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2	Prop K, Prop AA	SFMTA	Signals & Signs, Pedestrian Safety	Arguello Signal Upgrades	Construction	\$ 1,430,000	17
3	Prop K	SFMTA	Transportation Demand Management/ Parking Management	Transportation Demand Management Program Branding	Planning	\$ 154,200	37
4	Prop K	SFMTA	Transportation Demand Management/ Parking Management	Business Relocation Transportation Demand Management	Planning	\$ 383,000	85
Total Requested						\$ 3,185,880	

¹ Acronyms: SFMTA (San Francisco Municipal Transportation Agency).



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San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

EXPENDITURE PLAN INFORMATION

Prop K EP category: Signals and Signs - Maintenance and Renovations: (EP-33)

Prop K EP Line Number (Primary): 33 Current Prop K Request: \$ 1,218,680

Prop K Other EP Line Numbers: _____

Prop AA Category: _____

Current Prop AA Request: \$ -

Supervisorial District(s): District 01, District 02, District 03, District 05, District 06, District 07, District 08, District 09, District 10, District 11

REQUEST

Brief Project Description (type below)

This request will fund the construction of traffic signal-related upgrades at 15 locations across the city. Upgrades will include new controllers, poles, mast arms, larger signal heads, pedestrian countdown signals, curb ramps, accessible pedestrian signals, and protected left turn phasing in certain locations. Nine of the intersections are located on the Vision Zero High Injury Network, which encompasses the pedestrian, bicycle, and vehicle high injury corridors.

Detailed Scope, Project Benefits and Community Outreach (type below)

See attached.

Project Location (type below)

See attached.

Project Phase (select dropdown below)

Construction (CON)

Map or Drawings Attached? Yes

Other Items Attached? Yes

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

5YPP/STRATEGIC PLAN INFORMATION

Type of Project in the Prop K 5YPP/Prop AA Strategic Plan? Named Project

Is the requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan? Greater than Programmed Amount

Prop K 5YPP Amount: \$ 1,218,680 Prop AA Strategic Plan Amount: _____

Please describe and justify the necessary amendment:

To fully fund the subject request SFMTA proposes to reprogram Prop K funds in the Signals and Signs category as follows:

- \$122,080 from the Franklin/Divisadero Corridor Signal Upgrade (from FY 2015/2016)
 These funds were programmed to the construction phase of the Franklin/Divisadero Corridor Signal Upgrade project. The construction contract work for this project was completed around May 2017, and the remaining unallocated funds are no longer needed.
- \$443,265 from the Great Highway Traffic Signal Upgrade project (from FY 2016/2017)
 These funds were programmed to the construction phase of Great Highway Traffic Signal Upgrade project. The Great Highway project is part of the SFMTA's updated Capital Improvement Program (CIP) for Fiscal Years 2019-2023. As scheduled in the SFMTA's CIP, design funds of approximately \$750,000 will be needed for this project in FY 2018/2019. Due to the more immediate need for funding the construction phase of the Contract 34 project, SFMTA requests that these funds be reprogrammed for Contract 34, with the intention to later work with SFCTA staff to secure additional funding for the Great Highway project through the 2019 Prop K 5YPP update process.
- \$300,000 from the 3rd Street Traffic Signal Detection Upgrade Phase 2 (from FY 2016/17)
 These funds were programmed for the construction phase of the Phase 2 replacement of signal detection equipment on 3rd Street. Although SFMTA anticipates requesting funds for the project in FY 2018/19, the SFMTA anticipates that de-obligated funds from several projects nearing completion will be available to fund the project when its ready to advance. Due to the more immediate need for funding the construction phase of the Contract 34 project, SFMTA requests that these funds be reprogrammed for Contract 34.
- \$353,335 from the Neighborhood Transportation Improvement Program placeholder (from FY2015/16)
 NTIP funds in this category are available for capital projects as prioritized by district Supervisors. There are sufficient funds available for allocation in other Prop K categories to fully fund the remaining NTIP commitments.

**Traffic Signal Upgrade Contract 34
Background and Scope**

The San Francisco Municipal Transportation Agency (SFMTA) is seeking an additional \$1,218,680 in Proposition K Sales Tax funds to the construction phase of traffic signal upgrades at 15 locations and related pedestrian improvements to be constructed under Traffic Signal Upgrade Contract 34. A previous allocation of \$4,860,000 in Prop K funds for the construction phase was approved in July 2017, accommodating a 76% increase in construction cost over the estimate as of June 2015 at the beginning of the design phase. Changes in scope were most responsible for that cost increase, including the addition of a 15th location and additional scope at another intersection for bicycle and pedestrian improvements. Also, the design process had revealed complications resulting from the presence of sub-sidewalk basements at one intersection and that conduits at two intersections required replacement.

Traffic signal project costs have increased substantially in the past year due to a bidding environment with a limited number of contractors, rising costs of labor, and increased complexity of traffic signal projects. Bids for this project were opened on November 8, 2017. The lowest responsive and responsible bid was 17% higher than the engineer’s estimate, increasing construction cost by an additional \$1,218,680, triggering the need for the subject request.

Traffic safety at these locations will be improved either through the addition of protected left turn phasing and/or improved signal visibility. Signal visibility improvements will include new poles and mast arm mounted signals with larger signal heads. Related pedestrian safety improvements include pedestrian countdown signals (PCS) and curb ramps where missing. Other improvements at signal upgrade locations will include new controllers, conduit and wiring where they are needed to implement the signal modifications. Nine of the 15 locations are on bicycle corridors in the Vision Zero High Injury Network, and the planned signal improvements are intended to reduce cyclist injuries. Contract work at a 15th location included in the scope of Traffic Signal Upgrade Contract 34 will be funded by SFMTA Transportation System and Infrastructure Program (TSIP) funds.

The specific scope for each location under this project is described in Table 1. The table describes the intended project scope, number of curb ramps anticipated to be included in the project, supervisorial district and whether the intersection is located on a Vision Zero High-Injury Network. The table also indicates when the intersection was first installed, which is an indication of the age of the signal infrastructure. Some intersections have been upgraded since the original installation, and in that case a second year is shown. In cases where the intersection has not been upgraded over the last 30 years, the project will replace all underground and above-ground signal infrastructure including conduits and poles. The typical life-cycle of a traffic signal is 30 years.

Location Selection Criteria

The intersections in this scope were selected after careful review by SFMTA staff of traffic operations and collision patterns on a regular basis. Locations are prioritized based on collision history, traffic volumes, benefits to roadway users including pedestrians, bicyclists, transit and motorists, proximity to schools or senior centers and any joint departmental opportunities (e.g. scheduled paving projects, corridor improvements). All supervisorial districts are represented in the Contract 34 scope except District 4 which has only 4% of the City's traffic signals, many of which are relatively new and thus are not in need of upgrades. The Great Highway is under consideration for a future signal upgrades project.

Implementation: SFMTA’s Sustainable Streets Division has been managing the scope of the detailed design. SFPW’s Infrastructure Design and Construction (IDC) division will manage the issuance and administration of the contract for construction by a competitively bid contract.

Task Work Performed By:

- Construction Management PW Infrastructure Construction Management
- Contract Support PW Infrastructure Design and Construction
- Construction Support SFMTA Sustainable Streets Division

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

TABLE 1. CONTRACT 34 LOCATIONS

ID	Intersection (year signal was installed) *	Scope	Ped Safety Element	Curb Ramps to be built	District	Muni Routes	Vision Zero High Injury Network
1	7 th and Brannan Streets (1957, 2002)	Add protected left turn phasing on Brannan	Minimize ped conflicts with left turns	--	6	19, 83X	--
2	11 th , 13 th , Bryant and Division Streets (1956, 1997)	Add protected left turn phasing; high injury location for cyclists	Minimize ped conflicts with left turns	9	6, 9, 10	9, 27, 47	Y
3	24 th and Dolores Streets (1953)	Add protected left turn	Add PCS crossing 24th Ave.	--	8	48	--
4	43 rd Avenue and Fulton Street (1972)	Add protected left turn	Add PCS crossing 43rd Ave.	--	1	5	--
5	Alemany and Putnam Streets (1956, 1990?)	Add protected left turn	Add PCS crossing freeway ramp	--	9	23, 67	Y
6	Arguello and Fulton Streets (1952, 1990?)	Add protected left turn phasing; high injury location for cyclists; full upgrade	Add PCS crossing Arguello	--	1	5, 33	Y
7	Battery and Broadway (1959)	Improve Signal Visibility	Minimize red light running	--	3	10, 12, 82X	Y
8	Battery and Pine Streets (1949)	Improve Signal Visibility	Minimize red light running	2	3	--	Y
9	California and Laguna Streets (1970)	Improve Signal Visibility	Add PCS at all crossings	8	2, 5	--	Y
10	California and Buchanan Streets (1985)	Improve Signal Visibility	Add PCS at all crossings	--	2, 5	--	Y
11	Capitol and Sagamore Sts (1976)	Improve Signal Visibility; improve bike lane alignment		--	11	54	--
12	Dewey and Laguna Honda Boulevard (1954, 1990s)	Improve Signal Visibility; Reconfigure islands to facilitate bus turns	Open west crosswalk (currently closed)	5	7	36, 43, 44, 52	--
13	Duboce Ave and Valencia Street (1955, 1996)	Add protected left turn phasing; high injury location for cyclists		--	8, 9	--	Y
14	Oak Street and Masonic Avenue (1955, 2002)	Add protected left turn phase	Minimize ped conflicts with left turns	--	5	43	Y
15	Broderick and Post Street	Convert Signalized Intersection to All-Way STOP (funded by SFMTA Operating Funds instead of Prop K)					

* The first year shown indicates when signal was first installed. A second date shows when signal was last upgraded.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

ENVIRONMENTAL CLEARANCE

Environmental Type: Categorically Exempt

PROJECT DELIVERY MILESTONES

Enter dates below for ALL project phases, not just for the current request, based on the best information available. For PLANNING requests, please only enter the schedule information for the PLANNING phase.

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)				
Environmental Studies (PA&ED)	Oct-Dec	2016	Jan-Mar	2017
Right-of-Way				
Design Engineering (PS&E)	Jul-Sep	2015	Jul-Sep	2017
Advertise Construction	Oct-Dec	2017		
Start Construction (e.g. Award Contract)	Jan-Mar	2018		
Operations (i.e., paratransit)				
Open for Use			Jan-Mar	2019
Project Completion (means last eligible expenditure)			Jul-Sep	2019

SCHEDULE DETAILS

Provide dates for any COMMUNITY OUTREACH planned during the requested phase(s). Identify PROJECT COORDINATION with other projects in the area (e.g. paving, MUNI Forward) and relevant milestone dates (e.g. design needs to be done by DATE to meet paving schedule). List any timely use-of-funds deadlines (e.g. federal obligation deadline). If a project is comprised of MULTIPLE SUB-PROJECTS, provide milestones for each sub-project. For PLANNING EFFORTS, provide start/end dates for each task.

Coordination with other projects: The **Alemany Blvd/Putnam Avenue** intersection improvements are coordinated with the Alemany Interchange Improvement Study funded by the Transportation Authority. The **Capitol/Sagamore** and **43rd/Fulton** locations already had new underground conduits installed as part of recent paving projects in order to avoid breaking the 5-year paving moratorium. The **11th and Bryant Street** signal upgrade is coordinated with the Eastbound 13th Street Safety Project which added a bike lane on eastbound 13th Street.

Environmental Clearance for the project was obtained in February 2017 from the SF Planning Department. A public hearing was held in August 2017 to discuss minor traffic changes needed as part of the safety improvements such as a new "Left Lane Must Turn Left" regulation, rescinding a "No Left Turn" restriction, and establishing Tow-Away No Stopping Anytime. No citizen concerns were expressed during the hearing and the changes were subsequently approved by the SFMTA Board in September 2017. The Broderick/Post location was environmentally cleared by SFMTA, and was approved at a public hearing and the SFMTA Board in early 2017.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

FUNDING PLAN - FOR CURRENT REQUEST

Enter the funding plan for the phase(s) that are the subject of the CURRENT REQUEST. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ 1,218,680		\$ 4,860,000	\$ 6,078,680
Prop AA	\$ -		\$ -	\$ -
SFMTA TSIP	\$ -	\$ 26,000	\$ -	\$ 26,000
	\$ -	\$ -	\$ -	\$ -
Total:	\$ 1,218,680	\$ 26,000	\$ 4,860,000	\$ 6,104,680

FUNDING PLAN - FOR ENTIRE PROJECT (ALL PHASES)

Enter the funding plan for all phases (planning through construction) of the project. This section may be left blank if the current request covers all project phases. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ 1,218,680		\$ 5,378,000	\$ 6,596,680
Prop AA	\$ -	\$ -	\$ -	\$ -
SFMTA TSIP	\$ -	\$ 26,000	\$ -	\$ 26,000
	\$ -	\$ -	\$ -	\$ -
Total:	\$ 1,218,680	\$ 26,000	\$ 5,378,000	\$ 6,622,680

COST SUMMARY

Show total cost for ALL project phases (in year of expenditure dollars) based on best available information. Source of cost estimate (e.g. 35% design, vendor quote) is intended to help gauge the quality of the cost estimate, which should improve in reliability the farther along a project is in its development.

Phase	Total Cost	Prop K - Current Request	Prop AA - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering (PLAN)	\$ -	\$ -		
Environmental Studies (PA&ED)	\$ -	\$ -		
Right-of-Way	\$ -	\$ -		
Design Engineering (PS&E)	\$ 518,000	\$ -	\$ -	Actuals + Cost to Complete
Construction (CON)	\$ 6,104,680	\$ 1,218,680	\$ -	Engineer's estimate based on 100% design and construction bids for the subject project
Operations (Paratransit)	\$ -	\$ -		
Total:	\$ 6,622,680	\$ 1,218,680	\$ -	

% Complete of Design: 100% as of 10/10/2017
 Expected Useful Life: 30 Years

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST (Instructions as noted below)

Use the table below to enter the proposed reimbursement schedule for the current request. Prop K and Prop AA policy assume these funds will not be reimbursed at a rate greater than their proportional share of the funding plan for the relevant phase unless justification is provided for a more aggressive reimbursement rate. If the current request is for multiple phases, please provide separate reimbursement schedules by phase. If the proposed schedule exceeds the years available, please attach a file with the requested information.

Fund Source	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21+	Total
Prop K	\$ -		\$ 1,218,680	\$ -	\$ -	\$ 1,218,680
Prop AA	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form
 Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

MAJOR LINE ITEM BUDGET						
CONSTRUCTION						
SUMMARY BY MAJOR LINE ITEM (BY AGENCY LABOR BY TASK)						
Budget Line Item	Totals	% of contract	SFPW	SFMTA	Contractor	
1. Contract						
Task 1: Signals/Mountings	\$ 391,300	10%			\$ 391,300	
Task 2: Poles	\$ 577,600	14%			\$ 577,600	
Task 3: Pullboxes/Conduits	\$ 740,535	19%			\$ 740,535	
Task 4: Wiring	\$ 400,000	10%			\$ 400,000	
Task 5: Traffic Routing	\$ 400,000	10%			\$ 400,000	
Task 6: Misc	\$ 908,725	23%			\$ 908,725	
Task 7: Curb Ramps	\$ 572,650	14%			\$ 572,650	
Subtotal	\$ 3,990,810				\$ 3,990,810	
2. Contingency	\$ 399,081	10%	\$ 399,081			
3. MTA Provided Materials						
Controller Cabinets	\$ 180,000	5%		\$ 180,000		
Accessible Ped Signals	\$ 250,000	6%		\$ 250,000		
Ped Countdown Modules	\$ 15,000	0%		\$ 15,000		
Wireless Sensors	\$ 79,000	2%		\$ 79,000		
Subtotal	\$ 524,000	13%		\$ 524,000		
4. Construction Management/ Support						
Engineering Support	\$ 230,000	6%	\$ 80,000	\$ 150,000		
SFMTA Shops Labor	\$ 45,000	1%		\$ 45,000		
Construction Inspection	\$ 673,000	17%	\$ 673,000			
Public Affairs	\$ 98,000	2%	\$ 98,000			
Materials Testing	\$ 56,000	1%	\$ 56,000			
Site Assessment/Remediation	\$ 8,500	0%	\$ 8,500			
Certified Payroll	\$ 5,415	0%	\$ 5,415			
Survey Monuments	\$ 70,000	2%	\$ 70,000			
DBI Permits	\$ 3,874	0%	\$ 3,874			
Subtotal	\$ 1,189,789	30%	\$ 994,789	\$ 195,000		
5. Other Direct Costs *	\$ 1,000	0%	\$ 1,000			
TOTAL CONSTRUCTION PHASE	\$ 6,104,680		\$ 1,394,870	\$ 719,000	\$ 3,990,810	

* City Attorney Review

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/17/2018 Res. No: _____ Res. Date: _____

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

		Action	Amount	Phase
Funding Recommended:	Prop K Allocation		\$ 1,218,680	Construction (CON)
	Total:		\$ 1,218,680	

Total Prop K Funds: \$ 1,218,680

Total Prop AA Funds: \$ -

Justification for multi-phase recommendations and notes for multi-sponsor recommendations:

Fund Expiration Date: 3/31/2020 Eligible expenses must be incurred prior to this date.

Intended Future Action	Action	Amount	Fiscal Year	Phase

Trigger: _____

Deliverables:

1. Quarterly progress reports shall provide the percent complete for each location, the percent complete for the overall project and advance notice of public groundbreaking or ribbon-cutting ceremonies, in addition to all other requirements described in the Standard Grant Agreement (SGA). Each quarterly progress report should include at least 1 photo of work in progress or completed work. See SGA for definitions.
2. _____

Special Conditions:

1. The recommended allocation is contingent upon a concurrent Signals and Signs 5YPP amendment to add the subject project and to reprogram a total of \$1,218,680 from projects that are fully funded or delayed to the subject request. See attached 5YPP amendment for details.
2. The Transportation Authority will only reimburse SFMTA up to the approved overhead multiplier rate for the fiscal year that SFMTA incurs charges.
3. _____

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/17/2018 Res. No: _____ Res. Date: _____

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

Notes:

1.
2.

