



GRANT
O'FARRELL



Transportation Sustainability Program

Photo: Sergio Ruiz



Transportation Sustainability Program

Keeping people moving as our City grows



**ENHANCE TRANSPORTATION
TO SUPPORT GROWTH**



November 2015



**MODERNIZE ENVIRONMENTAL
REVIEW**



March 2016



**ENCOURAGE SUSTAINABLE
TRAVEL**

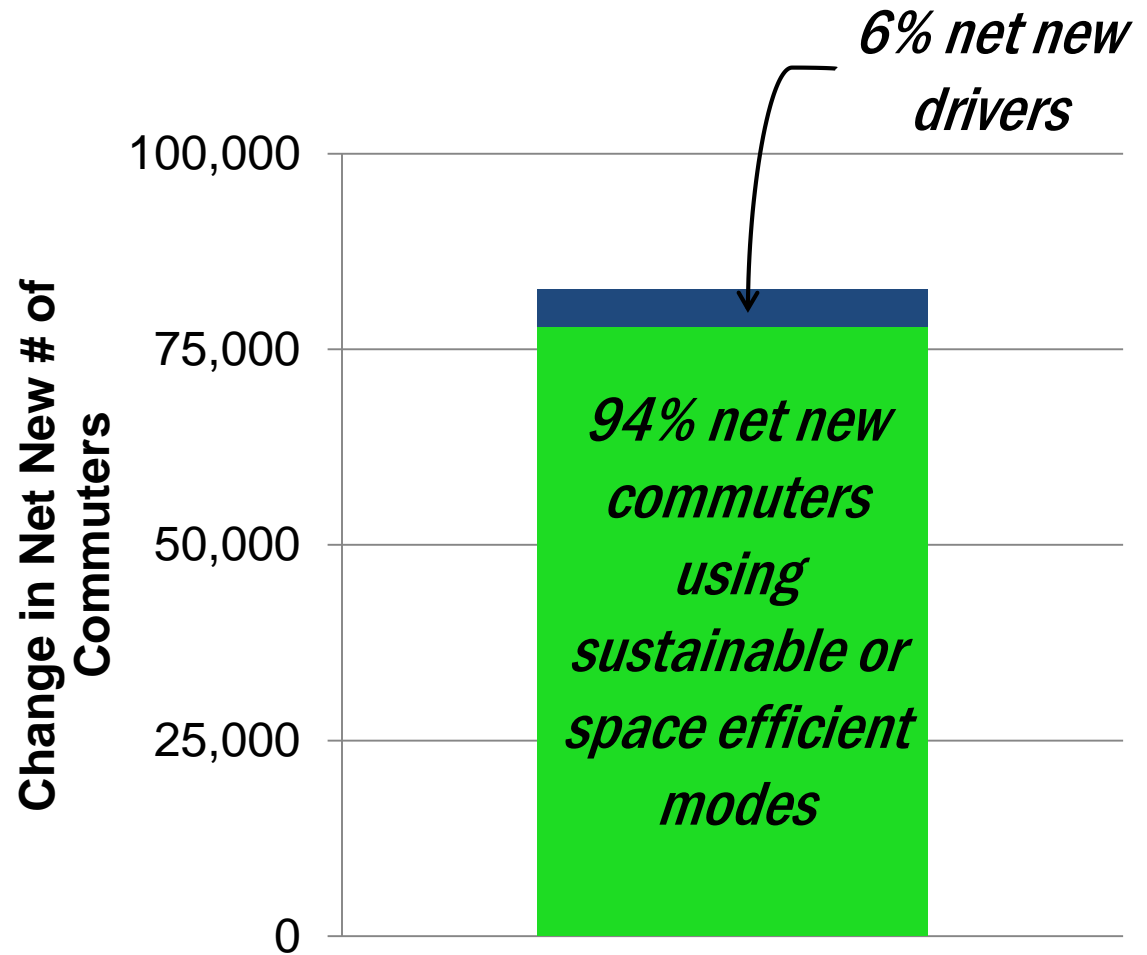


**Initiation Hearing –
April 28, 2016**



Recent Trends – Commuter Trips

Travel Behavior Trends are Shifting for Commuters



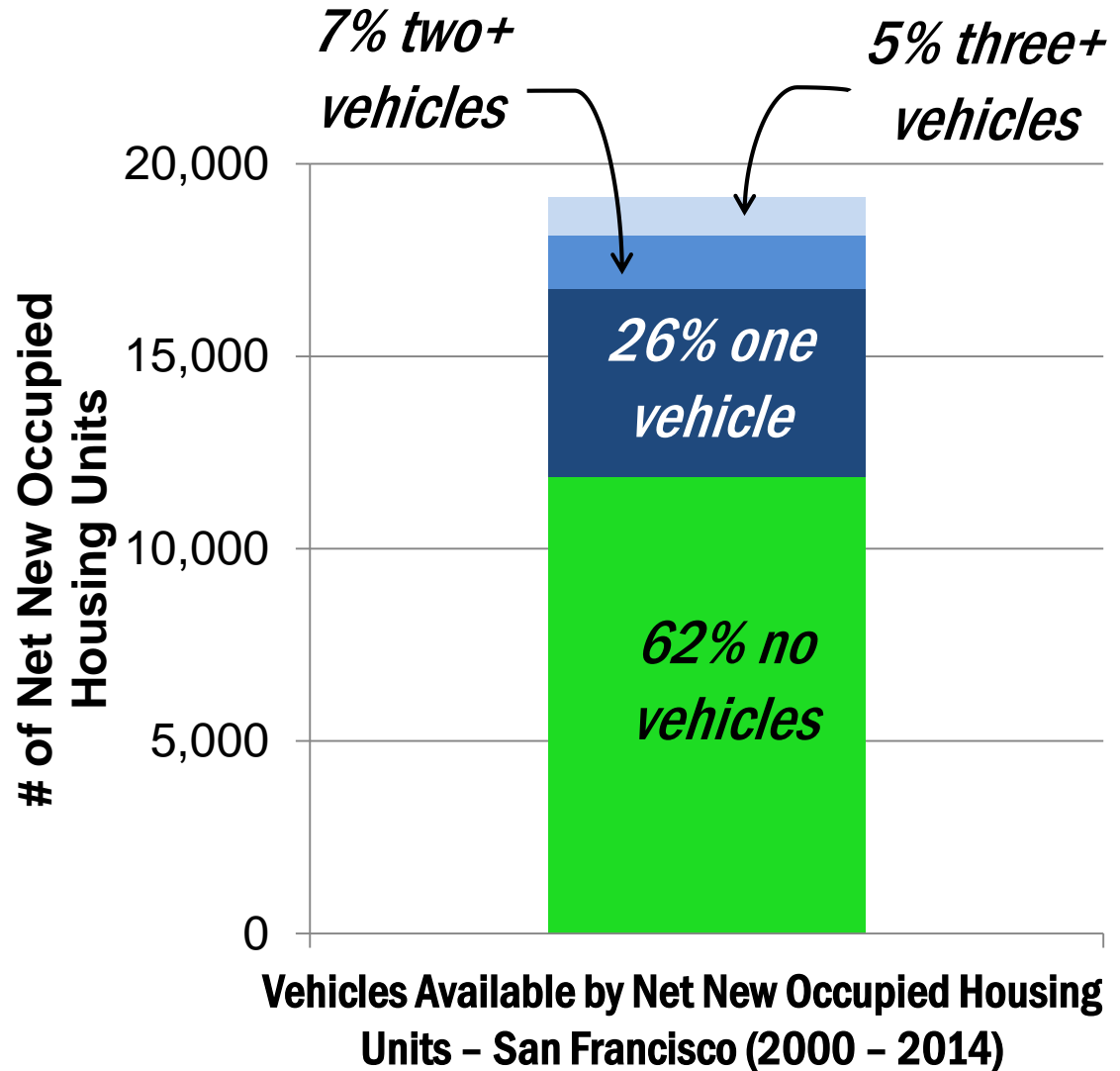
**Change in Net New # of Commuters by Mode
– San Francisco (2006 – 2014)**

