

TRANSPORTATION DEMAND MANAGEMENT/ PARKING MANAGEMENT

Pending Board Approval: November 27, 2018

Prepared for the San Francisco County Transportation Authority

By San Francisco County Transportation Authority

In coordination with Department of Public Works, Planning Department, San Francisco
Environment, and San Francisco Municipal Transportation Agency



SAN FRANCISCO
PLANNING
DEPARTMENT



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Eligibility

Eligibility as identified in the voter approved Prop K Expenditure Plan is as follows:

“Develop and support continued Transportation Demand Management (TDM) and parking requirements for downtown buildings, special event sites, and schools and universities. Includes neighborhood parking management studies. Support related projects that can lead to reduction of single-occupant vehicle dependence and encourage alternative modes such as bicycling and walking, including Pedestrian Master Plan development and updates (Priority 1), citywide Bicycle Plan updates, and traffic circulation plans. Conduct transit service planning such as route restructuring studies to optimize connectivity with rapid bus network and major transit facilities (e.g. Transbay Terminal and Balboa Park BART station). Funds for studies and projects to improve access of disadvantaged populations to jobs and key services. Includes planning, project development and capital costs. Sponsoring Agencies: MUNI, DPT, Planning, SFCTA, DOE, DAS. The first \$11.6M is Priority 1 and the remainder is Priority 2. Total Funding: \$28.9M; Prop K: \$13.2M.”

DAS stands for Department of Administrative Services, DOE stands for Department of the Environment (SF Environment or SFE), DPW stands for Department of Public Works, DPT stands for Department of Parking and Traffic, and MUNI stand for San Francisco Municipal Railway. DPT and MUNI are now under the San Francisco Municipal Transportation Agency (SFMTA). DAS eligibility for this category is assumed by DOE (SFE).

Prioritization Criteria

Prioritization Criteria

One of the key required elements of the 5YPPs is a transparent process for how projects get selected. Prop K requires at a minimum that each category include prioritization criteria that address project readiness, community support, and relative level of need or urgency. For the 2014 5YPP update, the Citizens Advisory Committee requested that the Transportation Authority and project sponsors develop a user-friendly, transparent scoring table that could apply to all 5YPPs, and that the scoring prioritize safety and community input highly. For the 2019 5YPP update, changes to the subcategory names and prioritization criteria have been made to better align the criteria with the goals of the category. For example, Vehicular Trip Reduction was added as a criterion to the Demand and Pricing Management subcategory.

Table 3 shows the Prioritization Criteria and Scoring Table. Each project can receive a maximum of 10 points for program wide criteria and between 6 and 14 points for category specific criteria.

The Expenditure Plan also requires consideration of geographic equity in terms of project distribution that takes into account the various needs of San Francisco’s neighborhoods. A majority of funds from the TDM/Parking Management category are used for programs and studies that impact San Francisco citywide.

Stretching Your Prop K Sales Tax Dollars Farther

Leveraging Prop K funds against non-Prop K fund sources (e.g., federal, state, other local funds) is necessary to fully fund the Expenditure Plan projects and programs. For the Transportation Demand Management/Parking Management category, the Prop K Expenditure Plan assumes that every \$1 of sales tax revenue spent would leverage about \$1 in non-Prop K funds. The table below compares Prop K Expenditure Plan assumptions with proposed leveraging in the 2014 5-year project lists.

Table 1. Prop K Leveraging¹

Category	Expected Leveraging (Non-Prop K Funds)	Proposed Leveraging (Non-Prop K Funds)
TDM/ Parking Management	54%	54%

¹ This table compares the expected leveraging assumed in the Expenditure Plan with the proposed leveraging assumed in the 5-Year Project List.

This project list contains one or more placeholders which have not yet identified leveraging. When the project sponsors submit allocation requests for specific projects, we will expect to see appropriate leveraging of non-Prop K funds..

Performance Measures

Prop K requires the establishment of performance measures for each programmatic category in the Expenditure Plan. The intent is to demonstrate the system performance benefits of sales tax projects (e.g. reduced transit travel time), to ensure funds are being

used cost effectively, and to inform allocation of Prop K funds and programming and prioritization of other funds by the Transportation Authority (e.g. Transportation Fund for Clean Air, Prop AA Vehicle Registration Fee funds).

The goal of programming projects within this category is to develop and support planning and programs that lead to the reduction of single-occupant vehicle dependence and to encourage other modes, such as transit, bicycling and walking, and to improve access of disadvantaged populations to jobs and key services.

The performance measure that will be applied to completed projects in this category vary by subcategory.

Performance Measures for Subcategory 1: Citywide TDM

This subcategory includes projects intended to achieve a reduction in vehicle miles traveled and a shift in mode from single occupant auto to other sustainable modes such as transit or biking. Long term performance of these projects will be tracked through updates to the measurement and projection of congestion, crowding, and parking space utilization in the Countywide Transportation Plan and Congestion Management Program. In the near term, individual TDM projects and programs will include evaluation components to track behavior changes directly attributable to the project (per unit cost), including as relevant, but not limited to reduction in vehicle miles traveled, and shift in mode from single occupant auto to sustainable modes. Projects will also track, as relevant, response and participation rates.

Performance Measures for Subcategory 2: Demand and Pricing Management

This sub-category provides funding to efforts that use pricing and/or incentives to encourage behavior change with the aim of reducing congestion, encouraging travel by transit/bike/foot/carpool, and/or increasing transportation network efficiency (person throughput vs. vehicles). Long term performance of these projects will be tracked through updates to the measurement and projection of congestion, transit crowding, person throughput, and parking space utilization in the Countywide Transportation Plan and Congestion Management Program.

In the near term, the effectiveness of spending in this category will be shown through evaluation conducted by individual projects detailing behavior changes directly attributable to the project (per unit cost), including as relevant, but not limited to measuring changes in congestion, transit crowding, use of sustainable travel modes, person throughput and vehicle throughput, and parking turnover.

Performance Measures for Subcategory 3: Modal Plans

This subcategory includes planning projects that will guide development of and investment in transportation networks as well as make recommendations for related policies and operational changes. As a condition of funding, the modal plans will be required to include evaluation of the proposed projects, policies and operational changes that include as relevant, but are not limited to their effectiveness and cost effectiveness in reducing vehicles miles travelled, congestion, and transit crowding; increasing person

throughput (vs. vehicle throughput); supporting mode shift from single occupant vehicles to sustainable modes; and increasing parking turnover. The modal plans shall also include, as relevant, evaluation of how the proposed projects, policies and operational changes improve access of disadvantaged populations to jobs and key services.

Performance Measures for Subcategory 4: Communities of Concern Access

This subcategory includes projects intended to improve access to jobs and key services for disadvantaged populations. Individual projects will include, but are not limited to evaluation metrics to assess improvements in access for disadvantaged populations, participation rates and cost effectiveness behavior changes directly attributable to the project.

**Table 2. Project Delivery Snapshot
Transportation Demand Management (TDM)/Parking Management**

5-Year Prioritization Program (5YPP) Period *	Programmed (Available for Allocation)	Total Allocated as of 7/24/2018	% Allocated
2005 5YPP (FY 2004/05-2008/09)	\$ 1,947,984	\$ 1,521,619	78%
2009 5YPP (FY 2009/10-2013/14)	\$ 2,239,300	\$ 1,474,008	66%
2014 5YPP (FYs 2014/15 - 2018/19) as of 7/24/2018	\$ 4,096,289	\$ 2,262,692	55%
Total		\$ 5,258,320	

*Unallocated funds are carried forward for programming in the following 5YPP period.

Table below shows percent complete as reported by project sponsors in July 2018.

Completed Projects/Project Phases (sorted by allocation year, then sponsor, then project name)

Sponsor	Fiscal Year of Allocation	Project Name	Phase(s) Funded	Allocated (as of July 2018)	% Complete (as July 2018)
DCP	2004/05	City Carshare Operating Support	Operations	\$ 100,000	100%
DOE	2004/05	SF Environment - (CECAP) Clean Air Program (FY04/05)	Operations	\$ 302,849	100%
SFMTA	2004/05	Bicycle Plan Update Policy Framework Env Review	Environmental	\$ 24,000	100%
DOE	2005/06	SF Environment Clean Air Program	Operations	\$ 109,374	100%
SFCTA	2005/06	On-Street Parking Management Study	Planning	\$ 45,000	100%
SFMTA	2005/06	Pedestrian Master Plan	Environmental	\$ 115,854	100%
SFMTA	2005/06	Pedestrian Master Plan Part 2	Environmental	\$ 42,760	100%
DOE	2006/07	Clean Air Program FY06/07 - Bicycle Program	Construction	\$ 10,000	100%
DOE	2006/07	Clean Air Program FY06/07 - Commuter Benefits Program	Construction	\$ 99,000	100%
DOE	2006/07	Clean Air Program FY06/07 - Emergency Ride Home	Construction	\$ 11,000	100%
SFCTA	2006/07	Congestion Pricing Feasibility Study	Planning	\$ 70,000	100%
SFCTA	2006/07	SFCTA Portion - Pedestrian Master Plan - Part 3	Planning	\$ 108,000	100%
SFMTA	2006/07	DPT - Pedestrian Master Plan - Part 3	Environmental	\$ 131,983	100%
DOE	2007/08	DOE - Clean Air Program - Bicycle Program	Construction	\$ 19,833	100%
DOE	2007/08	DOE - Clean Air Program - Commuter Benefits Program	Construction	\$ 99,079	100%
DOE	2007/08	DOE - Clean Air Program - Emergency Ride Home Program	Construction	\$ 10,902	100%
DOE	2008/09	Clean Air Program - Bicycle Program	Construction	\$ 9,094	100%
DOE	2008/09	Clean Air Program - Commuter Benefits	Construction	\$ 119,790	100%
DOE	2008/09	Clean Air Program - Emergency Ride Home	Construction	\$ 13,310	100%

Table 2. Project Delivery Snapshot
Transportation Demand Management (TDM)/Parking Management

Sponsor	Fiscal Year of Allocation	Project Name	Phase(s) Funded	Allocated (as of July 2018)	% Complete (as July 2018)
DOE	2008/09	Clean Air Program - Regional Rideshare Program Delegate County	Construction	\$ 28,757	100%
SFCTA	2008/09	Urban Partnership Program Pre-Implementation - Local Match	Planning	\$ 77,890	100%
DOE	2009/10	Clean Air Program - Bicycle Program (\$10,000)	Construction	\$ 10,000	100%
DOE	2009/10	Clean Air Program - Commuter Benefits Program (\$119,790)	Construction	\$ 119,039	100%
DOE	2009/10	Clean Air Program - Emergency Ride Home Program (\$13,310)	Construction	\$ 13,310	100%
DOE	2009/10	Clean Air Program - Regional Rideshare Program (\$35,000)	Construction	\$ 35,000	100%
DOE	2010/11	Bicycle Program	Construction	\$ 18,000	100%
DOE	2010/11	Commuter Benefits Program	Construction	\$ 120,100	100%
DOE	2010/11	Emergency Ride Home Program	Construction	\$ 15,000	100%
DOE	2010/11	Regional Rideshare Program	Construction	\$ 34,999	100%
DOE	2011/12	Clean Transportation Program - Bicycle Program	Construction	\$ 11,986	100%
DOE	2011/12	Clean Transportation Program - Commuter Benefits Program	Construction	\$ 86,258	100%
DOE	2011/12	Clean Transportation Program - Emergency Ride Home	Construction	\$ 9,000	100%
DOE	2011/12	Clean Transportation Program - Regional Rideshare	Construction	\$ 17,500	100%
SFCTA	2011/12	Integrated TDM Public-Private Partnership Project	Planning, Construction	\$ 78,866	100%
SFCTA	2011/12	San Francisco Parking Pricing and Regulation Study	Construction	\$ 60,000	100%
DOE	2012/13	Clean Transportation Program - Bicycle Program	Construction	\$ 30,640	100%
DOE	2012/13	Clean Transportation Program - Commuter Benefits Program	Construction	\$ 182,487	100%
DOE	2012/13	Clean Transportation Program - Emergency Ride Home	Construction	\$ 15,500	100%
DOE	2012/13	Clean Transportation Program - Regional Rideshare	Construction	\$ 35,000	100%
DOE	2013/14	Clean Transportation Program - Bicycle Program	Construction	\$ 59,961	100%
DOE	2013/14	Clean Transportation Program - Commuter Benefits Program	Construction	\$ 188,118	100%
DOE	2013/14	Clean Transportation Program - Emergency Ride Home Program	Construction	\$ 18,646	100%
DOE	2013/14	Clean Transportation Program - Regional Rideshare	Construction	\$ 34,936	100%
DOE	2013/14	Clean Transportation Program - SchoolPool	Construction	\$ 41,173	100%
SFCTA	2013/14	Bike Sharing SAR	Planning	\$ 18,000	100%
SFMTA	2013/14	WalkFirst Investment Strategy	Planning	\$ 206,000	100%

**Table 2. Project Delivery Snapshot
Transportation Demand Management (TDM)/Parking Management**

Sponsor	Fiscal Year of Allocation	Project Name	Phase(s) Funded	Allocated (as of July 2018)	% Complete (as July 2018)
DOE	2014/15	Commuter Benefits Ordinance Employer Outreach	Construction	\$ 77,546	100%
SFCTA	2014/15	San Francisco Bay Area Transit Core Capacity Study	Planning	\$ 450,000	100%
SFMTA	2014/15	Comprehensive TDM Program	Construction	\$ 30,646	100%
DOE	2015/16	Commuter Benefits Ordinance Employer Outreach	Construction	\$ 73,872	100%
SFCTA	2015/16	Bayview Moves Van Sharing Pilot	Construction	\$ 54,225	100%
SFCTA	2015/16	San Francisco BART Travel Incentive Program	Construction	\$ 45,800	100%

Projects/Project Phases Underway (sorted by allocation year, then sponsor, then project name)

Sponsor	Fiscal Year of Allocation	Project Name	Phase(s) Funded	Allocated (as of July 2018)	% Complete (as July 2018)
SFCTA	2014/15	San Francisco Freeway Corridor Management Study (SF FCMS)	Planning	\$ 300,000	99%
SFCTA	2014/15	Treasure Island Mobility Management Program - FY14/15 Appropriation	Planning	\$ 150,000	54%
SFCTA	2015/16	Treasure Island Mobility Management Program	Design	\$ 210,000	54%
SFMTA	2015/16	Potrero Hill Pedestrian Safety and Transit Stop Improvements [NTIP Capital]	Construction	\$ 60,000	0%
SFCTA	2016/17	Lombard Crooked Street Congestion Management System Development [NTIP Capital]	Planning	\$ 250,000	5%
SFCTA	2017/18	Freeway Corridor Management Study Pre-environmental	Planning	\$ 200,000	30%
SFMTA	2017/18	Business Relocation Transportation Demand Management - Phase 1	Planning	\$ 100,000	1%
SFMTA	2017/18	Business Relocation Transportation Demand Management - Phase 2	Planning	\$ 150,000	1%
SFMTA	2017/18	Business Relocation Transportation Demand Management - Phase 3	Planning	\$ 133,000	1%

For more information about the projects funded by the Transportation Authority, as well as projects for which we help oversee in our role as the Congestion Management Agency for San Francisco, visit our interactive project map at mystreets.sfcta.org.

