



GRANT  
O'FARRELL



F MARKET & WHARVES CASTRO



5 FULTON sixth av.

# Transportation Sustainability Program



Photo: Sergio Ruiz



# Transportation Sustainability Program

*Keeping people moving as our City grows*



**ENHANCE TRANSPORTATION  
TO SUPPORT GROWTH**



November 2015



**MODERNIZE ENVIRONMENTAL  
REVIEW**



March 2016



**ENCOURAGE SUSTAINABLE  
TRAVEL**



Initiation Hearing –  
April 28, 2016

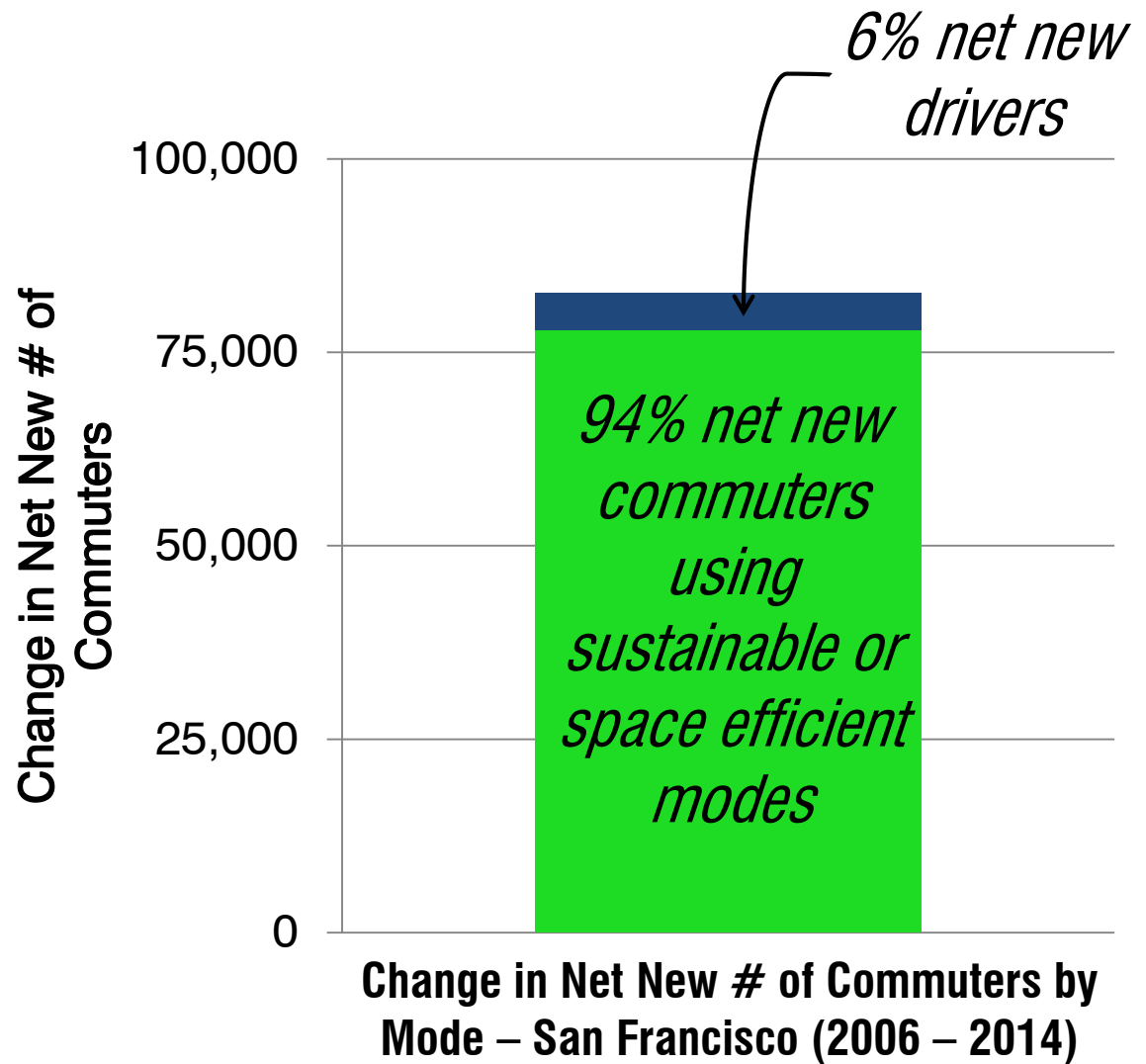






# Recent Trends – Commuter Trips

Travel Behavior Trends are Shifting for **Commuters**

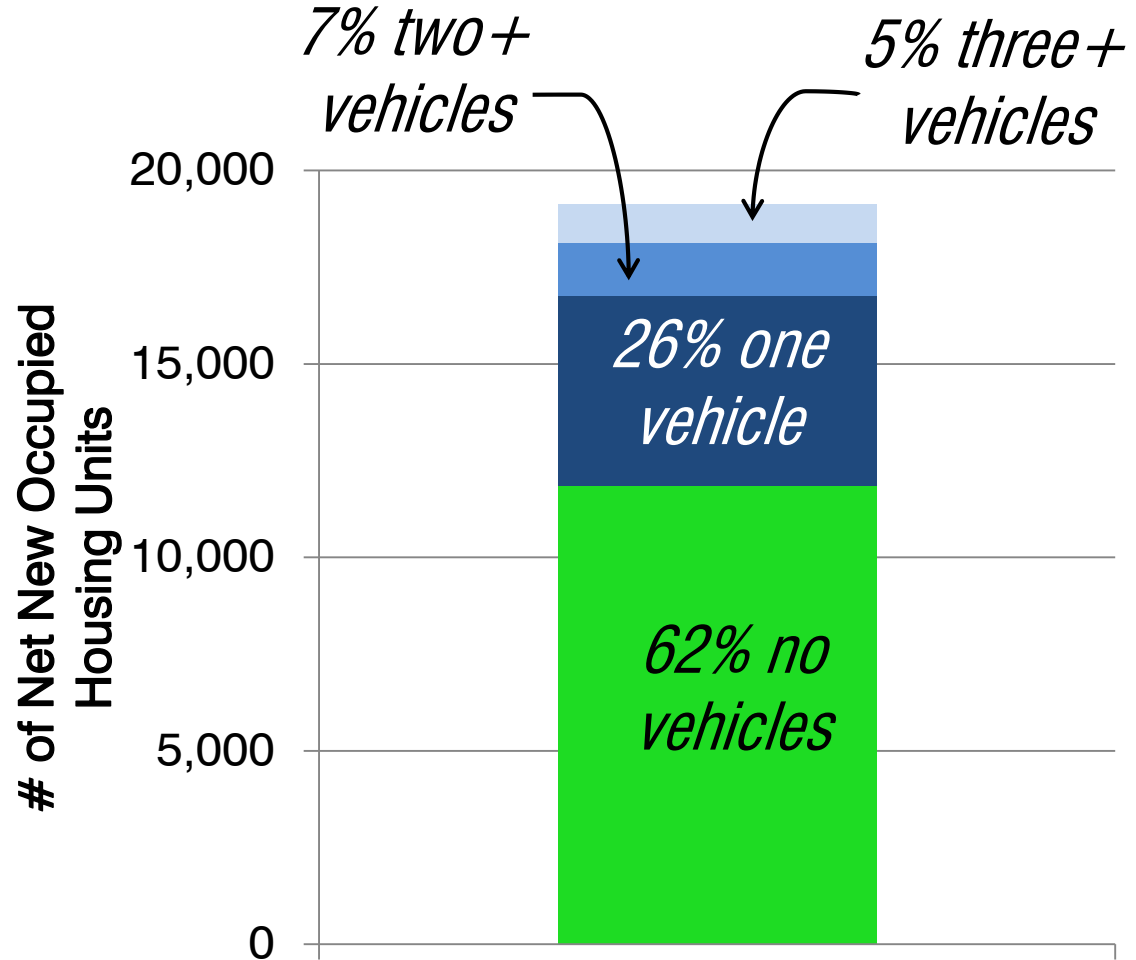


Source: Jamie Parks, Twitter, SF Streetsblog, ACS Data

Transportation Sustainability Program

# Recent Trends – Vehicle Availability

Travel Behavior Trends are Shifting for Residents



