



GRANT  
O'FARRELL



SAN FRANCISCO

F MARKET & WHARVES **CASTRO**

5 FULTON Sixth Av.

1061

**TSP**

# Transportation Sustainability Program

Photo: Sergio Ruiz





# San Francisco is a popular place to work, live and visit, straining the existing transportation network

- Roads and transit vehicles nearing capacity in some areas
- Lifestyle preferences and new infrastructure have contributed to increases in cycling and walking, even in less-than-ideal conditions





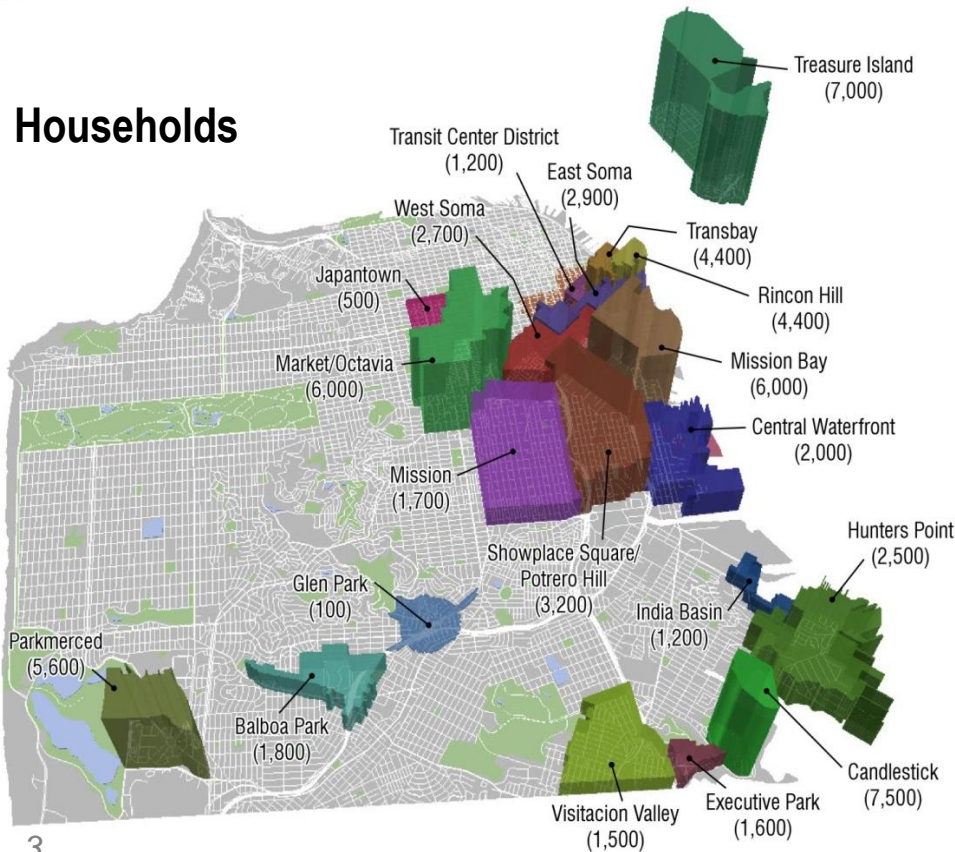
# HOW DO WE GROW SUSTAINABLY?