Table 3 - Prioritization Criteria and Scoring Table
Transportation Demand Management (TDM)/Parking Management (EP 43)

	PROP K PROGRAM-WIDE CRITERIA			CATEGORY SPECIFIC CRITERIA				Total	
	Project Readiness	Community Support	Time Sensitive Urgency	Safety	Vehicular Trip Reduction	Cost Effectiveness	Leveraging		
Total Possible Score	4	3	3	3	4	4	3	24	
Citywide TDM									
SF Safe Routes to Schools Program Administration	4	3	2	3	3	1	3	19	
Commuter Benefits Ordinance	3	2	2	0	4	3	0	14	
TSP Evaluation Tool	4	1	1	3	2	4	3	18	
Mobility as a Service Pilot - Placeholder								0	
Emerging Mobility Pilots- Placeholder								0	
Tourist TDM Program - Placeholder								0	
Residential TDM Program - Placeholder								0	
Employer TDM Program - Placeholder								0	
Projects will be scored at the time of allocation. See text and Project Information Form for more details.									
Total Possible Score	4	3	3	3	4	4	3	24	
Demand and Pricing Management									
Demand & Pricing - Placeholder	Projects will be scored at the time of allocation. See text and Project Information Form for more details.								
Total Possible Score	4	3	3	3	3			16	
Modal Plans									
ConnectSF Modal Study Follow On	3	3	2	3	2			13	
Total Possible Score	4	3	3	4	3	3	3	20	
Communities of Concern Access									
NTIP Placeholder	Projects will be scored at the time of allocation. See text and Project Information Form for more details.								
Total Possible Score									0

**Table 3 - Prioritization Criteria and Scoring Table
Transportation Demand Management (TDM)/Parking Management (EP 43)**

Prioritization Criteria Definitions:

Project Readiness: Project likely to need funding in fiscal year proposed. Factors to be considered include adequacy of scope, schedule, budget and funding plan relative to current project status (e.g. expect more detail and certainty for a project about to enter construction than design); whether prior project phases are completed or expected to be completed before beginning the next phase; and whether litigation, community opposition or other factors may significantly delay project.

Community Support: Project has clear and diverse community support and/or was it identified through a community-based planning process. An example of a community-based plan is a neighborhood transportation plan, but not a countywide plan or agency capital improvement program.
Three points for a project in an adopted community based plan with evidence of diverse community support.
Two points for a project with evidence of support from both neighborhood stakeholders and groups and citywide groups.
One point for a project with evidence of support from either neighborhood stakeholders and groups or citywide groups.

Time Sensitive Urgency: Project needs to proceed in proposed timeframe to enable construction coordination with another project (e.g. minimize costs and construction impacts), to support another funded or proposed project (e.g. new signal controllers need to be installed to support TEP implementation) or to meet timely use of funds deadlines associated with matching funds.

Leveraging: Project leverages non-Prop K funds.

All categories except Communities of Concern Access:

Safety: (1 point for each): Project addresses documented safety issue; reduces potential conflicts between modes; benefits users of multiple modes.

Vehicular Trip Reduction: Project leads to reduction in number of single-occupancy vehicle trips and vehicle miles traveled.

0-2 points for number of SOV trips and/or miles reduced;

1 point for peak trip reduction;

1 point for long-term viability (benefits of program continue after program completion);

Cost Effectiveness: Cost effectiveness can be demonstrated by status as RTP high-performer, cost per single-occupancy vehicle trip reduced, or cost-effectively increasing person throughput.

Communities of Concern Access:

Safety: (1 point for each): Project addresses documented safety issue; reduces potential conflicts between modes; benefits users of multiple modes; and increases security.

Benefits to Communities of Concern (CoC): Project supports improved access and/or mobility for San Francisco's low-income populations or CoCs, as defined by MTC.

Full points for projects that provide broad geographic benefits and/or significantly improve access in a CoC, partial points for projects that provide benefits with limited geographic distribution and/or moderate access improvements in a CoC.

**2019 Prop K 5-Year Prioritization Program - Program of Projects
Transportation Demand Management (TDM)/Parking Management Category (EP 43)
Programming**

Agency	Project Name	Phase	Status	Year					Total
				2019/20	2020/21	2021/22	2022/23	2023/24	
Citywide TDM									
SFMTA	SF Safe Routes to Schools Program Administration	CON	Planned	\$200,000					\$200,000
SFMTA	SF Safe Routes to Schools Program Administration	CON	Planned		\$240,000				\$240,000
SFMTA	Employer TDM Program - Placeholder	PLAN/ CER	Planned	\$240,000					\$240,000
SFMTA	Employer TDM Program - Placeholder	PLAN/ CER	Planned		\$140,000				\$140,000
SFMTA	Employer TDM Program - Placeholder	PLAN/ CER	Planned			\$156,000			\$156,000
SFMTA	Residential TDM Program - Placeholder	PLAN/ CER	Planned		\$350,000				\$350,000
SFMTA	Residential TDM Program - Placeholder	PLAN/ CER	Planned				\$350,000		\$350,000
SFMTA	Tourist TDM Program - Placeholder	PLAN/ CER	Planned	\$130,000					\$130,000
SFMTA	Tourist TDM Program - Placeholder	PLAN/ CER	Planned			\$130,000			\$130,000
SFMTA	Tourist TDM Program - Placeholder	PLAN/ CER	Planned					\$65,000	\$65,000
SFE	Commuter Benefits Ordinance Update	PLAN/ CER	Planned	\$100,610					\$100,610
SFCTA	Mobility as a Service Pilot - Placeholder	ANY	Planned	\$200,000					\$200,000
SFCTA	Emerging Mobility Pilots- Placeholder	ANY	Planned	\$100,000					\$100,000
SFCTA	TSP Evaluation Tool	PLAN/ CER	Planned	\$80,000					\$80,000
SFCTA	TSP Evaluation Tool	PLAN/ CER	Planned			\$80,000			\$80,000
SFCTA	TSP Evaluation Tool	PLAN/ CER	Planned					\$40,000	\$40,000
Demand and Pricing Management									
SFCTA, SFMTA	Demand & Pricing - Placeholder	ANY	Planned		\$200,000				\$200,000
Modal Plans									
SFCTA	ConnectSF Modal Study Follow On	PLAN/ CER	Planned			\$300,000			\$300,000
Communities of Concern Access									
TBD	N/TIP Placeholder	PS&E, CON	Planned	\$500,000					\$500,000
Funds Requested in 2019 5YPP									
				\$1,550,610	\$930,000	\$666,000	\$350,000	\$105,000	\$3,601,610
Funds Programmed in 2019 Strategic Plan Baseline¹									
				\$630,000	\$355,705	\$375,424	\$395,110	\$415,791	\$2,172,030
				(\$920,610)	(\$1,494,905)	(\$1,785,481)	(\$1,740,371)	(\$1,429,580)	(\$1,429,580)

**2019 Prop K 5-Year Prioritization Program - Program of Projects
Transportation Demand Management (TDM)/Parking Management Category (EP 43)
Cash Flow (Maximum Annual Reimbursement)**

Project Name	Phase	Year					Total
		2019/20	2020/21	2021/22	2022/23	2023/24	
Citywide TDM							
SF Safe Routes to Schools Program Administration	CON	\$200,000					\$200,000
SF Safe Routes to Schools Program Administration	CON		\$240,000				\$240,000
Employer TDM Program - Placeholder	PLAN/ CER	\$240,000					\$240,000
Employer TDM Program - Placeholder	PLAN/ CER		\$140,000				\$140,000
Employer TDM Program - Placeholder	PLAN/ CER			\$56,000	\$50,000	\$50,000	\$156,000
Residential TDM Program - Placeholder	PLAN/ CER		\$175,000	\$175,000		\$175,000	\$350,000
Residential TDM Program - Placeholder	PLAN/ CER				\$175,000		\$350,000
Tourist TDM Program - Placeholder	PLAN/ CER	\$65,000	\$65,000				\$130,000
Tourist TDM Program - Placeholder	PLAN/ CER			\$65,000	\$65,000		\$130,000
Tourist TDM Program - Placeholder	PLAN/ CER					\$65,000	\$65,000
Commuter Benefits Ordinance Update	PLAN/ CER	\$100,610					\$100,610
Mobility as a Service Pilot - Placeholder	ANY	\$75,000	\$75,000	\$50,000			\$200,000
Emerging Mobility Pilots - Placeholder	ANY	\$50,000	\$50,000				\$100,000
TSP Evaluation Tool	PLAN/ CER	\$40,000	\$40,000				\$80,000
TSP Evaluation Tool	PLAN/ CER			\$40,000	\$40,000		\$80,000
TSP Evaluation Tool	PLAN/ CER					\$40,000	\$40,000
Demand and Pricing Management							
Demand & Pricing - Placeholder	ANY		\$100,000				\$200,000
Modal Plans							
ConnectSF Modal Study Follow On	PLAN/ CER			\$100,000	\$100,000		\$300,000
Communities of Concern Access							
NTTP Placeholder	PS&E, CON	\$250,000	\$250,000				\$500,000
Cash Flow Requested in 2019 5YPP							
		\$1,020,610	\$1,135,000	\$586,000	\$430,000	\$430,000	\$3,601,610
Cash Flow in 2019 Strategic Plan Baseline¹							
		\$630,000	\$355,705	\$375,424	\$395,110	\$415,791	\$2,172,030
Cumulative Remaining Cash Flow Capacity							
		(\$390,610)	(\$1,169,905)	(\$1,380,481)	(\$1,415,371)	(\$1,429,580)	(\$1,429,580)



San Francisco County Transportation Authority Proposition K Sales Tax Program Project Information Form

Prop K Project Information Form	
Project Name:	SF Safe Routes To Schools Program Administration
Implementing Agency:	San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2018/19, 2019/20, 2020/21
Project Information	
Project Location:	TBD
Supervisory District(s):	TBD
Project Manager:	Miriam Sorell
Phone Number:	415.646.2412
Email:	Miriam.Sorell@sfmta.com
Brief Project Description for MyStreetSF (80 words max):	Administration of San Francisco's comprehensive Safe Routes to Schools Program to enable the city to meet the program's safety goal to reduce school-related collisions by 50% and mode shift goal to reduce single family vehicle trips from the current 48% to 30%, all by 2030.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>The SF Safe Routes to School (SRTS) program seeks to support the development of future multimodal walkers, bikers and transit users in support of the city's transportation and climate goals. This program will implement the core goals of school transportation: safety and mode shift. Specifically, by 2030, the program will:</p> <ul style="list-style-type: none"> • Reduce single family vehicle trips from the current 48% to 30% (a 37.5% reduction), which is a transportation goal adopted by SFUSD's Board • Reduce school-related collisions by 50%: from an annual average of 2 severe and 32 injury collisions a year. <p>The SFMTA is requesting to program FY 18/19 Prop K funds for the first year of the program, and will ensure that there is a SRTS coordinator in place during the two-year implementation of the One Bay Area Grant funded program starting in FY 19/20.</p> <p>This program will use new and best-practices to expand the SRTS program to all 103 SFUSD schools and provide a more coordinated and proactive school safety program. When successful, more people will walk, bike and take transit to and from school, reducing congestion and increasing safety in support of Vision Zero throughout San Francisco.</p> <p>The safety and mode shift goals were included in the 2018 SF Safe Routes to Schools framework presented to the Transportation Authority Board on June 26, 2018. The framework provides an overview of the SFMTA's school safety and transportation management programs, and is organized into six focus areas: engineering, education, encouragement, environmental safety, evaluation, and transportation services for a comprehensive SRTS program.</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	In January 2018, the Transportation Authority programmed \$2.8 million in One Bay Area Grant funds to the San Francisco Safe Routes to Schools Program. This program is identified in the SF TDM Plan and the Vision Zero Two Year Action Strategy.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SFUSD - Nik Kaestner, SFDPH - Ana Validzic, SFPD - Teresa Ewins, SFFD - Chad Law, SFE - Cara Gurney
Type of Environmental Clearance Required:	Categorically Exempt
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)	5%	In-house	Q1-Jul-Aug-Sep	2018/19		
Operations (i.e. paratransit)						
Open for Use					Q4-Apr-May-Jun	2020/21
Project Completion (means last eligible expenditure)					Q2-Oct-Nov-Dec	2021/22

Comments/Concerns



San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form

Project Name: SF Safe Routes To Schools Program Administration

Project Cost Estimate Phase	Cost	Funding Source	
		Prop K	Other
Planning/Conceptual Engineering	\$ -		
Environmental Studies (PA&ED)	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -
Design Engineering (PS&E)	\$ -	\$ -	\$ -
Construction	\$ 3,413,000	\$ 600,000	\$ 2,813,000
Operations (i.e. paratransit)	\$ -	\$ -	\$ -
Total Project Cost	\$ 3,413,000	\$ 600,000	\$ 2,813,000
Percent of Total		18%	82%

Fund Source	Prop K Expenditure Line	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	Cash Flow for Prop K Only (i.e. Fiscal Year of Reimbursement)						
						Previous	2019/20	2020/21	2021/22	2022/23	2023/24	
Prop K	43-Transportation Demand Mgmt	Construction	Planned	Previous	\$ 160,000	\$ 70,000	\$ 90,000	\$ -	\$ -	\$ -	\$ -	\$ -
Prop K	43-Transportation Demand Mgmt	Construction	Planned	2019/20	\$ 200,000	\$ -	\$ 200,000	\$ -	\$ -	\$ -	\$ -	\$ -
Prop K	43-Transportation Demand Mgmt	Construction	Planned	2020/21	\$ 240,000	\$ -	\$ -	\$ 240,000	\$ -	\$ -	\$ -	\$ -
OBAG2		Construction	Programmed	2019/20	\$ 2,813,000	\$ 1,406,500	\$ 1,406,500	\$ -	\$ -	\$ -	\$ -	\$ -
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
				Total By Fiscal Year	\$ 3,413,000	\$ 70,000	\$ 1,696,500	\$ 1,646,500	\$ -	\$ -	\$ -	\$ -

