



RESOLUTION ACCEPTING THE SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN WHICH IDENTIFIES A FRAMEWORK OF TDM EFFORTS FOR ALL RESIDENTS, TENANTS, EMPLOYEES, AND VISITORS TO MAKE SURE THEY HAVE THE TOOLS THEY NEED TO GET AROUND USING SUSTAINABLE MODES OF TRAVEL SUCH AS TRANSIT, WALKING, AND BICYCLING IN SUPPORT OF SAN FRANCISCO'S TRANSPORTATION GOALS

WHEREAS, In years past, San Francisco City and County departments provided Transportation Demand Management (TDM) services and support in agency-oriented siloes; and

WHEREAS, The San Francisco Department of the Environment (SFE), San Francisco Planning Department (SF Planning), San Francisco Municipal Transportation Agency (SFMTA) and San Francisco County Transportation Authority (SFCTA) finalized a TDM Strategy for collaborative work in August 2014; and

WHEREAS, The "Transit First Policy" in the City Charter declares that public transit is "an economically and environmentally sound alternative to transportation by individual automobiles", and that within the City, "travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile"; and

WHEREAS, The City has many plans, policies, and initiatives that seek to encourage travel by and safety of active modes of transportation including the San Francisco Bicycle Plan, the Green Connections Plan, the Better Streets Plan, Vision Zero, and others; and

WHEREAS, Travel by transit, bicycle, or on foot are considered to be trips made by sustainable modes of transportation; and

WHEREAS, For most families, transportation is the second-largest part of the household budget; and



WHEREAS, A successful TDM program can significantly lower transportation costs, helping to make San Francisco a more affordable and inclusive city; and

WHEREAS, According to Plan Bay Area 2040, the Bay Area's Regional Transportation Plan and Sustainable Community Strategy, San Francisco is expected to grow by approximately 191,000 jobs and 102,000 households between 2010 and 2040; and

WHEREAS, This growth will generate an increased demand for transportation infrastructure and services on an already constrained transportation system; and

WHEREAS, One of the challenges posed by this growth is the increased number of single occupancy vehicle trips, and the pressure they add to San Francisco's limited public streets and rights-of-way, contributing to congestion, transit delays, and public health and safety concerns, and the air pollution, greenhouse gas (GHG) emissions, and noise caused by motorized vehicles, which negatively impact the quality of life in the City and health of people living in the Bay Area and our planet; and

WHEREAS, Various policies have been adopted at the state level that set GHG reduction targets including, Assembly Bill 32, the California Global Warming Solutions Act of 2006 (Chapter 488, Statutes of 2006), Executive Orders B-30-15, S-3-05 and B-16-12, Senate Bill 375, the Sustainable Communities and Climate Protection Act of 2008 (Chapter 728, Statutes of 2008); and

WHEREAS, Local plans and policies including Plan Bay Area 2040 and the GHG Reduction Ordinance also set GHG reduction targets; and

WHEREAS, Local plans including the San Francisco 2013 Climate Action Strategy and its 0-50-100 Roots framework establish climate goals; and

WHEREAS, The transportation sector contributes significantly to GHG emissions and, as a result, many GHG emissions reduction targets are accompanied by targets to reduce vehicle miles traveled and to increase non-automobile mode share; and one of the ways identified to achieve these targets is through a collaboration of TDM projects across agencies; and



WHEREAS, The importance of TDM strategies are acknowledged in the Transportation Element of the General Plan and the San Francisco Transportation Plan; and

WHEREAS, Many Area Plans including each of the Area Plans within Eastern Neighborhoods and the Transit Center District Plan identify policies for the development of a TDM program for the Plan Area; and

WHEREAS, The proposed plan seeks to promote sustainable travel modes by encouraging policies and programs that support transit, ride-sharing, walking, and bicycle riding for residents, tenants, employees, and visitors; and

WHEREAS, A successful TDM program can ensure access and mobility for all; and

WHEREAS, The goals of the plan are to help keep San Francisco moving as the city grows, and to promote better equity, environmental, health and safety outcomes, consistent with state, regional and local policies; and

WHEREAS, As Congestion Management Agency (CMA), the SFCTA produces the long-range Countywide Transportation Plan and the Congestion Management Program and develops the travel demand forecasting model for San Francisco; and

WHEREAS, The SFCTA, SFMTA and SF Planning Department adopted a “Interagency Transportation Demand Management Strategy” to identify and analyze the major sources of single occupant vehicle travel in San Francisco; and

WHEREAS, The upcoming major update of the San Francisco Transportation Plan depends on a Transportation Demand Management Modal Plan; and

WHEREAS, At its June 28, 2017 meeting, the Citizens Advisory Committee was briefed and unanimously adopted a motion of support to accept the San Francisco Transportation Demand Management Plan; now, therefore, be it



RESOLVED, That the Board hereby accepts the San Francisco Transportation Demand Management Plan.