Metric	Prop K	Prop AA
Actual Leveraging - Current Request	0.43%	No Prop AA
Actual Leveraging - This Project	0.39%	No Prop AA

SFCTA Project

Reviewer: P&PD

SGA PROJECT NUMBER

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: 133-907xxx Name: Traffic Signal Upgrade Contract 34 - Additional Funds

Phase: Construction (CON) Fund Share: 99.57%

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21+	Total
Prop K			\$ 1,218,680			\$1,218,680

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Current Prop K Request: \$ 1,218,680

Current Prop AA Request: \$ -

Project Name: Traffic Signal Upgrade Contract 34 - Additional Funds

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

<p>Required for Allocation Request Form Submission Initials of sponsor staff member verifying the above statement</p>
<p>TM</p>

CONTACT INFORMATION

Project Manager

Grants Section Contact

Name: Geraldine De Leon

Tim Manglicmot

Title: Engineer

Acting Manager of Grants Procurement & Management

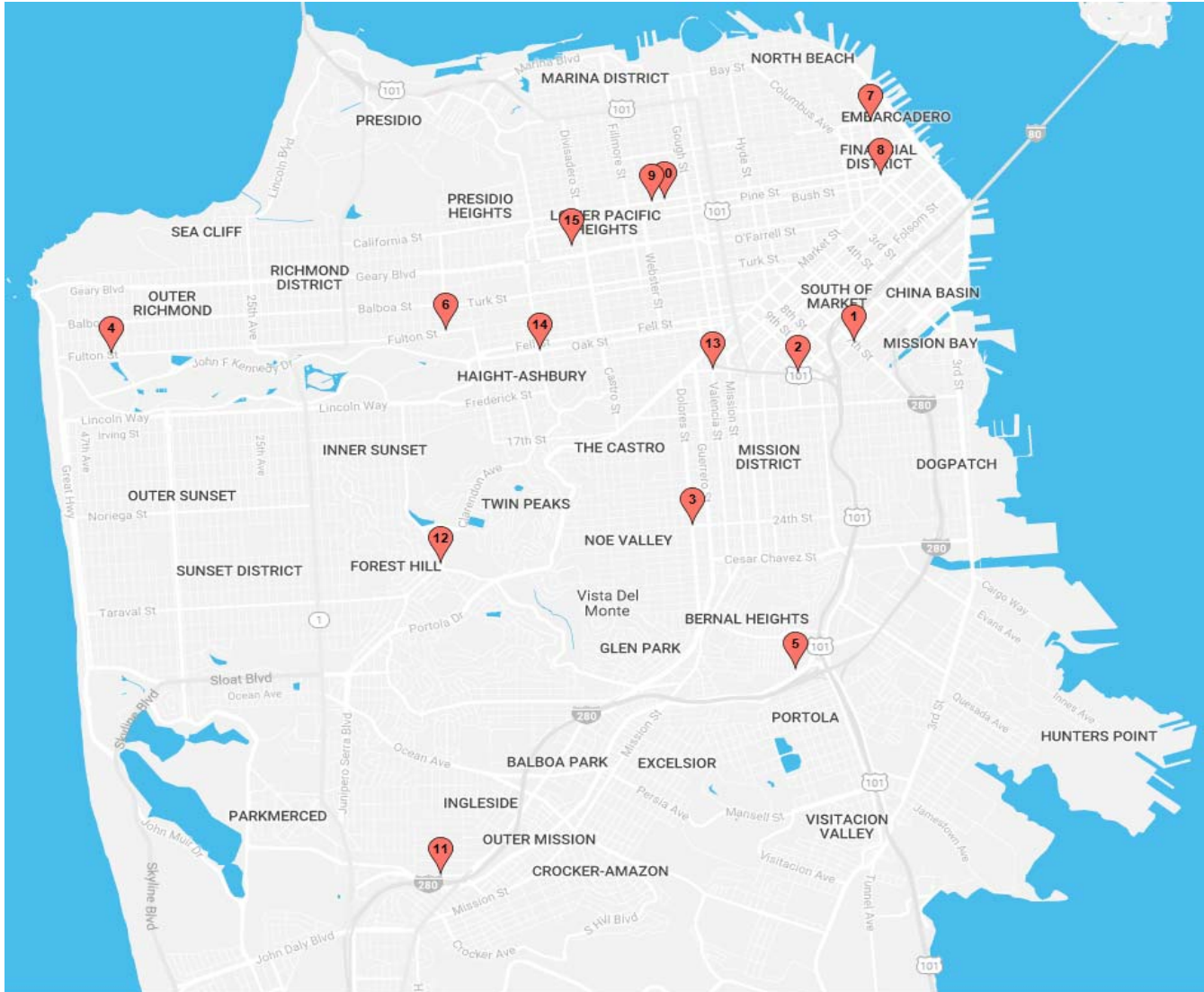
Phone: 415-701-4675
@sfmta.com

415-646-2517

Email: Geraldine.DeLeon@sfmta.com

Timothy.Manglicmot@sfmta.com

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form
MAPS AND DRAWINGS**



No	Location	Scope
1	7th Street and Brannan Street	Left Turn Phasing
2	11th Street and Bryant Street	Left Turn Phasing
3	24th Street and Dolores Street	Left Turn Phasing, add PCS, full upgrade
4	43rd Avenue and Fulton Street	Left Turn Phasing, add PCS, full upgrade
5	Alemany Boulevard and Putnam Avenue	Left Turn Phasing
6	Arguello Blvd. and Fulton Street	Left Turn Phasing, add PCS
7	Battery Street and Broadway	Signal visibility
8	Battery Street and Pine Street	Signal visibility, full Upgrade
9	Buchanan Street and California Street	Signal visibility, add PCS, full upgrade
10	California Street and Laguna Street	Signal visibility, add PCS, full upgrade
11	Capitol Ave and Sagamore Street	Remove median poles, full upgrade
12	Dewey Blvd and Laguna Honda Blvd	Rechannelize, cut median, open crosswalk
13	Duboce Avenue and Valencia Street	Left Turn Phasing
14	Masonic Avenue and Oak Street	Left Turn Phasing
15	Broderick Sreet and Post Street	Remove traffic signal and install All-way STOP

Prop K 5-Year Project List (FY 2014/15 - 2018/19)

Signals and Signs (EP 33)

Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Follow-the-Paving									
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ³	PS&E, CON	Programmed	\$0					\$0
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ³	PS&E, CON	Programmed		\$0				\$0
SFMTA	Traffic Signal Conduit Contract ³	CON	Allocated		\$400,000				\$400,000
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ¹¹	PS&E, CON	Programmed			\$0			\$0
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ¹¹	PS&E, CON	Programmed				\$0		\$0
SFMTA	California Street Laurel Village Improvement Project - Traffic Signals ¹¹	CON	Allocated				\$500,000		\$500,000
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements)	PS&E, CON	Programmed					\$150,000	\$150,000
Traffic Signal Upgrades									
SFMTA	Traffic Signal Upgrades (15 Locations) ^{1,4,7}	PS&E	Programmed	\$0					\$0
SFMTA	Traffic Signal Upgrade Contract 34 [Vision Zero] ⁴	PS&E	Allocated		\$518,000				\$518,000
SFMTA	7th Avenue and Lincoln Way Intersection Improvements ¹	CON	Allocated	\$95,476					\$95,476
SFMTA	Traffic Signal Upgrades (15 Locations) ^{7,10}	CON	Programmed		\$0				\$0
SFMTA	Traffic Signal Upgrades (15 Locations) ¹⁰	PS&E	Programmed		\$0				\$0
SFMTA	Traffic Signal Upgrade Contract 34 ¹⁰	CON	Allocated				\$4,014,401		\$4,014,401
SFMTA	Webster Street Pedestrian Signals ⁷	CON	Allocated			\$1,358,206			\$1,358,206
SFMTA	Webster Street Pedestrian Signals - Additional Funds ⁹	CON	Allocated			\$185,000			\$185,000
SFMTA	Franklin/Divisadero Corridor Signal Upgrade ^{11,13}	CON	Programmed		\$0				\$0
SFMTA	Franklin and Divisadero Corridor Signal Upgrade	CON	Allocated		\$3,162,920				\$3,162,920
SFMTA	Eddy and Ellis Traffic Calming Improvement ⁸	CON	Allocated			\$310,000			\$310,000
SFMTA	19th Avenue Signals Phase III	PS&E	Allocated	\$630,000					\$630,000
SFMTA	19th Avenue Signals Phase III	CON	Allocated			\$2,520,000			\$2,520,000
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 1	CON	Allocated	\$300,000					\$300,000
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 1	CON	Deobligated	\$7,685					(\$7,685)

Prop K 5-Year Project List (FY 2014/15 - 2018/19)
 Signals and Signs (EP 33)
 Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 2 ¹⁵	CON, PROC	Programmed			\$0			\$0
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 3 ¹⁶	CON, PROC	Programmed				\$0		\$0
SFMTA	Traffic Signal Visibility Upgrades (12) ⁷	PS&E, CON	Programmed		\$0				\$0
SFMTA	South Van Ness Conduit Installation ⁶	CON	Programmed	\$0					\$0
SFMTA	South Van Ness Signal Upgrade (12) ^{6, 10}	PS&E	Programmed	\$0					\$0
SFMTA	South Van Ness Traffic Signal Upgrade ⁶	CON	Allocated		\$552,000				\$552,000
SFMTA	South Van Ness Signal Upgrade (12) ^{12, 13, 14, 16}	CON	Programmed			\$0			\$0
SFMTA	Traffic Signal Upgrade Contract 35 ¹²	PS&E	Allocated				\$840,000		\$840,000
SFMTA	Better Market Street Interim Signals Rehabilitation ¹³	CON	Allocated				\$50,000		\$50,000
SFMTA	Polk Corridor Signal Upgrade ^{2, 5, 7}	PS&E	Programmed	\$0					\$0
SFMTA	Polk Street Traffic Signal Upgrade ²	CON	Allocated	\$382,900					\$382,900
SFMTA	Polk Corridor Signal Upgrade ^{5, 7}	CON	Programmed		\$0				\$0
SFMTA	Polk Streetscape Signal Modifications ⁵	CON	Allocated		\$516,000				\$516,000
SFMTA	Gough Corridor Signal Upgrade (14) ^{8, 10}	PS&E	Programmed	\$0					\$0
SFMTA	Gough Corridor Signal Upgrade ¹⁴	CON	Allocated				\$2,900,000		\$2,900,000
SFMTA	Gough Corridor Signal Upgrade	PS&E	Allocated		\$135,000				\$135,000
SFMTA	Great Highway Traffic Signal Upgrade (8) ^{15, 16}	CON	Programmed			\$0			\$0
SFMTA	Van Ness BRT SFGO Signal Improvements	CON	Allocated		\$2,275,000				\$2,275,000
SFMTA	Traffic Signal Upgrade Contract 34 - Additional Funds ¹⁵	CON	Pending				\$1,218,680		\$1,218,680
SFMTA	Arguello Boulevard Traffic Signal Upgrade ¹⁶	CON	Pending				\$775,000		\$775,000
SFMTA	Neighborhood Transportation Improvement Program (NTIP) ¹⁵	PS&E, CON	Programmed		\$4,394				\$4,394
Total Programmed in 5YPP				\$1,400,691	\$7,563,314	\$4,373,206	\$10,298,081	\$150,000	\$23,785,292
Total Allocated and Pending in 5YPPs				\$1,408,376	\$7,558,920	\$4,373,206	\$10,298,081	\$0	\$23,638,583
Total Deobligated in 5YPPs				(\$7,685)	\$0	\$0	\$0	\$0	(\$7,685)
Total Unallocated in 5YPPs				(\$0)	\$4,394	\$0	\$0	\$150,000	\$154,394
Total Programmed in 2014 Strategic Plan				\$3,653,371	\$13,540,229	\$5,062,629	\$657,950	\$150,000	\$23,064,179
Deobligated from Prior 5YPP Cycles **				\$721,112					\$721,112
Cumulative Remaining Programming Capacity				\$2,973,793	\$8,950,708	\$9,640,131	(\$0)	(\$0)	(\$0)

** "Deobligated from prior 5YPP cycles" includes deobligations from allocations approved prior to the current 5YPP period.

Prop K 5-Year Project List (FY 2014/15 - 2018/19)

Signals and Signs (EP 33)

Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year			Total
				2014/15	2015/16	2017/18	
Programmed							
	Pending Allocation/Appropriation						
	Board Approved Allocation/Appropriation						

FOOTNOTES:

- 1 5YPP Amendment to fully fund 7th Avenue and Lincoln Way Intersection Improvements (Resolution 15-046, 03/24/2015): Traffic Signal Upgrades (15 Locations): Reduced by \$95,476 in FY 2014/15 design funds. 7th Avenue and Lincoln Way is one of the 15 locations covered by this placeholder.
- 2 5YPP Amendment to Lincoln Way: Added project with \$95,476 for construction.
- 3 5YPP Amendment to reprogram \$382,900 from the PS&E phase to the construction phase of the Polk Street Traffic Signal Upgrade project (Resolution 2015-20 to accommodate allocation of \$400,000 for Traffic Signal Conduit Contract (Resolution 15-061, 6/23/2015):
 Reduced programming for Follow-the-Paving (Spot Traffic Signal Improvements) from \$200,000 in FY 2014/15 and \$200,000 in FY 2015/16 design/construction funds to \$0.
 Added Traffic Signal Conduit Contract with \$400,000 in FY 2015/16 construction funds.
 To accommodate allocation of \$518,000 for Traffic Signal Conduit Contract (Resolution 15-061, 6/23/2015):
 Reduced programming for Traffic Signal Upgrades (15 Locations) from \$564,524 in FY 2014/15 design funds to \$46,524;
 Added Traffic Signal Upgrade Contract 34 [Vision Zero] with \$518,000 in FY 2015/16 design funds.
- 4 To accommodate allocation of \$516,000 for Polk Streetscape Signal Modifications project (Resolution 2016-028, 12/15/2015):
 Polk Corridor Signal Upgrade: Reduced by \$277,100 in FY2014/15 design funds and \$238,900 in FY2015/16 construction funds.
 Added Polk Streetscape Signal Modifications with \$516,000 in FY2015/16 construction funds.
- 5 To accommodate allocation of \$552,000 for South Van Ness Signal Upgrade project (Resolution 2016-040, 2/23/2016):
 South Van Ness Conduit Installation: Reduced by \$200,000 in FY2014/15 design/construction funds.
 South Van Ness Signal Upgrade: Reduced by \$352,000 in FY2014/15 design funds.
 Added South Van Ness Signal Upgrade with \$552,000 in FY2015/16 construction funds.
- 6 To accommodate allocation of \$1,358,206 to Webster Street Pedestrian Signals (Resolution 17-002, 7/26/2016)
 Traffic Signal Upgrades: Reduced by \$46,524 in FY2014/15 design funds. Project to be funded via Prop B.
 Traffic Signal Visibility Upgrades: Reduced by \$300,000 in FY2015/16 construction funds. Project to be funded via Prop B.
 Polk Corridor Signal Upgrade: Reduced by \$277,100 in FY2014/15 design funds and \$706,500 in FY2015/16 construction funds. Project to be completed under budget.
 Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$239,713 to \$211,631.
- 7 5YPP amendment to fully fund Eddy and Ellis Traffic Calming Improvement (Resolution 17-07, 9/27/2016)
 Gough Corridor Signal Upgrade (14): Reduced by \$167,729 in FY2014/15 design funds. Project is fully funded and in progress.
 Eddy and Ellis Traffic Calming Improvement: Increased by \$167,729 to fully fund construction in FY2016/17.
- 8 5YPP amendment to fully fund Webster Street Pedestrian Signals - Additional Funds (Resolution 17-035,03/21/2017)
 Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$354,394 to \$169,394.
 Webster Street Pedestrian Signals - Additional Funds: Added project with \$185,000 in FY2016/17 construction funds.

Prop K 5-Year Project List (FY 2014/15 - 2018/19)
Signals and Signs (EP 33)
Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year			Total	
				2014/15	2015/16	2016/17		2017/18
10	5YPP amendment to fund Traffic Signal Upgrade Contract 34 (Resolution 2018-004, 7/25/2017)							
	Traffic Signal Upgrades (15 Locations): Placeholders reduced from \$2,640,000 to \$0 in FY 2015/16 design funds and \$660,000 to \$0 in FY 2015/16 construction funds.							
	South Van Ness Signal Upgrade (12): Reduced from \$46,100 to \$0 in FY 2014/15 design funds. Project is in construction and is fully funded with SFMTA Operating funds.							
	Gough Corridor Signal Upgrade (14): Reduced from \$160,271 to \$0 in FY 2014/15 design funds. Project is in construction and is fully funded with Prop AA funds.							
	Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$508,030 to \$0.							
	Traffic Signal Upgrade Contract 34: Added project with \$4,014,401 in FY 2017/18 construction funds.							
11	5YPP amendment to fund California Street Laurel Village Improvement Project - Traffic Signals (Resolution 2018-012, 9/26/2017)							
	Follow-the-Paving (Spot Traffic Signal Improvements): Reduced placeholders from \$200,000 to \$0 in each of FYs 2016/17 and 2017/18.							
	Franklin/Divisadero Corridor Signal Upgrade: Reduced by \$100,000 in FY 2015/16. Project is fully funded and in construction.							
	California Street Laurel Village Improvement Project - Traffic Signals: Added project with \$500,000 in FY2017/18 for construction.							
12	5YPP amendment to fund Traffic Signal Upgrade Contract 35 (Resolution 2018-017, 10/24/2017)							
	South Van Ness Signal Upgrade (12): Reduced from \$1,434,900 to \$594,900 in FY2016/17 construction funds. Project is fully funded via a Highway Safety Improvement Program grant, SFMTA Bond Funds and a previous Prop K allocation.							
	Traffic Signal Upgrade Contract 35: Added project with \$840,000 in FY2017/18 design funds.							
13	5YPP amendment to fund Better Market Street Interim Signals Rehabilitation (Resolution 2018-017, 10/24/2017):							
	Franklin/Divisadero Corridor Signal Upgrade: Reduced from \$172,080 to \$122,080 in FY2015/16 construction funds; project is complete.							
	Better Market Street Interim Signals Rehabilitation: Added project with \$50,000 in FY2017/18 construction funds.							
14	5YPP amendment to fully fund Gough Corridor Signal Upgrade (Resolution 2018-025, 12/12/2017):							
	South Van Ness Signal Upgrade (12): Reduced from \$594,900 to \$144,900 in FY2016/17 construction funds. The project is fully funded, and construction is nearly finished.							
	Gough Corridor Signal Upgrade: Increased programming from \$2,450,000 in FY2015/16 funds to \$2,900,000 in FY2017/18 construction funds.							
15	5YPP amendment to fully fund Traffic Signal Upgrade Contract 34 - Additional Funds (Resolution 2018-0XX, xx/xx/2018):							
	Franklin/Divisadero Corridor Signal Upgrade: Reduced from \$122,080 in FY15/16 funds to \$0; project is complete.							
	Great Highway Traffic Signal Upgrade (8): Reduced from \$607,729 in FY16/17 funds to \$164,464; the project is delayed.							
	3rd Street Traffic Signal Detection Upgrade - Phase 2: Reduced from \$300,000 in FY16/17 funds to \$0; SFMTA has rescheduled the project for FY2018/19.							
	Neighborhood Transportation Improvement Program (NTIP): Reduced from \$353,335 in FY15/16 funds to \$43,094.							
	Traffic Signal Upgrade Contract 34 - Additional Funds: Added project with \$1,218,680 in FY17/18 construction funds.							
16	5YPP amendment to fully fund Arguello Boulevard Traffic Signal Upgrade (Resolution 2018-0XX, xx/xx/2018):							
	Great Highway Traffic Signal Upgrade (8): Reduced from \$164,464 in FY16/17 funds to \$0; the project is delayed.							
	South Van Ness Signal Upgrade (12): Reduced from \$144,900 in FY16/17 funds to \$0; the project is complete.							
	3rd Street Traffic Signal Detection Upgrade - Phase 3: Reduced from \$457,950 in FY17/18 funds to \$0; SFMTA has rescheduled the project for FY2020/21.							
	Cumulative remaining programming capacity: Reduced from \$7,686 to \$0.							
	Arguello Boulevard Traffic Signal Upgrade: Added project with \$775,000 in FY17/18 construction funds.							