Comments

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	Employer TDM Program - Placeholder
Implementing Agency:	San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2019/20, 2020/21, 2021/22
Project Information	
Project Location:	TBD
Supervisorial District(s):	TBD
Project Manager:	John Knox White
Phone Number:	415.701.4473
Email:	John.KnoxWhite@sfmta.com
Brief Project Description for MyStreetSF (80 words max):	This is a placeholder for funds to develop, pilot and implement an on-going program for working with employees of existing employers in San Francisco to increase the number of people walking, bicycling, and taking transit, and reduce single occupant vehicle use. SFMTA will establish goals and evaluation metrics for the program; design and implement an initial employer pilot program; and then based on a successful evaluation of the pilot program, roll out an on-going employer-based information and education outreach program.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>This is a placeholder for funds to develop, pilot and implement an on-going program for working with employees of existing employers in San Francisco to increase the number of people walking, bicycling, and taking transit, and reduce single occupant vehicle use.</p> <p>The scope of this program is focused on three distinct phases of work. These phases focus on achieving two goals: first, developing active business partners with the city in addressing mode share and second, impacting employee transportation use. The program's focus is based on learnings from a number of CCSF business TDM outreach projects which found that San Francisco has been less successful than other county programs in meaningfully engaging local businesses in providing transportation education and encouragement programs.</p> <p>Phase One will conduct research and testing will identify private sector partners and research effective ways to engage businesses in medium to high drive areas of the city in supporting their employees driving less. Success will be measured by identifying how to attract active business partners in transportation and developing materials that have been tested for both successful distribution and messaging. Based on a successful completion of Phase One, Phases Two and Three will leverage non-Prop K funds to roll out a demonstration program based on the learnings of the pilot and finally a large-scale program.</p> <p>The program will initially build and strengthen working relationships within SF's business community, including organizations and associations to support the planning and engineering work throughout the city. All three phases will target areas of the city that are identified as having available transportation options, having a barrier to use based on information deficit and/or perception of service, and having an ability to shift modes. This program will build on best-practice research and experience to support existing SF employees in better utilizing the multimodal options available to them in their local and regional commutes. When successful, more people will be bicycling, walking and taking transit, reducing congestion pressures and increasing safety in support of Vision Zero throughout the entire city.</p> <p>In May 2018, Prop K funds were allocated to SFMTA's Business Relocation TDM project, which will develop, implement and operate a program to provide transportation planning services and materials to businesses to help their employees travel to work in new San Francisco locations without driving alone, thus setting a more sustainable commute habit from the get-go, rather than trying to change habits after they have already been set. The three-phase approach of the Business Relocation TDM project, with strategy development followed by initial implementation and evaluation and then finally implementation of a refined strategy, is similar to the proposed Employer TDM Program's design. It is expected that the literature review and strategy design effort undertaken for the Business Relocation TDM project will inform future TDM programs including the proposed Employer TDM Program</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	The SF TDM Plan identified as one of 12 key strategies, Strategy 7: develop programs for employer and residential communities to ensure residents/employees are fully aware of their transportation options.

San Francisco County Transportation Authority Proposition K Sales Tax Program Project Information Form



Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SF Department of the Environment
Type of Environmental Clearance Required:	Categorically Exempt
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

Project Delivery Milestones	Status	Work	Start Date		End Date	
Phase	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house				
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder. The SFMTA will provide a detailed scope, schedule, budget and funding plan to support allocation of Prop K funds.

San Francisco County Transportation Authority Proposition K Sales Tax Program Project Information Form



Prop K Project Information Form	
Project Name:	Residential TDM Program - Placeholder
Implementing Agency:	San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2018/19, 2021/22 2022/23
Project Information	
Project Location:	TBD
Supervisory District(s):	TBD
Project Manager:	John Knox White
Phone Number:	415.701.4473
Email:	John.KnoxWhite@sfmta.com
Brief Project Description for MyStreetSF (80 words max):	This is a placeholder for funding to develop, pilot and launch a program for working with residents of existing housing units in San Francisco to reduce single-occupancy vehicle use. Through this program, SF will establish goals and evaluation metrics for the program; design and implement an initial residential pilot program; and then based on a successful evaluation of the pilot program, roll out an on-going resident-based information and education outreach program.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>The scope of this program is focused on three distinct phases of work beginning in FY19. These phases focus on achieving a goal consistent with the SF TDM Plan developing an active neighborhood residential reduction in single-occupancy vehicle use by working with residents in 2-3 targeted neighborhoods. The three phase proposal reflects the recognition that the SF Moves program, which was based on well-tested methodologies in Portland, was unsuccessful and a need to identify program methodologies that can be successful in San Francisco.</p> <p>Phase One will conduct research and testing will conduct community outreach and focus groups to research effective ways to engage SF residents in neighborhoods with medium to high drive rates to reduce the amount that they drive. Success will be measured by identifying how to attract active business partners in transportation and developing materials that have been tested for both successful distribution and messaging. Based on a successful completion of Phase One, Phases Two and Three will leverage TFCA funds to roll out a demonstration program based on the learnings of the pilot and finally a large-scale program.</p> <p>The program will identify methodologies for outreach in multiple neighborhoods in San Francisco. All three phases will target areas of the city that are identified as having available transportation options, having a barrier to use based on information deficit and/or perception of service, and having an ability to shift modes in support of the Transportation Demand Management Strategy.</p> <p>This program will build on new and best-practice research and experience to support existing residents in better utilizing the multimodal options available to them in their local and regional commutes. When successful, more people will be bicycling, walking and taking transit, reducing congestion pressures and increasing safety in support of Vision Zero throughout the entire city.</p> <p>Proposed funds for phases two and three are a placeholder for a multi-year program based on the proposed program that is developed after the research and testing in phase one.</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	Working with San Francisco's TDM partners, the SFCTA developed the Inter-Agency Transportation Demand Strategy that identified key strategies for SF's TDM program. This included a \$1.5 million "Residential TDM Pilot program and expansion" strategy. This was then identified in the SF TDM Plan as one of 12 key strategies: Strategy 7: develop programs for employer and residential communities to ensure residents/employees are fully aware of their transportation options." Within this plan, "Implement neighborhood-specific TDM programs that help residents know and understand how to navigate the travel options available in their community." The SF Transportation Demand Management Plan approved the SFCTA, SFMTA, SFE and SF Planning boards/committees after a process that involved interviews, input and meetings with city and community stakeholders over three years.

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SF Department of the Environment	
Type of Environmental Clearance Required:	Categorically Exempt	
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No	

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house				
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use		In-house				
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder for the subject program with funds proposed in FY 18/19 for Phase 1 program development and funds proposed in FY 2020/21 and FY 2022/23 for Phase 2 pilot implementation and evaluation and Phase 3 full program rollout. The schedule will be updated when SFMTA provides a detailed scope, schedule, budget and funding plan to support allocation of Prop K funds.



San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form

Project Name: Residential TDM Program - Placeholder

Phase	Cost	Funding Source	
		Prop K	Other
Planning/Conceptual Engineering	\$ 1,694,809	\$ 895,000	\$ 799,809
Environmental Studies (PA&EID)	-	-	-
Right of Way	-	-	-
Design Engineering (P&S&H)	-	-	-
Construction	-	-	-
Operations (i.e. paratransit)	-	-	-
Total Project Cost	\$ 1,694,809	\$ 895,000	\$ 799,809
Percent of Total		53%	47%

Funding Plan - All Phases							Cash Flow for Prop K Only (i.e. Fiscal Year of Reimbursement)						
Fund Source	Prop K Expenditure Line	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	Previous	2019/20	2020/21	2021/22	2022/23	2023/24		
Prop K	43-Transportation Demand Mgmt	Planning/Conceptual Engineering, Construction	Planned	Previous	\$ 195,000	\$ 50,000	\$ 145,000	\$ -	\$ -	\$ -	\$ -		
Prop K	43-Transportation Demand Mgmt	Planning/Conceptual Engineering, Construction	Planned	2020/21	\$ 350,000	\$ -	\$ -	\$ 175,000	\$ 175,000	\$ -	\$ -		
Prop K	43-Transportation Demand Mgmt	Planning/Conceptual Engineering, Construction	Planned	2022/23	\$ 350,000	\$ -	\$ -	\$ -	\$ -	\$ 175,000	\$ 175,000		
TBD		Planning/Conceptual Engineering	Planned	2020/21	\$ 799,809	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
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					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Total By Fiscal Year					\$ 1,694,809	\$ 50,000	\$ 145,000	\$ 175,000	\$ 175,000	\$ 175,000	\$ 175,000		

Comments

Proposed programming is a placeholder. The SFMTA will provide a detailed scope, schedule, cost and funding plan as a prerequisite for allocation of funds. This should include adequate leveraging which may be considered on a project by project basis and in the TDM category as a whole. The Prop K Expenditure Plan expects leveraging of 54% (roughly dollar for dollar match) for the TDM category. Possible sources of matching funds include: Transportation Fund for Clean Air, Active Transportation Program, and other new sources.

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	Tourist TDM Program - Placeholder
Implementing Agency:	San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2019/20, 2021/22, 2023/24
Project Information	
Project Location:	Citywide
Supervisory District(s):	Citywide
Project Manager:	John Knox White
Phone Number:	415.701.4473
Email:	John.KnoxWhite@sfmta.com
Brief Project Description for MyStreetSF (80 words max):	This is a placeholder for funding to launch and operate a five-year program that involves working with hotels, travel agents, and on-line travel services to provide materials, outreach, and marketing to increase the number of people who use transit to come into SF and increase the use of non-automotive uses while visiting SF's many sites
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>The scope of this annual program is focused on implementing phases two and three of this three phase program aimed at impacting the transportation choices of tourists who visit San Francisco from over 250 miles away. Phase one provides research into how tourists make their transportation decisions choices, at what point in their travel planning and ultimately what those choices are. Phase Two of the program is an 18 month initial pilot program built on this research, testing delivery methods including on-line travel site messaging, hotel and accommodation messaging and strategic partnerships with the Hotel Concierge Council, and other travel partners. Phase Three will implement the on-going program based on the findings of the pilot program.</p> <p>Phase One, funded entirely by the SFMTA, was developed and implemented in partnership with SF Travel, Hotels Council, Hotels Concierge Council and key tourism stakeholders throughout San Francisco. With the implementation of Phases two and three, the program will engage tourists during their trip planning, helping them to understand the transportation landscape in San Francisco and how it can support a successful and enjoyable trip to our City. Through this program, tourists will be provided access to convenient transportation ticketing, information on options that work for their travel needs and suggestions on how to visit out-of-town areas (Napa, Muir Woods, etc.) without needing to rent a car for their full trip.</p> <p>Through this program, the SFMTA will provide materials, outreach, and marketing to increase the number of people who use transit to come into SF and increase the use of non-automotive uses while visiting SF's many sites. The program will increase the use of bicycles, walking and transit and reduce the number of drivers on City Streets who are not familiar with San Francisco, reducing collisions and safety issues in support of Vision Zero. The project was identified through the SFCTA's TDM Strategy development process and further prioritized during the development of the SF TDM Plan.</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	The SF TDM Plan identified as one of 12 key strategies, Strategy 6: Develop visitor-oriented and event-related TDM services to facilitate and encourage visitors' understanding and use of sustainable options when in San Francisco.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SF Environment
Type of Environmental Clearance Required:	Categorically Exempt
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder. SFMTA will provide a detailed scope, schedule, budget and funding plan to support allocation of Prop K funds.

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Prop K Project Information Form	
Project Name:	Commuter Benefits Ordinance Update
Implementing Agency:	Department of the Environment
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2019/20
Project Information	
Project Location:	Citywide
Supervisory District(s):	Citywide
Project Manager:	Asia Meshack
Phone Number:	415-355-3788
Email:	asia.meshack@sfgov.org
Brief Project Description for MyStreetSF (80 words max):	Review and consider amendments to the San Francisco Commuter Benefits Ordinance (CBO) in light of the 2017 update to the Federal Tax Code, and information gathered on the needs and concerns of San Francisco businesses and non-profits. The SF CBO applies to businesses and nonprofits that have 20 or more employees nationwide and a location in San Francisco. This project will 1) engage stakeholders 2) consider effects of amending the ordinance on SF employers and employees 3) engage in best-practice research to offer increased resources to employers in supporting their employees in commuting sustainably 4) revise, create and translate guidance materials and employee communication templates, 5) revise CBO language as needed, and 6) provide guidance to businesses subject to the Bay Area program.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	Please see attached Word document.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	As part of introducing the CBO, outreach was conducted to the San Francisco business community, including the Chamber of Commerce and the Building Owners & Managers Association (BOMA). Also, "Review the Commuter Benefits Ordinance and consider amendments" is a Key Action under Strategy 7 of the San Francisco TDM Plan.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SFMTA: John Knox White
Type of Environmental Clearance Required:	Categorically Exempt
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	Yes Detailed Scope



Commuter Benefits Ordinance Update

Pro K 5YPP EP43: Detailed Scope

San Francisco Department of the Environment

Project Summary

The purpose of this project is to review and consider amendments to the San Francisco Commuter Benefits Ordinance (SFCBO) in light of the 2017 update to Federal Tax Code, and information gathered on the needs and concerns of San Francisco businesses and nonprofits.

The SFCBO was originally passed in 2010, and last updated in 2014. The SFCBO furthers San Francisco's Transit First Policy, requiring businesses to support their employees' sustainable commute mode choices. By doing so, the program helps in meeting the city's larger goal of reducing greenhouse gas (GHG) emissions by 80 percent below 1990 levels by 2050. Previously, the Planning Department has determined that "the actions contemplated in this Ordinance are in compliance with the California Environmental Quality Act," and it is expected that this process and any potential amendment would meet the same determination.

The San Francisco Department of the Environment (SFE) administers the SFCBO for San Francisco employers, out-of-city and out-of-state employers with an office in San Francisco, and anyone commuting to their job in San Francisco. SFE regularly fields inquiries via phone and email and offers consultations on how to set up a commuter benefits program and comply with the SFCBO.

Per the 2017 Federal Tax Code update, businesses can no longer write off transportation subsidies they offer employees. Additionally, the new tax law imposes an unrelated business income tax (UBIT) penalty on the amount tax-exempt employers pay for employees' transportation benefits, such as commuting/parking expenses. Tax-exempt employers may still subsidize employees' commuting/parking expenses so that the payments are excluded from the employees' W-2s, but nonprofit employers will have to pay UBIT (a flat tax set at 21%) on those amounts. Previously, nonprofits did not have to pay taxes on these employee benefits.

As the SFCBO was created under a different tax code, it is time to revisit the Ordinance. This process should explore the tax burden on nonprofits required to offer commuter benefits under the SFCBO, as well as the benefit to employees of receiving said benefits. While an exemption for small to midsize nonprofits (20-49 employees) may be considered, this will have to be balanced with a consideration for employee's transportation incentives and expenses, as well as the City's GHG emissions reduction goals.

This project will coordinate with the Bay Area Commuter Benefits Program. The SFCBO applies to businesses and nonprofits that have 20 or more employees nationwide and a location in San Francisco. Since the launch of the Bay Area program, businesses that have 50 or more employees report directly to the Bay Area program.