By 2040: **100,000+** new households

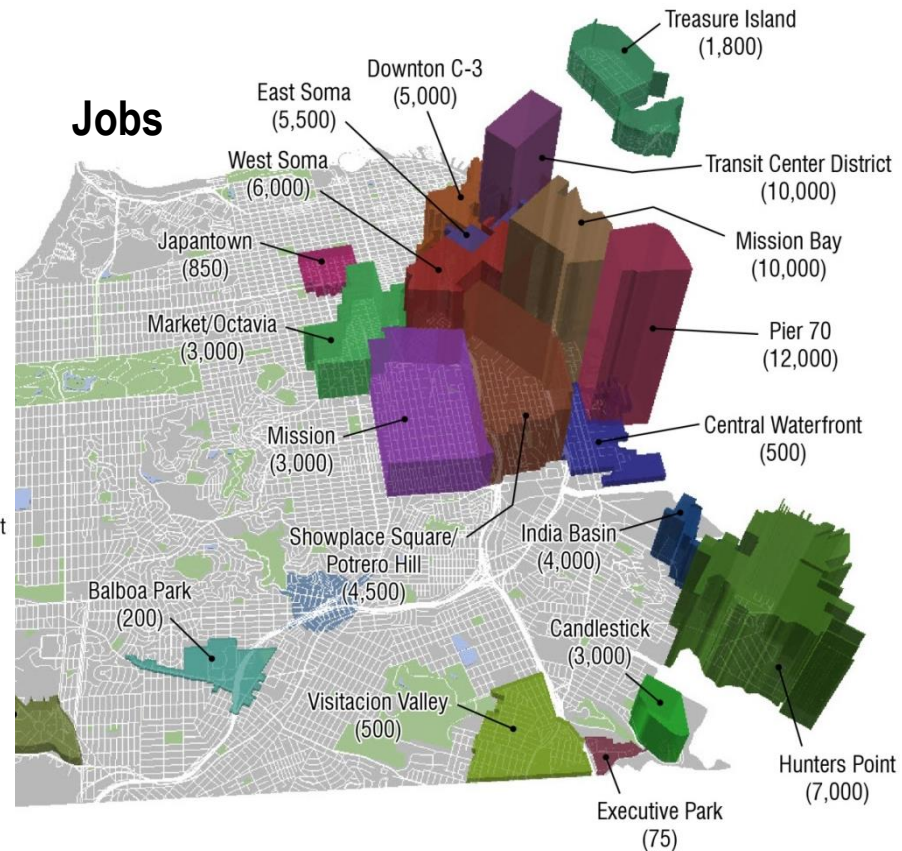
**190,000+** new jobs

**40%** of housing projections already in pipeline

## Households



## Jobs



# WE NEED A COMPREHENSIVE APPROACH TO ADDRESS THESE CHALLENGES...



## *Public investment for existing and future population underway*

- Transit capital and operational investments (Central Subway, Muni Forward, BRT, DTX, etc.)
- Bicycle infrastructure (protected lanes, parking, etc.)
- Pedestrian safety (Vision Zero, Walk First, etc.)
- Demand Management (bike sharing, shuttles, citywide TDM, etc.)

## *New development contribution*

- Transportation Sustainability Program





# TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving  
as our city grows*



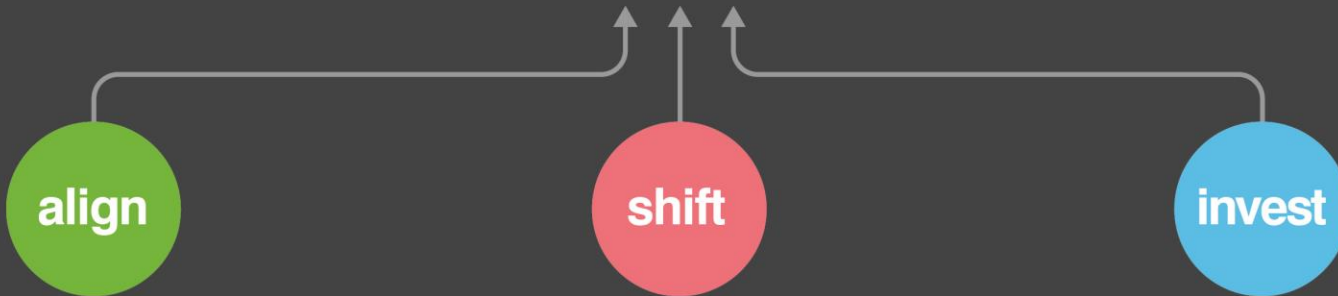
Mark Draeger



# TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving  
as our city grows*



**MODERNIZE ENVIRONMENTAL REVIEW**



*More meaningful transportation analysis that better captures environmental effects*

**ENCOURAGE SUSTAINABLE TRAVEL**



*On-site transportation amenities that reduce reliance on driving*

**ENHANCE TRANSPORTATION TO SUPPORT GROWTH**



*Development fee to help fund transit and safer streets*



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**MODERNIZE ENVIRONMENTAL REVIEW**