Source: Jamie Parks, Twitter, SF Streetsblog, ACS Data

Transportation Sustainability Program

Recent Trends - Vehicle Availability

Travel Behavior Trends are Shifting for Residents



Source: Michael Rhodes, Census and ACS Data

Transportation Sustainability Program

GRANT
O'FARRELL



SAN FRANCISCO

5 FULTON

shift



F MARKET & WHARVES CASTRO

1061

ENCOURAGE SUSTAINABLE TRAVEL

Transportation Demand Management (TDM)



Current San Francisco

Framework	Varying Planning Code requirements
Timing	Afterthought
Parking	Unbundling; parking maximums
Menu	n/a
Compliance	In limited circumstances
TDM Staffing	n/a; transportation team review

Transportation Demand Management (TDM)



	Current San Francisco	Best Practices*
Framework	Varying Planning Code requirements	TDM Ordinance; Target
Timing	Afterthought	Upfront; Integral
Parking	n/a; parking maximums	TDM requirements = dependent on # of parking spaces
Menu	n/a	Flexibility, neighborhood-specific
Compliance	In limited circumstances	Pre-occupancy site visit, ongoing submittals
TDM Staffing	n/a; transportation team review	Dedicated staff via admin fee

*Best practice research included, but not limited to, following jurisdictions: Oakland, CA (proposed); San Mateo, CA (proposed); Santa Monica, CA; Boulder, CO; Cambridge, MA; Arlington, VA; Fairfax, County, VA; Bellevue, WA; and Seattle, WA.



TDM Ordinance Basics

Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project and neighborhood to reach targets



Implementation Strategy

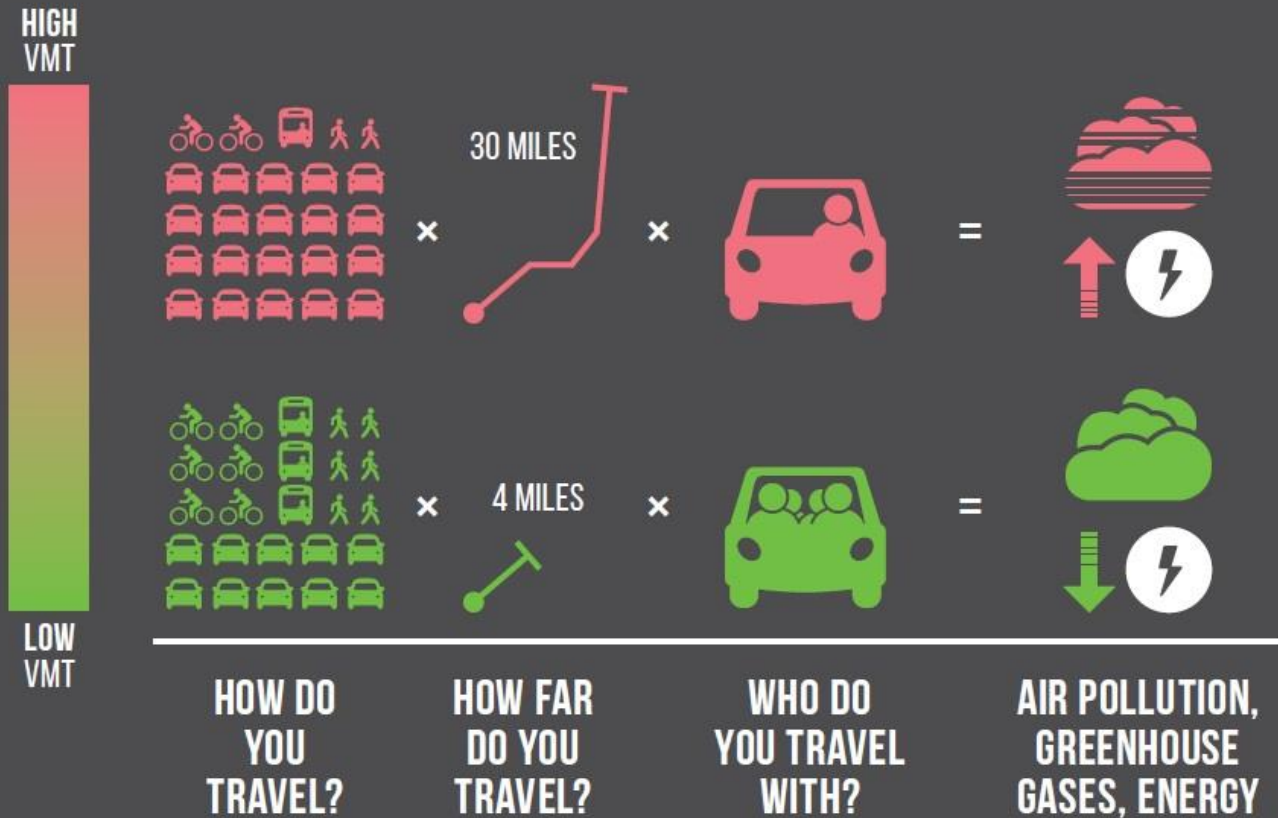
Measure and enforce progress to ensure targets are achieved