**Vehicles Available by Net New Occupied Housing Units – San Francisco (2000 – 2014)**

Source: Michael Rhodes, Census and ACS Data

GRANT  
O'FARRELL



SAN FRANCISCO



shift



**ENCOURAGE SUSTAINABLE TRAVEL**



# Transportation Demand Management (TDM)



## Current San Francisco

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

# Transportation Demand Management (TDM)



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

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





# TDM Ordinance Basics

## Target

*Aimed at reducing Vehicle Miles Traveled (VMT)*



## Menu of Options

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



## Implementation Strategy

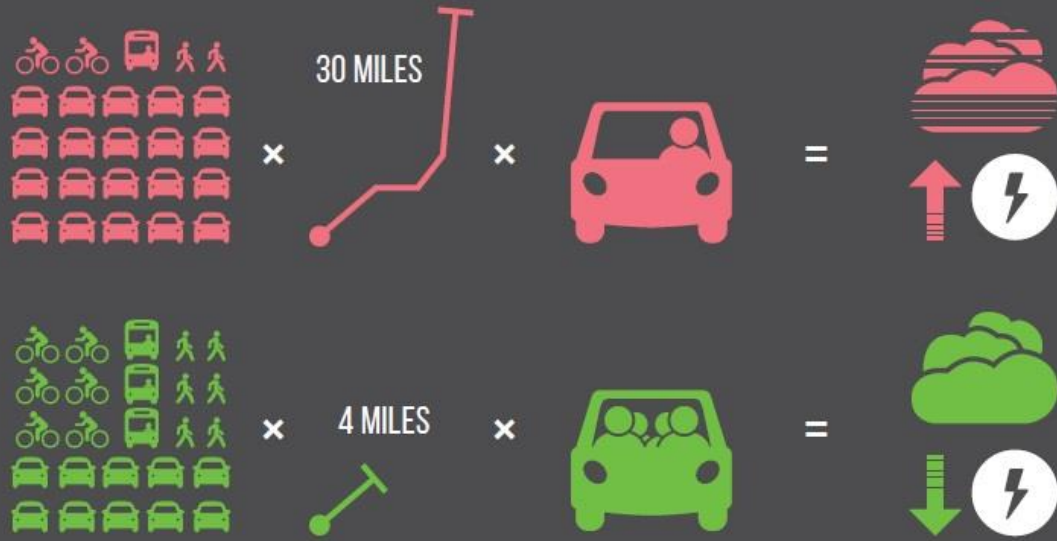
*Measure and enforce progress to ensure targets are achieved*