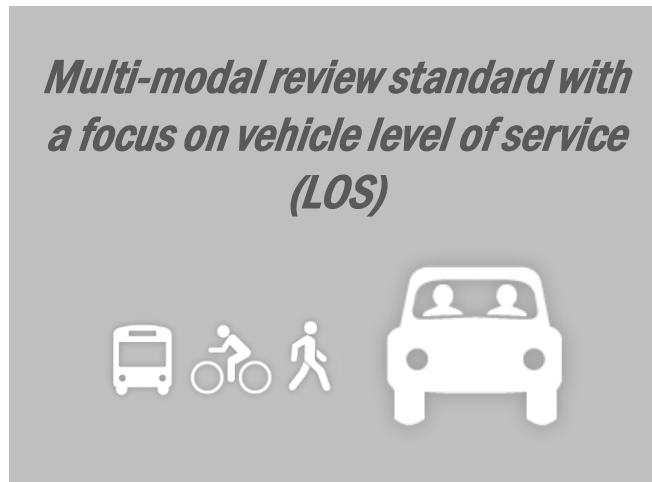
## THE WAY IT IS



**STATE**  
sets standard



**CITY**  
develops  
threshold  
(metric)



## THE WAY IT WOULD BE





# SUMMARY OF PROPOSED OPR GUIDELINES



- Land Use Projects
  - VMT ratio < regional average = LTS impact
  - Consistency with City Policies = LTS impact
- Land Use Plans
  - Consistency with Plan Bay Area or achieve similar VMT reduction = LTS impact
- Transportation Projects
  - Improve safety/operations, including transit operations = LTS impact
  - Pedestrian, bicycle and transit projects that lead to a net decrease in VMT = LTS impact (even if they require reallocation or removal of vehicle lanes)
  - Physical automobile roadway capacity increase (induced demand) = **Impact**
- Safety
- Mitigation Measure and Alternatives
  - TDM measures

