Setting the Table for Transit

October 30, 2017

NACTO Designing Cities
Key opportunities for engagement

- Policies (parking, loading, design, transportation fees, etc.)
- Land use plans
- Individual projects
  - Site design
  - Mitigation of project transportation impacts
  - TDM
A Comprehensive Approach to Growing Sustainably

Public Investment and Strategies for Existing and Future Population Underway

Transit capital and operational investments (Central Subway, Muni Forward, BRT, DTX, etc.)

Bicycle infrastructure (protected lanes, parking, etc.)

Pedestrian safety (Vision Zero, Walk First, etc.)

Demand Management (bike sharing, pricing, citywide TDM, etc.)

Long-range planning (Core Capacity, ConnectSF, etc.)

New Development Contribution

Transportation Sustainability Program:
Assess development’s transportation impacts in a more meaningful way and require developers to reduce their impacts and pay their fair share for those impacts.
Transportation Sustainability Program
Keeping people moving as our City grows

- **invest**
  - ENHANCE TRANSPORTATION TO SUPPORT GROWTH
  - November 2015

- **align**
  - MODERNIZE ENVIRONMENTAL REVIEW
  - March 2016

- **shift**
  - ENCOURAGE SUSTAINABLE TRAVEL
  - February 2017
TDM Program Basics

Point Target
Based on amount of parking provided, and aimed at reducing Vehicle Miles Traveled (VMT)

Menu of Options
Project sponsor chooses the best fit for each project to reach targets

Implementation Strategy
Measure and enforce progress to ensure targets are achieved
26 Measures, 66 Options:
Under the control of the developer or tenant
All reduce vehicle miles traveled (VMT)

Range of Effectiveness: Example Options

- Low: 1 point
  - Showers and Lockers
- Medium: 3 points
  - Family TDM Amenities
  - Additional Bicycle Parking
- High: 10+ points
  - Public Transit Subsidy
  - Reduced Parking Supply

Categories:
- ACTIVE
- CSHARE
- DELIVERY
- FAMILY
- HOV
- INFO
- LU
- PKG
Online TDM Tool  sftdmtool.org

STEP 1: Search or Click on the Map
1650 Mission Street

STEP 2: Choose Land Use Categories
- Category A: Retail Type
- Category B: Office Type
- Category C: Residential Type
- Category D: Other

Current Point: 0 | Target Point: 0

Submit  Clear
How does this work?

1. Sponsor goes online, selects measures, submits TDM Plan with application.

2. Fill Out Application

3. File Application

4. TDM Plan Reviewed

5. TDM Plan: Condition of Approval

Start search for a TDM Coordinator
How will it work?
Exemptions for more uses.

Increase points for certain measures.

What happens to projects in the pipeline?

Wish that this would fix congestion citywide.

Disproportional impact to smaller projects.

Non-accessory parking should also count toward target.

Public review of TDM plans?

Include TNCs on the menu of options.

Look at parking requirements citywide.

It’s great. But....

Exemptions for more uses.

Increase points for certain measures.
Thanks!

Carli Paine: carli.paine@sfmtea.com

On-line TDM Tool: sftdmtool.org

TDM Ordinance: http://sf-planning.org/shift-transportation-demand-management-tdm