VEHICLE MILES TRAVELED – DEFINED



VEHICLE MILES TRAVELED (VMT)



TDM Ordinance Target

Based on # off-street vehicular parking spaces



Land Use Category	Typical Land Use Type	# of Parking Spaces proposed by Land Use	Target
A	Retail	Base number: 0 <= 4	Base Target: 13 points
		Each additional 2	1 additional point
B	Office	Base number: 0 <= 20	Base Target: 13 points
		Each additional 10	1 additional point
C	Residential	Base number: 0 <= 20	Base Target: 14 points
		Each additional 10	1 additional point
D	Other	Any # of parking spaces	3 points



TDM Ordinance Basics

Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project and neighborhood to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved





TDM Menu

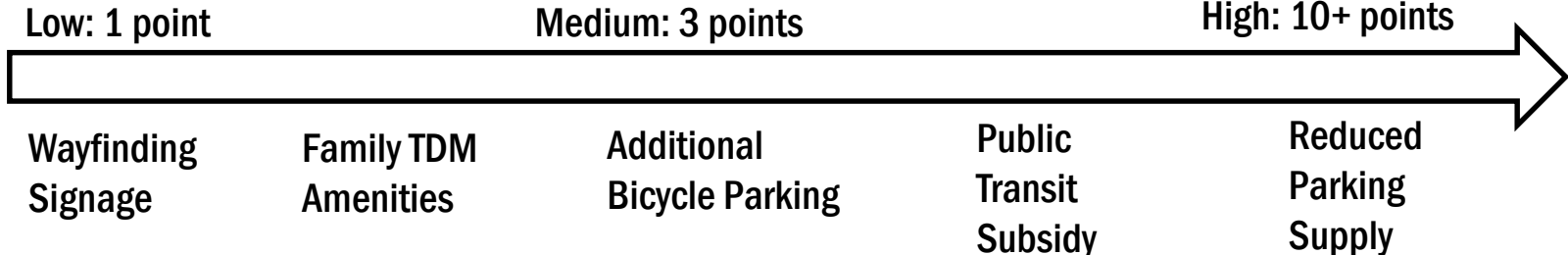
26 Measures:

Under the control of the developer or tenant

All reduce vehicle miles traveled (VMT)