2019-2020 Project Scope

The project will

- 1) engage stakeholders impacted by the SFCBO, including the Bay Area Commuter Benefits Program, and the nonprofit community
- 2) consider effects on SF employers and employees of amending the ordinance
- 3) engage in best-practice research to offer increased resources to employers in supporting their employees in commuting sustainably
- 4) revising, creating and translating guidance materials and employee communication templates,
- 5) revising SFCBO language as needed, and
- 6) providing guidance to businesses subject to the Bay Area program.

This project budget assumes approx. 20% of FTE (approx. 425 hours) for a 5642 Senior Environmental Specialist for one year.

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house	Q1-Jul-Aug-Sep	2019/20	Q4-Apr-May-Jun	2019/20
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	Mobility as a Service Pilot - Placeholder
Implementing Agency:	San Francisco County Transportation Authority
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	16-Other Transit Enhancements
Fiscal Year of Allocation:	2019/20
Project Information	
Project Location:	San Francisco Treasure Island, District 10, and / or Downtown/SOMA
Supervisory District(s):	District 03, District 06, District 10
Project Manager:	Rachel Hiatt
Phone Number:	415-522-4809
Email:	rachel.hiatt@sfcta.org
Brief Project Description for MyStreetSF (80 words max):	The Transportation Authority and TIMMA seek to design and pilot an aggregated mobility services pilot on Treasure Island, Downtown/SOMA, and/or District 10. The objective is to aggregate the area public and private transit operators (water taxi, ferry, AC Transit, and Muni); toll; parking; and emerging mobility service information into a single user interface for trip planning, booking, payment, and navigation. This pilot application could coordinate with incentives and discount programs, and should focus on including benefits and service for Communities of Concern. Results of this pilot could inform future research, transit incentives programs, and citywide expansions.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	See Attached.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	See Attached.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SFMTA, MTC/Clipper, Treasure Island public and private transportation service providers (WETA, Prop SF, AC Transit, shuttle operator, carshare vendor, bikeshare vendor)
Type of Environmental Clearance Required:	N/A
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	Yes Detailed Scope and Prior Community Engagement

E6Q-30

Mobility as a Service Pilot - Placeholder

Detailed Scope

The proposed programming is a placeholder to plan and design an aggregated mobility services pilot on Treasure Island, Downtown/SOMA, and /or District 10. The Transportation Authority and TIMMA seek to design and pilot an aggregated mobility services pilot on Treasure Island. The objective is to aggregate the Island's public and private transit operators (water taxi, ferry, AC Transit, and Muni); tolls; parking; and emerging mobility service information into a single user interface for trip planning, booking, payment, and navigation. This pilot application could coordinate with incentives and discount programs. Results of this pilot could inform future research, transit incentives programs, and citywide expansions.

In a downtown or D10 version, the Transportation Authority and the SFMTA would pilot opportunities to aggregate transit, parking, road user charges, and emerging mobility service information into a single user interface, such as a mobile application, to provide a more seamless travel experience. Functions to integrate could encompass trip planning, booking, payment, and navigation / wayfinding. This pilot application could coordinate with incentives and discount programs. Results of this pilot could inform future research, transit incentives programs, and updates to other local and regional transportation software applications, such as Clipper or the Muni mobile application. The SFMTA could also upgrade the Muni Transit rider mobile application to provide discounts to users who allow mobile tracking and travel diary surveying. The upgraded mobile application could also allow mobile application users to verify bus time arrivals and bus tracking against estimated data to better inform bus riders of bus schedules.

This request covers the Planning / Conceptual design phase. The scope of work includes:

1. Project Management and TAC Involvement
2. Concept Exploration
3. Preliminary Design (Concept of Operations)
4. Outreach

Prioritization Criteria

Vehicular Trip Reduction: The objective is to reduce vehicle driving on and off of Treasure Island, and/or downtown/SOMA and District 10. All trip types, or a mix, could be targeted through this tool. Research from the MaaS application WHIM in Helsinki, Finland, has shown reductions in driving from 40% mode share to 20% mode share of participants' trips.

Community Support: The 2016 Treasure Island Preliminary Toll Policies call for: a) toll credits for frequent transit use; and b) a Transportation Affordability Program that can provide travel incentives and rewards. The 2011 TITIP calls for TIMMA to administer a comprehensive TDM program that integrates all the public and private mobility choices available to the island, and also calls for a multi-agency mandatory transit pass. Outreach conducted by TIMMA since 2016 indicates that residents strongly prefer a transit pass that integrates all operators. In addition, residents and community groups seek to integrate public transit mobility options with other private and public mobility options, such as

carshare, ridehailing, and ferry, as well as with other on-Island services provided by the One Treasure Island umbrella organization. Finally, outreach and Board sentiments conveyed in 2016 indicate strong desire for a transportation affordability program that supports low income users of all modes and offers rewards and cash incentives for sustainable travel choices.

Cost Effectiveness: MaaS platforms increase transit uptake without requiring investments in physical infrastructure or capital capacity. In addition, the MaaS platform will raise toll revenue from SOV drivers, to provide the incentives and rewards for travelers who choose sustainable modes.

Readiness/Urgency: We seek to have the MaaS platform available at the time of the launch of the overall TIMM Program, or July 2021. This is the milestone when tolls and other driving fees, as well as expanded public and private transit services, will be available. We seek for new TI residents moving on to the Island to form their travel behavior habits with the MaaS application in-hand.

Additionally, this timeframe parallels the design of second generation Clipper (C2). Conducting the work in this timeframe will allow San Francisco agencies to provide essential input to the C2 design process to ensure that it can accommodate MaaS features.

Leveraging Other Funds: Many additional sources of funding are available to be matched by this Prop K request, and to provide primary funding support for final design, implementation, ongoing operation, and incentives. Moreover, future TIMMA toll revenues will provide a source of ongoing operations funding and incentives for the MaaS platform. However, those funds will not be available until 2021-2022.

For a list of potential other federal, state, and regional funds for MaaS, see the Comments section below the funding plan in the Project Information Form.

Increase Safety: Lack of real-time travel information is a well-documented safety concern for Treasure Island residents. Muni shelters on-Island lack real time transit arrival information. In addition, ride sharing information is unreliable, according to reports from community outreach. The lack of information and unreliability of services contribute to a sense of safety concerns among TI travelers.

The MaaS app will primarily benefit users of multiple modes, especially at the point of inter-modal connections.

Benefit Communities of Concern: Treasure Island is a community of concern. Moreover, the MaaS platform would be part of the Island Transportation Affordability Program, targeted to the very low income and below market rate households currently living on-Island, and who will move on in future. The MaaS platform will, however, be available to all TI residents, employees, and visitors.

Prior Community Engagement / Support:

This project advances the work of several planning efforts: Treasure Island Transportation Implementation Plan (TITP); Emerging Mobility Services and Technologies Evaluation (EMST) Report; and the District 10 Mobility Study.

TITIP: Calls for a comprehensive suite of TDM programs. Requires integration of multiple transit operators, local, regional, public, and private. Supports a broader tolling program that depends on mode shift. The TIMMA Board in 2016 called for staff to develop a Transportation Affordability Program

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(TAP) to reduce transportation cost burdens for low income TI households. In addition, the Board called for staff to explore the idea of providing toll credits for frequent transit use, in lieu of direct toll discounts for all low income travelers. Since then, staff have developed draft TAP proposals. These concepts include a MaaS tool to support TI households' trip planning, payment, and navigation needs, and which would incorporate incentives and rewards for sustainable transportation choices.

EMST Evaluation Report: The 2018 EMST Evaluation Report screened, prioritized, and recommended several pilots to better incorporate innovative service types and new companies into the city's permitting and planning systems. These pilots include MaaS components: a mobile application pilot that studies traveler choices and factors that inform them; and a decongestion pricing and incentives system, which could be delivered through a MaaS tool.

District 10 Mobility Study: The D10 Mobility Study, currently underway, will recommend non-infrastructure pilots that can be deployed as partnerships between the community, developers, private transportation providers, and agencies. Through outreach conducted to date, staff has heard interest in MaaS applications.



**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house and Contracted				
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

Schedule TBD with future allocation request since this is placeholder programming.



**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	Emerging Mobility Pilots - Placeholder
Implementing Agency:	San Francisco County Transportation Authority
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2019/20
Project Information	
Project Location:	TBD
Supervisorial District(s):	TBD
Project Manager:	Rachel Hiatt
Phone Number:	415-522-4809
Email:	rachel.hiatt@sfcta.org
Brief Project Description for MyStreetSF (80 words max):	The proposed funding is a placeholder for up to two emerging mobility pilots which lead to reduction in single-occupant vehicle dependence, encourage alternative modes such as cycling or walking, and/or improve access of disadvantaged populations to jobs and key services. These pilots will be used to collect data from emerging mobility companies to evaluate how well emerging mobility services are aligned with the Board-adopted Guiding Principles. Pilots will also analyze increases in access for people underserved by public transit; safety effects; and effects on vehicle trip-making. Candidate locations include, but are not limited to San Francisco Communities of Concern, Treasure Island, and District 10.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>The proposed funding is a placeholder for up to two emerging mobility pilots. The Transportation Authority's 2018 Emerging Mobility Evaluation Report screened, prioritized, and recommended several pilots to better incorporate innovative service types and new companies into the city's permitting and planning systems. The attached document provides descriptions of potential pilot projects identified in the 2018 report.</p> <p>The requested Prop K funding would be used to develop pilot opportunities with private partners, evaluate pilot concepts and results, and implement pilot projects. Potential pilot projects will be selected based on their ability to reduce single occupancy vehicle trips, increase mobility in Communities of Concern and leverage private partner funds.</p> <p>Additional Background Information: In January 2018, the Transportation Authority and the SFMTA facilitated a design-thinking workshop with agency staff. The purpose of the workshop was to gain a greater understanding about the challenges and opportunities related to managing emerging mobility in San Francisco, and to brainstorm pilot project ideas for emerging mobility. Stakeholders identified a series of challenges, constraints and opportunities. Following this round of engagement, stakeholders provided high-level and in-depth concepts for potential pilot projects that may serve as testing opportunities to partner with private companies to resolve conflicts and improve transportation options.</p> <p>In March 2018, Transportation Authority staff and SFMTA staff facilitated executive director workshops to develop prioritization criteria for screening and implementing pilot projects and other policies/strategies. Executive leadership prioritized pilots that provide data to city agencies about how companies align with the 10 Guiding Principles; increase roadway safety; and improve mobility options and access for low-income residents.</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	TBD when the pilot(s) are identified.



San Francisco County Transportation Authority Proposition K Sales Tax Program Project Information Form

Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SFMTA, OCII, Office of City Administration (OCA), Recreation and Parks Department.	
Type of Environmental Clearance Required:	N/A	
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	Yes	Description of Potential Emerging Mobility Pilots

Project Delivery Milestones	Status	Work	Start Date		End Date	
Phase	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house and Contracted				
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

Proposed funds are a placeholder. Schedule will be provided when an allocation request is submitted for a specific pilot(s).

Potential Emerging Mobility Pilots

The following are summaries of emerging mobility pilots identified during the Emerging Mobility Evaluation Report workshops and subsequent efforts. Draft evaluation metrics are also provided for each pilot. The draft statements identified below are intended as opportunities and will be refined further through agency and community stakeholder review and prioritization before the Transportation Authority pursues any next steps and implementation for the EP43 TDM EMST Pilot placeholder funding. These summaries include:

- Mobility as a Service Application
- Single Payment Platform
- Late Night Transportation Options
- First and Last Mile Connections to Transit
- School Transportation Services
- Autonomous Transit Service
- Autonomous Vehicle Shuttle
- Affordability Pass
- Smart Mobility Kiosks
- Sustainable Trip Competition
- Develop Curb Management Strategy
- Implement Curb Management and Color Curb Program
- Data Collaborative

Mobility as a Service Application

The Transportation Authority and the SFMTA should pilot opportunities to aggregate transit and emerging mobility service information into a mobile application to provide a more seamless travel experience. This pilot application could coordinate with incentives and discount programs. Results of this pilot should inform future research and transit incentives programs. The SFMTA should also upgrade the Muni Transit Rider mobile application to provide discounts to users who allow mobile tracking and travel diary surveying. The upgraded mobile application should also allow mobile application users to groundtruth bus time arrivals and bus tracking to better inform bus riders of bus schedules.

Metrics:

- Community Outreach: Number of outreach events conducted for CoCs, neighborhood groups, advocacy groups, and other city stakeholders
- User Data Compliance: Compliance with providing aggregated and anonymized user data to local planning agencies
- Service VMT: Net changes in VMT during AM peak, PM peak, and daily VMT on a long and/or short term basis
- Average Vehicle Occupancy (by mode): People miles traveled divided by Vehicle Miles Traveled for the service type
- Service Emissions: Net increase/decrease in GHG

- Increasing Access and Mobility for People with Disabilities: Total trips provided to people with disabilities
- User Statistics: Percentage of service users who identify as people with disabilities
- Increasing Access and Mobility: Availability of service on weekends, availability between 9pm-5am, and coverage in underserved areas

Single Payment Platform

There are a couple ways the Transportation Authority could support a single payment platform or the availability of single payment platforms in the marketplace. First, MTC could, as part of C2 or as part of C1 continued development, develop a modern API that allows payment aggregator platforms to integrate Clipper accounts. Second, agencies could work with private organizations such as employers, institutions, etc., to pilot platforms that aggregate payment, transportation choices, and include built in financial incentives to discourage automobile use including car buy-back program, company TDM plans, a point reward system, credit donation and trading, local hire programs/platforms. The public sector's role could be to subsidize an initial launch, provide promotion or incentives such as transit fare value, or marketing and promotion. The public sector could also pilot a TDM program educating employers and institutions about the aggregator platforms available in the marketplace and comparisons of features etc. The Treasure Island Mobility Management Program will include a TDM plan managed by TIMMA, who could perform this role as part of a pilot. TMAs throughout the city could consider including these tools as a feature in their TDM plans.

Metrics:

- Transit Discounts: Service provides discounted fares to transit hubs
- User Statistics: Percentage of service users who identify as people with disabilities
- Transit Competition: Net change in transit revenue due to the emerging payment platform
- Service VMT: Net changes in VMT during AM peak, PM peak, and daily VMT on a long and/or short term basis
- Service Emissions: Net increase/decrease in GHG
- First and Last Mile: Total trips provided to transit stations and as a share of all trips.

Late Night Transportation Options

The city should develop opportunities for emerging mobility services to provide shared mobility options during late night hours, 9 p.m. to 5 a.m., that complement the regional all-nighter transit network while helping meet the need areas identified in the 2015 report. In 2015, the San Francisco Late Night Transportation Working Group released *The Other 9-to-5*, the final report of its first phase of work to evaluate transportation needs during the period from 9 p.m. to 5 a.m.³¹ The report identified five need areas to address in the transportation system: availability and coverage; speed and reliability; safety and security; awareness and comfort; and cost and equity, as well as recommendations to begin to address each area. The second phase of the Late Night Transportation Study has implemented the major recommendations from the first phase, including a reevaluation of the regional all-nighter bus network.