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Project Name: Arguello Boulevard Traffic Signal Upgrade

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

EXPENDITURE PLAN INFORMATION

Prop K EP category: Signals and Signs - Maintenance and Renovations: (EP-33)

Prop K EP Line Number (Primary): 33 Current Prop K Request: \$ 775,000
Prop K Other EP Line Numbers: _____

Prop AA Category: Pedestrian Safety

Secondary Prop AA Category: _____

Current Prop AA Request: \$ 655,000

Supervisorial District(s): District 01, District 02

REQUEST

Brief Project Description (type below)

Construction of traffic signal upgrades at six existing signalized intersections along Arguello Boulevard between Lake and Turk Streets on the Vision Zero High Injury Network. The traffic and pedestrian safety improvements include traffic signal visibility improvements, installation of pedestrian countdown signals where they are lacking, and new accessible (audible) pedestrian signals. Much of the existing traffic signal infrastructure is at the end of its useful life, and will be replaced with new poles, underground conduits, wiring, and signal heads.

Detailed Scope, Project Benefits and Community Outreach (type below)

Please see attached detailed scope.

Project Location (type below)

The six signalized intersections on Arguello Boulevard, at Lake Street/Sacramento Street, California Street, Euclid Avenue, Clement Street, Anza Street, and Turk Street/Balboa Street.

Project Phase (select dropdown below)

Construction (CON)

Map or Drawings Attached? Yes _____

Other Items Attached? Yes _____

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

5YPP/STRATEGIC PLAN INFORMATION

Type of Project in the Prop K 5YPP?	New Project
Type of Project in the Prop AA Strategic Plan?	Named Project

Prop K 5YPP Amount: \$	-	Prop AA Strategic Plan Amount:	\$ 655,000

Please describe and justify the necessary amendment:

To fully fund the Prop K portion of the subject request totaling \$775,000, SFMTA proposes to reprogram Prop K funds in the Signals and Signs category as follows:

- \$164,464 from the Great Highway Traffic Signal Upgrade project (from FY 2016/17)
 These funds were programmed to the construction phase of Great Highway Traffic Signal Upgrade project. The Great Highway project is part of the SFMTA's updated Capital Improvement Program (CIP) for Fiscal Years 2019-2023. As scheduled in the SFMTA's CIP, design funds of approximately \$750,000 will be needed for this project in FY 2018/2019. Due to the more immediate need for funding the construction phase of the Arguello Boulevard Traffic Signal Upgrade project, SFMTA requests that these funds be reprogrammed for Arguello signals, with the intention to later work with SFCTA staff to secure additional funding for the Great Highway project through the 2019 Prop K 5YPP update process.
- \$144,900 from the South Van Ness Avenue Traffic Signal Upgrade (from FY 2016/17)
 These funds were programmed for the construction phase of the South Van Ness Avenue Traffic Signal Upgrade project. The construction contract work for this project was substantially completed on January 25, 2018 and Public Works is in the process of closing out the project. These programmed funds will not be needed for this project.
- \$457,950 from 3rd Street Traffic Signal Detection Upgrade Phase 3 (from FY 2017/18) These
 funds were programmed for the construction phase of the Phase 3 replacement of signal detection equipment on 3rd Street. The project is part of the SFMTA's Capital Improvement Program for Fiscal Years 2019-2023, which calls for construction funds of approximately \$550,000 in FY2020/21 rather than FY2017/18 as scheduled in the Signals and Signs 5YPP. The SFMTA requests that these funds be reprogrammed for the Arguello signal upgrade project with the intention to later work with SFCTA staff to secure additional funding for the construction phase of the 3rd Street Traffic Signal Detection Upgrade Phase 3 project during the 2019 Prop K 5YPP update process.
- \$7,686 from funds de-obligated from completed projects.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Arguello Boulevard Traffic Signal Upgrade Project

Request

The San Francisco Municipal Transportation Agency (SFMTA) is seeking \$775,000 in Prop K and \$655,000 in Prop AA funds towards the construction phase of the Arguello Boulevard Traffic Signal Upgrade project. In its response to the Transportation Authority's Prop AA 2017 call for projects, SFMTA anticipated requests of \$655,000 in Prop K funds and \$655,000 in Prop AA funds for the subject project, for a total construction phase budget of \$1,310,000. SFMTA has increased its anticipated Prop K request by \$120,000 due to the highly competitive bid environment and the limited number of contractors that are able to perform the specialized work. The updated construction budget is \$1,430,000.

Scope

The project will be implemented on Arguello Boulevard along a 0.7 mile stretch, between Lake and Turk Streets. Arguello Boulevard is a wide (60 feet) two lane street, with bike lanes, painted buffers and parking lanes.

The proposed scope for each location is as follows:

ID	Intersection	Vision Zero High-Injury Network	PCS upgrades	APS Upgrades	Signal Visibility Upgrades	Muni Lines	Sup. District
1	Lake/Sacramento at Arguello	Y	--	Y	New Mast Arms	33	2
2	California/Arguello	Y	--	Y	New Mast Arms	1, 2, 33	1, 2
3	Euclid/Arguello	Y	--	Y	New Mast Arms	2, 33	1, 2
4	Clement/Arguello	Y	--	Y	New Mast Arms	2, 33	1, 2
5	Anza/Arguello	Y	PCS for all crossings	Y	New Mast Arms & Larger Signal Heads	33	1
6	Turk/Balboa/Arguello	Y	PCS for two crossings	Y	New Mast Arms & Larger Signal Heads	31, 33	1

Pedestrian Countdown Signals (PCS) will be installed at two locations where they are currently missing. The existing signal hardware will be replaced at four of the six locations because it is approaching the end of its useful life. The existing equipment also does not have the capability to accommodate Accessible (audible) Pedestrian Signals (APS) or additional traffic signal indicators because it lacks the underground conduits and poles required for installation. This project will install new poles, signals, controllers, conduit, wiring, and improved street lighting.

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

Implementation

SFMTA’s Sustainable Streets Division has been managing the scope of the detailed design. San Francisco Public Works’ (SFPW’s) Infrastructure Design and Construction (IDC) division will manage the issuance and administration of the contract for construction by competitively bid contract.

<u>Task</u>	<u>Force Account Work Performed By</u>
• Construction Management	SFPW Infrastructure Construction Management
• Contract Support	SFPW Bureau of Engineering
• Construction Support	SFMTA Sustainable Streets Division

Public Engagement

The traffic signal upgrade project will address documented safety concerns on Arguello Boulevard for people who walk and bike along a Vision Zero Corridor where there are a disproportionately high number of collisions relative to the City at large. The dollars to be programmed to this project will have a greater impact on improving safety than a non-High Injury Network corridor.

Project Benefits

The proposed project in Supervisorial Districts 1 and 2 includes the Vision Zero High Injury Network corridor of Arguello Boulevard. Vision Zero High Injury Corridors are targeted for improvements because they comprise only 6% of San Francisco streets but contribute to 60% of the total severe and fatal injuries in the City.

At the locations without a PCS, people who walk may find it difficult to determine if there is enough time to finish crossing the street. In such cases, some people who walk may remain in the crosswalk while the green light indication has been given to vehicular traffic. By law, drivers are required to yield to pedestrians. However, pedestrians may be reluctant to finish crossing the street in such a situation. In addition, all six project intersections will receive APS on all the corners to help the visually impaired receive pedestrian signal indications.

In addition to the installation of APS and PCS, this project will improve the visibility of the vehicular signals within the project area through the installation of new poles, mast arms, and larger signal heads. Arguello Boulevard is a multimodal street that connects pedestrians, bicycle riders, and transit riders to popular destinations including: Rossi Playground, Roosevelt Middle School, Geary Boulevard, the Presidio, and Golden Gate Park. Improved signal visibility will help reduce potential for collisions across all modes, including pedestrians and bicycle riders.

This project will improve safety for the #33 Stanyan Muni transit line that runs along Arguello Boulevard as well as the transit lines that cross Arguello Boulevard: the 1-California line at California, the 2-Clement at Clement and Euclid, and the 31-Balboa line at Turk/Balboa. The proposed project will also benefit transit riders who use the 38-Geary line where it crosses Arguello one block north of Anza.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Location Selection Evaluation

The proposed project will build upon previous safety enhancements installed in 2016 as part of SFMTA's Arguello Boulevard Bike Safety Project which installed painted buffered bike lanes, daylighting, continental crosswalks, and pedestrian refuge islands. Moreover, the repaving of Arguello Boulevard in mid to late 2018 as part of San Francisco Public Works' Various Locations Pavement Renovation #34 will install a concrete median at McAllister and Cabrillo Streets, expand a bus boarding island at Balboa Street, and extend the bike lane on westbound Turk Street approaching Arguello Boulevard. With the existing coordination efforts and the proposed programming of Prop K funds to the Arguello Boulevard Traffic Signal Upgrade Project, the City can go beyond a repaving project and deliver a complete streets project to improve the safety of people who walk, take transit, bicycle and drive on a corridor that has been identified as having a high number of collisions.

Prior to the signal upgrade project, the curb ramps and much of the traffic signal conduit work at the six locations will be installed by the Various Locations Pavement Renovation Contract #34 project, which will start construction in mid-2018. This signal upgrade project takes advantage of the paving coordination opportunity, and puts the signal conduits to use soon after installation. Moreover, because SFMTA is coordinating with SFPW's paving project on Arguello Boulevard, the cost of new curb ramps is covered under the paving project instead of the signal upgrade project.

The SFMTA has also prioritized 200 intersections citywide that do not have PCS. The factors used in the prioritization include collision history, presence of nearby pedestrian generators like schools or commercial districts, public requests, condition of conduits, traffic patterns along the corridor, and where PCS are missing to cross major streets. Among the 200 locations identified, Arguello has become a higher priority because of its Vision Zero corridor status.

Table 3 - Prioritization Criteria and Scoring Table
Signals and Signs (EP 33)

	PROP K PROGRAM-WIDE CRITERIA				CATEGORY SPECIFIC CRITERIA			Total
	Project Readiness	Community Support	Time Sensitive Urgency	Safety	Replace Asset at End of Useful Life	TA staff: Changed from need to more transparent definition.		
Total Possible Score	4	3	3	4	3	3	20	
Follow-the-Paving								
Follow-the-Paving (Spot Traffic Signal Improvements)	Locations will be scored at the time of allocation. See text and Project Information Form for more details.							
Traffic Signal Conduit Contract	4	1	3	3	3	1	15	
Traffic Signal Upgrades								
Locations will be scored at the time of allocation. See text and Project Information Form for more details.								
Traffic Signal Upgrades (15 Locations) FY 16-PS&E	4	3	3	3	2	3	18	
Traffic Signal Upgrades (15 Locations) FY 16-CON	4	3	3	4	3	3	20	
Traffic Signal Upgrades (15 Locations) FY 18-PS&E	4	1	1	3	3	3	15	
California Street Laurel Village Improvement Project - Traffic Signals	4	3	2	4	1	3	17	
Webster Street Pedestrian Countdown Signals	4	3	3	4	3	3	20	
Traffic Signal Upgrade Contract 34 [Vision Zero]	4	1	1	3	3	3	15	
7th Avenue and Lincoln Way Intersection Improvements	4	3	2	4	1	3	17	
Franklin/Divisadero Corridor Signal Upgrade	3	3	2	3	3	3	15	
Eddy and Ellis Traffic Calming Improvement	4	3	2	3	3	3	18	
19th Avenue Signals Phase 3 (9)-PSE	3	3	2	3	3	3	17	
19th Avenue Signals Phase 3 (9)-CON	2	3	2	3	3	3	16	
Replace Video Detection on 3rd Street	2	1	0	2	3	3	11	
South Van Ness Signal Upgrade (12)-CON	3	1	3	4	3	3	17	
Traffic Signal Upgrade Contract 35	3	1	2	3	3	3	15	
Better Market Street Interim Signals Rehabilitation	4	1	3	3	3	3	17	
Polk Corridor Signal Upgrade-PS&E	4	1	3	4	3	3	18	

Table 3 - Prioritization Criteria and Scoring Table
Signals and Signs (EP 33)

	PROP K PROGRAM-WIDE CRITERIA			CATEGORY SPECIFIC CRITERIA			Total
	Project Readiness	Community Support	Time Sensitive Urgency	Safety	Replace Asset at End of Useful Life	TA staff: Changed from need to more transparent definition.	
Total Possible Score	4	3	3	4	3	3	20
Polk Corridor Signal Upgrade-CON	2	1	3	4	3	3	16
Gough Corridor Signal Upgrade (14)-PS&E	4	1	2	4	3	3	17
Gough Corridor Signal Upgrade (14)-CON	2	1	2	4	3	3	15
Great Highway Traffic Signal Upgrade	2	1	0	3	3	3	12
Van Ness BRT SFgo Signal Improvements	4	1	2	3	3	3	16
Arguello Boulevard Traffic Signal Upgrade	4	1	1	3	3	3	15

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.

Safety: (One point for each): Addresses demonstrated safety issue; reduces potential conflicts between modes; benefits users of multiple modes; and increases security.

Replaces asset at end of useful life: Replaces equipment that has reached the end of useful life per industry-accepted levels.

Provides Benefits to Multiple Users: Project receives one point each for addressing the needs of pedestrians, bicyclists, and/or transit users.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Arguello Boulevard Traffic Signal Upgrade

ENVIRONMENTAL CLEARANCE

Environmental Type: Categorically Exempt

PROJECT DELIVERY MILESTONES

Enter dates below for ALL project phases, not just for the current request, based on the best information available. For PLANNING requests, please only enter the schedule information for the PLANNING phase.

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)				
Environmental Studies (PA&ED)	Jan-Mar	2018	Apr-Jun	2018
Right-of-Way				
Design Engineering (PS&E)	Apr-Jun	2017	Apr-Jun	2018
Advertise Construction	Apr-Jun	2018		
Start Construction (e.g. Award Contract)	Jul-Sep	2018		
Operations (i.e., paratransit)				
Open for Use			Oct-Dec	2019
Project Completion (means last eligible expenditure)			Apr-Jun	2020

SCHEDULE DETAILS

Provide dates for any COMMUNITY OUTREACH planned during the requested phase(s). Identify PROJECT COORDINATION with other projects in the area (e.g. paving, MUNI Forward) and relevant milestone dates (e.g. design needs to be done by DATE to meet paving schedule). List any timely use-of-funds deadlines (e.g. federal obligation deadline). If a project is comprised of MULTIPLE SUB-PROJECTS, provide milestones for each sub-project. For PLANNING EFFORTS, provide start/end dates for each task.

Environmental clearance was received from the San Francisco Planning Department on March 26th, 2018.

This project is coordinated with the San Francisco Public Works Various Locations Pavement Renovation #34 project, which will repave Arguello Boulevard in mid to late 2018. SFMTA is installing traffic signal conduits in conjunction with the paving project. Moreover, the paving project is installing new curb ramps along the corridor. The Arguello Boulevard Traffic Signal Upgrade project will take advantage of the conduits installed as part of the paving project so as not to violate the 5-year paving moratorium. The conduits are being funded by SFMTA funds. The signal upgrade project will build upon previous safety enhancements installed in 2016 as part of SFMTA's Arguello Boulevard Bike Safety Project which installed painted buffered bike lanes, daylighting, continental crosswalks, and pedestrian refuge islands.

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Arguello Boulevard Traffic Signal Upgrade

FUNDING PLAN - FOR CURRENT REQUEST

Enter the funding plan for the phase(s) that are the subject of the CURRENT REQUEST. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ 775,000	\$ -	\$ -	\$ 775,000
Prop AA	\$ -	\$ 655,000	\$ -	\$ 655,000
	\$ -	\$ -	\$ -	\$ -
Total:	\$ 775,000	\$ 655,000	\$ -	\$ 1,430,000

FUNDING PLAN - FOR ENTIRE PROJECT (ALL PHASES)

Enter the funding plan for all phases (planning through construction) of the project. This section may be left blank if the current request covers all project phases. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ 775,000	\$ -	\$ -	\$ 775,000
Prop AA	\$ -	\$ 655,000	\$ -	\$ 655,000
SFMTA GO Bond	\$ -	\$ -	\$ 250,000	\$ 250,000
	\$ -	\$ -	\$ -	\$ -
Total:	\$ 775,000	\$ 655,000	\$ 250,000	\$ 1,680,000

COST SUMMARY

Show total cost for ALL project phases (in year of expenditure dollars) based on best available information. Source of cost estimate (e.g. 35% design, vendor quote) is intended to help gauge the quality of the cost estimate, which should improve in reliability the farther along a project is in its development.

Phase	Total Cost	Prop K - Current Request	Prop AA - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering (PLAN)	\$ -	\$ -		
Environmental Studies (PA&ED)	\$ -	\$ -		
Right-of-Way	\$ -	\$ -		
Design Engineering (PS&E)	\$ 250,000	\$ -	\$ -	Costs incurred + cost to complete
Construction (CON)	\$ 1,430,000	\$ 775,000	\$ 655,000	Engineer's estimate based on 90% design
Operations (Paratransit)	\$ -	\$ -		
Total:	\$ 1,680,000	\$ 775,000	\$ 655,000	

% Complete of Design: as of
 Expected Useful Life: Years

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST (Instructions as noted below)

Use the table below to enter the proposed reimbursement schedule for the current request. Prop K and Prop AA policy assume these funds will not be reimbursed at a rate greater than their proportional share of the funding plan for the relevant phase unless justification is provided for a more aggressive reimbursement rate. If the current request is for multiple phases, please provide separate reimbursement schedules by phase. If the proposed schedule exceeds the years available, please attach a file with the requested information.

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K	\$ -	\$ 325,000	\$ 400,000	\$ -	\$ -	\$ 725,000
Prop AA	\$ -	\$ 655,000	\$ -	\$ -	\$ -	\$ 655,000

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form
 Project Name: Arguello Boulevard Traffic Signal Upgrade

MAJOR LINE ITEM BUDGET

SUMMARY BY MAJOR LINE ITEM (BY AGENCY LABOR BY TASK)						
Budget Line Item	Totals	% of contract	SFPW	SFMTA	Contractor	
1. Contract						
Task 1: Signals/Mountings	\$ 106,000	14%			\$ 106,000	
Task 2: Poles	\$ 188,000	24%			\$ 188,000	
Task 3: Pullboxes/Conduits	\$ 144,000	19%			\$ 144,000	
Task 4: Wiring	\$ 144,000	19%			\$ 144,000	
Task 5: Traffic Routing	\$ 75,000	10%			\$ 75,000	
Task 6: Misc	\$ 115,000	15%			\$ 115,000	
Contract Subtotal	\$ 772,000				\$ 772,000	
2. Contingency	\$ 119,500	15%			\$ 119,500	
3. SFMTA Provided Materials						
Controller Cabinets	\$ 100,000			\$ 100,000		
Accessible Ped Signals	\$ 120,000			\$ 120,000		
Ped Countdown Modules	\$ 6,000			\$ 6,000		
Materials Subtotal	\$ 226,000	29%		\$ 226,000		
4. Construction Management/ Support						
a. Construction Engineering	\$ 101,000		\$ 30,000	\$ 71,000		
b. Construction Management & Inspection	\$ 98,000		\$ 98,000			
c. Public Affairs	\$ 15,000		\$ 15,000			
d. Materials Testing	\$ 15,000		\$ 15,000			
e. Wage Check	\$ 8,000		\$ 8,000			
f. Survey Monuments	\$ 28,000		\$ 28,000			
g. Sidewalk Legislation	\$ -					
h. Signal Shop Support	\$ 30,000			\$ 30,000		
i. Sign Shop Support	\$ 5,000			\$ 5,000		
j. Paint Shop Support	\$ 10,000			\$ 10,000		
k. Meter Shop Support	\$ 2,000			\$ 2,000		
Subtotal	\$ 312,000	40%	\$ 194,000	\$ 118,000		
5. Other Direct Costs *	\$ 500		\$ 500			
TOTAL CONSTRUCTION PHASE	\$ 1,430,000		\$ 194,500	\$ 344,000	\$ 891,500	

* City Attorney Review

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/17/2018 Res. No: _____ Res. Date: _____

Project Name: Arguello Boulevard Traffic Signal Upgrade

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

		Action	Amount	Phase
Funding Recommended:	Prop K Allocation		\$ 775,000	Construction (CON)
	Prop AA Allocation		\$ 655,000	Construction (CON)
	Total:		\$ 1,430,000	

Total Prop K Funds: \$ 775,000

Total Prop AA Funds: \$ 655,000

Justification for multi-phase recommendations and notes for multi-sponsor recommendations:

Fund Expiration Date: 12/31/2020 Eligible expenses must be incurred prior to this date.