Enclosure:

1. San Francisco Transportation Demand Management Plan



Memorandum

Date: October 11, 2017; Revised October 19, 2017
To: Transportation Authority Board
From: Jeff Hobson – Deputy Director for Planning
Subject: 10/17/17 Board Meeting: Acceptance of the San Francisco Transportation Demand Management Plan

<p>RECOMMENDATION <input type="checkbox"/> Information <input checked="" type="checkbox"/> Action</p> <p>Accept the San Francisco Transportation Demand Management (TDM) Plan for 2016<u>2017</u>-2020</p> <p>SUMMARY</p> <p>This memo summarizes the purpose of the 2016<u>2017</u>-2020 San Francisco TDM Plan, next steps for TDM projects, and previous expenditures related to this planning effort. The TDM Plan is a joint effort between the Transportation Authority, San Francisco Municipal Transportation Agency (SFMTA), Department of the Environment (SFE), and the Planning Department. The Plan, which follows the Transportation Authority-supported 2014 TDM Strategy will be considered by each partner agency’s board and represents the next step in collaborative TDM planning in San Francisco.</p>	<p><input type="checkbox"/> Fund Allocation</p> <p><input type="checkbox"/> Fund Programming</p> <p><input type="checkbox"/> Policy/Legislation</p> <p><input checked="" type="checkbox"/> Plan/Study</p> <p><input type="checkbox"/> Capital Project Oversight/Delivery</p> <p><input type="checkbox"/> Budget/Finance</p> <p><input type="checkbox"/> Contract/Agreement</p> <p><input type="checkbox"/> Procurement</p> <p><input type="checkbox"/> Other: _____</p>
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FOLLOW-UP

Based on input from Commissioners Fewer and Yee the October 17 Board meeting, staff made two substantive changes to the Plan:

- Page 17: under “Geographies”, staff revised the text to clarify the geographies in which TDM programs are expected to be effective. The highest priority locations in which to conduct the TDM program will be “Geographic Tier 1: Locations with high rates of driving, adequate transit service with available capacity, but lower than expected transit usage; situated near the bike network; and in proximity to vehicle sharing sites.”
- Page 27 and Appendix E: under “Strategy 1” about public engagement, staff added a statement that the “Partners Working Group commits to conducting comprehensive outreach and engagement wherein community stakeholders are engaged in all TDM programs and projects in a proactive and meaningful way.” The new Appendix E provides an example of this intended approach, SFMTA’s “Public Outreach Notification Standards.”

DISCUSSION

Background.

In 2014 the Transportation Authority, SFMTA, SFE and Planning Department supported the Interagency TDM Strategy as part of the TDM Partnership Project. The TDM Strategy identifies

shared goals and priority activities to deliver TDM programs in a coordinated manner throughout San Francisco. Together these four agencies will work collaboratively to achieve San Francisco's Transit First policy and adopted Climate Action Strategy. The ~~2016~~2017-2020 TDM Plan is the next step towards this vision.

A successful TDM plan will reduce the cost of living for San Francisco residents by reducing reliance on driving in and to the city. Moreover, by reducing solo-driving trips and increasing mobility through more sustainable modes, air quality will also increase. Lastly, a successful TDM plan will complement larger infrastructure improvements by making our transportation system more efficient and sustainable.

~~2016~~2017-2020 TDM Plan.

The TDM Plan is based on the 2014 Strategy and identifies policies, projects and programs San Francisco can implement to accomplish its TDM goals. The TDM Plan also identifies general roles for specific TDM strategies and assigns accountability to certain agencies. Finally, through inter-agency collaboration, we will evaluate the effectiveness of the TDM plan based on changes in single-occupancy vehicle trips, vehicle miles traveled, and greenhouse gas emissions.

The four agencies have formed a TDM Partners Working Group that meets quarterly. During these meetings, agencies will provide each other with updates on program and policy activities. The meetings will also serve as a forum to collaborate, and propose new TDM ideas and strategies.

TDM Plan Vision and Goals.

The Plan's vision is to encourage transit, walking, biking and shared rides as the preferred means of travel through San Francisco by reducing dependency on single occupancy trips.

Goal 1: Make it easy for residents, employees and visitors to travel by transit, foot, bike, or shared rides when traveling to, from, and within San Francisco.

Goal 2: Institutionalize a culture in San Francisco that embraces walking, bicycling, taking transit and sharing rides.

Goal 3: Collaborate on a wide variety of initiatives to leverage the impact of TDM.

Goal 4: Ensure and prioritize effective programs through monitoring and evaluation.

Feedback.

The SFMTA developed the TDM Plan internally with support from agency stakeholders and partners. We request feedback from the Citizens Advisory Committee and Board in identifying if any major strategies are missing or that we should consider.

Additional TDM Projects and Activities.