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The final report from this second phase of the study, a draft of which was endorsed by the Working Group on February 6, 2018,³² identifies the need to “consider whether some form of public-private partnership with taxis, transportation network companies, carpooling systems, shuttle providers or other services might boost access to local transit hubs or better address first or last mile challenges to increase use of the existing AllNighter system.”

Metrics:

- Increasing Access and Mobility: Availability of service on weekends, availability between 9pm-5am, and coverage in underserved areas
- Access Time: Average access times for trips originating from CoCs (compared to the average access time for trips not originating in a CoC)
- Traffic Speeds: Net change in vehicle and traffic speeds due to this P3 process
- Transit Competition: Net change in transit revenue (as applicable) due to a P3 with another service provider (e.g. taxi, TNC, etc.)
- Operational Safety: Number of collisions per 100,000 service miles
- First and Last Mile: Total trips provided to transit stations and as a share of all trips.
- Fiscal Impact: Net marginal roadway maintenance cost due to the emerging mobility service

First and Last Mile Connections to Transit

The Transportation Authority and the SFMTA should explore methods to incentivize traveling to major transit hubs such as BART stations, Caltrain among others. This pilot should consider curb management strategies adjacent to these transit hubs that may facilitate pickups and drop offs. Additionally, this pilot should identify methods of discouraging competition with mass transit within, to and from San Francisco.

Metrics:

- First and Last Mile: Total trips provided to transit stations and as a share of all trips.
- Transit Competition: Total and percentage of trips shifted to/from transit to an emerging mobility service.
- Increasing Access and Mobility: Total trips provided to people with disabilities
- User Statistics: Percentage of service users who identify as people with disabilities
- Access Time: Average access times for trips using accessible vehicles compared to the average access times for all San Francisco trips
- Fiscal Impact: Net marginal roadway maintenance cost due to the emerging mobility service

School Transportation Services

The Transportation Authority, San Francisco Department of Rec and Parks, and San Francisco Unified School District could develop opportunities for emerging mobility services to provide shared mobility options for San Francisco youth to travel to and from home, school, and after school programs.

Many emerging mobility services do not serve minors because this required an additional permit and license and that is another cost. The public sector could subsidize a pilot based on the incremental cost associated with opening up an emerging mobility service to minors, such as for school and recreational / extracurricular travel needs. The public sector could help support the incremental cost of additional training and licenses associated with transporting minors, seniors, etc.

Metrics:

- First and Last Mile: Total trips provided to transit stations and as a share of all trips.
- Transit Competition: Total and percentage of trips shifted to/from transit to an emerging mobility service.
- Increasing Access and Mobility: Total trips provided to people with disabilities
- Local Hire: Percent of employees with Bay Area residency 7+ years
- Fiscal Impact: Net marginal roadway maintenance cost due to the emerging mobility service

Autonomous Transit Service

The SFMTA could support transit line service with autonomous shuttle service along core transit routes to improve transit frequency and reliability. Pilot program could also test what labor implications a blended or completely autonomous transit service may look like. This pilot could also work to understand how to improve mobility in the city's parks, recreation facilities and visitor destinations. Lastly, such a pilot could be implemented as part of a TDM solution for planned unit developments.

Metrics:

- Operational Safety: Number of collisions per 100,000 service miles
- First and Last Mile: Total trips provided to transit stations, and as a share of all trips
- Increasing Access and Mobility: Percentage of trips provided to and from CoCs (compared with all vehicle trips)
- Increasing Access and Mobility #2: Total trips provided to people with disabilities
- Employee/Contractor Earnings and Benefits: Mobility service operator net hourly median earnings minus job-related expenses; net value of mobility service operator benefits, including medical, dental, and retirement benefits for employees and/or contractors.
- Local Hire: Percent of employees with Bay Area residency 7+ years
- Traffic Speeds: Net change in vehicle and traffic speeds due to this emerging mobility service, OR net change in vehicle and transit delay due to this emerging mobility service

Autonomous Vehicle Shuttle

SFCTA or SFMTA could partner with an independent AV operator to provide trips in a specific area. One potential location for such a shuttle would be for trips between the Shipyard residential center, in the Bayview neighborhood, to the Third Street light rail corridor. SFCTA could partner with Shipyard developer Fivepoint and an AV operator. Core goals would be to reduce emissions through reduction in vehicular

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trips. The AV operator would apply for SFMTA PTV permit to operate the publicly available AV pilot. The pilot could also partner with SFMTA's curb management team. SFCTA would evaluate how this service provided trips to transit as TDM and reduced emissions by reducing vehicle trips.

Metrics:

- Operational Safety: Number of collisions per 100,000 service miles
- First and Last Mile: Total trips provided to transit stations, and as a share of all trips
- Increasing Access and Mobility: Percentage of trips provided to and from CoCs (compared with all vehicle trips)
- Increasing Access and Mobility #2: Total trips provided to people with disabilities
- Employee/Contractor Earnings and Benefits: Mobility service operator net hourly median earnings minus job-related expenses; net value of mobility service operator benefits, including medical, dental, and retirement benefits for employees and/or contractors.
- Local Hire: Percent of employees with Bay Area residency 7+ years
- Traffic Speeds: Net change in vehicle and traffic speeds due to this emerging mobility service, OR net change in vehicle and transit delay due to this emerging mobility service

Affordability Pass

The Transportation Authority, the SFMTA and MTC could test a low-income subsidy for emerging mobility services that align with the Guiding Principles. This pilot could also serve as an opportunity to test innovative community outreach that targets specific low-income communities and works to understand how these services may improve mobility for them. Treasure Island is a potential location to pilot an affordable fare or rate for emerging mobility.

Metrics:

- Transit Discounts: Percentage of riders that the pass provides discounted fares to compared to the overall share of riders
- Increasing Access and Mobility: Percentage of trips provided to CoCs (compared with all vehicle trips)
- User Statistics: percentage of service users who identify as people with disabilities and/or low income (compared with the general population)

Smart Mobility Kiosks

The SFMTA and other City agencies could test mobility kiosks similar to those implemented in New York City and Chicago to aggregate transportation options, wayfinding and emerging mobility service. Pilot should evaluate how kiosks increase mobility options for people without smartphones and in areas identified as Communities of Concern.

Metrics:

- User Statistics: Percentage of users who are defined as low income (compared with the general population)
- User Statistics: Percentage of users who identify as people with disabilities
- Increasing Access and Mobility: Total services provided to people with disabilities.
- Increasing Access and Mobility: Total services provided to people who live within CoCs

Sustainable Trip Competition

Similar to BART Perks, the Transportation Authority, the SFMTA, MTC and SF Environment could incentivize travelers during a pilot period to track their mobility habits and gain “points” towards some reward for choosing the most sustainable trip options. This pilot could also provide data insights into how people chain trips, connect to transit using emerging mobility, and other behavior study indicators.

Metrics:

- Transit Competition: Total and percentage of trips shifted to and from transit to an emerging mobility service
- User Statistics: Average access times for trips originating from CoCs (compared to the average access time for trips that do not originate from CoCs)
- Increasing Access and Mobility: Total trips provided to people with disabilities
- User Statistics: Percentage of service users who are defined as low income (compared with the general population)
- Average Vehicle Occupancy: People Miles Traveled divided by Vehicle Miles Traveled for the service type

Develop Curb Management Strategy

The SFMTA and the Transportation Authority should develop an inventory of curb space and curb use throughout the city in addition to demand for curb space by user and mode type. The results of this study will inform potential pilot programs to test with emerging mobility companies and ultimately produce a curb management strategy.

The SFMTA could identify locations throughout San Francisco’s retail and business districts where innovative curb management strategies may be employed. This curb management pilot could test opportunities during the most congested period of the day (e.g. a.m. and p.m. peaks) during which on-street parking may be restricted to allow for passenger pick-up, loading and goods delivery. The pilot could also consider how to improve safety and access for vulnerable roadway users including people walking and bicycling, as well as access for people with disabilities. The pilot could also measure person throughput gained or lost by increasing loading zones in place of on-street parking. Lastly, the pilot could be used to develop a data driven process for understanding curb space demand in near real time.

The results of the curb management study and pilot would shape the final curb management strategy. This strategy should prioritize outcomes identified in the City’s Guiding Principles for Emerging Mobility

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Services and Technologies. Furthermore, the strategy should aim to reduce conflicts between vehicle loading needs behavior and vulnerable roadway users including people walking and bicycling.

Metrics:

- Fiscal Impact: Net marginal roadway maintenance cost due to the emerging mobility service
- Traffic Speeds: Net change in vehicle and traffic speeds due to this emerging mobility service, OR net change in vehicle and transit delay due to this emerging mobility service
- Access Time: Average access times for trips using accessible vehicles, compared to average access times for all San Francisco trips
- User Statistics: Percentage of service users who identify as people with disabilities
- State of Good Repair: Service's total vehicular VMT on San Francisco's roadways on a typical weekday (or total reduction VMT due to curb management)

Implement Curb Management and Color Curb Program

The SFMTA's Color Curb Program currently allows adjacent businesses to apply for loading zones outside of their storefronts. The SFMTA could test how emerging mobility companies may apply for loading zones throughout the city through the color curb program. This pilot could encourage emerging mobility companies to work with local business communities to develop curb management strategies that support commercial areas. Similarly, it could allow emerging mobility companies to identify the locations throughout the city where they have the greatest demand for access points/pickup and drop off needs.

Metrics:

- Fiscal Impact: Net marginal roadway maintenance cost due to the emerging mobility service
- Traffic Speeds: Net change in vehicle and traffic speeds, OR net change in vehicle and transit delay due to this program
- Access Time: Average access times for trips using accessible vehicles, compared to average access times for all San Francisco trips
- User Statistics: Percentage of service users who identify as people with disabilities
- State of Good Repair: Service's total vehicular VMT on San Francisco's roadways on a typical weekday (or total reduction VMT due to curb management)

Data Collaborative

MTC, the Transportation Authority and the SFMTA could pilot a third-party data collaborative. Public agencies should identify what research questions they have and should share them with a non-governmental, third-party research institution. Private emerging mobility companies would share data with the third-party researchers. Together, the researchers could answer key questions for San Francisco public agencies without disclosing company-specific information.

Metrics:

-User Data Compliance: Number of entities in compliance with providing aggregated and anonymized user data to local planning agencies

-User Statistics: Percentage of service users who identify as people with disabilities

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Prop K Project Information Form	
Project Name:	TSP Evaluation Tool
Implementing Agency:	San Francisco County Transportation Authority
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2018/19, 2019/20, 2021/22, 2023/24
Project Information	
Project Location:	Citywide
Supervisory District(s):	Citywide
Project Manager:	Joe Castiglione
Phone Number:	(415) 522-4810
Email:	joe.castiglione@sfcta.org
Brief Project Description for MyStreetSF (80 words max):	The Transportation Sustainability Program (TSP) Evaluation Tool will provide decision-makers with the ability to quantify the effectiveness of travel demand management (TDM) strategies included in the TSP program that are intended to shift travel behavior away from single-occupant motor vehicles to sustainable forms of travel like transit, biking and walking. The effort involves identifying the tool's performance requirements based on user needs; collecting, warehousing and analyzing data; and implementing a tool that can easily be used by developers, planners, decision-makers and the public.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>The Transportation Sustainability Program (TSP) seeks to improve and expand upon San Francisco's transportation system to help accommodate new growth by requiring new developments to provide on-site travel demand management (TDM) amenities that prioritize sustainable alternatives to driving. This project supports the guiding principles identified in the San Francisco TDM Plan and supports the TSP goal of prioritizing sustainable alternatives by providing comprehensive, systematic evaluation of the effectiveness of TDM strategies, allowing these strategies to be refined and expanded over time.</p> <p>Task 1: Identify Performance Requirements: Identify what types of strategies the tool will be sensitive to (e.g. free transit passes), the attributes of these strategies (e.g. who those passes are given to), and the related factors which may influence the effectiveness of these strategies (e.g. living in a transit-rich area). Strategies to be evaluated will likely include parking in addition to other strategies to be identified in coordination with the Planning Department and SFMTA.</p> <p>Task 2: Identify Methods and Required Data: Research the specific analysis methods, formulations and data needed to support development of a tool with the required sensitivities. Data to be collected through the MTC's Travel Decisions Survey, etc.</p> <p>Task 3: Collect, Warehouse and Analyze Data: Collect and analyze data to evaluate the effectiveness of an initial set of key TSP / TDM strategies, and to demonstrate the viability of on-going data collection methods.</p> <p>Task 4: Implement Tool: Implement the TSP Evaluation Tool so that it provides the required sensitivities using the data collected and methods identified. Tool will be web-based and available to the public.</p> <p>This effort will help fulfill principles of the San Francisco TDM Plan, including the "comprehensive, systematic evaluation and reporting on the effectiveness of city TDM programs," and will also help fulfill the implementation strategies within the San Francisco TDM Plan Strategy such as the requirement to "regularly evaluate the TDM program's effectiveness and recommend adjustments to the program based on the results in order to ensure increased effectiveness over time."</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	Prior public outreach was performed in support of the Transportation Sustainability Program (TSP). Additional outreach TBD as part of future allocation requests.

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	San Francisco Planning Department - Wade Wietgreffe (wade.wietgreffe@sfgov.org) San Francisco Municipal Transportation Agency - Carli Paine (carli.paine@sfmta.org)	
Type of Environmental Clearance Required:	N/A	
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No	

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house and Contracted	Q2-Oct-Nov-Dec	2018/19	Q4-Apr-May-Jun	2023/24
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

Schedule show covers the duration of the 2019 5YPP period. Each future allocation have a specific scope and schedule for the funds requested.

San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form

Prop K Project Information Form	
Project Name:	Demand & Pricing - Placeholder
Implementing Agency:	San Francisco County Transportation Authority or San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2020/21
Project Information	
Project Location:	TBD
Supervisory District(s):	TBD
Project Manager:	
Phone Number:	
Email:	
Brief Project Description for MyStreetSF (80 words max):	This is a placeholder for one or more potential efforts that use pricing and/or incentives to encourage behavior change with the aim of reducing congestion, encouraging travel by transit/bike/foot/carpool, and/or increasing transportation network efficiency (person throughput vs. vehicles).
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	This is a placeholder for one or more potential efforts that use pricing and/or incentives to encourage behavior change with the aim of reducing congestion, encouraging travel by transit/bike/foot/carpool, and/or increasing transportation network efficiency (person throughput vs. vehicles). A specific scope, schedule, cost and funding plan will be provided as part of a future allocation request.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	TBD
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	TBD
Type of Environmental Clearance Required:	TBD
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

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San Francisco County Transportation Authority Proposition K Sales Tax Program Project Information Form



Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder. Project specific schedule details will be included with any allocation request for these funds.