Intended Future Action	Action	Amount	Fiscal Year	Phase

Trigger: _____

Deliverables:

- Quarterly progress reports shall provide the percent complete for each location, the percent complete for the overall project and advance notice of public groundbreaking or ribbon-cutting ceremonies, in addition to all other requirements described in the Standard Grant Agreement (SGA). Each quarterly progress report should include at least 1 photo of work in progress or completed work. See SGA for definitions.
-

Special Conditions:

- The recommended allocation is contingent upon a concurrent Signals and Signs 5YPP amendment to add the subject project and to reprogram a total of \$775,000 in Prop K funds from deobligated funds and projects that are fully funded or not advancing in Fiscal Year 2017/18 to the subject request. See attached 5YPP amendment for details.
- The Transportation Authority will only reimburse SFMTA up to the approved overhead multiplier rate for the fiscal year that SFMTA incurs charges.
-

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/17/2018 **Res. No.:** _____ **Res. Date:** _____

Project Name: Arguello Boulevard Traffic Signal Upgrade

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

Notes:

1. _____

Metric	Prop K	Prop AA
Actual Leveraging - Current Request	45.80%	54.20%
Actual Leveraging - This Project	53.87%	61.01%

SFCTA Project

Reviewer: P&PD

SGA PROJECT NUMBER

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: 133-907xxx **Name:** Arguello Boulevard Traffic Signal Upgrade - Prop K

Phase: Construction (CON) **Fund Share:** 54.20%

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K		\$375,000	\$ 400,000			\$775,000

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: 718-907xxx **Name:** Arguello Boulevard Traffic Signal Upgrade - Prop AA

Phase: Construction (CON) **Fund Share:** 45.80%

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop AA		\$655,000				\$655,000

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Current Prop K Request: \$ 775,000

Current Prop AA Request: \$ 655,000

Project Name: Arguello Boulevard Traffic Signal Upgrade

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Required for Allocation Request Form Submission Initials of sponsor staff member verifying the above statement
TM

CONTACT INFORMATION

Project Manager

Grants Section Contact

Name: Geraldine de Leon

Tim Manglicmot

Title: Engineer

Acting Manager of Grants Procurement & Management

Phone: 415-701-4675

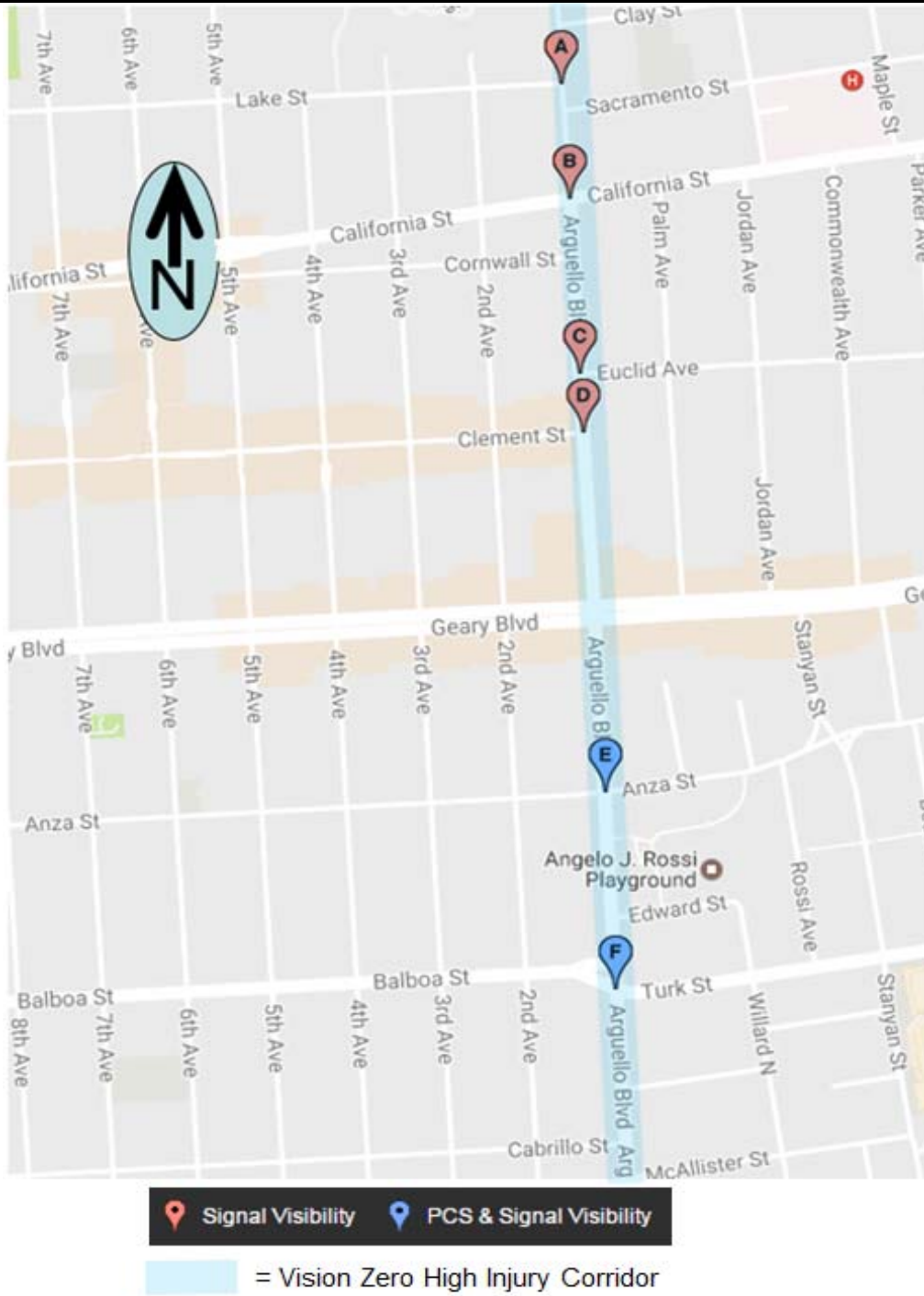
415-646-2517

Email: Geraldine.DeLeon@sfmta.com

Timothy.Manglicmot@sfmta.com

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

MAPS AND DRAWINGS



A	Arguello Boulevard & Lake/Sacramento Streets
B	Arguello Boulevard & California Street
C	Arguello Boulevard & Euclid Avenue
D	Arguello Boulevard & Clement Street
E	Arguello Boulevard & Anza Street
F	Arguello Boulevard & Balboa/Turk Streets

Prop K 5-Year Project List (FY 2014/15 - 2018/19)
 Signals and Signs (EP 33)
 Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Follow-the-Paving									
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ³	PS&E, CON	Programmed	\$0					\$0
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ³	PS&E, CON	Programmed		\$0				\$0
SFMTA	Traffic Signal Conduit Contract ³	CON	Allocated		\$400,000				\$400,000
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ¹¹	PS&E, CON	Programmed			\$0			\$0
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements) ¹¹	PS&E, CON	Programmed				\$0		\$0
SFMTA	California Street Laurel Village Improvement Project - Traffic Signals ¹¹	CON	Allocated				\$500,000		\$500,000
SFMTA	Follow-the-Paving (Spot Traffic Signal Improvements)	PS&E, CON	Programmed					\$150,000	\$150,000
Traffic Signal Upgrades									
SFMTA	Traffic Signal Upgrades (15 Locations) ^{1,4,7}	PS&E	Programmed	\$0					\$0
SFMTA	Traffic Signal Upgrade Contract 34 [Vision Zero] ⁴	PS&E	Allocated		\$518,000				\$518,000
SFMTA	7th Avenue and Lincoln Way Intersection Improvements ¹	CON	Allocated	\$95,476					\$95,476
SFMTA	Traffic Signal Upgrades (15 Locations) ^{7,10}	CON	Programmed		\$0				\$0
SFMTA	Traffic Signal Upgrades (15 Locations) ¹⁰	PS&E	Programmed		\$0				\$0
SFMTA	Traffic Signal Upgrade Contract 34 ¹⁰	CON	Allocated				\$4,014,401		\$4,014,401
SFMTA	Webster Street Pedestrian Signals ⁷	CON	Allocated			\$1,358,206			\$1,358,206
SFMTA	Webster Street Pedestrian Signals - Additional Funds ⁹	CON	Allocated			\$185,000			\$185,000
SFMTA	Franklin/Divisadero Corridor Signal Upgrade ^{11,13}	CON	Programmed		\$0				\$0
SFMTA	Franklin and Divisadero Corridor Signal Upgrade	CON	Allocated		\$3,162,920				\$3,162,920
SFMTA	Eddy and Ellis Traffic Calming Improvement ⁸	CON	Allocated			\$310,000			\$310,000
SFMTA	19th Avenue Signals Phase III	PS&E	Allocated	\$630,000					\$630,000
SFMTA	19th Avenue Signals Phase III	CON	Allocated			\$2,520,000			\$2,520,000
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 1	CON	Allocated	\$300,000					\$300,000
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 1	CON	Deobligated	\$7,685					(\$7,685)

Prop K 5-Year Project List (FY 2014/15 - 2018/19)

Signals and Signs (EP 33)

Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 2 ¹⁵	CON, PROC	Programmed			\$0			\$0
SFMTA	3rd Street Traffic Signal Detection Upgrade - Phase 3 ¹⁶	CON, PROC	Programmed				\$0		\$0
SFMTA	Traffic Signal Visibility Upgrades (12) ⁷	CON, PROC	Programmed		\$0				\$0
SFMTA	South Van Ness Conduit Installation ⁶	CON, PROC	Programmed	\$0					\$0
SFMTA	South Van Ness Signal Upgrade (12) ^{6, 10}	PS&E	Programmed	\$0					\$0
SFMTA	South Van Ness Traffic Signal Upgrade ⁶	CON	Allocated		\$552,000				\$552,000
SFMTA	South Van Ness Signal Upgrade (12) ^{12, 13, 14, 16}	CON	Programmed			\$0			\$0
SFMTA	Traffic Signal Upgrade Contract 35 ¹²	PS&E	Allocated				\$840,000		\$840,000
SFMTA	Better Market Street Interim Signals Rehabilitation ¹³	CON	Allocated				\$50,000		\$50,000
SFMTA	Polk Corridor Signal Upgrade ^{2, 5, 7}	PS&E	Programmed	\$0					\$0
SFMTA	Polk Street Traffic Signal Upgrade ²	CON	Allocated	\$382,900					\$382,900
SFMTA	Polk Corridor Signal Upgrade ^{5, 7}	CON	Programmed		\$0				\$0
SFMTA	Polk Streetscape Signal Modifications ⁵	CON	Allocated		\$516,000				\$516,000
SFMTA	Gough Corridor Signal Upgrade (14) ^{8, 10}	PS&E	Programmed	\$0					\$0
SFMTA	Gough Corridor Signal Upgrade ¹⁴	CON	Allocated				\$2,900,000		\$2,900,000
SFMTA	Gough Corridor Signal Upgrade	PS&E	Allocated		\$135,000				\$135,000
SFMTA	Great Highway Traffic Signal Upgrade (8) ^{15, 16}	CON	Programmed			\$0			\$0
SFMTA	Van Ness BRT SFGO Signal Improvements	CON	Allocated		\$2,275,000				\$2,275,000
SFMTA	Traffic Signal Upgrade Contract 34 - Additional Funds ¹⁵	CON	Pending				\$1,218,680		\$1,218,680
SFMTA	Arguello Boulevard Traffic Signal Upgrade ¹⁶	CON	Pending				\$775,000		\$775,000
SFMTA	Neighborhood Transportation Improvement Program (NTIP) ¹⁵	PS&E, CON	Programmed		\$4,394				\$4,394
Total Programmed in 5YPP				\$1,400,691	\$7,563,314	\$4,373,206	\$10,298,081	\$150,000	\$23,785,292
Total Allocated and Pending in 5YPPs				\$1,408,376	\$7,558,920	\$4,373,206	\$10,298,081	\$0	\$23,638,583
Total Deobligated in 5YPPs				(\$7,685)	\$0	\$0	\$0	\$0	(\$7,685)
Total Unallocated in 5YPPs				(\$0)	\$4,394	\$0	\$0	\$150,000	\$154,394
Total Programmed in 2014 Strategic Plan				\$3,653,371	\$13,540,229	\$5,062,629	\$657,950	\$150,000	\$23,064,179
Deobligated from Prior 5YPP Cycles **				\$721,112					\$721,112
Cumulative Remaining Programming Capacity				\$2,973,793	\$8,950,708	\$9,640,131	(\$0)	(\$0)	(\$0)

** "Deobligated from prior 5YPP cycles" includes deobligations from allocations approved prior to the current 5YPP period.

**Prop K 5-Year Project List (FY 2014/15 - 2018/19)
Signals and Signs (EP 33)**

Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year			Total
				2014/15	2015/16	2016/17	

Programmed

Pending Allocation/Appropriation
Board Approved Allocation/Appropriation

FOOTNOTES:

- 1 5YPP Amendment to fully fund 7th Avenue and Lincoln Way Intersection Improvements (Resolution 15-046, 03/24/2015): Traffic Signal Upgrades (15 Locations): Reduced by \$95,476 in FY 2014/15 design funds. 7th Avenue and Lincoln Way is one of the 15 locations covered by this placeholder.
- 2 5YPP Amendment to Lincoln Way: Added project with \$95,476 for construction.
- 3 To accommodate allocation of \$400,000 from the PS&E phase to the construction phase of the Polk Street Traffic Signal Upgrade project (Resolution 2015- Reduced placeholder for Follow-the-Paving (Spot Traffic Signal Improvements) from \$200,000 in FY 2014/15 and \$200,000 in FY 2015/16 design/construction funds to \$0.
- 4 Added Traffic Signal Conduit Contract with \$400,000 in FY 2015/16 construction funds.
- 5 To accommodate allocation of \$518,000 for Traffic Signal Conduit Contract (Resolution 15-061, 6/23/2015):
Reduced programming for Traffic Signal Upgrades (15 Locations) from \$564,524 in FY 2014/15 design funds to \$46,524;
Added Traffic Signal Upgrade Contract 34 [Vision Zero] with \$518,000 in FY 2015/16 design funds.
- 6 To accommodate allocation of \$516,000 for Polk Streetscape Signal Modifications project (Resolution 2016-028, 12/15/2015):
Polk Corridor Signal Upgrade: Reduced by \$277,100 in FY2014/15 design funds and \$238,900 in FY2015/16 construction funds.
Added Polk Streetscape Signal Modifications with \$516,000 in FY2015/16 construction funds.
- 7 To accommodate allocation of \$552,000 for South Van Ness Signal Upgrade project (Resolution 2016-040, 2/23/2016):
South Van Ness Conduit Installation: Reduced by \$200,000 in FY2014/15 design/construction funds.
South Van Ness Signal Upgrade: Reduced by \$352,000 in FY2014/15 design funds.
Added South Van Ness Signal Upgrade with \$552,000 in FY2015/16 construction funds.
- 8 To accommodate allocation of \$1,358,206 to Webster Street Pedestrian Signals (Resolution 17-002, 7/26/2016)
Traffic Signal Upgrades: Reduced by \$46,524 in FY2014/15 design funds. Project to be funded via Prop B.
Traffic Signal Visibility Upgrades: Reduced by \$300,000 in FY2015/16 construction funds. Project to be funded via Prop B.
Polk Corridor Signal Upgrade: Reduced by \$277,100 in FY2014/15 design funds and \$706,500 in FY2015/16 construction funds. Project to be completed under budget.
Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$239,713 to \$211,631.
- 9 5YPP amendment to fully fund Eddy and Ellis Traffic Calming Improvement (Resolution 17-07, 9/27/2016)
Gough Corridor Signal Upgrade (14): Reduced by \$167,729 in FY2014/15 design funds. Project is fully funded and in progress.
Eddy and Ellis Traffic Calming Improvement: Increased by \$167,729 to fully fund construction in FY2016/17.
- 9 5YPP amendment to fully fund Webster Street Pedestrian Signals - Additional Funds (Resolution 17-035,03/21/2017)
Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$354,394 to \$169,394.
Webster Street Pedestrian Signals - Additional Funds: Added project with \$185,000 in FY2016/17 construction funds.

Prop K 5-Year Project List (FY 2014/15 - 2018/19)

Signals and Signs (EP 33)

Programming and Allocations to Date

Pending May 22, 2018 Board

Agency	Project Name	Phase(s)	Status	Fiscal Year				Total
				2014/15	2015/16	2016/17	2017/18	

¹⁰ 5YPP amendment to fund Traffic Signal Upgrade Contract 34 (Resolution 2018-004, 7/25/2017)

Traffic Signal Upgrades (15 Locations): Placeholders reduced from \$2,640,000 to \$0 in FY 2015/16 design funds and \$660,000 to \$0 in FY 2015/16 construction funds.

South Van Ness Signal Upgrade (12): Reduced from \$46,100 to \$0 in FY 2014/15 design funds. Project is in construction and is fully funded with SFMTA Operating funds.

Gough Corridor Signal Upgrade (14): Reduced from \$160,271 to \$0 in FY 2014/15 design funds. Project is in construction and is fully funded with Prop AA funds.

Cumulative Remaining Programming Capacity (Funds Deobligated from Prior 5YPP Cycles): Reduced from \$508,030 to \$0.

Traffic Signal Upgrade Contract 34: Added project with \$4,014,401 in FY 2017/18 construction funds.

¹¹ 5YPP amendment to fund California Street Laurel Village Improvement Project - Traffic Signals (Resolution 2018-012, 9/26/2017)

Follow-the-Paving (Spot Traffic Signal Improvements): Reduced placeholders from \$200,000 to \$0 in each of FYs 2016/17 and 2017/18.

Franklin/Divisadero Corridor Signal Upgrade: Reduced by \$100,000 in FY 2015/16. Project is fully funded and in construction.

California Street Laurel Village Improvement Project - Traffic Signals: Added project with \$500,000 in FY2017/18 for construction.

