



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



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 14th day of November, 2017, by the following votes:

**Ayes:** Commissioners Cohen, Fewer, Kim, Peskin, Ronen, Sheehy, Tang and Yee (8)

**Absent:** Commissioners Breed, Farrell, Safai (3)

 12-18-17

Aaron Peskin  
Chair

Date

ATTEST:

 12/18/17

Tilly Chang  
Executive Director

Date