Range of Effectiveness: Sample Measures



How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

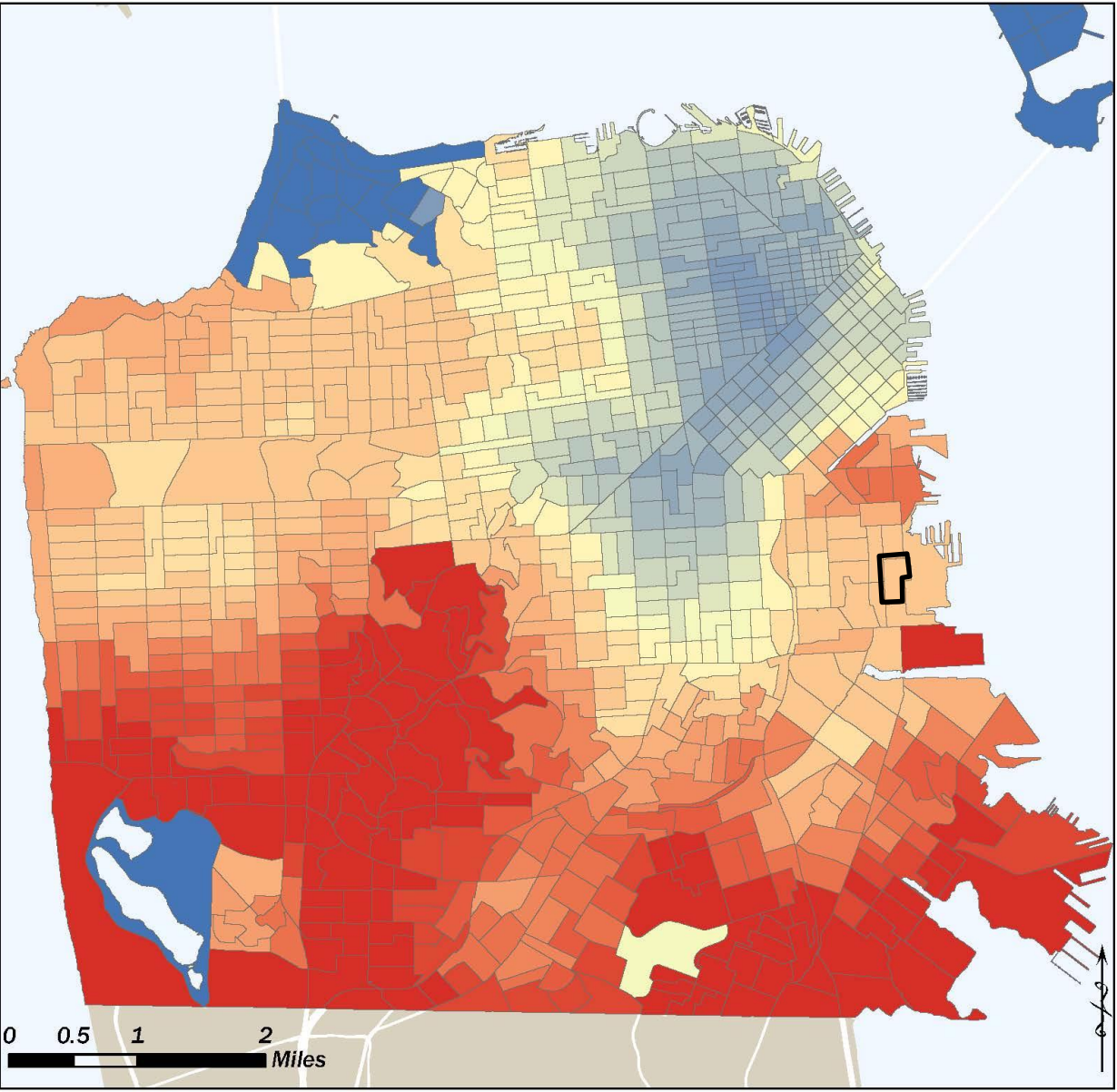
Example Project – Dogpatch Neighborhood



Dwelling Units	44
# of Parking Spaces	12
Target	14 Points
Code Compliance/ Location	-Bicycle Parking (1 point) -Parking Unbundling (2 points)

Note: represents TDM measures the Project Sponsor could select.