San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form

Project Name: Demand & Pricing - Placeholder

Project Cost Estimate	Phase	Cost	Funding Source	
			Prop K	Other
	Planning/Conceptual Engineering	200,000 \$	200,000 \$	-
	Environmental Studies (PA&ED)	-	-	-
	Right of Way	-	-	-
	Design Engineering (P&S&H)	-	-	-
	Construction	-	-	-
	Operations (i.e. paratransit)	-	-	-
Total Project Cost		200,000 \$	200,000 \$	-
Percent of Total			100%	0%

Funding Plan - All Phases		Cash Flow for Prop K Only (i.e. Fiscal Year of Reimbursement)									
Fund Source	Prop K Expenditure Line	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	Previous	2019/20	2020/21	2021/22	2022/23	2023/24
Prop K	EP 43	Any	Planned	2020/21	\$ 200,000	-	-	\$ 100,000	\$ 100,000	-	-
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
					-	-	-	-	-	-	-
				Total By Fiscal Year	\$ 200,000	-	-	\$ 100,000	\$ 100,000	-	-

Comments
 Proposed programming is a placeholder. Future allocation request(s) will be expected to have appropriate leveraging.

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Prop K Project Information Form	
Project Name:	ConnectSF Modal Study Follow On
Implementing Agency:	San Francisco County Transportation Authority
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2021/22
Project Information	
Project Location:	Citywide
Supervisory District(s):	Citywide
Project Manager:	Linda Meckel
Phone Number:	(415) 522-4823
Email:	linda.meckel@sfcta.org
Brief Project Description for MyStreetSF (80 words max):	ConnectSF is San Francisco's multi agency, long range transportation planning program. Studies and projects proposed under the program umbrella, including the Streets and Freeways Study (SFS) and the Transit Corridors Study (TCS) are designed to help San Francisco reach the 50-year vision for our transportation system. This project is a placeholder for ConnectSF Modal Study Follow on work which will take recommendations from the SFS and TCS - such as proposed projects, operational strategies and policies, and develop them further for potential implementation.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	<p>Connect SF is San Francisco's multi-agency, long-range transportation planning program. In 2018, Phase 1 of the program was completed with adoption of a 50-year vision for San Francisco's transportation system. The 50-year vision seeks to achieve objectives in five goal areas: Equity, Economic Vitality, Environmental Sustainability, Safety and Livability and, Accountability and Engagement.</p> <p>Initiated in 2018 as part of Connect Phase 2, the Streets and Freeways Study (SFS) and the Transit Corridors Study (TCS) will identify projects and policies that will help San Francisco work towards the 50-year vision and will feed into the next countywide transportation plan update, known as the San Francisco Transportation Plan 2050 or SFTP 2050. The SFS and TCS will result in screened, preliminary prioritized list of potential projects, operations strategies and policies for further planning, refinement, and consideration for inclusion in the SFTP 2050. The intent of the ConnectSF Modal Study Follow on work will be to take some of the projects, operational strategies and preliminary policies identified in the SFS and TCS and develop them further for potential implementation.</p>
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	The 50-year vision was developed with broad public engagement at the citywide level throughout its year long development. This included focus groups, online surveys, targeted outreach and the use of a Futures Task Force. Additional, coordinated community outreach will be done for ConnectSF Phase 2 studies including the TCS and SFS, which, will feed into work funded through the ConnectSF Modal Study Follow on effort(s). More information on outreach to date can be found on the ConnectSF website (https://connectsf.org/).
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SF Planning (Doug Johnson); SFMTA (Kansai Uchida)
Type of Environmental Clearance Required:	N/A
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	



**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder. A schedule will be included with any allocation request for these funds.

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	N'TIP Placeholder
Implementing Agency:	
Prop K Expenditure Plan Information	
Category:	C. Street & Traffic Safety
Subcategory:	iv. Bicycle and Pedestrian Improvements
EP Line (Primary):	38-Traffic Calming
Other EP Line Number/s:	30, 39, 40, 43, 44
Fiscal Year of Allocation:	
Project Information	
Project Location:	TBD
Supervisory District(s):	TBD
Project Manager:	
Phone Number:	
Email:	
Brief Project Description for MyStreetSF (80 words max):	The Transportation Authority's Neighborhood Transportation Improvement Program (N'TIP) funds community-based neighborhood-scale transportation projects, especially in underserved neighborhoods and areas with vulnerable populations (e.g. seniors, children, and/or people with disabilities). The N'TIP has two components: a planning component to fund community-based planning efforts in each Supervisory district; and a capital component to provide local matching funds for neighborhood-scale projects in each district. This placeholder is for capital funds.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	The Transportation Authority's Neighborhood Transportation Improvement Program (N'TIP) funds community-based neighborhood-scale transportation projects, especially in underserved neighborhoods and areas with vulnerable populations (e.g. seniors, children, and/or people with disabilities). The N'TIP program came out of the San Francisco Transportation Plan's needs assessment that identified significant unmet demand for pedestrian and bicycle circulation projects and transit reliability initiatives. The N'TIP has two components: a planning component to fund community-based planning efforts in each Supervisory district (\$100,000 for each district over the next 5 years); and a capital component (\$600,000 for each district over the next 5 years) to provide local matching funds for about two neighborhood-scale projects in each district in the next five years. This is the second cycle of the N'TIP program. This placeholder is for capital funds.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	N'TIP program is specifically designed to be community-based, with priority given to projects in underserved neighborhoods and areas with vulnerable populations (e.g. seniors, children, and/or people with disabilities).
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	TBD
Type of Environmental Clearance Required:	TBD
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

Project Delivery Milestones	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns
This is a placeholder. Schedule will be determined once a specific N'TIP plan proposal is developed. Sufficient detail will be required when the allocation request is submitted.



San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form

Project Name: N/TIP Placeholder

Project Cost Estimate	Funding Source		
	Phase	Cost	Prop K Other
Planning/Conceptual Engineering	\$ -	\$ -	\$ -
Environmental Studies (PA&ED)	\$ -	\$ -	\$ -
Right of Way	\$ -	\$ -	\$ -
Design Engineering (PS&E)	\$ -	\$ -	\$ -
Construction	\$ 6,600,000	\$ 6,600,000	\$ -
Operations (i.e. paratransit)	\$ -	\$ -	\$ -
Total Project Cost	\$ 6,600,000	\$ 6,600,000	TBD
Percent of Total			100%

Funding Plan - All Phases		Cash Flow for Prop K Only (i.e. Fiscal Year of Reimbursement)									
Fund Source	Prop K Expenditure Line	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	Previous	2019/20	2020/21	2021/22	2022/23	2023/24
Prop K	30-Other Upgrades to Major Arterials	Any	Planned	2019/20	\$ 250,000		\$ 125,000	\$ 125,000			
Prop K	38-Traffic Calming	Any	Planned	2019/20	\$ 2,850,000		\$ 1,425,000	\$ 1,425,000			
Prop K	39-Bicycle Circulation/Safety	Any	Planned	2019/20	\$ 1,000,000		\$ 500,000	\$ 500,000			
Prop K	40-Pedestrian Circulation/Safety	Any	Planned	2019/20	\$ 1,100,000		\$ 550,000	\$ 550,000			
Prop K	43-Transportation Demand Mgmt	Any	Planned	2019/20	\$ 500,000		\$ 250,000	\$ 250,000			
Prop K	44-Transportation/Land Use Coordination	Any	Planned	2019/20	\$ 900,000		\$ 450,000	\$ 450,000			
Total By Fiscal Year					\$ 6,600,000	\$ -	\$ 3,300,000	\$ 3,300,000	\$ -	\$ -	\$ -

Comments
The N/TIP includes \$600,000 for each supervisory district over the next 5 years to implement capital projects. When N/TIP capital projects are identified, they are expected to include appropriate leveraging.

**2014 Prop K 5-Year Project List (FY 2014/15 - 2018/19)
 Transportation Demand Management (TDM)/Parking Management (EP 43)
 Programming**

Agency	Project Name	Phase	Status	Fiscal Year					
				2014/15	2015/16	2016/17	2017/18	2018/19	
Citywide TDM									
Any Eligible	Citywide TDM Marketing	CON	Planned	\$100,000					\$100,000
Any Eligible	Citywide TDM Marketing	CON	Planned				\$50,000		\$50,000
Any Eligible	TDM Program Evaluation	PLAN/ CER	Planned	\$100,000					\$100,000
Any Eligible	TDM Program Evaluation	PLAN/ CER	Planned			\$100,000			\$100,000
Any Eligible	TDM Program Evaluation	PLAN/ CER	Planned					\$100,000	\$100,000
Any Eligible	Comprehensive Residential and Employee TDM Program	CON	Planned	\$100,000					\$100,000
Any Eligible	Comprehensive Residential and Employee TDM Program	CON	Planned		\$350,000				\$350,000
Any Eligible	Comprehensive Residential and Employee TDM Program	CON	Planned			\$350,000			\$350,000
Any Eligible	Comprehensive Residential and Employee TDM Program	CON	Planned				\$350,000		\$350,000
Any Eligible	Comprehensive Residential and Employee TDM Program	CON	Planned					\$350,000	\$350,000
SFE	Commuter Benefits Ordinance Employer Outreach	CON	Planned	\$77,546					\$77,546
SFE	Commuter Benefits Ordinance Employer Outreach	CON	Planned		\$79,872				\$79,872
Modal Plans									
SFCTA	Transit Core Capacity Study	PLAN/ CER	Planned	\$450,000					\$450,000
SFMTA	WalkFirst Data Refresh	PLAN/ CER	Planned		\$200,000				\$200,000

2014 Prop K 5-Year Project List (FY 2014/15 - 2018/19)
 Transportation Demand Management (TDM)/Parking Management (EP 43)
 Programming

Agency	Project Name	Phase	Status	Fiscal Year					
				2014/15	2015/16	2016/17	2017/18	2018/19	
Demand and Pricing Management									
SFCTA, SFMTA	Congestion/Trip Management Plan	PLAN/CER	Planned		\$200,000				\$200,000
SFCTA	San Francisco Freeway Corridor Management Study	PLAN/CER	Planned	\$300,000					\$300,000
SFCTA	San Francisco Freeway Corridor Management Study	PA&ED	Planned			\$200,000			\$200,000
SFCTA	Treasure Island Mobility Management Program	PLAN/CER	Planned	\$150,000					\$150,000
SFCTA	Treasure Island Mobility Management Program	PS&E	Planned		\$210,000				\$210,000
Communities of Concern Access									
SFMTA, Any Eligible	NTIP Placeholder	CON	Planned		\$300,000				\$300,000
SFCTA	Bayview Mobility Solutions	CON	Planned	\$54,225					\$54,225
				Total Programmed in 5YPP					\$4,171,643
				Total Programmed in 2013 Strategic Plan Baseline					\$2,123,655
				Cumulative Remaining Programming Capacity					(\$2,047,988)

2014 Prop K 5-Year Project List (FY 2014/15 - 2018/19)
Transportation Demand Management (TDM)/Parking Management (EP 43)
Cash Flow

Project Name	Phase	Fiscal Year						Total
		2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	
Citywide TDM								
Citywide TDM Marketing	CON	\$50,000	\$50,000	\$0	\$0	\$0	\$0	\$100,000
Citywide TDM Marketing	CON			\$0	\$50,000	\$0	\$0	\$50,000
TDM Program Evaluation	PLAN/ CER	\$50,000	\$50,000					\$100,000
TDM Program Evaluation	PLAN/ CER			\$50,000	\$50,000			\$100,000
TDM Program Evaluation	PLAN/ CER					\$50,000	\$50,000	\$100,000
Comprehensive Residential and Employee TDM Program	CON	\$100,000						\$100,000
Comprehensive Residential and Employee TDM Program	CON	\$0	\$350,000	\$0	\$0	\$0	\$0	\$350,000
Comprehensive Residential and Employee TDM Program	CON	\$0	\$0	\$350,000	\$0	\$0	\$0	\$350,000
Comprehensive Residential and Employee TDM Program	CON	\$0	\$0	\$0	\$350,000	\$0	\$0	\$350,000
Comprehensive Residential and Employee TDM Program	CON	\$0	\$0	\$0	\$0	\$350,000	\$0	\$350,000
Commuter Benefits Ordinance Employer Outreach	CON	\$77,546	\$0	\$0	\$0	\$0	\$0	\$77,546
Commuter Benefits Ordinance Employer Outreach	CON	\$0	\$79,872	\$0	\$0	\$0	\$0	\$79,872
Modal Plans								
Transit Core Capacity Study	PLAN/ CER	\$315,000	\$135,000					\$450,000
WalkFirst Data Refresh	PLAN/ CER		\$200,000					\$200,000

2014 Prop K 5-Year Project List (FY 2014/15 - 2018/19)
 Transportation Demand Management (TDM)/Parking Management (EP 43)
 Cash Flow

Project Name	Phase	Fiscal Year					Total	
		2014/15	2015/16	2016/17	2017/18	2018/19		2019/20
Demand and Pricing Management								
Congestion/Trip Management Plan	PLAN/ CER		\$100,000	\$100,000			\$200,000	
San Francisco Corridor Management Study	PLAN/ CER	\$75,000	\$125,000	\$100,000			\$300,000	
San Francisco Corridor Management Study	PA&ED			\$100,000	\$100,000		\$200,000	
Treasure Island Mobility Management Program	PLAN/ CER	\$150,000					\$150,000	
Treasure Island Mobility Management Program	PS&E		\$105,000	\$105,000			\$210,000	
Communities of Concern Access								
NTIP Placeholder	CON		\$150,000	\$150,000			\$300,000	
Bayview Mobility Solutions	CON	\$54,225					\$54,225	
Total Cash Flow in 5YPP								
		\$871,771	\$1,344,872	\$955,000	\$550,000	\$400,000	\$50,000	\$4,171,643
Total Cash Flow in 2013 Strategic Plan Baseline								
		\$649,000.00	\$412,000	\$424,360	\$437,091	\$450,204	\$463,710.00	\$2,836,365
Cumulative Remaining Cash Flow Capacity								
		(\$222,771)	(\$1,155,643)	(\$1,686,283)	(\$1,799,192)	(\$1,748,988)	(\$1,335,278)	(\$1,335,278)

Prop K 5-Year Project List (FY 2014/15 - 2018/19)
Transportation Demand Management (TDM)/Parking Management (EP 43)
Programming and Allocations to Date