# OUTCOMES OF CEQA REFORM

*Goodbye LOS...Hello VMT!*



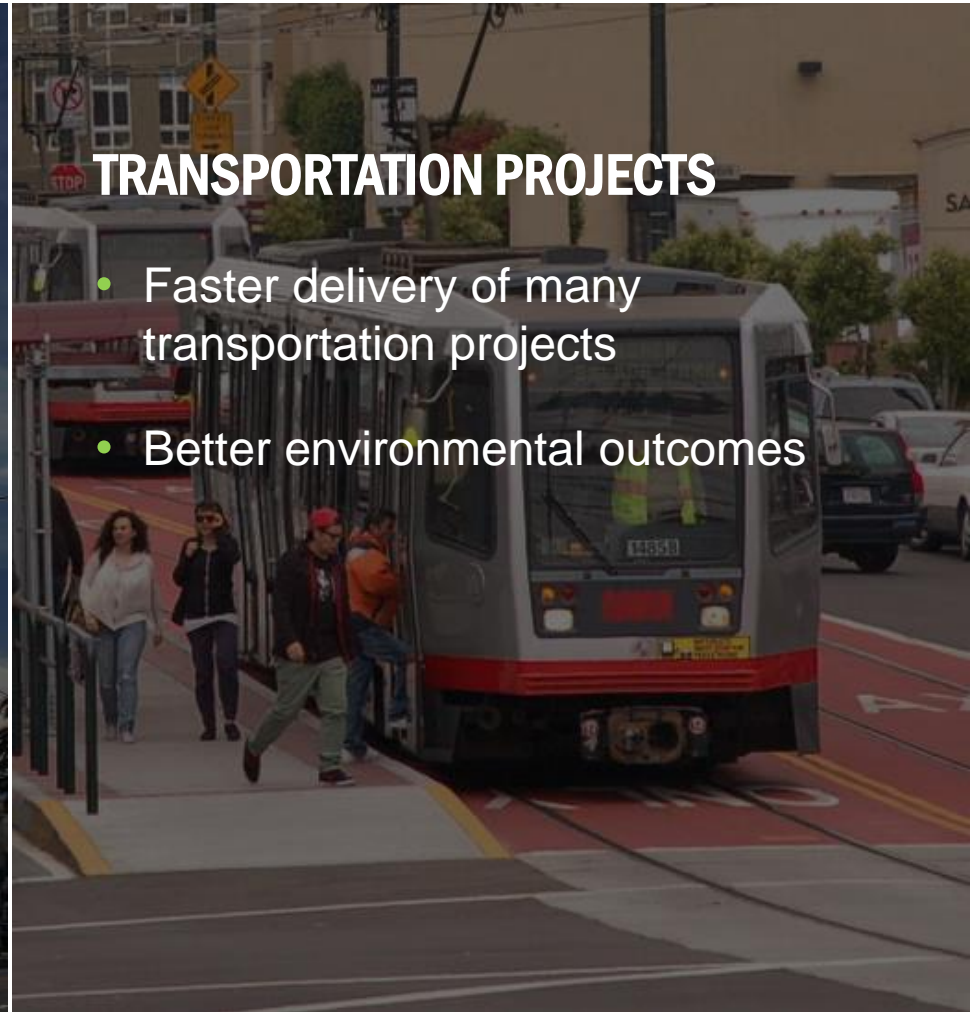
## LAND USE PROJECTS

- More certainty during environmental review
- Reduced time & cost of technical studies
- Better environmental outcomes



## TRANSPORTATION PROJECTS

- Faster delivery of many transportation projects
- Better environmental outcomes





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shift



ENCOURAGE SUSTAINABLE TRAVEL



# SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM



***Developing  
a consolidated  
TDM Toolkit***

*What can  
developers do*

***Creating  
a SFTDM Efficacy  
Tool***

*How well do the  
measures work*

***Establishing  
Implementation  
Strategy***

*Measuring and  
enforcing progress to  
ensure goals are  
achieved*





# TRANSPORTATION DEMAND MANAGEMENT POTENTIAL LEGISLATION

- VMT ratio reduction goal
- Developers select from a menu of TDMs
  - Flexibility
  - Consistency
  - Predictability during the entitlement process
- The City provides technical advisories to guide the TDM selection process
- The City monitors and enforces implementation

# EXAMPLE OF TRANSPORTATION DEMAND MANAGEMENT (TDM) MENU



- Subsidize Transit Passes
- Subsidize Bike Share or Car Share Membership
- Hire TDM Coordinator
- Shuttle or Vanpool Service
- Reduce On-site Parking Supply
- Provide Delivery Service
- Sponsor Bike-share Stations
- Commute Reduction Programs
- Charge for Parking/Parking Pricing





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ENHANCE TRANSPORTATION  
TO SUPPORT GROWTH

# URGENT FUNDING NEED



## TRANSPORTATION TASK FORCE 2030

EXISTING PLANS/  
PROJECTS/POLICIES

|                   |                    |                                   |                               |
|-------------------|--------------------|-----------------------------------|-------------------------------|
| Facilities Vision | Bicycle Strategy   | SF Area Plans                     | SF County Transportation Plan |
| Ped Strategy      | Muni Fleet Plan    | SF Capital Plan                   |                               |
| MTA Capital Plan  | MTA Strategic Plan | Regional Transportation Growth    |                               |
| ADA Plan          | TEP                | Neighborhood Transportation Plans |                               |

