

# Travel Demand Management Partnership Project

## Final Project Report

Citizens Advisory Committee

Agenda Item 14



**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**

**September 30, 2015**



# TDM

## PARTNERSHIP



**SF** Environment



**SFMTA**

Municipal Transportation Agency



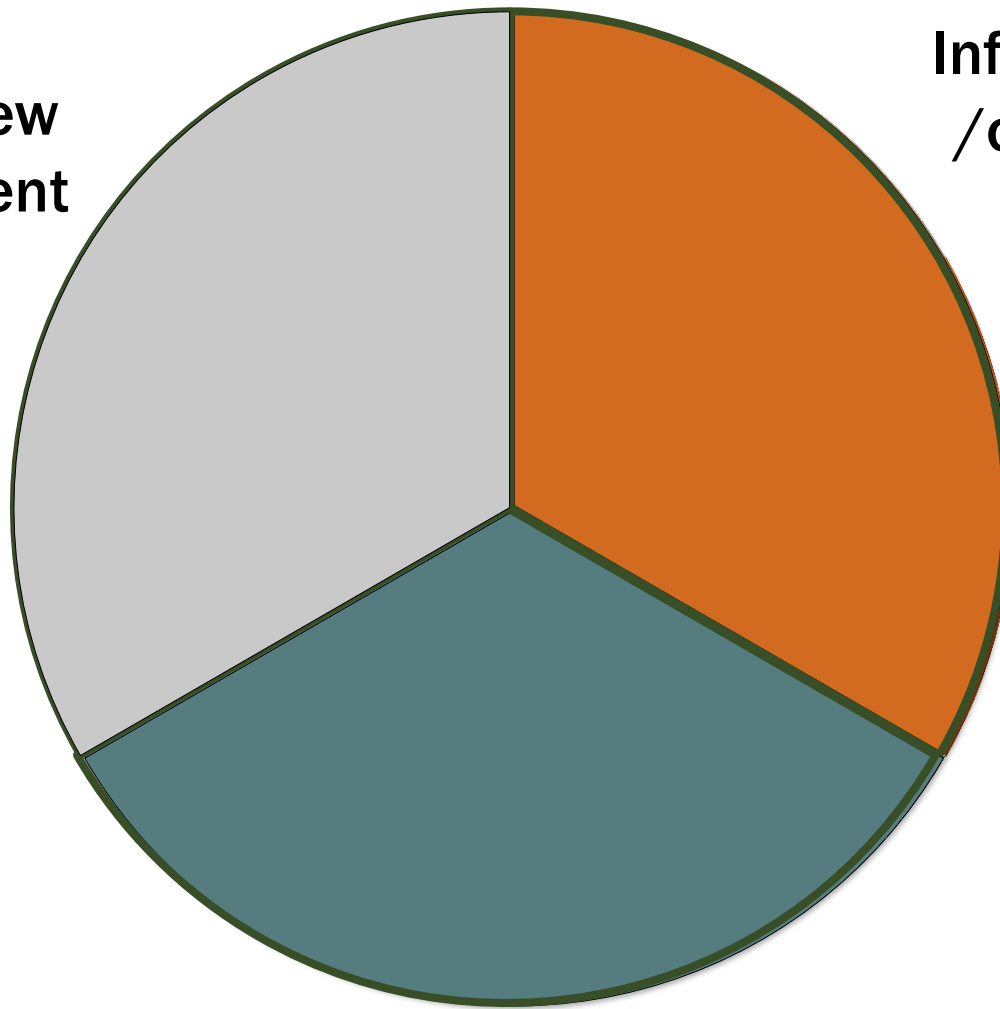
**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

# What is TDM?



**Policy - New  
Development**

**Information  
/outreach**



**Policy - Existing  
Development**

# A Cost Effective Approach to Managing Demand is Needed



CALTRAIN

## CALTRAIN REACHES RECORD RIDERSHIP SURPASSING 58,000 DAILY COMMUTERS



Caltrain is seeing a record number of riders. In fact, during the 2015 fiscal year, the transportation agency reported carrying the most passengers in history.

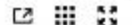
SFGATE NEWS SPORTS BUSINESS A&E FOOD LIVING TRAVEL REAL ESTATE CAR

## Increased Bay Bridge traffic means longer commutes

By [Matter & Ross](#) Updated 8:22 am, Monday, September 30, 2013



Photo: Michael Nacor, San Francisco Chronicle



# TDM Partnership Projects and Pilots



- **Employer & institutional pilots**
  - **Park Merced**
  - **SF State**
  - **Medical Institutions**
  - **Showplace**
  - **Employer parking policies**
  - **Flexible travel arrangements outreach**
  - **Tailored travel information pilot**
- **SFMTA Commuter Shuttle Pilot**
- **TDM Strategy**

# GO! State Pilot



Interested in taking BART or Muni or biking to campus? Use **511.org** to explore your commute options.



