●● 1 - 4
 PARKING MANAGEMENT	PKG-1	Unbundle Parking: Locations A - E	Separating the cost of parking from the cost of rent, lease or ownership, more points given for projects located in areas where parking is more constrained	●●●●● 1 - 5
	PKG-2	Parking Pricing	No parking rates discounted beyond a daily pass, no weekly, monthly, or annual passes allowed.	●● 2
	PKG-3	Parking Cash Out: Non-residential Tenants	Employees who are provided free parking must also have the option to take the cash value of the space in lieu of the space, itself	●● 2
	PKG-4	Parking Supply: Options A - K	Provide less accessory parking than the neighborhood parking rate, more points given for greater reductions	●●●●●●●●●● 1 - 11

1. Although a project sponsor can select both of these measures, a sponsor can only receive up to 14 points combined between these two measures.

WHAT IS TRANSPORTATION DEMAND MANAGEMENT?



CITYWIDE EFFORTS

Responsible Entity:

City agencies

Policy Location:

Plans and SFMTA budgets

Purpose:

Reduce Vehicle Miles Traveled (VMT);
may be time-of-day specific

Physical TDM Measure Examples:

On-street bicycle and car-share
parking; Next bus

Programmatic TDM Measure Examples:

Education campaigns; smart-phone
Muni payment



TDM PROGRAM

Responsible Entity:

Property Owner

Policy Location:

Planning Code

Purpose:

Reduce VMT

Physical TDM Measure Examples:

Off-street bicycle and car-share parking;
real-time transportation screens; bike repair
stations

Programmatic TDM Measure Examples:

On-site marketing materials; transit subsidies;
car-share/bike share memberships