# VEHICLE MILES TRAVELED – DEFINED



## VEHICLE MILES TRAVELED (VMT)



HOW DO YOU TRAVEL?

HOW FAR DO YOU TRAVEL?

WHO DO YOU TRAVEL WITH?

AIR POLLUTION, GREENHOUSE GASES, ENERGY



# TDM Ordinance Target

Based on # off-street vehicular parking spaces

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





# TDM Ordinance Basics

## Target

*Aimed at reducing Vehicle Miles Traveled (VMT)*



## Menu of Options

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



## Implementation Strategy

*Measure and enforce progress to ensure targets are achieved*





# TDM Menu

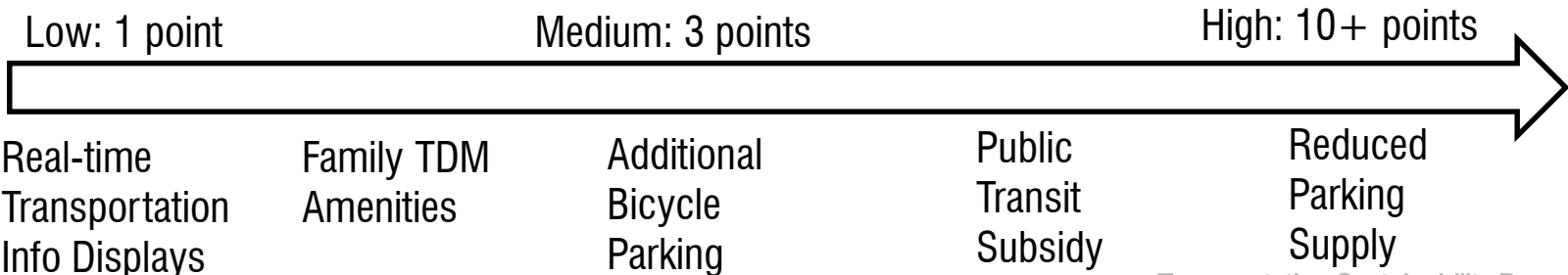
## 26 Measures:

Under the control of the developer or tenant

All reduce vehicle miles traveled (VMT)



## Range of Effectiveness: Sample Measures



# How will this work?



1.