¹² 5YPP amendment to fund Traffic Signal Upgrade Contract 35 (Resolution 2018-017, 10/24/2017)

South Van Ness Signal Upgrade (12): Reduced from \$1,434,900 to \$594,900 in FY2016/17 construction funds. Project is fully funded via a Highway Safety Improvement Program grant, SFMTA Bond Funds and a previous Prop K allocation.

Traffic Signal Upgrade Contract 35: Added project with \$840,000 in FY2017/18 design funds.

¹³ 5YPP amendment to fund Better Market Street Interim Signals Rehabilitation (Resolution 2018-017, 10/24/2017):

Franklin/Divisadero Corridor Signal Upgrade: Reduced from \$172,080 to \$122,080 in FY2015/16 construction funds; project is complete.

Better Market Street Interim Signals Rehabilitation: Added project with \$50,000 in FY2017/18 construction funds.

¹⁴ 5YPP amendment to fully fund Gough Corridor Signal Upgrade (Resolution 2018-025, 12/12/2017):

South Van Ness Signal Upgrade (12): Reduced from \$594,900 to \$144,900 in FY2016/17 construction funds. The project is fully funded, and construction is nearly finished.

Gough Corridor Signal Upgrade: Increased programming from \$2,450,000 in FY2015/16 funds to \$2,900,000 in FY2017/18 construction funds.

¹⁵ 5YPP amendment to fully fund Traffic Signal Upgrade Contract 34 - Additional Funds (Resolution 2018-0XX, xx/xx/2018):

Franklin/Divisadero Corridor Signal Upgrade: Reduced from \$122,080 in FY15/16 funds to \$0; project is complete.

Great Highway Traffic Signal Upgrade (8): Reduced from \$607,729 in FY16/17 funds to \$164,464; the project is delayed.

3rd Street Traffic Signal Detection Upgrade - Phase 2: Reduced from \$300,000 in FY16/17 funds to \$0; SFMTA has rescheduled the project for FY2018/19.

Neighborhood Transportation Improvement Program (NTIP): Reduced from \$353,335 in FY15/16 funds to \$43,094.

Traffic Signal Upgrade Contract 34 - Additional Funds: Added project with \$1,218,680 in FY17/18 construction funds.

¹⁶ 5YPP amendment to fully fund Arguello Boulevard Traffic Signal Upgrade (Resolution 2018-0XX, xx/xx/2018):

Great Highway Traffic Signal Upgrade (8): Reduced from \$164,464 in FY16/17 funds to \$0; the project is delayed.

South Van Ness Signal Upgrade (12): Reduced from \$144,900 in FY16/17 funds to \$0; the project is complete.

3rd Street Traffic Signal Detection Upgrade - Phase 3: Reduced from \$457,950 in FY17/18 funds to \$0; SFMTA has rescheduled the project for FY2020/21.

Cumulative remaining programming capacity: Reduced from \$7,686 to \$0.

Arguello Boulevard Traffic Signal Upgrade: Added project with \$775,000 in FY17/18 construction funds.



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San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Project Name: Transportation Demand Management (TDM) Program Branding

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

EXPENDITURE PLAN INFORMATION

Prop K EP category: Transportation Demand Management/Parking Management: (EP-43)

Prop K EP Line Number (Primary): 43 Current Prop K Request: \$ 154,200

Supervisorial District(s): Citywide

REQUEST

Brief Project Description (type below)

Develop branding for the San Francisco's Transportation Demand Management (TDM) Program to support the efforts of all local agencies that are providing TDM programs and services. The final brand would support presenting the City's TDM programs, information and services in a consistent fashion, no matter which agency is providing the actual program support, resulting in a better customer experience.

Detailed Scope, Project Benefits and Community Outreach (type below)

See attached scope.

Project Location (type below)

Citywide

Project Phase (select dropdown below)

Planning/Conceptual Engineering (PLAN)

Map or Drawings Attached? No

Other Items Attached? Yes

5YPP/STRATEGIC PLAN INFORMATION

Type of Project in the Prop K 5YPP/Prop AA Strategic Plan? Named Project

Is the requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan? Greater than Programmed Amount

Prop K 5YPP Amount: \$ 150,000 Prop AA Strategic Plan Amount: _____

Please describe and justify the necessary amendment:

This project is proposed to be funded with \$150,000 programmed to Citywide TDM Marketing and \$4,200 programmed to TDM Program Evaluation. The latter requires a 5YPP amendment.

San Francisco County Transportation Authority Proposition K Sales Tax Program Allocation Request Form

The San Francisco Municipal Transportation Agency (SFMTA) requests an allocation of \$154,200 in Proposition K funds for Transportation Demand Management (TDM) Program Branding program.

Background

San Francisco is an attractive place to live, work, and play because it offers so much to such a wide variety of people. As a vibrant, busy city, San Francisco faces challenges with how to accommodate expected growth within the constraints of a world-class location that has already developed most of its available land. As the city increases in density, transportation and land-use planners are looking to make the city work better for the people who are here, as well as those who will be here in the future. Due to the costs of building major infrastructure, San Francisco is looking to do more with our existing system, while focusing on key important projects like the Central Subway and Van Ness Bus Rapid Transit. In order to succeed, an ambitious TDM program is needed to meet the challenge of maintaining mobility and access within the city. This project will develop the name and brand identity of this program to be used citywide.

During the development of the Interagency TDM Strategy and the SF TDM Plan, the development of a new brand was identified as a high-priority project, to be under development by the end of 2018.

Scope

SFMTA will manage this program under the guidance of the TDM Working Group, comprised of staff from SFMTA, SFCTA, SFE and Planning ensuring that all TDM partners are in agreement regarding the final program brand (name, logo, etc).

These funds will develop branding for the City's TDM Program to support the efforts of all City departments that are providing TDM programs and services. The final brand, if implemented consistently, would support presenting the City's TDM programs, information and services provided in a consistent fashion. Resident, employers, employees and visitors should understand that they are interacting with the City and County of San Francisco, but not need to navigate a brand landscape that prioritizes agencies. No matter which agency or consultant is providing the actual program support, users should feel as if they are working with a single team working to assist them with their needs, resulting in a better customer experience.

The key goal of the program is to create a recognizable City brand that provides an accessible entry point into interacting with the TDM offerings of multiple agencies. A unified brand will help the City's TDM programs achieve a second key action of the Integrated TDM Strategy: *speaking with a single voice*.

This unified voice will be based on the same vision, objectives, and data, and will be supported by a long-term commitment from the City. End-users should not have to be aware of which agency is providing the service, information or outreach.

Funds will be used to hire a branding consultant to conduct the relevant research and development of a name and brand identity. As we do with Vision Zero SF, SFMTA staff will ultimately work with partners to ensure the appropriate use of the brand. A key deliverable will be a brand guide, which will

**San Francisco County Transportation Authority
Proposition K Sales Tax Program Allocation Request Form**

be approved by staff from all four agencies, that will outline the proper usage of the TDM Brand. (See attached Vision Zero Brand Guide).

At the end of this project, the City and County of San Francisco will have a program brand for this multi-agency effort. Next steps will include integrating the brand into existing programs as well as moving forward with item two in the SF TDM Plan, “Develop an integrated, customer-friendly website for the TDM Program.” This website work will be a natural outgrowth of the branding work, which will help to identify audiences and communications channels for the program.

Prioritization

This project was identified as a key strategy in the 2014 Interagency TDM Strategy after interviews with 12 subject matter experts in the field of TDM¹. **This strategy was** developed in partnership with the San Francisco County Transportation Authority, SFMTA, San Francisco Environment and San Francisco Planning.

Further, this project was identified as a short term priority in the **2017 San Francisco TDM Plan**². The TDM Plan builds upon existing efforts to develop, implement and manage a coordinated Transportation Demand Management program that will make it easy for residents, employees, and visitors to use all available transportation. options, other than driving alone, to meet their travel needs.

TDM strategies can be a powerful tool to shift travel behavior. As San Francisco endeavors to develop a world-class TDM program that will efficiently and effectively reduce single occupancy vehicle use in San Francisco, this project will put San Francisco on the path to achieving this aim.

Project timeline and phasing (SFMTA will be the lead on all phases with SFE, SFCTA and SF Planning collaborating as full partners and sitting on the project steering committee)

Phase One (July 2018 – December 2018) Contracting

Task 1 – RFP (July – October)

Task 2 – Contract signing (December)

Deliverable: Sign consultant contract with detailed workplan and task oriented timeline

Phase Two (January 2019 – October 31, 2020)

Task 1 - Develop TDM Program name, logo and brand standards

Deliverable: Memo documenting market research that outlines the information collected and informing the brand decisions.

Deliverable: Approved Program Name and logo, Brand Standards guidelines document including use of logo, fonts, colors and guide for when to utilize the brand.

¹http://www.sfcta.org/sites/default/files/content/Planning/TDM_Partnership/Combined%20TDM%20Project%20Factsheets%20092315.pdf

²http://www.sfcta.org/sites/default/files/content/Executive/Meetings/board/2017/10-Oct-17/Item%2010%20-%20SFMTA%20TDM%20Plan%202017_FINAL%20%281%29.pdf

San Francisco County Transportation Authority Proposition K Sales Tax Program Allocation Request Form

Phase Three (October 2020 – December 2020)

Task 1 – socialize the brand with partners

Deliverable: List of meetings for TDM partners and collaborators

Examples of TDM Programs and their brands:

Arlington, VA: <https://arlingtontransportationpartners.com/about-us/>

Cambridge, MA: <http://www.cambridgema.gov/CDD/Transportation/CitySmart>

Seattle, WA: <https://commuteseattle.com/>

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Transportation Demand Management (TDM) Program Branding

ENVIRONMENTAL CLEARANCE

Environmental Type: N/A

PROJECT DELIVERY MILESTONES

Enter dates below for ALL project phases, not just for the current request, based on the best information available. For PLANNING requests, please only enter the schedule information for the PLANNING phase.

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)	Jul-Sep	2018	Oct-Dec	2020
Environmental Studies (PA&ED)				
Right-of-Way				
Design Engineering (PS&E)				
Advertise Construction				
Start Construction (e.g. Award Contract)				
Operations (i.e., paratransit)				
Open for Use				
Project Completion (means last eligible expenditure)			Oct-Dec	2020

SCHEDULE DETAILS

Provide dates for any COMMUNITY OUTREACH planned during the requested phase(s). Identify PROJECT COORDINATION with other projects in the area (e.g. paving, MUNI Forward) and relevant milestone dates (e.g. design needs to be done by DATE to meet paving schedule). List any timely use-of-funds deadlines (e.g. federal obligation deadline). If a project is comprised of MULTIPLE SUB-PROJECTS, provide milestones for each sub-project. For PLANNING EFFORTS, provide start/end dates for each task.

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

Project Name: Transportation Demand Management (TDM) Program Branding

FUNDING PLAN - FOR CURRENT REQUEST

Enter the funding plan for the phase(s) that are the subject of the CURRENT REQUEST. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ 4,200	\$ 150,000	\$ -	\$ 154,200
	\$ -	\$ -	\$ -	\$ -
Total:	\$ 4,200	\$ 150,000	\$ -	\$ 154,200

COST SUMMARY

Show total cost for ALL project phases (in year of expenditure dollars) based on best available information. Source of cost estimate (e.g. 35% design, vendor quote) is intended to help gauge the quality of the cost estimate, which should improve in reliability the farther along a project is in its development.

Phase	Total Cost	Prop K - Current Request	Prop AA - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering (PLAN)	\$ 154,200	\$ 154,200		Based on similar projects and projected consultant fees
Environmental Studies (PA&ED)	\$ -	\$ -		
Right-of-Way	\$ -	\$ -		
Design Engineering (PS&E)	\$ -	\$ -	\$ -	
Construction (CON)	\$ -	\$ -	\$ -	
Operations (Paratransit)	\$ -	\$ -		
Total:	\$ 154,200	\$ 154,200	\$ -	

% Complete of Design: as of
 Expected Useful Life: Years

PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST (instructions as noted below)

Use the table below to enter the proposed reimbursement schedule for the current request. Prop K and Prop AA policy assume these funds will not be reimbursed at a rate greater than their proportional share of the funding plan for the relevant phase unless justification is provided for a more aggressive reimbursement rate. If the current request is for multiple phases, please provide separate reimbursement schedules by phase. If the proposed schedule exceeds the years available, please attach a file with the requested information.

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K	\$ 154,200	\$ -	\$ -	\$ -	\$ -	\$ 154,200

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

MAJOR LINE ITEM BUDGET

BUDGET SUMMARY

	1. Contracting		2. Program Development	3. Socialize new brand	
SFMTA	\$ 7,908.68	\$ 4,078.30	\$ 47,214.48	\$ 8,528.91	\$ 67,730
Consultant	\$ -	\$ -	\$ 85,000.00	\$ -	\$ 85,000
Other Direct Costs *	\$ -	\$ -	\$ -	\$ -	\$ -
City Attorney	\$ -	\$ -	\$ -	\$ -	\$ 1,500
Total	\$ 7,909	\$ 4,078	\$ 132,214	\$ 8,529	\$ 154,230

* Direct Costs include mailing, reproduction costs, and room rental fees.

DETAILED LABOR COST ESTIMATE - BY AGENCY

SFMTA	Hours	Base Hourly Rate	Overhead Multiplier	Fully Burdened Hourly Cost	FTE	Total
9174 Manager IV	104	\$ -	-	\$ 214.01	0.05	\$ 22,257
5290 Transportation Planner IV	104	\$ -	-	\$ 193.82	0.05	\$ 20,157
5277 Planner 1	212	\$ -	-	\$ 119.42	0.10	\$ 25,317
City Attorney	3	\$ -	-	\$ 500.00	0	\$ 1,500
Total	423.00				0.20	\$ 69,231

Budget						
Task	SFMTA Program Supervisor			SFMTA Project Oversight		Total
	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	SFMTA Project Staff	Direct Costs	
Business Outreach						
1. Contracting						\$ 11,987
1.1 RFP	\$ 3,210.15	\$ 2,907.30	\$ 1,791.23			\$ 7,909
1.2 Contract signing	\$ 2,140.10	\$ 1,938.20				\$ 4,078
2. Program Development						
2.1 Develop the brand	\$ 15,836.74	\$ 11,435.38	\$ 19,942.36	\$ 85,000		\$ 132,214
3. Socialize new brand						
3.1 Roll-out meetings	\$ 1,070.05	\$ 3,876.40	\$ 3,582.46			\$ 8,529
Subtotals	22,257	20,157	25,316	\$ 85,000		\$ 152,730

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/19/2018 **Res. No.:** _____ **Res. Date:** _____

Project Name: Transportation Demand Management (TDM) Program Branding

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

Funding Recommended:	Action	Amount	Phase
	Prop K Allocation	\$ 154,200	Planning/Conceptual Engineering (PLAN)
	Total:	\$ 154,200	

Total Prop K Funds: \$ 154,200 **Total Prop AA Funds:** \$ -

Fund Expiration Date: 6/30/2021 **Eligible expenses must be incurred prior to this date.**

Deliverables:

1. SFMTA shall provide a draft detailed project workplan and schedule for Transportation Authority review prior to execution of consultant contract (anticipated November 2018). This plan shall include anticipated participants in the group of TDM partner agencies referenced in Special Condition 1 and anticipated schedule of milestones for when the group shall be convened.
2. Upon completion (anticipated June 2019), SFMTA shall provide a memo documenting market research.
3. SFMTA shall provide draft brand name, logo, and brand standards and implementation plan for review and comment by Transportation Authority staff. Upon completion, SFMTA shall provide final versions of these documents.

Special Conditions:

1. Phase 1. SFMTA shall convene a group of agencies anticipated to use the TDM brand (e.g. SFMTA, SFCTA, SFE) to solicit input on the consultant work program prior to execution of consultant contract.
2. Throughout Phase 2, SFMTA shall convene the group of TDM partner agencies on a regular basis to review and provide feedback on development of brand name, logo, and brand standards. In consultation with these agencies, SFMTA shall develop a plan for how the brand will be employed including the projects expected to adopt the brand.
3. The Transportation Authority will only reimburse SFMTA up to the approved overhead multiplier rate for the fiscal year that SFMTA incurs charges.

Metric	Prop K	Prop AA
Actual Leveraging - Current Request	0.00%	No Prop AA

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 4/19/2018 **Res. No.:** _____ **Res. Date:** _____

Project Name: Transportation Demand Management (TDM) Program Branding

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

Actual Leveraging - This Project	0.00%	No Prop AA
---	-------	------------

SFCTA Project Planning
Reviewer: _____

SGA PROJECT NUMBER

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number:	<u>143-xxxxxx</u>	Name:	<u>Transportation Demand Management (TDM) Program Branding</u>
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Phase:	<u>Planning/Conceptual Engineering (PLAN)</u>	Fund Share:	<u>100.00%</u>
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Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K		\$50,000	\$ 54,200	\$ 50,000		\$154,200

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Current Prop K Request: \$ 154,200

Current Prop AA Request: \$ -

Project Name: Transportation Demand Management (TDM) Program Branding

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Required for Allocation Request Form Submission
Initials of sponsor staff member verifying the above statement
TM

CONTACT INFORMATION

Project Manager

Grants Section Contact

Name: John Knox White

Timothy Manglicmot

Title: Manager, Planning Programs

Acting Manager, Capital Procurement & Management

Phone: 415.579.9741

415.646.2517

Email: john.knoxwhite@sfmta.com

timothy.manglicmot@sfmta.com



VISION ZERO SF

Brand Guidelines

April 2018

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INTRODUCTION



**VISION
ZERO
SF**

Vision Zero SF is the City's road safety policy that will build safety and livability into our streets, protecting the one million people who move about the City every day.

ABOUT VISION ZERO SF

Every year in San Francisco, about 30 people lose their lives and over 500 more are severely injured while traveling on city streets. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to stopping further loss of life.

The City and County of San Francisco adopted Vision Zero as a policy in 2014, committing to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives. The goal is to create a culture that prioritizes traffic safety and to ensure that mistakes on our roadways don't result in serious injuries or death. The result of this collaborative, citywide effort will be safer, more livable streets as we work to eliminate traffic fatalities by 2024.

OUR POSITIONING

By adopting Vision Zero as a policy in 2014, the City and County of San Francisco is committed to building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and prioritizing resources to implement effective initiatives that save lives.

Through this work, we will create a culture whereby city residents, workers and visitors prioritize traffic safety, and ensure that when people make mistakes while using our streets the result is not serious injuries or death.

OUR PERSONALITY

The personality is the perception people have of the Vision Zero SF brand, based on their experiences with the policy, associated programs and communications.

Key characteristics of the Vision Zero SF personality include approachable, credible, objective, intuitive and straightforward.

OUR MISSION STATEMENT

Through Vision Zero SF, we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024.

ABOUT THE GUIDELINES

The Vision Zero SF identity has been carefully designed through detailed consideration of many factors, both functional and aesthetic, to reflect what makes Vision Zero SF important and unique to our City. Adhering to the brand standards ensures that the Vision Zero SF identity appears consistently in all communications, and that materials associated with Vision Zero SF—such as presentations, publications, websites, advertising, signage and outreach materials—always have a cohesive look and feel.

Who are these guidelines for?