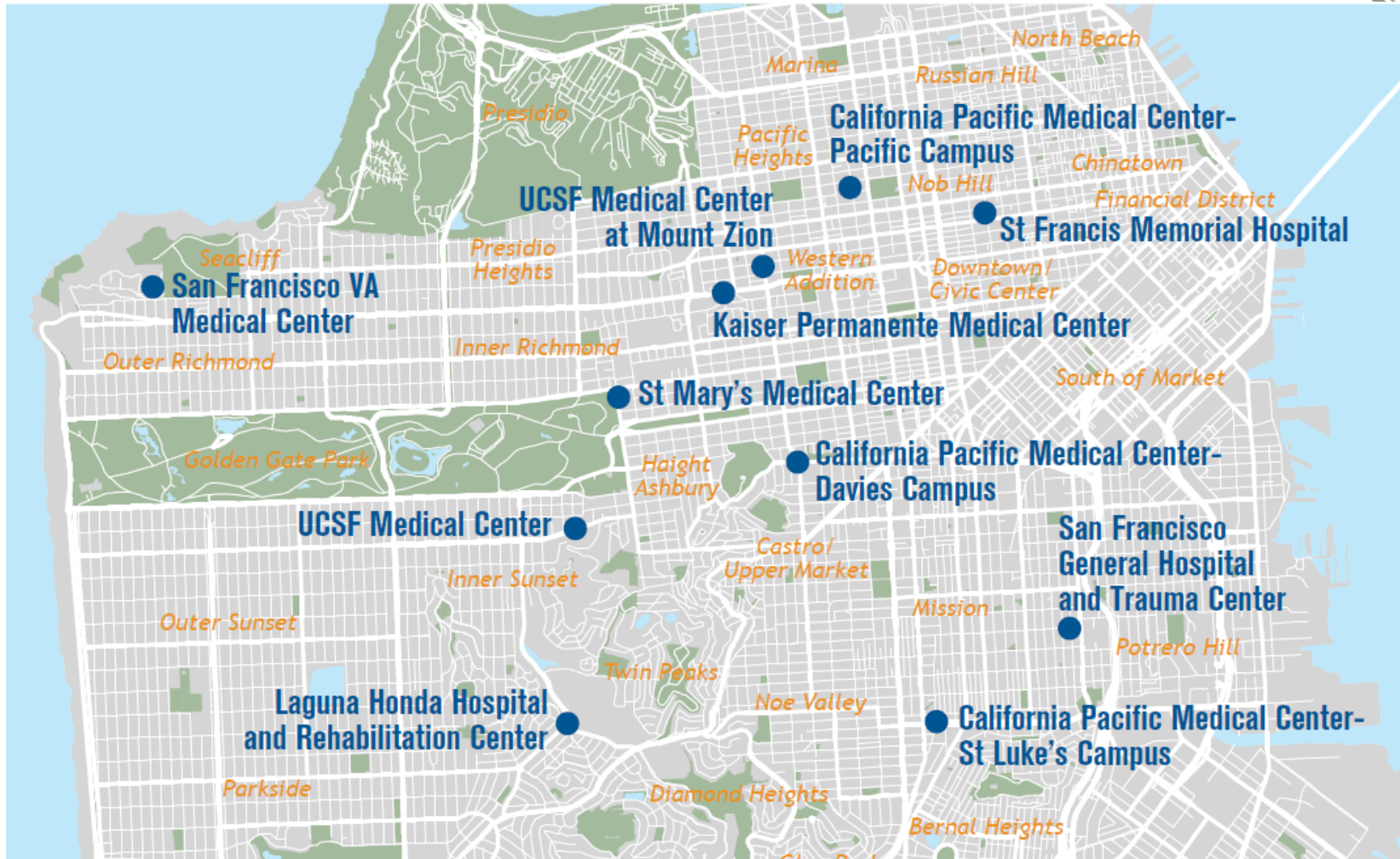
**GO!**  
**STATE**

Image from Rafael Castillo  
[www.rafael-castillo.com](http://www.rafael-castillo.com)

A photograph of a young man and woman sitting together on a train. The man is wearing glasses and a dark jacket over a light shirt, and the woman is wearing a bright blue hoodie. They are both smiling warmly at the camera. The background shows the interior of a train car with windows and overhead lights.



# Medical Institution Rideshare Pilot



# TDM Strategy



## Inter-Agency Transportation Demand Management Strategy



FINAL DRAFT  
AUGUST 2014

