









# TDM MENU OF OPTIONS



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

NOTE: A project sponsor can only receive up to 14 points between HOV-2 and HOV-3.

One point may be equal to a 1% reduction in VMT.

# 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