Anyone who would like to use the Vision Zero SF identity to increase community awareness of Vision Zero SF and its goals, including partners and traffic safety advocates. While there are many different internal and external audiences, the tools in these guidelines should enable each of us to advocate for Vision Zero SF and benefit from being part of the brand's story.

How should these guidelines be used?

Use these guidelines as the foundation for accepted usage of the Vision Zero SF brand including logos, identifier, colors, typography and other related brand elements.

Adhere to the brand standards to ensure that Vision Zero SF appears consistently in all communications and collateral.

ABOUT BRAND COMPLIANCE

We appreciate the effort you are giving to ensure you are utilizing the Vision Zero SF brand correctly. SFMTA has oversight of all marketing and communication initiatives referencing the Vision Zero SF brand.

Utilization of the Vision Zero SF brand needs to be approved.

Prior to utilizing the Vision Zero SF identity, and obtaining original artwork, acquire permission from the Vision Zero SF Communications Lead at brand@visionzerosf.org. Include project information and a copy of the draft brand application (e.g., flyer, PowerPoint, signage, etc.).

Send materials for approval if they meet ANY one of these criteria.

- The materials will reach (be used and/or seen by) a public audience.
- The materials will be professionally printed or produced.
- The materials will be used as a promotion or advertisement.

Questions about how to implement the Vision Zero SF brand guidelines?

Contact SFMTA Creative Services at Creative.Services@SFMTA.com.

Prior to using the Vision Zero SF identity, acquire permission from the Vision Zero SF Communications Lead at brand@visionzerosf.org.

Example Brand Guidelines - Provided for Reference



THE LOGO

LOGO ELEMENTS

- 1** **The Color:** Black is the required color for the Vision Zero SF brand. It promotes a strong, bold and confident presence. In some cases, white may be used (see page 10 for details).
- 2** **The Dial:** The dial consists of 24 dashes. This has multiple meanings. First, it gives a nod to the original 24 projects that kicked off the Vision Zero initiative. Additionally, this feature connects the goal of attaining zero traffic related deaths by 2024.
- 3** **The Font:** To address the breadth of audiences for this initiative, we utilized a font that is modern and sophisticated, but not complicated. It supports the idea of forward thinking with its subtle curves, but conveys strength with its clean lines. The font utilized in the word mark of the Vision Zero SF logo is Glober. Do not substitute this font.
- 4** **The Equation:** To push beyond the expected of a traditional word mark, we included a unique equation that denotes collective efforts of the City and County of San Francisco and how Vision Zero will bring us to the goal of zero traffic related deaths by 2024.



THE VISION ZERO SF LOGO

The Vision Zero SF logo is the primary visual symbol of the brand. Therefore, how it is constructed and placed are of utmost importance in maintaining the integrity of the brand.

The logo and its variations may be used as shown in the guidelines. Always use the original approved art, by using the official master artwork files. Never alter any aspect of it. See Improper & Proper Usage on page 14 for examples.

The Vision Zero SF logo must appear at least once on all communication media.



The primary version of the logo.

Dial with stacked name: Use this full version of the logo whenever possible.

Logo variations



Dial only version: When space is limited, or as part of the identifier (see samples on page 22), the “dial only” version of the logo may be used.



Logo on white or light background: When used against a white or light colored background, the required logo color is black.



Logo on black or dark background: When used against a black or dark colored background, the required logo color is white.



VISIONZEROSF

Text only version: Use of a text-only version of the logo is allowed when dial version cannot be used, but must be presented as shown. If gray “zero” is unreadable against background color, white is an acceptable alternate.



Animated version: For an animated version (GIF or MOV) of the logo for use in multimedia, please contact Creative.Services@SFMTA.com.



Logo clearspace

“Clearspace” has been established to ensure logo visibility and impact.

Maintaining the clearspace zone between the logo and other graphic elements such as type, images, other logos, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

For the Vision Zero SF logo, the minimum clear space around the logo should equal one and a half times the height of the letter “O” in the safe area of the logo. The clear space requirements displayed on this page are intended to maintain the integrity of the Vision Zero SF logo by ensuring an appropriate amount of space around the logo. No other elements should infringe on the clear space of the logo.

Clear space requirements for the logo are shown here. The clear space requirements act as a ratio. The larger the logo, the larger the minimum clear space around it should be.



Minimum size

To make sure the logo is always clear and legible, there is a minimum size requirement.

The minimum size for the Vision Zero SF full logo and logotype is .8" wide proportionally.

The minimum size for the Vision Zero SF "dial only" logo is .4" wide proportionally.



Logo watermark

The Vision Zero SF “dial” symbol can be used as a watermark, with the opacity set at 10% - 15% percent against the background.

The watermark is to be placed on the lower right quadrant of the document and off the page.

When using a watermark, do not show the letters and line inside the dial.

Shown on this page is an example of how to use the “dial” watermark.



Improper logo usage

The following guidelines address the most common misuses (but not all), these rules apply to the Vision Zero SF logo.

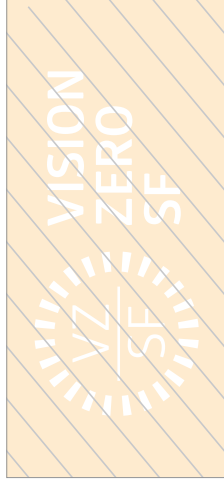
Do NOT use colors other than black or white.



Do NOT alter the color of individual elements.



Do NOT place on similar color backgrounds.



Do NOT stretch or condense the identity.



Do NOT alter or replace typefaces.



Do NOT use drop shadows or other effects.



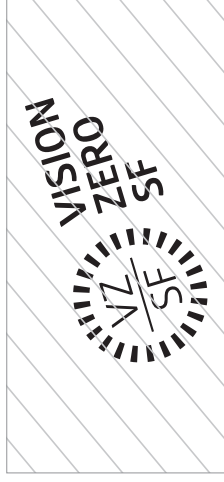
Do NOT alter the placement of the elements.



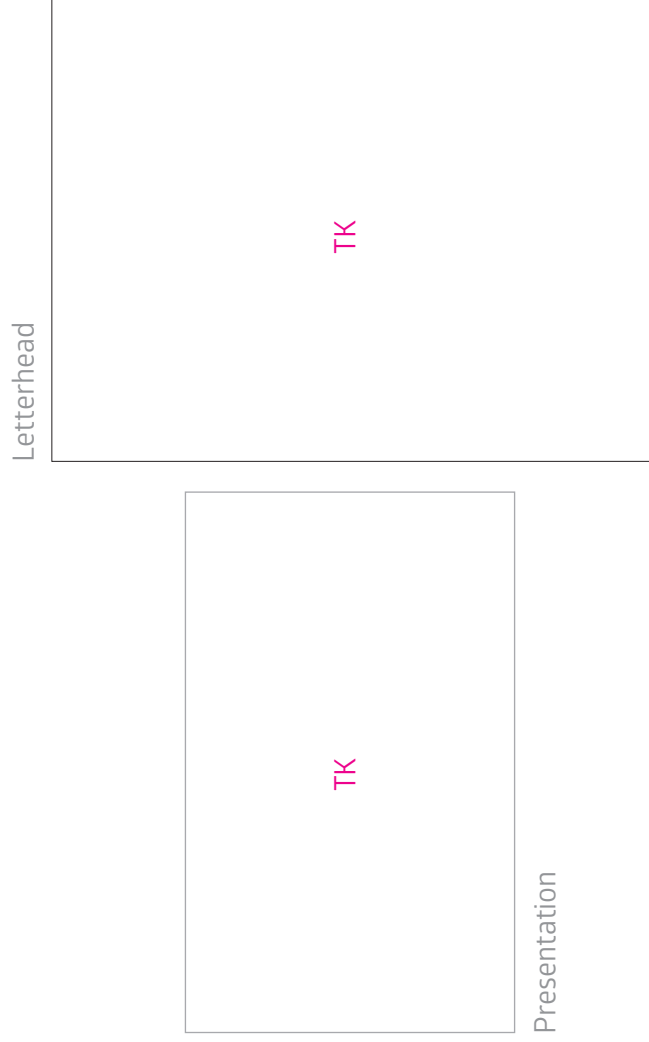
Do NOT place on busy backgrounds.



Do NOT rotate the identity.



Proper logo usage

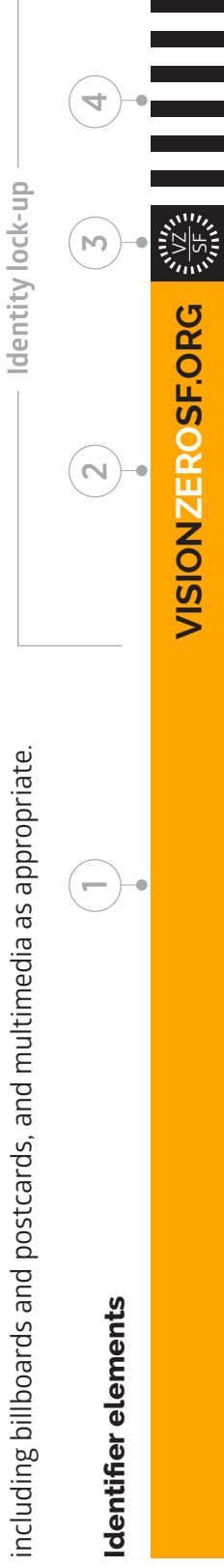




THE IDENTIFIER

THE IDENTIFIER

The identifier unites the Vision Zero SF URL and logo, and iconic street themes (crosswalk stripes and yellow color) in one highly recognizable symbol of the brand. Use the identifier on the bottom of all print collateral including billboards and postcards, and multimedia as appropriate.



Identifier elements

The advertising identifier consists of four elements:

- 1 **Yellow bar:** The yellow bar, which uses the required Pantone color 130, runs all the way across the bottom of the collateral. The yellow bar only contains the URL.
- 2 **URL:** The website address always appears to the left of the logo square, in ALL CAPS with 'ZERO' knocked out.
- 3 **Logo square:** The square is always black and contains the "dial" logo in white only.
- 4 **Crosswalk stripes:** The identifier must contain black and white "crosswalk stripes," placed to the right of the logo square.

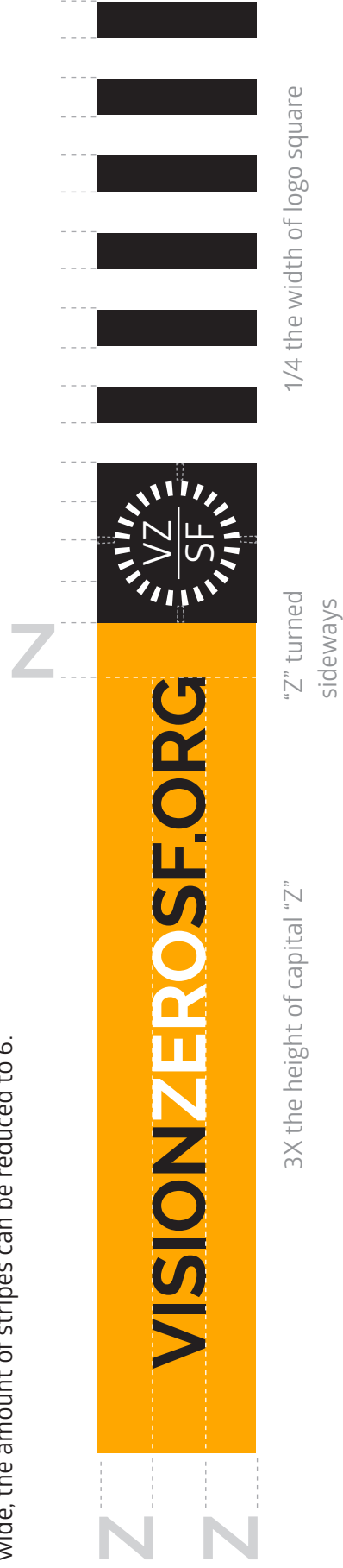
Determining the size of identifier elements

Yellow bar: The height of the yellow bar equals the height of 3X the height of one of the capital letters in the URL.

URL: The point size of the URL is arbitrary and effects the rest of the identifier elements. Use all caps in black with white "zero".

Logo square: The height of the black square equals the height of the yellow bar. The logo ("dial" version only), fits into the black square. The space around the logo equals the height of one of the logo "dial tabs".

Crosswalk stripes: The crosswalk stripes equals 1/4 width of the logo square. The amount of black and white stripes should be a minimum of 9 and a maximum of 12, but in the event that the collateral is less than 2" wide, the amount of stripes can be reduced to 6.



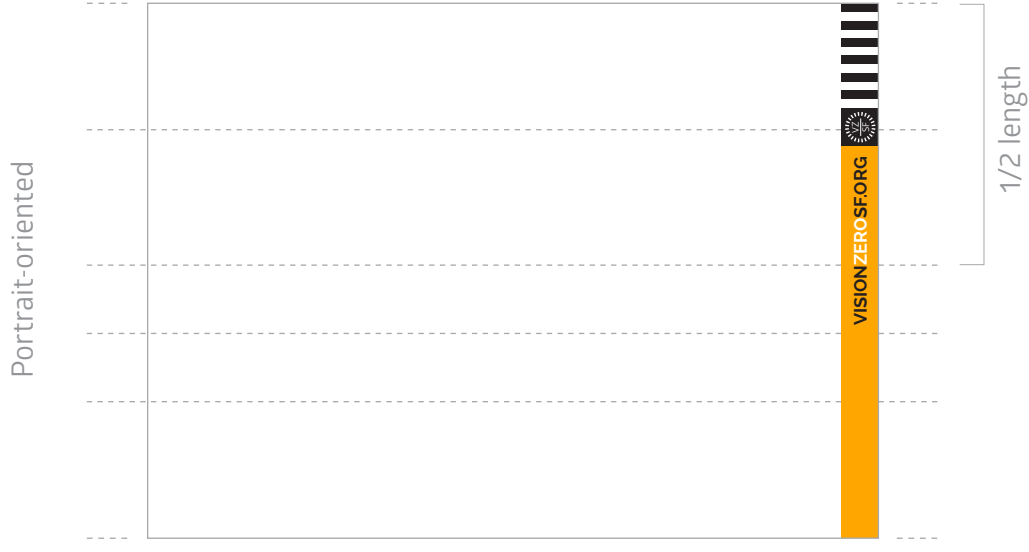
Determining the size of the identifier

The sizing of the identifier depends on the orientation of the collateral being created.

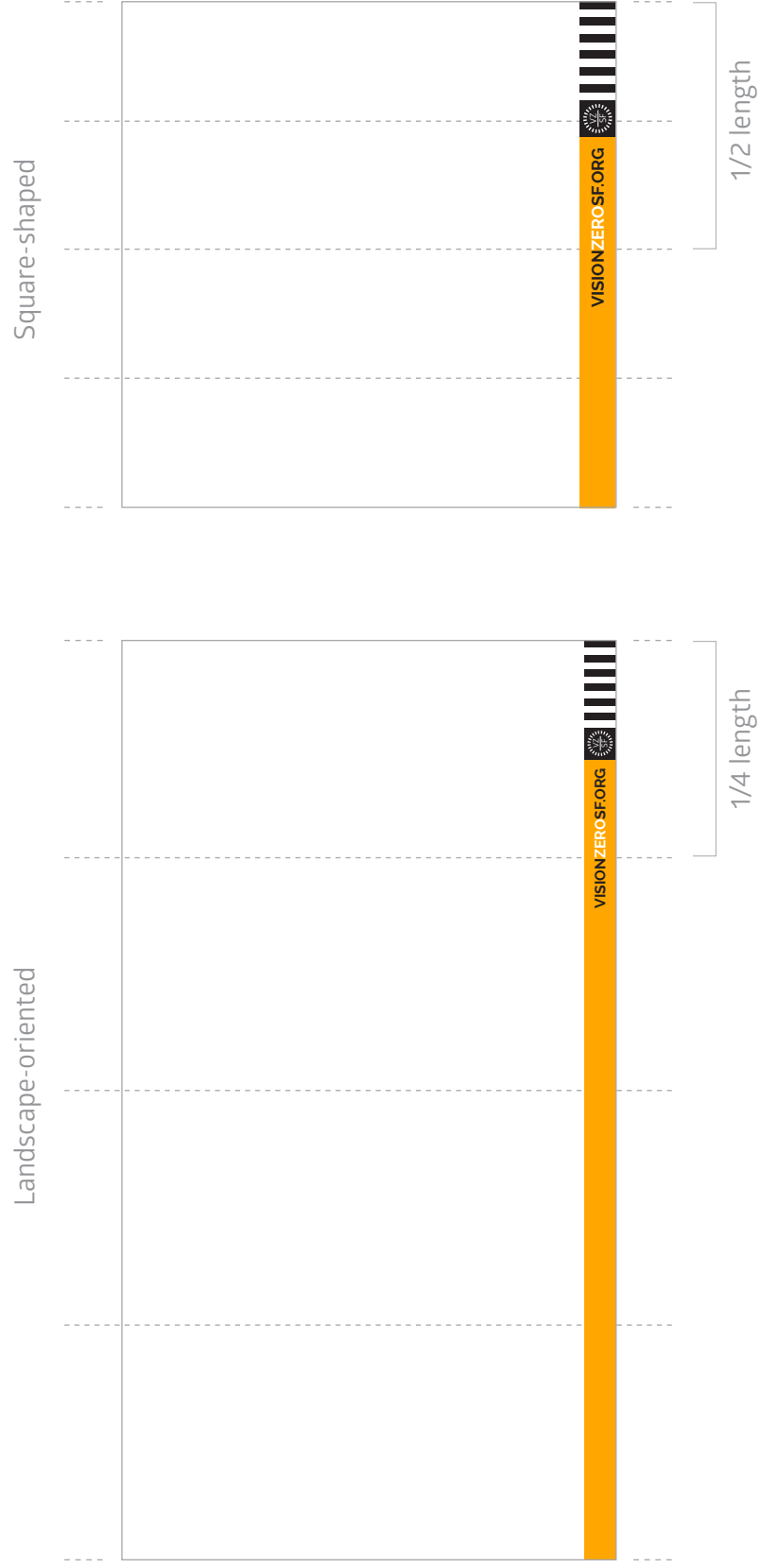
For portrait-oriented and square-shaped pieces, the total width of the identity lock-up elements (URL, logo square and crosswalk stripes only) should align the left side of the “Z” in “ZERO” with 1/2 the total width of the collateral piece. The yellow bar then extends to the left edge of the piece, completing the identifier. Do not use more than 12 total crosswalk stripes.

For landscape-oriented pieces, the total width of the identity lock-up elements (URL, logo square and crosswalk stripes only) equals 1/4 the total width of the collateral piece. The yellow bar then extends to the left edge of the piece, completing the identifier.

Note: The number of black and white stripes should be a minimum of 9 and a maximum of 12, but in the event that the collateral is less than 2” wide, the amount of stripes can be reduced to 6.



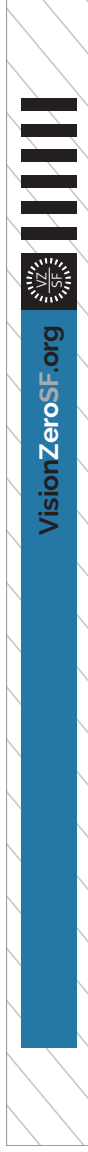
Determining the size of identifier (continued)



Improper identifier usage

The following guidelines address the most common misuses (but not all), these rules apply to the Vision Zero SF identifier.