**\$10 BILLION** TRANSPORTATION FUNDING NEED TO 2030

**\$3.7 BILLION** IN  
EXISTING FUNDING

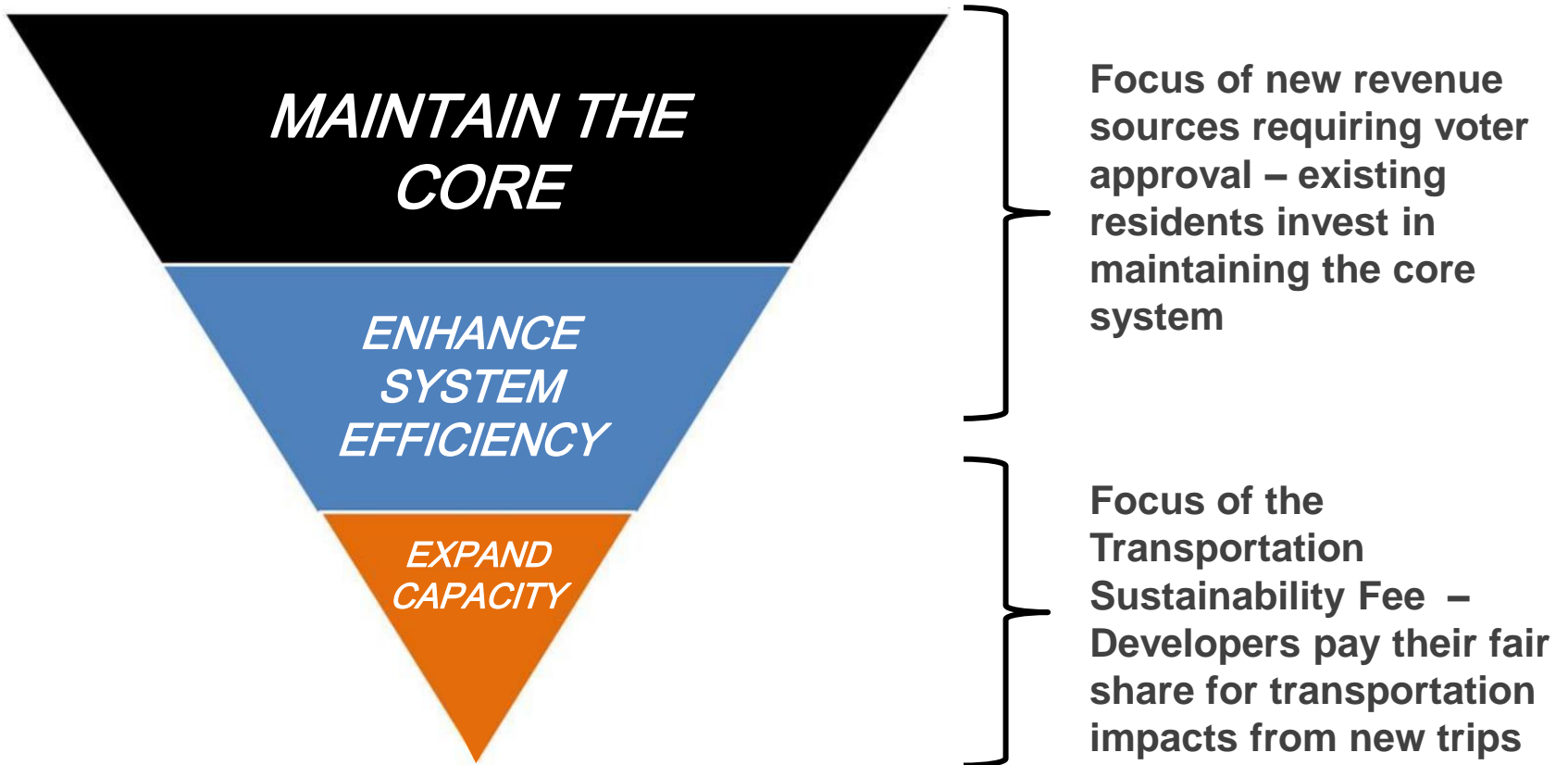
**\$3 BILLION** IN TTF FUNDING

**\$3.3 BILLION**  
UNFUNDED

# INVESTMENT PRIORITIES



## TRANSPORTATION TASK FORCE 2030





# TRANSPORTATION SUSTAINABILITY FEE



- Citywide transportation fee to ensure that new development pays its fair share for impacts on the transit system
- Replaces existing TIDF and expands applicability to include market-rate residential development and major institutions
- Nexus and Feasibility Studies underway

# EXPENDITURE PLAN: OUTCOMES



- More Muni buses and trains
- Faster and more reliable local transit
- Roomier and faster regional transit (e.g. BART, Caltrain)
- Safer walking and bicycling

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# NEXT STEPS

- Finalize the Technical Analysis
- Confirm Policy Approach
- Stakeholder Outreach



# TSP TIMELINE

2015

SPRING

SUMMER

FALL

WINTER

*Public Outreach*

*Complete Technical Work*



**PUBLIC HEARING**  
*Fee Ordinance  
Reintroduced / Adopted*



**PUBLIC HEARING**  
*Sustainable Travel Legislation  
Introduced / Adopted*



*State Upgrades  
Environmental  
Review Standard*

*THANK YOU*

# TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving  
as our city grows*

*<http://tsp.sfplanning.org>*