Neighborhood Parking Rate - Residential



*Meet Neighborhood
Parking Rate
= 1 Point*

*Every 10% below
Neighborhood
Parking Rate
= 1+ points*

*11 total points
available*

Neighborhood
Parking Rate = 0.6
per unit

Residential Parking Supply Rate (Parking Spaces per Unit)

< 0.05	0.10 - 0.15	0.20 - 0.25	0.30 - 0.35	0.40 - 0.45	0.50 - 0.55	0.60 - 0.65	0.70 - 0.75	0.80 - 0.85	0.90 - 0.95
0.05 - 0.10	0.15 - 0.20	0.25 - 0.30	0.35 - 0.40	0.45 - 0.50	0.55 - 0.60	0.65 - 0.70	0.75 - 0.80	0.85 - 0.90	0.95 - 1.00

Example Project – Dogpatch Neighborhood



Dwelling Units	44
# of Parking Spaces	12
Target	14 Points
Code Compliance/ Location	-Bicycle Parking (1 point) -Parking Unbundling (2 points)
Parking Supply	-Neighborhood Parking Rate 0.6 per unit -Project Parking Rate 0.3 per unit (6 points)

Note: represents TDM measures the Project Sponsor could select.

Example Project – Dogpatch Neighborhood



Dwelling Units	44
# of Parking Spaces	14
Target	14 Points
Code Compliance/ Location	-Bicycle Parking (1 point) -Parking Unbundling (2 points)
Parking Supply	-Neighborhood Parking Rate 0.6 per unit -Project Parking Rate 0.3 per unit (6 points)
Additional Measures	-Multimodal Wayfinding Signage (1 point) -Car-Share Parking (2 points) -Family TDM – Amenities (2 points)

Note: represents TDM measures the Project Sponsor could select.

Example Project – Dogpatch Neighborhood



Dwelling Units	44	44
# of Parking Spaces	12	33
Target	14 Points	14 + 2 = 16 Points
Code Compliance/ Location	-Bicycle Parking (1 point) -Parking Unbundling (2 points)	-Additional Bicycle Parking (4 points) -Parking Unbundling (2 points)
Parking Supply	-Neighborhood Parking Rate 0.6 per unit -Project Parking Rate 0.3 per unit (6 points)	-Neighborhood Parking Rate 0.6 per unit -Project Parking Rate 0.75 per unit (0 points)
Additional Measures	-Multimodal Wayfinding Signage (1 point) -Car-Share Parking (2 points) -Family TDM – Amenities (2 points)	-Multimodal Wayfinding Signage (1 point) -Additional Car-Share Parking (4 points) -Additional Family TDM (4 points) -On-site Affordable Housing (1 point)

Note: represents measures the Project Sponsor could select.

How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

2.



City staff reviews; recommends measures as conditions of approval

How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

3.



Planning Commission approves; building permits issued

2.



City staff reviews; recommends measures as conditions of approval



TDM Ordinance Basics

Target

Aimed at reducing Vehicle Miles Traveled (VMT)



Menu of Options

Project sponsor chooses the best fit for each project and neighborhood to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved



How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

3.



Planning Commission approves; building permits issued

2.



City staff reviews; recommends measures as conditions of approval

4.



Pre-occupancy compliance; on-going compliance documentation

Outreach and Next Steps



Completed & Future

- Community Advisory Committees
- Development community
- Transportation advocates
- Boards and Commissions (MTA, SFCTA, Environment)
- Citywide Open House

Legislative Process

- Planning Commission Initiation Hearing – April 28th
- Planning Commission Adoption Hearing – July 7th
- Board of Supervisor Hearings – to follow

THANK YOU

TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*

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

Email: TSP@sfgov.org