Do NOT replace the specified colors or typefaces of the identifier.



Do NOT alter the placement of the elements of the identifier.



Do NOT violate the identifier size guidelines.



Do NOT stretch or condense the identifier.

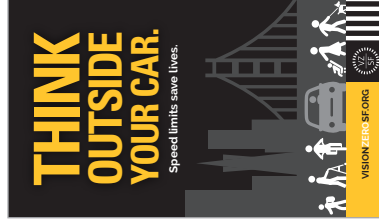


Proper identifier usage

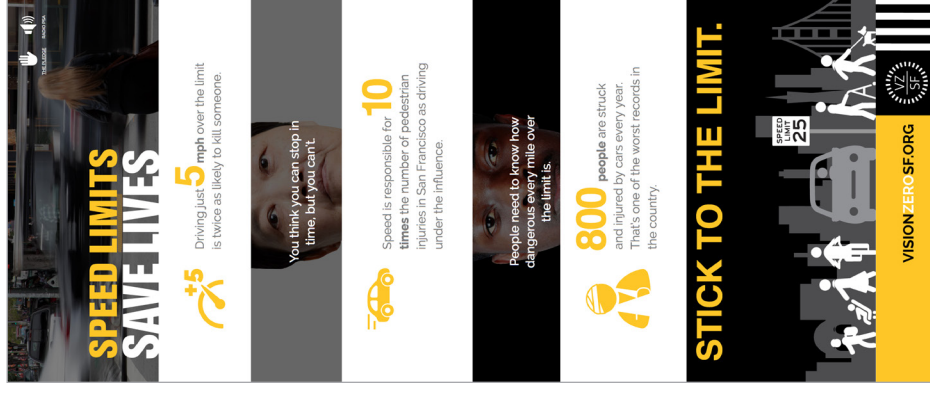
Transit display ad



Outreach card



Web page



Example Brand Guidelines - Provided for Reference

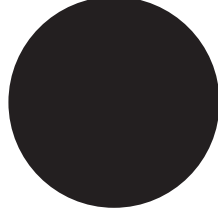


STYLE

COLOR PALETTE

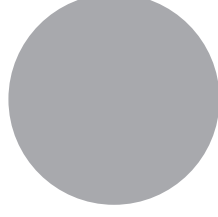
Beyond the logo and identifier, color is a highly recognizable aspect of our brand identity. Colors were selected that reflect the boldness of our streets. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive brand story.

Vision Zero SF uses three primary colors for all graphic and communications media: Black, Vision Zero SF Gray (Pantone Cool Gray 6 C), Vision Zero SF Yellow (Pantone 130 C) and White. The four color process, RGB build and hex values are identified here.



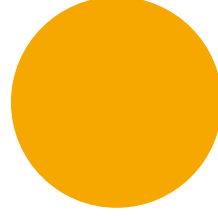
Black

PMS Black C
CMYK: 63/62/59/94
RGB: 45/41/38
Hex: 2d2926



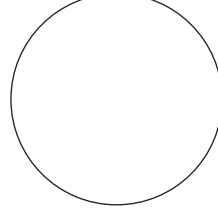
Vision Zero SF Gray

PMS Cool Gray 6 C
CMYK: 16/11/11/27
RGB: 167/168/170
Hex: a7a8aa



Vision Zero SF Yellow

PMS 130 C
CMYK: 0/32/100/0
RGB: 242/169/0
Hex: f2a900



White

PMS White
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: ffffff

FONT

The primary font for all Vision Zero SF collateral is Raleway.

This font is versatile, professional and visually appealing, and is easy to read. The Raleway font family is approved for usage on Vision Zero SF signage, business cards, stationery, envelopes, other print assets, Vision Zero SF-branded applications.

In certain instances other fonts such as Veneer and Univers may be used with permission from the Vision Zero SF Communications Lead at brand@visionzerosf.org.

RALEWAY REGULAR
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

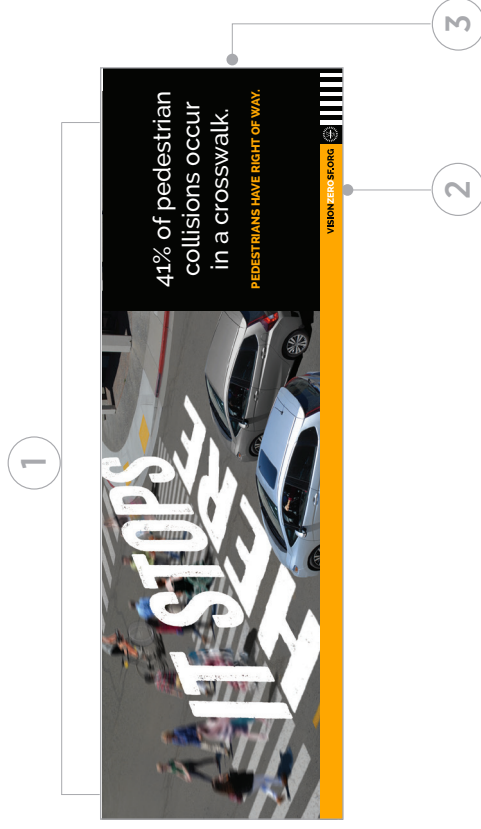
RALEWAY SEMIBOLD
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

RALEWAY BOLD
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

RALEWAY HEAVY
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

AD ELEMENTS

- 1 **Color:** Adhere to the Vision Zero SF color palette.
- 2 **Identifier:** Use the identifier on the bottom of all ads. The identifier includes the URL and Vision Zero SF logo which must appear at least once on all collateral.
- 3 **Font:** For ad messages/sub-headlines, use Raleway, the primary Vision Zero SF font. Custom campaign font treatments may be used for headlines with permission from the Vision Zero SF Communications Lead at brand@visionzerosf.org.



PHOTOGRAPHY

The primary impact of photos used in Vision Zero SF materials should convey the present time, and represent the people and places of the San Francisco Bay Area.

Attributes and characteristics

The images chosen for most collateral should be in full color whenever possible. They should be professionally shot, or can be purchased stock images. The images should be creatively cropped so that they are visually appealing. Make the images as large as possible in relation to text.

Permissions

Be sure you have permission to use photographs. Do not simply download photos from online sites unless the photographer has given you permission to use them.



Sample photo



Sample photo

ILLUSTRATION

Spot illustrations

Spot illustrations (graphic icons) may be used to impart a quick visual understanding of a section of text, or used for web buttons and text bullets.

The preferred Vision Zero SF illustration style is hip and intelligent and has clean lines with flat colors. The style of illustration should be simple, not overdrawn. Avoid typical clip art.



Sample spot illustration

Photo illustrations

Sometimes neither a single photographic image nor a spot illustration can convey a certain message or feeling for a communication piece. Photo illustrations (multiple images put together in Photoshop) can achieve a high degree of interest, and offer a compelling and sometimes light-hearted feeling. This style can be a nice contrast to the often serious nature of other images. Use discretion when choosing this style; preferably when you would need an instantly eye-catching solution.



Sample photo illustration

Example Brand Guidelines - Provided for Reference



CO-BRANDING

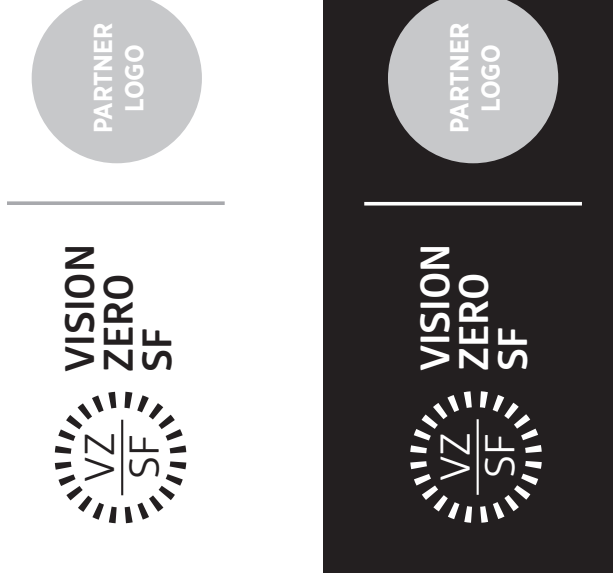
CO-BRANDING WITH THE VISION ZERO SF LOGO

Other logos are used to highlight programs, policy work, etc. that is lead by a particular agency or entity.

Co-branding requires a prominent placement and a lead agency or entity logo accompany with the Vision Zero SF logo on all materials.

The lead agency logo should always be on the right and the Vision Zero SF logo should be approximately 75% the size of the agency/entity logo.

A gray (or white when against a dark background) "pipe" between the logos and extend slightly above and below the height of the logos.



Example Brand Guidelines - Provided for Reference



SFMTA Creative Services
Creative.Services@SFMTA.com



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 May 22, 2018

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Citywide TDM									
SFMTA	Citywide TDM Marketing ³	CON	Programmed	\$0					\$0
SFMTA	Citywide TDM Marketing ³	CON	Programmed				\$0		\$0
SFMTA	TDM Program Evaluation ^{2,3}	PLAN/ CER	Programmed	\$0					\$0
SFMTA	Transportation Demand Management (TDM) Program Branding ³	PLAN/ CER	Pending				\$154,200		\$154,200
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed			\$100,000			\$100,000
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed					\$100,000	\$100,000
SFMTA	Comprehensive TDM Program	CON	Allocated	\$100,000					\$100,000
SFMTA	Comprehensive TDM Program	CON	Deobligated	(\$69,354)					(\$69,354)
SFMTA	Comprehensive Residential and Employee TDM Program ⁴	CON	Programmed			\$0			\$0
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 1 ⁴	PLAN/ CER	Pending				\$100,000		\$100,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 2 ⁴	PLAN/ CER	Pending				\$150,000		\$150,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 3 ⁴	PLAN/ CER	Pending				\$133,000		\$133,000

Agency	Project Name	Phase	Status	Fiscal Year						Total
				2014/15	2015/16	2016/17	2017/18	2018/19		
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed			\$317,000				\$317,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed				\$350,000			\$350,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed					\$350,000		\$350,000
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		\$200,000					\$200,000
Demand and Pricing Management										
SFCTA, SFMTA	Congestion/Trip Management Plan ²	PLAN/ CER	Programmed		\$0					\$0
SFCTA	Lombard Crooked Street Congestion Management System Development [NTIP Capital] ²	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	Treasure Island Mobility Management Program	PS&E	Appropriated		\$210,000					\$210,000

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Communities of Concern Access									
SFMTA, Any Eligible	NTIP Placeholder ¹	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
Total Programmed in 5YPP				\$1,008,192	\$889,897	\$667,000	\$1,081,200	\$450,000	\$4,096,289

Total Allocated and Pending in 5YPP				\$1,077,546	\$449,897	\$250,000	\$737,200	\$0	\$2,514,643
Total Deobligated in 5YPP				(\$69,354)	\$0	\$0	(\$6,000)	\$0	(\$75,354)
Total Unallocated in 5YPP				\$0	\$440,000	\$417,000	\$350,000	\$450,000	\$1,657,000

Total Programmed in 2014 Strategic Plan				\$1,331,771	\$1,339,872	\$650,000	\$400,000	\$450,000	\$4,171,643
Deobligated from Prior 5YPP Cycles **				\$22,396					\$22,396
Cumulative Remaining Programming Capacity				\$345,976	\$795,951	\$778,951	\$97,751	\$97,751	\$75,354

Programmed
Pending Allocation/Appropriation
Board Approved Allocation/Appropriation

Agency	Project Name	Phase	Status	Fiscal Year				Total
				2014/15	2015/16	2016/17	2017/18	

Footnotes

¹ NTIP Placeholder funds from Fiscal Year 2015/16 (\$60,000) were allocated to Potrero Hill Pedestrian Safety and Transit Stop Improvements [NTIP].

² 5YPP Amendment to accommodate appropriation for Lombard Crooked Street Congestion Management System Development [NTIP Capital] (Resolution 17-052, 5.23.2017):

Congestion/Trip Management Plan: Reduced placeholder from \$154,200 to \$0;

TDM Program Evaluation: Reduced placeholder from \$100,000 to \$4,200. After this amendment over \$200,000 remains in the 5YPP period for evaluation of TDM projects;

\$200,000 of the funds from Congestion/Trip Management Plan and TDM Program Evaluation are considered NTIP Capital funds.

Lombard Crooked Street Congestion Management System Development [NTIP Capital]: Added project with \$250,000 in Fiscal Year 2016/17 for Planning.

³ 5YPP Amendment to fully fund Transportation Demand Management (TDM) Program Branding (Resolution XX-XX)

Citywide TDM Marketing: Reduced from \$100,000 to \$0 in Fiscal Year 2014/15

Citywide TDM Marketing: Reduced from \$50,000 to \$0 in Fiscal Year 2017/18

TDM Program Evaluation: Reduced from \$4,200 to \$0 in Fiscal Year 2014/15

Transportation Demand Management (TDM) Program Branding: New project added with \$154,200 in Fiscal Year 2017/18 for planning.

⁴ 5YPP Amendment to fully fund Business Relocation Transportation Demand Management (TDM) (Resolution XX-XX)

Comprehensive Residential and Employee TDM Program: Reduced from \$350,000 to \$0 in Fiscal Year 2015/16 and from \$350,000 to \$317,000 in Fiscal Year 2016/17

Business Relocation Transportation Demand Management (TDM) - Phase 1: New project added with \$100,000 in Fiscal Year 2017/18 for planning.

Business Relocation Transportation Demand Management (TDM) - Phase 2: New project added with \$150,000 in Fiscal Year 2017/18 for planning.

Business Relocation Transportation Demand Management (TDM) - Phase 3: New project added with \$133,000 in Fiscal Year 2017/18 for planning.



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San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Project Name: Business Relocation Transportation Demand Management

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

EXPENDITURE PLAN INFORMATION

Prop K EP category: Transportation Demand Management/Parking Management: (EP-43)

Prop K EP Line Number (Primary): 43 Current Prop K Request: \$ 383,000

Supervisorial District(s): Citywide

REQUEST

Brief Project Description (type below)

Develop, implement and operate a program focused on addressing the transportation needs of employees at businesses that are opening in or relocating to new locations in San Francisco. The program will provide transportation planning services and materials to businesses to help their employees travel to work in their new location 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.

Detailed Scope, Project Benefits and Community Outreach (type below)

See attached scope.

Project Location (type below)

Citywide

Project Phase (select dropdown below)

Planning/Conceptual Engineering (PLAN)

Map or Drawings Attached? No

Other Items Attached? Yes

5YPP/STRATEGIC PLAN INFORMATION

Type of Project in the Prop K 5YPP/Prop AA Strategic Plan? Named Project

Is the requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan? Less than or Equal to Programmed Amount

Prop K 5YPP Amount: \$ 383,000 Prop AA Strategic Plan Amount: _____

Challenge statement: Identify cost-effective employer-based travel demand management strategies and programs targeting relocating businesses, and develop a San Francisco relocating-employer TDM program implementation plan.

City's goals:

In 1973, San Francisco passed a "Transit First" policy, and the city has continued to prioritize public transportation, walking, and bicycling when determining how to best use limited street space and public thoroughfares. More recently, the San Francisco Transportation Demand Management (TDM) Plan 2016-2020 was adopted by the Commissions of the SFMTA, SFCTA, SF Environment, and SF Planning Department. The SF TDM Plan builds upon existing efforts to develop, implement and manage a coordinated Transportation Demand Management program that will make it easy for residents, employees, and visitors to use all available transportation options, other than driving alone, to meet their travel needs.

Additionally, the 2013 San Francisco Climate Action Strategy called for shifting 50 percent of trips to non-automobile trips by 2017. The city has realized this goal and it is time to pivot to the 2030 mode share goal. Recognizing this, the San Francisco TDM Plan has adopted the SFMTA's 2017 Transportation Sector Climate Action Strategy calls for 80 percent of all trips to be made by environmentally sustainable modes by 2030.

Project Goals:

The goal of this program is to develop a San Francisco employer-based TDM program implementation plan.

Detailed project description:

A strong regional economy and increasing desire to work in dense urban settings leads many existing companies to relocate or open a new location in San Francisco each year. This trend is predicted to increase in the future: According to regional projections (Plan Bay Area) San Francisco is projected to add 260,000 new jobs between 2014 and 2040.¹

A significant percentage of San Francisco employees currently commute in Single Occupancy Vehicles (SOVs). The 2012-2016 American Community Survey 5-Year Estimates found that 35% of San Francisco employees drove alone to work.² Additionally, Bay Area traffic congestion grew 84 percent between 2010 and 2016.³ Based on current employee commute behavior and projected job growth, shifting employee commute patterns towards sustainable transportation has the potential to make a significant impact in San Francisco mode share.

¹ https://www.sfmta.com/sites/default/files/reports-and-documents/2017/12/cap_draft_full_document-final1.pdf

² <https://www.census.gov/acs/www/data/data-tables-and-tools/data-profiles/2016/>

³ <http://www.govtech.com/fs/infrastructure/Trains-Buses-Part-of-Costly-California-Plan-to-Relieve-Bay-Area-Traffic.html>

This project will target employers who are relocating to or opening a new location in San Francisco, and will support them in offering sustainable commute options to their employees. Job relocation is a time when employees are more likely to be reconsidering their commute options. A 2012 study found a close connection between mobility decisions and various major life events, such as a change in place of residence, education, or employment. After a job change, about a third of all people with partial car availability changed their mobility preference inside of a year — meaning they either bought a car or some type of transit pass.⁴ Therefore, business relocation offers a unique opportunity to shift commute patterns.

SF Environment will leverage partnerships with other City departments, such as the Office of Economic and Workforce Development and the Office of Small Business, to connect with new and relocating employers.

Phase 1: Develop Employer Relocation Mode Shift Strategy (July 2018 – December 2018, \$100,000)

- **Literature Review** (SFMTA/SFE – Co-leads): Identify successful employer relocation mode shift projects and initiatives and relevant research, and inventory of attributes and outcomes of these efforts. Research will include any relevant literature from the Transportation Research Board among other entities. Deliverable: Memo documenting literature review.
- **Outreach and Local Research** (SFMTA/SFE – Co-leads): Informed by literature review, perform outreach to local businesses, agencies and other organizations to identify San Francisco market opportunities, constraints, and best practices including those of local Transportation Management Agencies. Deliverable: Memo documenting outreach efforts including a list of all contacted entities and findings.
- **Strategy Implementation and Evaluation Plan** (SFMTA/SFE – Co-leads): Design travel demand management strategy to effect mode shift by employees of businesses relocating to or within San Francisco. Design evaluation methodology that will demonstrate efficacy of program including metrics quantifying the number of shifted trips and the cost per shifted trip. Deliverable: Strategy implementation and evaluation plan.

Phase 2: Implement Strategy and Evaluate Outcomes (January 2019 – September 2019, \$150,000)

- **Implement Strategy** (SFMTA/SFE – Co-leads): Implement strategy identified in implementation and evaluation plan. Deliverable: To be determined based on identified strategy, including quarterly updates on activities.
- **Evaluate Strategy** (SFMTA/SFE – Co-leads): Evaluate effectiveness of implemented strategy. Deliverable: Memo documenting strategy evaluation.
- **Revise Strategy Implementation Plan** (SFMTA/SFE – Co-leads): Informed by the initial strategy implementation and evaluation, revise the strategy implementation and evaluation plan. Deliverable: Revised strategy implementation and evaluation plan.