The TDM strategy projects, programs and initiatives are funded by Prop K funds designated for Citywide TDM programs in the current Prop K 5-Year Prioritization Program as well as Transportation Fund for Clean Air funds programmed by the Transportation Authority. The Citywide TDM programs include Citywide TDM Marketing, TDM Program Evaluation, Commuter Benefits Ordinance Employer Outreach, and Comprehensive Residential and Employee TDM Program.

Other TDM-related activities include the following:

- BART Perks Test Program
- Bayview Moves Pilot Program

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- Freeway Corridor Management Study
- Late Night Transportation Plan
- Lombard Crooked Street Study
- Transportation Sustainability Program
- Treasure Island Mobility Management Agency Project

FINANCIAL IMPACT

The recommended action would not have an impact on the adopted Fiscal Year 2017/18 budget.

CAC POSITION

The CAC was briefed on this item at its June 28, 2017 meeting and unanimously adopted a motion of support for the staff recommendation. Since June, the SFMTA has been making edits to the final plan to improve its readability and formatting.

SUPPLEMENTAL MATERIALS

Attachment 1 – Transportation Demand Management Partnership Project Fact Sheet



Fact Sheet



TDM Interagency Strategy

Infrastructure alone (bicycle lanes, sidewalks, and transit) is not sufficient to achieve the City's goals for increasing the share of trips made by biking, walking, and riding mass transit. Transportation Demand Management (TDM) strategies that reduce drive-alone trips and increase overall regional mobility are also needed.

The TDM Partnership, an effort of the San Francisco County Transportation Authority (SFCTA), the San Francisco Municipal Transportation Agency (SFMTA), the Planning Department (DCP), and SF Environment (SFE), jointly developed and coordinated a strategy to ensure an effective approach to TDM in San Francisco. The Interagency TDM Strategy identifies shared goals and priority activities for the coming five years.

APPROACH

The TDM Partnership began by analyzing the current policies, programs, and practices that make up TDM in San Francisco now. It then reviewed the universe of potential TDM efforts. Staff completed a literature review and interviews with TDM experts from across the country to identify the most promising TDM measures. Examples of assessed TDM measures included pricing policies, HOV lanes, employer and residential outreach programs, bulk transit passes, parking management, carsharing, bikesharing, and others.

As part of the analysis, the team also analyzed the major sources of single occupant vehicle travel in San Francisco. Findings suggest that San Francisco residents' and employees' commute trips generate the most single-occupancy vehicle driving trips in San Francisco (approximately 200 million single-occupant commute trips annually). Because regional commuting occurs within congested periods and locations, this compounds its environmental effects and impacts the most congested transit routes.

WHY SAN FRANCISCO NEEDS TDM

A robust suite of TDM measures is critical to support sustainable trip-making to achieve San Francisco's clean air and climate change goals. Measures are also needed to address the transportation system challenges associated with planned population and employment growth.

TDM

Transportation Demand Management (TDM) is a set of programs and policies designed to reduce drive-alone trips by removing potential barriers to using transit, bicycling, walking, and ridesharing. TDM strategies include information and education, incentives, technology, and policies.



The Interagency TDM strategy recommends the initiation of a comprehensive neighborhood-based residential and employer program.



The Interagency TDM Strategy recommends implementing a TDM framework for growth to reduce single-occupancy trips associated with new development.

Inter-Agency
Transportation Demand Management
Strategy

The Interagency Transportation Demand Strategy is available upon request.

RESULTS

San Francisco residents’ and employees’ commute trips are the most significant generator of single-occupancy vehicle driving, and usually occur at peak congestion times periods and locations, compounding impacts on crowded transit routes and air pollution.

The TDM Partnership compared effectiveness, impact, and cost of scored TDM measures and identified priority policies, programs, and enforcement measures for San Francisco. These include existing measures that may be expanded, innovative pilot projects, and new practices. Overall, regulatory policies and pricing (e.g. parking pricing, congestion pricing) were found to be the most cost effective TDM measures. The analysis also revealed several gaps and opportunity areas for San Francisco’s TDM programs, described below.

RECOMMENDATIONS

- **Speak in a unified voice.** San Francisco’s TDM programs have historically been isolated; agencies should coordinate to present a unified program and brand.
- **Programs should be comprehensive.** Reinforce desired travel behavior changes through multiple channels, including residences and worksites.
- **Provide high-quality, user-friendly transportation options.** Effective TDM programs rely on alternatives to the automobile and transit capacity constraints must be addressed.
- **TDM programs and services should be supported by strong, enforceable policies.** Continue to study or pilot policies such as congestion or parking pricing to gauge support for ongoing implementation.
- **Enforce existing and future regulation.** Enforcing existing developer TDM commitments is critical for the future.
- **Pursue comprehensive, systematic evaluation and report on the effectiveness of city TDM programs.** Begin a bi-annual, outcomes-based evaluation of city TDM programs.
- **Prioritize new ideas for projects or programs.** The TDM Interagency Strategy outlined a five-year program, with recommendations grouped according to priority: core (essential), priority, and supportive.

CONTACT US

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