Pending November 27, 2018

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Citywide TDM									
SFMTA	SF Safe Routes to Schools Program Administration	PLAN/ CER	Planned					\$160,000	\$160,000
SFMTA	Citywide TDM Marketing	CON	Programmed	\$0					\$0
SFMTA	Citywide TDM Marketing	CON	Programmed				\$0		\$0
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed	\$0					\$0
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed			\$0			\$0
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed					\$0	\$0
SFCTA	TSP Evaluation Tool	PLAN/ CER	Pending					\$200,000	\$200,000
SFMTA	Comprehensive TDM Program	CON	Allocated	\$100,000					\$100,000
SFMTA	Comprehensive TDM Program	CON	Deobligated	(\$69,354)					(\$69,354)
SFMTA	Residential TDM Program - Placeholder	PLAN/ CER	Planned					\$195,000	\$195,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed		\$0				\$0
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 1	PLAN/ CER	Allocated				\$100,000		\$100,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 2	PLAN/ CER	Allocated				\$150,000		\$150,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 3	PLAN/ CER	Allocated				\$133,000		\$133,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed			\$0			\$0
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed				\$0		\$0
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed					\$0	\$0

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
SFE	Commuter Benefits Ordinance Employer Outreach	CON	Allocated	\$77,546					\$77,546
SFE	Commuter Benefits Ordinance Employer Outreach	CON	Allocated		\$79,872				\$79,872
SFE	Commuter Benefits Ordinance Employer Outreach	CON	Deobligated				(\$6,000)		(\$6,000)
Modal Plans									
SFCTA	San Francisco Bay Area Transit Core Capacity Study	PLAN/ CER	Appropriated	\$450,000					\$450,000
SFMTA	WalkFirst Data Refresh	PLAN/ CER	Programmed		\$0				\$0
SFCTA	Streets and Freeways Study	PLAN/ CER	Allocated					\$150,000	\$150,000
Demand and Pricing Management									
SFCTA, SFMTA	Congestion/Trip Management Plan	PLAN/ CER	Programmed		\$0				\$0
SFMTA	Curb Management Strategy	PLAN/ CER	Planned					\$200,000	\$200,000
SFCTA	Lombard Crooked Street Congestion Management System Development [NTIP Capital]	PLAN/ CER	Allocated			\$250,000			\$250,000
SFCTA	San Francisco BART Travel Incentive Program	CON	Allocated		\$45,800				\$45,800
SFCTA	San Francisco Freeway Corridor Management Study	PLAN/ CER	Appropriated	\$300,000					\$300,000
SFCTA	Freeway Corridor Management Study Pre-environmental	PA&ED	Appropriated				\$200,000		\$200,000
SFCTA	Treasure Island Mobility Management Program	PLAN/ CER	Appropriated	\$150,000					\$150,000
SFCTA	Pricing and Incentives	PLAN/ CER	Planned					\$500,000	\$500,000
SFCTA	Treasure Island Mobility Management Program	PS&E	Appropriated		\$210,000				\$210,000
Communities of Concern Access									
SFMTA, Any Eligible	NTIP Placemaker	CON	Programmed					\$240,000	\$240,000
SFMTA	Potrero Hill Pedestrian Safety and Transit Stop Improvements [NTIP]	CON	Allocated		\$60,000				\$60,000
SFCTA	Bayview Moves Van Sharing Pilot	CON	Allocated		\$54,225				\$54,225

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Total Programmed in 5YPP				\$1,008,192	\$449,897	\$250,000	\$577,000	\$1,645,000	\$3,930,089
Total Programmed in 2014 Strategic Plan				\$1,331,771	\$1,339,872	\$650,000	\$400,000	\$450,000	\$4,171,643
Cumulative Remaining Programming Capacity				\$345,976	\$1,235,951	\$1,635,951	\$1,458,951	\$263,951	\$241,554

Programmed
Pending Allocation/Appropriation
Board Approved Allocation/Appropriation

- Comprehensive 2014 5YPP amendment concurrent with 2019 5YPP adoption (resolution XX, approved YY).
 Citywide TDM Marketing: Reduced from \$150,000 to \$0 in FY 14/15 and 17/18. Project not advancing. Allocation request was not approved at May 2018 SFCTA Board.
 TDM Program Evaluation: Reduced from \$4,200 to \$0 in FY 14/15. Evaluation of Prop K funded TDM projects will be budgeted through individual Prop K requests.
 Comprehensive Residential and Employee TDM Program: Reduced from \$1,017,000 to \$0 in FY 16/17, FY 17/18 and FY 18/19. Project not advancing. Project goals will be pursued through proposed residential and employer TDM programs.
 WalkFirst Data Refresh: Reduced from \$50,000 to \$0 in FY 15/16. SFMTA is not planning to advance the latter program because work has advanced through the data analysis done by the Department of Public Health's High Injury Corridors project.
 SF Safe Routes to School: Added project with \$160,000 in FY 18/19 for planning.
 Residential TDM Program - Placeholder: Added project with \$195,000 in FY 18/19 for planning.
 Pricing and Incentives: Added project with \$500,000 in FY 18/19 for planning.
 Curb Management Strategy: Added project with \$200,000 in FY18/19 for planning.
 TSP Evaluation Tool: Added project with \$200,000 in Fiscal Year 2018/19 for planning.
 NTTP Placeholder: Programming shifted from FY 2015/16 to FY 2018/19 with a corresponding cash flow adjustment.

Prop K 5-Year Project List (FY 2014/15 - 2018/19)
Transportation Demand Management (TDM)/Parking Management (EP 43)
Cash Flow (\$) Maximum Annual Reimbursement
 Pending November 27, 2018

Project Name	Phase	Fiscal Year										Total	
		2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22				
Citywide TDM													
SF Safe Routes to Schools Program Administration	PLAN/ CER					\$70,000	\$90,000						\$160,000
Citywide TDM Marketing	CON	\$0	\$0										\$0
Citywide TDM Marketing	CON				\$0								\$0
TDM Program Evaluation	PLAN/ CER	\$0	\$0										\$0
TDM Program Evaluation	PLAN/ CER			\$0									\$0
TDM Program Evaluation	PLAN/ CER					\$0							\$0
TSP Evaluation Tool						\$100,000	\$100,000						\$200,000
Comprehensive TDM Program	CON	\$0	\$100,000										\$100,000
Comprehensive TDM Program	CON		(\$69,354)										(\$69,354)
Residential TDM Program - Placemaker							\$50,000			\$145,000			\$195,000
Comprehensive Residential and Employee TDM Program	CON		\$0										\$0
Business Relocation Transportation Demand Management (TDM) - Phase 1	PLAN/ CER					\$100,000							\$100,000
Business Relocation Transportation Demand Management (TDM) - Phase 2	PLAN/ CER					\$75,000	\$75,000						\$150,000
Business Relocation Transportation Demand Management (TDM) - Phase 3	PLAN/ CER						\$133,000						\$133,000
Comprehensive Residential and Employee TDM Program	CON			\$0									\$0
Comprehensive Residential and Employee TDM Program	CON				\$0								\$0
Comprehensive Residential and Employee TDM Program	CON						\$0						\$0

Project Name	Phase	Fiscal Year										Total		
		2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22					
Commuter Benefits Ordinance Employer Outreach	CON	\$77,546												\$77,546
Commuter Benefits Ordinance Employer Outreach	CON		\$59,904	\$19,968										\$79,872
Commuter Benefits Ordinance Employer Outreach	CON				(\$6,000)									(\$6,000)
Modal Plans														
San Francisco Bay Area Transit Core Capacity Study	PLAN/ CER	\$315,000	\$135,000											\$450,000
WalkFirst Data Refresh	PLAN/ CER		\$0											\$0
Streets and Freeways Study	PLAN/ CER						\$75,000	\$75,000						\$150,000
Demand and Pricing Management														
Congestion/Trip Management Plan	PLAN/ CER		\$0	\$0										\$0
Curb Management Strategy	PLAN/ CER							\$50,000	\$50,000				\$50,000	\$200,000
Lombard Crooked Street Congestion Management System Development [NTIP Capital]	PLAN/ CER				\$250,000									\$250,000
San Francisco BART Travel Incentive Program	CON		15,572	15,114	15,114									\$45,800
San Francisco Freeway Corridor Management Study	PLAN/ CER	\$75,000	\$125,000	\$100,000										\$300,000
Freeway Corridor Management Study Pre-environmental	PA&ED				\$100,000			\$100,000						\$200,000
Treasure Island Mobility Management Program	PLAN/ CER	\$150,000												\$150,000
Pricing and Incentives								\$200,000	\$200,000			\$100,000		\$500,000
Treasure Island Mobility Management Program	PS&E		\$105,000	\$105,000										\$210,000
Communities of Concern Access														
NTIP Placeholder	CON							\$120,000	\$120,000					\$240,000
Potrero Hill Pedestrian Safety and Transit Stop Improvements [NTIP]	CON		\$60,000											\$60,000
Bayview Moves Van Sharing Pilot	CON		\$27,113	\$27,112										\$54,225

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Project Name	Phase	Fiscal Year										Total
		2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22			
	Total Cash Flow in 5YPP	\$617,546	\$558,235	\$267,194	\$359,114	\$870,000	\$898,000	\$150,000	\$50,000	\$3,770,089		
	Total Cash Flow in 2014 Strategic Plan	\$871,771	\$1,344,872	\$955,000	\$550,000	\$400,000	\$50,000			\$4,171,643		
	Cumulative Remaining Cash Flow Capacity	\$276,621	\$1,063,259	\$1,751,065	\$1,941,951	\$1,471,951	\$623,951	\$473,951	\$423,951	\$401,555		

Programmed
Pending Allocation/Appropriation
Board Approved Allocation/Appropriation

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**

Prop K Project Information Form	
Project Name:	Curb Management Strategy
Implementing Agency:	San Francisco Municipal Transportation Agency
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2018/19
Project Information	
Project Location:	Citywide
Supervisory District(s):	Citywide
Project Manager:	Hank Willson
Phone Number:	415-646-2341
Email:	Hank.Willson@sfmta.com
Brief Project Description for MyStreetSF (80 words max):	Develop a curb management strategy that emphasizes access for people and goods rather than private car storage, and determines how to allocate curb space both across time and physical space, where to allocate space (proximity) for different users, and how to manage curb space across physical space and time. Full project scope includes Phase 1: data collection/analysis and development of a policy framework, Phase 2: development of tools, procedures and strategies, informed by pilot projects, and Phase 3: implementation and evaluation. Prop K is requested to fund Phase 1.
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	Please see attached word document for the project scope.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	No outreach has been done yet as we are in the initial stages of this work. The project is not included in any existing plans. The SFMTA has identified as an action item in the agency's Strategic Plan the development of a Curb Management Strategy under the Strategic Objective 2.3: Manage congestion and parking demand to support the Transit First Policy.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	SFCTA - Warren Logan SF Planning - Manoj Madhavan
Type of Environmental Clearance Required:	Categorically Exempt
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	yes scope of work

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Curb Management Strategy Pilots & Implementation – Scope of Work

In support of the SFMTA's Strategic Plan, the Parking and Curb Management group is developing a Curb Management Strategy. The project is envisioned to consist of three phases; 1) Data collection/analysis and Curb Management Framework; 2A) Curb Management Strategy 2B) Pilot Projects; and 3) Implementation and evaluation. In addition, the Parking and Curb Management group will also be participating in and overseeing several pilot projects as part of this work, which serve to inform the Curb Management Strategy.

Purpose and Goals

Curb space is a limited resource serving a wide range of users with competing desires and varying levels of demand. Currently, the lack of available curb space contributes to double parking resulting in:

- Congestion
- Safety concerns
- Conflicts between users
- Equity issues

The purpose of this work is to; 1) provide a data driven framework/metrics by which curb access is allocated and prioritized between a diverse set of users; 2) ensure that decision making process and prioritization is data driven and transparent to the public; and 3) make curb allocation decisions with the context of a larger neighborhood/district rather than only on a block by block basis. A number of pilots will be utilized to collect data on the impacts of potential curb management applications and policies and will inform the Curb Management Strategy.

The development of a Curb Management Strategy will prioritize curb users and provide direction on how curb allocation decisions can support the SFMTA's and City of San Francisco's larger goals:

- Improve safety and support Vision Zero
- Support Transit First by reducing congestion and delays to transit
- Access for all modes
- Reduce greenhouse gas emissions
- Support for adjacent and surrounding land uses
- Reduce SOV trips
- Equity

With regards to SOV reduction, which is the key objective of the EP43 category, the Curb Management Strategy will support this objective of encouraging the use of non-SOV modes by prioritizing curb space for transit, cyclists, other non-auto modes, and shared rides. In addition, a key metric of evaluation for the pilots will be the reduction in conflicts between vehicles and cyclists and transit, with the objective of reducing delays to Muni and increasing safety for cyclist; both of which make these modes a more attractive choice.

Phase 1 – Data Collection/Analysis and Framework

The objective of the first phase is to create a framework documenting how the SFMTA “allocates” curb space. It is imagined that this document will be similar to the Strategic Plan or the Guiding Principles for Emerging Mobility Services and Technology in that it aims to clearly state what the SFMTA’s vision and goals around curb allocation and management are at a high level.

The purpose of this document is to provide a high level policy framework that outlines how curb access is allocated and prioritized between a diverse set of users in different contexts. It will be a brief document that strives to shift the role of curb away from private car storage to a flexible space that enables access by all modes.

Considerable data collection in specific locations with different curb uses and pressures will be undertaken to inform both the framework and the later Strategy document. This data will inform things like: how much space should be devoted to loading of goods and people, how long loading zones should be to be effectively used, and whether newly installed loading zones are used and have the effect of reducing double parking and making loading more efficient.

Contents of the framework include:

- Identification of the issue
- Purpose of the document
- Goals
- Hierarchy/process for allotting curb space in different contexts

Key questions that this document will address are:

- How is space prioritized?
- How do these priorities change throughout the city?

Timeline: Underway, to be completed in FY18/19

Funding Request: \$200,000

Phase 2A – Curb Management Strategy

Phase 2 focuses on developing tools/procedures for allocating curb space and strategies for how the SFMTA “manages” curb space once it has been allocated. The purpose of this document is to evaluate current processes and tools, identify gaps, and based on the gaps analysis provide data and tools for determining how to allocate space both across time and physical space, where to allocate space (proximity) for different users, and how to manage curb space across physical space and time.

The objective of the second phase is to: 1) clearly understand the needs and gaps in the system of allocating and managing the curb as well as future needs that may emerge as a result of our changing transportation landscape, 2) use the gaps and needs analysis findings to develop legislation, policies, work flow processes, and tools that can address them. The types of recommendations would be wide ranging looking at topics such as the pricing of the curb, curb typologies, communication and legibility of the curb, internal SFMTA structural changes and workflow changes, new legislation, data collection standards, and curb metrics, and 3) provide guidance how to approach curb management and allocation at the project level since each project context will be unique. For example, what types of data should be

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collected? How should that data be analyzed? How is that data applied to curb allocation decisions? What tools are available to manage different issues that are identified?

Phase 2A will also have an outreach component. Listed below are the key steps in this outreach process.