⁴ <https://link.springer.com/article/10.1007%2Fs11116-012-9404-y>

Phase 3: Implement Refined Strategy and Evaluate Outcomes (October 2019 – June 2020, \$133,000)

- **Implement Revised Strategy** (SFMTA/SFE – Co-leads): Implement revised strategy identified in strategy implementation and evaluation plan. Deliverable: To be determined based on strategy implemented, including quarterly updates on activities.
- **Evaluate Revised Strategy** (SFMTA/SFE – Co-leads): Evaluate effectiveness of revised strategy. Deliverable: Memo documenting revised strategy evaluation.

It is the intention to ensure this program is equitably distributed but will focus on areas where meaningful shifts are likely based on previous analysis provided by the TA's TDM program through the TDM Partners program.

San Francisco commuters have incredible resources available to them. The Business Relocation project will aim to utilize best practices identified in long-standing, successful programs in Arlington County, VA and the state of Washington to offer an opportunity to assess factors that currently impact commuter decision-making, and to provide targeted initiatives to shift behavior towards more sustainable modes. At the same time, the program will look for opportunities to build on these programs' methodology as a San Francisco-centric program is developed.

Commute trips form a significant proportion of trips taken in San Francisco⁵. Thus, by shifting employee commute patterns towards sustainable transportation, this project will influence San Francisco mode share.

Two existing programs can help inform some aspects of this new effort. Washington State has run a Commute Trip Reduction (CTR) program since the early 1990s. Any employer with more than 100 employees in an urban area (seven metro areas in the state) must participate in the program which facilitates non-SOV commuting. Washington State's CTR law mandates participation in SOV reduction activities, which is a strong driver of participation not available in San Francisco. However, San Francisco has more sustainable mode options than any city in Washington except Seattle.

Additionally, San Francisco Environment's Commuter Benefits program reaches tens of thousands of employees in the city. While it's now mandatory for all larger employers to participate in the program, before 2009 it was voluntary. At that time approximately 60% of private employers took advantage of the program. The Business Relocation TDM program will be marketed as a free assistance program for relocating businesses potentially going through stressful times, it is expected that similar interest and participation among employers may occur for this program.

⁵https://www.sfmta.com/sites/default/files/reports/2017/Travel%20Decisions%20Survey%20Summary%20Report%202017_Accessible.pdf

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Business Relocation Transportation Demand Management

ENVIRONMENTAL CLEARANCE

Environmental Type: N/A

PROJECT DELIVERY MILESTONES

Enter dates below for ALL project phases, not just for the current request, based on the best information available. For PLANNING requests, please only enter the schedule information for the PLANNING phase.

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)	Jul-Sep	2018	Oct-Dec	2018
Environmental Studies (PA&ED)				
Right-of-Way				
Design Engineering (PS&E)				
Advertise Construction				
Start Construction (e.g. Award Contract)				
Operations (i.e., paratransit)	Jul-Sep	2019	Apr-Jun	2020
Open for Use				
Project Completion (means last eligible expenditure)			Jul-Sep	2020

SCHEDULE DETAILS

Provide dates for any COMMUNITY OUTREACH planned during the requested phase(s). Identify PROJECT COORDINATION with other projects in the area (e.g. paving, MUNI Forward) and relevant milestone dates (e.g. design needs to be done by DATE to meet paving schedule). List any timely use-of-funds deadlines (e.g. federal obligation deadline). If a project is comprised of MULTIPLE SUB-PROJECTS, provide milestones for each sub-project. For PLANNING EFFORTS, provide start/end dates for each task.

Phase 1 Develop Employer Relocation Mode Shift Strategy: July 2018 - December 2018
 Phase 2 Implement Strategy and Evaluate Outcomes: January 2019 - September 2019
 Phase 3 Implement Refined Strategy and Evaluate Outcomes: October 2019 - September 2020

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

Project Name: Business Relocation Transportation Demand Management

FUNDING PLAN - FOR CURRENT REQUEST

Enter the funding plan for the phase(s) that are the subject of the CURRENT REQUEST. Totals should match those shown in the Cost Summary below.

Fund Source	Planned	Programmed	Allocated	Total
Prop K	\$ -	\$ 383,000	\$ -	\$ 383,000
	\$ -	\$ -	\$ -	\$ -
Total:	\$ -	\$ 383,000	\$ -	\$ 383,000

COST SUMMARY

Show total cost for ALL project phases (in year of expenditure dollars) based on best available information. Source of cost estimate (e.g. 35% design, vendor quote) is intended to help gauge the quality of the cost estimate, which should improve in reliability the farther along a project is in its development.

Phase	Total Cost	Prop K - Current Request	Prop AA - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering (PLAN)	\$ 100,000	\$ 100,000		Based on similar projects and projected consultant fees
Environmental Studies (PA&ED)	\$ -	\$ -		
Right-of-Way	\$ -	\$ -		
Design Engineering (PS&E)	\$ -	\$ -	\$ -	
Construction (CON)	\$ 283,000	\$ 283,000	\$ -	Based on prior similar projects
Operations (Paratransit)	\$ -	\$ -		
Total:	\$ 383,000	\$ 383,000	\$ -	

% Complete of Design: as of
 Expected Useful Life: Years

PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST (instructions as noted below)

Use the table below to enter the proposed reimbursement schedule for the current request. Prop K and Prop AA policy assume these funds will not be reimbursed at a rate greater than their proportional share of the funding plan for the relevant phase unless justification is provided for a more aggressive reimbursement rate. If the current request is for multiple phases, please provide separate reimbursement schedules by phase. If the proposed schedule exceeds the years available, please attach a file with the requested information.

Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K	\$ 70,000	\$ 177,000	\$ 136,000	\$ -	\$ -	\$ 383,000

San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

MAJOR LINE ITEM BUDGET

TDM Program Costs - Residential and Business

Agency: SFMTA	Overhead Rate: 0.803	Overhead = 0.803 * (Salary + Fringe)	Hourly Fully Burdened FTE	Cost
Position (Title and Classification)	Hours	Hourly Base Salary	Hourly Fringe Benefits Rate	Hourly Fully Burdened FTE
Manager VI / 9174	45			\$ 214,011
Transit Planner IV / 5290	370			\$ 193,822
Transportation Planner II / 5288	70			\$ 142,144
Planner I / 5277	600			\$ 119,442
SFMTA Subtotal	1,085			\$ 162,943

Agency: SFE	Overhead Rate: 2.42	Hourly Fully Burdened FTE	Cost
Position (Title and Classification)	Hours	Hourly Base Salary	Hourly Fully Burdened FTE
Project Supervision	27	\$ 78.42	\$ 189.78
Project Oversight	465	\$ 55.28	\$ 133.77
Project Staff 1	193	\$ 47.60	\$ 115.19
Project Staff 2	195	\$ 22.34	\$ 54.06
SFE Subtotal	880		\$ 100,098

CONTRACT - Consultant support	Hourly Base Salary	Hourly Fully Burdened FTE	Cost
Position (Title and Classification)	Hours	Hourly Base Salary	Hourly Fully Burdened FTE
Marketing and outreach consultant	420	\$ 250.00	\$ 250.00
TOTAL			\$ 383,041

Construction Phase Hard Costs (by scope item)	Unit	Quantity	Unit Price	Cost
Outreach Materials	E/A	1	\$ 5,000	\$ 5,000
Mailing costs	E/A	1	\$ 5,000	\$ 5,000
Survey costs (mailers, mailing, etc)	E/A	1	\$ 5,000	\$ 5,000
Sub-total				\$ 15,000
Construction Contingency (none)				-
Construction Hard Costs Total				\$ 15,000

TOTAL	\$	383,041
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Agency: City Attorney	Hours	Hourly Fully Burdened FTE	Cost
Deputy City Attorney	4	\$ 250.00	\$ 1,000

TOTAL PROJECT COST	\$	384,041
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Budget																									
Task	SFE Project Supervision			SFE - Project Oversight			SFE - Project Staff 1			SFE - Project Staff 2			SFMTA Program Supervisor			SFMTA Project Oversight			SFMTA - Project Staff			SFMTA Project Assistant			Total
	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	
Business Outreach																									
1. Develop Employer Relocation Mode Shift Strategy																									\$ 80,948
1.1 Literature Review	\$ 949	\$ 3,344	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 24,987
1.2 Outreach and Local Research	\$ 949	\$ 3,344	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 31,252
1.3 Strategy Implementation and Evaluation Plan	\$ 1,328	\$ 5,351	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 24,708
2. Implement Strategy and Evaluate Outcomes																									\$ 137,984
2.1 Implement Strategy	\$ -	\$ 10,032	\$ 5,068	\$ 2,162	\$ 1,070	\$ 17,444	\$ 1,421	\$ 10,747	\$ 40,000	\$ 87,946	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 87,946
2.2 Evaluate Strategy	\$ -	\$ 5,351	\$ 5,068	\$ 2,973	\$ 1,070	\$ 7,753	\$ 1,421	\$ 4,777	\$ -	\$ 28,413	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 28,413
2.3 Revise Strategy Implementation Plan	\$ -	\$ 8,026	\$ -	\$ -	\$ 1,070	\$ 7,753	\$ -	\$ 4,777	\$ -	\$ 21,625	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 21,625
3. Implement Refined Strategy and Evaluate Outcomes																								\$ 164,109	
3.1 Implement Revised Strategy	\$ -	\$ 16,721	\$ 12,095	\$ 5,406	\$ 1,070	\$ 7,753	\$ 1,421	\$ 34,630	\$ 60,000	\$ 139,096	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 139,096
3.2 Evaluate Revised Strategy	\$ 1,898	\$ 10,032	\$ -	\$ -	\$ 1,070	\$ 5,815	\$ 1,421	\$ 4,777	\$ -	\$ 25,013	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,013
Subtotals	5,124	62,201	22,232	10,541	9,630	71,714	9,950	71,649	120,000	383,041															

**San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form**

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 3/15/2018 **Res. No.:** _____ **Res. Date:** _____

Project Name: Business Relocation Transportation Demand Management

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

		Action	Amount	Phase
Funding Recommended:		Prop K Allocation	\$ 383,000	Planning/Conceptual Engineering (PLAN)
		Total:	\$ 383,000	

Total Prop K Funds: \$ 383,000 **Total Prop AA Funds:** \$ -

Fund Expiration Date: 3/31/2021 **Eligible expenses must be incurred prior to this date.**

Deliverables:

1. Upon completion of Phase 1 (anticipated December 2018), provide 1) memo documenting findings of literature review and relevant research, and inventory of attributes and outcomes of these efforts; 2) memo summarizing outreach and local research including documentation of opportunities, constraints, and best practices including those of local Transportation Management Agencies; and 3) implementation and evaluation plan for all subsequent work.
2. Deliverables for Phase 2: Implement Strategy and Evaluate Outcomes, and Phase 3: Implement Refined Strategy and Evaluate Outcomes, will be determined following the outcome of Phase 1 (see Deliverable 1).

Special Conditions:

1. SFMTA may not incur expenses for implementation Phase 2 until Transportation Authority staff releases the funds (\$150,000) pending receipt of materials to be provided for Deliverable 1 and acceptance by Transportation Authority staff of a viable implementation and evaluation plan.
2. SFMTA may not incur expenses for implementation Phases 3 until Transportation Authority staff releases the funds (\$133,000) pending receipt of evidence of successful Phase 2 implementation and/or revised implementation and evaluation plan.
2. The Transportation Authority will only reimburse SFMTA up to the approved overhead multiplier rate for the fiscal year that SFMTA incurs charges.

Notes:

1.

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San Francisco County Transportation Authority
 Prop K/Prop AA Allocation Request Form

TRANSPORTATION AUTHORITY RECOMMENDATION

This section is to be completed by Transportation Authority Staff.

Last Updated: 3/15/2018 Res. No: _____ Res. Date: _____

Project Name: Business Relocation Transportation Demand Management

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

Metric	Prop K	Prop AA
Actual Leveraging - Current Request	0.00%	No Prop AA
Actual Leveraging - This Project	0.00%	No Prop AA

SFCTA Project P&PD
 Reviewer: _____

SGA PROJECT NUMBER

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: 143-xxxxxx Name: Business Relocation Transportation Demand Management - Phase 1

Phase: Planning/Conceptual Engineering (PLAN) Fund Share: 100.00%

Cash Flow Distribution Schedule by Fiscal Year						
Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
Prop K		\$100,000				\$100,000

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: _____ Name: Business Relocation Transportation Demand Management - Phase 2

Phase: Planning/Conceptual Engineering (PLAN) Fund Share: _____

Cash Flow Distribution Schedule by Fiscal Year						
Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
		\$75,000	\$75,000			\$150,000

Sponsor: San Francisco Municipal Transportation Agency - DPT

SGA Project Number: _____ Name: Business Relocation Transportation Demand Management - Phase 3

Phase: _____ Fund Share: _____

Cash Flow Distribution Schedule by Fiscal Year						
Fund Source	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22+	Total
			\$133,000			\$133,000

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

FY of Allocation Action: 2017/18

Current Prop K Request: \$ 383,000

Current Prop AA Request: \$ -

Project Name: Business Relocation Transportation Demand Management

Grant Recipient: San Francisco Municipal Transportation Agency - DPT

1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Required for Allocation Request Form Submission
Initials of sponsor staff member verifying the above statement
TM

CONTACT INFORMATION

Project Manager

Grants Section Contact

Name: John Knox White

Timothy Manglicmot

Title: Manager, Planning Programs

Acting Manager, Capital Procurement & Management

Phone: 415.579.9741

415.646.2517

Email: john.knoxwhite@sfmta.com

timothy.manglicmot@sfmta.com

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 May 22, 2018

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Citywide TDM									
SFMTA	Citywide TDM Marketing ³	CON	Programmed	\$0					\$0
SFMTA	Citywide TDM Marketing ³	CON	Programmed				\$0		\$0
SFMTA	TDM Program Evaluation ^{2,3}	PLAN/ CER	Programmed	\$0					\$0
SFMTA	Transportation Demand Management (TDM) Program Branding ³	PLAN/ CER	Pending				\$154,200		\$154,200
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed			\$100,000			\$100,000
SFMTA	TDM Program Evaluation	PLAN/ CER	Programmed					\$100,000	\$100,000
SFMTA	Comprehensive TDM Program	CON	Allocated	\$100,000					\$100,000
SFMTA	Comprehensive TDM Program	CON	Deobligated	(\$69,354)					(\$69,354)
SFMTA	Comprehensive Residential and Employee TDM Program ⁴	CON	Programmed			\$0			\$0
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 1 ⁴	PLAN/ CER	Pending				\$100,000		\$100,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 2 ⁴	PLAN/ CER	Pending				\$150,000		\$150,000
SFMTA	Business Relocation Transportation Demand Management (TDM) - Phase 3 ⁴	PLAN/ CER	Pending				\$133,000		\$133,000

Agency	Project Name	Phase	Status	Fiscal Year						Total
				2014/15	2015/16	2016/17	2017/18	2018/19		
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed			\$317,000				\$317,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed				\$350,000			\$350,000
SFMTA	Comprehensive Residential and Employee TDM Program	CON	Programmed					\$350,000		\$350,000
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		\$200,000					\$200,000
Demand and Pricing Management										
SFCTA, SFMTA	Congestion/Trip Management Plan ²	PLAN/ CER	Programmed		\$0					\$0
SFCTA	Lombard Crooked Street Congestion Management System Development [NTIP Capital] ²	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	Treasure Island Mobility Management Program	PS&E	Appropriated		\$210,000					\$210,000

Agency	Project Name	Phase	Status	Fiscal Year					Total
				2014/15	2015/16	2016/17	2017/18	2018/19	
Communities of Concern Access									
SFMTA, Any Eligible	NTIP Placeholder ¹	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
Total Programmed in 5YPP				\$1,008,192	\$889,897	\$667,000	\$1,081,200	\$450,000	\$4,096,289

Total Allocated and Pending in 5YPP				\$1,077,546	\$449,897	\$250,000	\$737,200	\$0	\$2,514,643
Total Deobligated in 5YPP				(\$69,354)	\$0	\$0	(\$6,000)	\$0	(\$75,354)
Total Unallocated in 5YPP				\$0	\$440,000	\$417,000	\$350,000	\$450,000	\$1,657,000

Total Programmed in 2014 Strategic Plan				\$1,331,771	\$1,339,872	\$650,000	\$400,000	\$450,000	\$4,171,643
Deobligated from Prior 5YPP Cycles **				\$22,396					\$22,396
Cumulative Remaining Programming Capacity				\$345,976	\$795,951	\$778,951	\$97,751	\$97,751	\$75,354

Programmed
Pending Allocation/Appropriation
Board Approved Allocation/Appropriation

Agency	Project Name	Phase	Status	Fiscal Year				Total
				2014/15	2015/16	2016/17	2017/18	

Footnotes

- ¹ NTIP Placeholder funds from Fiscal Year 2015/16 (\$60,000) were allocated to Potrero Hill Pedestrian Safety and Transit Stop Improvements [NTIP].
- ² 5YPP Amendment to accommodate appropriation for Lombard Crooked Street Congestion Management System Development [NTIP Capital] (Resolution 17-052, 5.23.2017):
 - Congestion/Trip Management Plan: Reduced placeholder from \$154,200 to \$0;
 - TDM Program Evaluation: Reduced placeholder from \$100,000 to \$4,200. After this amendment over \$200,000 remains in the 5YPP period for evaluation of TDM projects;
 - \$200,000 of the funds from Congestion/Trip Management Plan and TDM Program Evaluation are considered NTIP Capital funds.
- ³ 5YPP Amendment to fully fund Transportation Demand Management (TDM) Program Branding (Resolution XX-XX)
 - Lombard Crooked Street Congestion Management System Development [NTIP Capital]: Added project with \$250,000 in Fiscal Year 2016/17 for Planning.
 - Citywide TDM Marketing: Reduced from \$100,000 to \$0 in Fiscal Year 2014/15
 - Citywide TDM Marketing: Reduced from \$50,000 to \$0 in Fiscal Year 2017/18
 - TDM Program Evaluation: Reduced from \$4,200 to \$0 in Fiscal Year 2014/15
 - Transportation Demand Management (TDM) Program Branding: New project added with \$154,200 in Fiscal Year 2017/18 for planning.
- ⁴ 5YPP Amendment to fully fund Business Relocation Transportation Demand Management (TDM) (Resolution XX-XX)
 - Comprehensive Residential and Employee TDM Program: Reduced from \$350,000 to \$0 in Fiscal Year 2015/16 and from \$350,000 to \$317,000 in Fiscal Year 2016/17
 - Business Relocation Transportation Demand Management (TDM) - Phase 1: New project added with \$100,000 in Fiscal Year 2017/18 for planning.
 - Business Relocation Transportation Demand Management (TDM) - Phase 2: New project added with \$150,000 in Fiscal Year 2017/18 for planning.
 - Business Relocation Transportation Demand Management (TDM) - Phase 3: New project added with \$133,000 in Fiscal Year 2017/18 for planning.