1. SFMTA stakeholders
 - a) Gather feedback and additional information on existing conditions/processes – did we miss anything, get anything wrong?
 - b) Gather insight on gaps and needs – did we miss anything?
2. SFMTA & City Agency stakeholders
 - a. Gather feedback on potential tools, strategies, changes – are these the right tool for addressing gaps, what challenges do you foresee, did we miss anything?
3. External stakeholders
 - a. Present gaps and needs (tailored to audience) and potential strategies for addressing these gaps – gather feedback.
4. Share draft strategies/plan
 - a. MTAB PAG
 - b. Briefings for elected officials, community groups
 - c. Larger public engagement
 - i. Open house, pop-ups
5. Final plan
 - a. MTAB PAG
 - b. Briefings for elected officials, community groups
 - c. Larger public engagement
 - i. Open house, pop-ups
 - d. MTAB informational item
6. Key stakeholders
 - a. Internal SFMTA/City Agencies: SSD Planning, Innovation, Transportation Engineering, Livable Streets, Transit, SSD Enforcement, Taxi & Accessible Services, SSD Parking, Public Works, Planning Department, Mayor’s Office, BOS, SFCTA, Port, Rec & Park, DPH, SFE
 - b. External: CPUC, TNCs, PTVs, shuttle companies, tour bus companies, casino bus companies, tourism industry, delivery companies, small business groups, merchant groups, neighborhood groups, Bicycle Coalition, Walk SF, major attractions such as Chase Stadium and AT&T Ballpark

Timeline: Underway, to be completed in FY19/20

Funding Request: None

Funding uses: staff or consultant time for data collection/analysis; drafting of strategy and policy documents and potential legislative changes; materials such as curb paint and signage; outside consultant to help with data collection and analysis, evaluation

Phase 2B - Pilot Projects

Concurrent to the development of the Curb Management Strategy the SFMTA will use pilot projects to test out strategies and tools and collect data. Findings/lessons learned from the pilots will inform the curb management strategy. Potential examples include:

- Caltrain at 4th and King – how to manage space around a transit hub with many different users
- Hayes Valley loading zone – neighborhood commercial district attracting customers, deliveries, longer-term parkers
- Valencia – collect data to inform longer term planning effort for the corridor
- Loading pilot – work with businesses in a district to define loading needs and placement

Outreach will be a key component of this phase. SFMTA staff will work with elected officials, community groups, residents, and business in each of the pilot areas to gather feedback on potential curb changes and new policies, refine conceptual designs, and get post-implementation feedback.

The SFMTA will work with outside consultants for the purposes of pre and post pilot data collection. Types of data that may be collected utilizing cameras as well as in person observations include number of overall loading events, types of loading events, dwell time, instances of double parking, conflicts between curb users such as vehicles in the bicycle lane.

Timeline: FY19/20

Funding Request: None

Phase 3 - Implementation & Evaluation

Based on the outreach done in Phase 2a and 2b, the findings of the pilot projects and subsequent recommendations made in the Curb Management Strategy, an implementation plan would be created. The purpose of the implementation plan is to prioritize the tools/recommendations/policies/work flow processes and changes that are identified in the Curb Management Strategy and determine which measures will be implemented and in what order.

Phase 3 is comprised of the following sub-phases; 3A) the creation of the implementation strategy which identifies who internally and externally will be responsible for the implementation of these measures and the timeline for implementation based on prioritization; 3B) Implementation of the strategies which will include making changes to legislation, signage, communications, pricing and curb management policies that are needed to support implementation of the prioritized changes; and 3C) Evaluation of the implemented strategies to measure effectiveness with respect to the larger objectives defined in the Curb Management Strategy. This sub-phase would include data collection to determine the impacts of new tools and polices that are being used.

Timeline: FY20/21, FY21/22

Funding Request: None

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering	0%	In-house	Q3-Jan-Feb-Mar	2018/19	Q4-Apr-May-Jun	2018/19
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)	0%	In-house and Contracted	Q3-Jan-Feb-Mar	2018/19		
Operations (i.e. paratransit)						
Open for Use					Q4-Apr-May-Jun	2020/21
Project Completion (means last eligible expenditure)					Q4-Apr-May-Jun	2021/22

Comments/Concerns

Planning/conceptual engineering and construction (implementation of pilots, evaluation, permanent implementation) will overlap given the proposed scope of work. SFMTA will provide a task-based scope, schedule and milestones when requesting allocation of the Prop K funds.

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Project Information Form**



Prop K Project Information Form	
Project Name:	Pricing & Incentives
Implementing Agency:	San Francisco County Transportation Authority
Prop K Expenditure Plan Information	
Category:	D. TSM/Strategic Initiatives
Subcategory:	i. TDM/Parking Management
EP Line (Primary):	43-Transportation Demand Mgmt
Other EP Line Number/s:	
Fiscal Year of Allocation:	2018/19
Project Information	
Project Location:	San Francisco County Transportation Authority
Supervisory District(s):	TBD
Project Manager:	Colin Dentel-Post
Phone Number:	522-4836
Email:	colin.dentel-post@sfcta.org
Brief Project Description for MyStreetSF (80 words max):	Placeholder for one or more of the following potential efforts 1) Decongestion Pricing and Incentives Study, 2) Incentives Programs, 3) Lombard Crooked Street Management System Implementation, and 4) Freeway Managed Lanes Project Development. These efforts use pricing and/or incentives to encourage behavior change with the aim of reducing congestion, encouraging travel by transit/bike/foot/carpool, and/or increasing transportation network efficiency (person throughput vs. vehicles).
Detailed Scope (may attach Word document): Please describe the project goals, scope, benefits and how the project was prioritized. Also, describe any coordination with other projects (e.g. paving, MuniForward, Vision Zero).	See attached.
Prior Community Engagement/Support (may attach Word document): Please reference any community outreach that has occurred and whether the project is included in any plans (e.g. neighborhood transportation plan, corridor improvement study, station area plans).	See attached.
Partner Agencies: Please list partner agencies and identify a staff contact at each agency.	- Decongestion Pricing/Incentives Implementation Study and potential implementation next steps -Colin Dentel-Post - Incentives Program - SFMTA (Staff TBD), BART (Ryan Greene-Roesel) - Lombard Crooked Street Management System Implementation - SFMTA (Sarah Jones, Ricardo Olea) - Freeway Managed Lanes Project Development - SFMTA, Caltrans, CCAG, SMCTA, SamTrans
Type of Environmental Clearance Required:	TBD
Attachments: Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	No

EP43 Pricing and Incentives

Scope

This is a placeholder for one or more of the following potential efforts:

- **Decongestion Pricing and Incentives Study and potential implementation next steps** - Conduct a study of potential pricing and incentive programs to reduce single-occupant vehicle trips and address traffic congestion in downtown San Francisco and SoMa. This would build on and update the recommendations in the 2010 Mobility Access and Pricing Study, which included implementation of a toll for vehicles crossing into and out of northeastern San Francisco during peak periods as well as a program of discounts for low-income and other disadvantaged populations and a program of investments to be funded by the toll revenue. The MAPS study found that the recommended cordon would reduce peak period auto trips by 12%, improve transit speeds by 20 to 25%, and reduce pedestrian collisions by 12% (notably, much of the city's Vision Zero Network includes downtown, SoMa, and Tenderloin streets that were included in the recommended cordon area). It also would generate \$60-80 million in annual net revenue to fund transit upgrades and increased service, pedestrian and bicycle infrastructure improvements, TDM measures, and incentive programs. This placeholder could also fund next steps toward implementation of a recommended pricing and incentives plan, including environmental analysis, system design, and construction.

- **Incentives Programs** - This project would apply incentives to encourage behavior change with the goals of 1) mode shift away from drive alone to more sustainable modes and/or 2) efficient use of our transportation networks (as was the goal in BART Travel Incentives). Prop K previously provided funding for the BART Travel Incentives test program which demonstrated that small cash incentives can be used to change behavior. In that previous 6-month test program, incentives were used to get riders to shift the time they start their morning BART trips away from the peak hour. Using incentives to manage departure times and reduce peak crowding on transit has a secondary effect of making the transit experience more attractive, potentially resulting in more people choosing transit over driving. Successfully applying incentives to improve transit system efficiency can be a near-term solution to capacity issues which can help delay the need to seek much more expensive capital improvements that will take many more years to implement.

- **Lombard Crooked Street Management System Implementation** - This project would be the implementation of one of the recommendations in the District 2 Managing Access to the Crooked Street Neighborhood Transportation Improvement Plan (SFCTA, 2017). The purpose of this project would be to decrease automobile congestion on the Lombard Crooked Street and surrounding neighborhood. It would involve completing final design, environmental clearance, regulatory approval, and implementation of a pricing and/or reservations based management system for the Lombard Crooked Street.

- **Freeway Managed Lanes Project Development** - Conduct environmental clearance, design, and implementation of the priced and managed lane initial segment identified in the Freeway Corridor Management Study. The managed lanes would encourage alternatives to single-occupant vehicle trips by prioritizing HOVs and transit. They would also generate revenue to be used for multimodal improvements. This placeholder could also include a feasibility study of other potential managed-lane corridors identified through ConnectSF.

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Prior Community Engagement:

- **Decongestion Pricing/Incentives Implementation Study and potential implementation next steps** - The 2010 Mobility, Access, and Pricing Study (MAPS) included extensive community outreach to over 1,000 individuals through series of four public workshops and meetings with a wide variety of community and stakeholder groups. The idea of pricing remains downtown streets remains controversial, particularly because it has not been implemented in North America, but nevertheless a survey of outreach participants near the end of the MAPS study found that 60% supported pilot or permanent implementation of cordon pricing within three to five years.

- **Incentives Programs** - The previous BART Travel Incentives included outreach to San Francisco-based employers. Over a dozen employers partnered with the SFCTA to encourage their employees to sign-up for the program. Incentives programs are one of the strategies being considered as part of the District 10 Mobility Study. At the writing of this form, staff is conducting outreach in the district for this study. Implementation of an incentives program in District 10 would benefit Communities of Concern located in the Bayview and Hunter's Point neighborhoods.

- **Lombard Crooked Street Management System Implementation** - The previous Crooked Street NTIP involved outreach via two public open houses and an online survey through which community members gave feedback on solutions to identified transportation issues. Staff is currently in the process of conducting a follow-up effort called the Crooked Street Reservations and Pricing Study. The purpose of this follow-up study is to advance the reservation and/or pricing recommendation of the NTIP study and identify physical and operational details as well as determine the expected outcomes on automobile and pedestrian circulation on the Crooked Street and the surrounding neighborhood. Staff will be conducting outreach in and around the neighborhood to inform the reservations and pricing system alternatives being developed. Staff is seeking funding for the implementation of the final recommended system alternative that will emerge from this second study.

- **Freeway Managed Lanes Project Development**- The FCMS study included meetings with community stakeholders and advocacy organizations and implementation next steps will include further community outreach. It was a recommendation of the 2017 San Francisco Transportation Plan update.

**San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form**

Project Delivery Milestones Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year	Quarter	Fiscal Year
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (i.e. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

Comments/Concerns

This is a placeholder. Project specific schedule details will be included with any allocation request for these funds. Below are schedule estimates for potential projects:

- Decongestion Pricing/Incentives Implementation Study and potential implementation next steps - The 2010 MAPS effort concluded that decongestion pricing would be a feasible way of meeting SF's goals for sustainability but additional study would be required before implementation. State elected officials are seeking legislation to allow test implementation of decongestion pricing. Additional study would be useful in near future in order to ensure SF is ready to test a system if/when legislation passes.
- Incentives Programs - The BART Travel Incentives test program and evaluation finished in FY17/18. BART is currently conducting a second test phase which will conclude in Q2 of FY 19/20. Depending on findings from that test, there may be an opportunity to expand the program in FY19/20 and beyond. With lessons learned from these two BART test applications, there are opportunities to pilot incentive programs in other contexts (i.e. D10) and with other agencies (i.e. SFMTA) also after FY 19/20.
- Lombard Crooked Street Management System Implementation - The Planning/Conceptual Engineering phase for the project is currently in progress via the existing Crooked Street Reservations and Pricing Study. This study is expected to be complete by Q3 of FY 18/19. Pending the passage of enabling state legislation (as noted above for Decongestion Pricing Study), the project would be ready to move into the subsequent implementation phases as soon as FY 19/20.
- Freeway Managed Lanes Development - Next steps for the initial managed lane segment are to proceed with environmental review and design from 2019 through 2021, with construction to follow from 2021 to 2023.



San Francisco County Transportation Authority
 Proposition K Sales Tax Program Project Information Form

Project Name: Pricing & Incentives

Project Cost Estimate	Phase	Cost	Funding Source		
			Prop K	Other	
	Planning/Conceptual Engineering	\$ 500,000	\$ 500,000	\$ -	-
	Environmental Studies (PA&ED)	\$ -	\$ -	\$ -	-
	Right of Way	\$ -	\$ -	\$ -	-
	Design Engineering (PS&E)	\$ -	\$ -	\$ -	-
	Construction	\$ -	\$ -	\$ -	-
	Operations (i.e. paratransit)	\$ -	\$ -	\$ -	-
	Total Project Cost	\$ 500,000	\$ 500,000	\$ -	-
	Percent of Total		100%		0%

Funding Plan - All Phases		Cash Flow for Prop K Only (i.e. Fiscal Year of Reimbursement)									
Fund Source	Prop K Expenditure Line	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	Previous	2019/20	2020/21	2021/22	2022/23	2023/24
Prop K	EP 43	Planning/Conceptual Engineering	Planned	Previous	\$ 500,000	\$ 200,000	\$ 200,000	\$ 100,000	\$ -	\$ -	\$ -
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
				Total By Fiscal Year	\$ 500,000	\$ 200,000	\$ 200,000	\$ 100,000	\$ -	\$ -	\$ -

Comments
 For placeholder purposes, Planning/Conceptual Engineering is the only phase identified in the funding plan above. Since this is a placeholder for projects that are in different phases, we request that funds be made available for any phase. Matching funds to be identified at time of allocation request.

Note other potential funding sources for each potential project in this placeholder request:

- Decongestion Pricing and Incentives Study and implementation - Caltrans planning grant, SB1 Congested Corridors program. Once implemented, a pricing program would ultimately generate its own sustaining revenue (estimated in 2010 at \$60-80 million annually), funding ongoing improvements and transit service without external funding sources.
- Incentives Programs - TFCAs, contributions from other BART-serving counties (for BART Travel Incentives expansion)
- Lombard Crooked Street Management System Implementation - A funding plan for the implementation of the system is one of the deliverables of the Crooked Street Reservations and Pricing Study to be concluded in FY 18/19. Once a system is implemented, revenues from the system can be used to pay for ongoing operations and maintenance.
- Freeway Managed Lanes Project Development - RM3 Managed Lanes funds, SB1 Congested Corridors program. Again, once implemented, revenues from the project would fund ongoing operations and maintenance.