Sponsor goes online, selects measures, submits measures with application



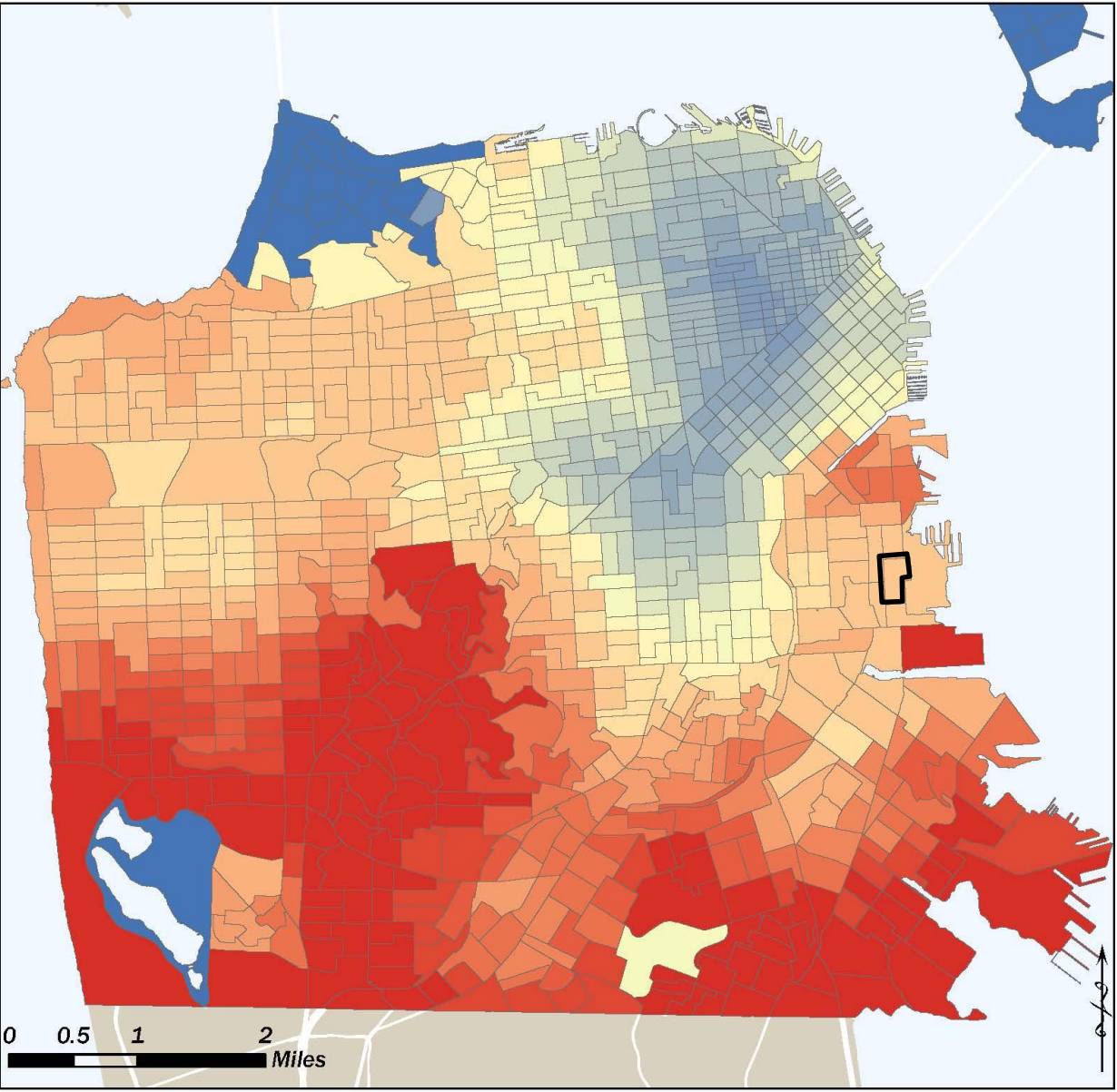
# Example Project – Dogpatch Neighborhood



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

Note: represents TDM measures the Project Sponsor could select.

# Neighborhood Parking Rate - Residential



*Meet Neighborhood  
Parking Rate  
= 1 Point*

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

*11 total points  
available*

Neighborhood  
Parking Rate = 0.6  
per unit

Residential Parking Supply Rate (Parking Spaces per Unit)

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

# Example Project – Dogpatch Neighborhood



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

Note: represents TDM measures the Project Sponsor could select.



# Example Project – Dogpatch Neighborhood



<b>Dwelling Units</b>	<b>44</b>
<b># of Parking Spaces</b>	<b>12</b>
<b>Target</b>	<b>14 Points</b>
Code Compliance/ Location	-Bicycle Parking (1 point) -Parking Unbundling (2 points)
Parking Supply	-Neighborhood Parking Rate 0.6 per unit -Project Parking Rate 0.3 per unit (6 points)
Additional Measures	-Multimodal Wayfinding Signage (1 point) -Car-Share Parking (2 points) -Family TDM – Amenities (2 points)

Note: represents TDM measures the Project Sponsor could select.

# Example Project – Dogpatch Neighborhood



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

Note: represents measures the Project Sponsor could select.

# How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

2.



City staff reviews; recommends measures as conditions of approval

# How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

3.



Planning Commission approves; building permits issued

2.



City staff reviews; recommends measures as conditions of approval





# TDM Ordinance Basics

## Target

*Aimed at reducing Vehicle Miles Traveled (VMT)*



## Menu of Options

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



## Implementation Strategy

*Measure and enforce progress to ensure targets are achieved*



# How will this work?



1.



Sponsor goes online, selects measures, submits measures with application

3.



Planning Commission approves; building permits issued

2.



City staff reviews; recommends measures as conditions of approval

4.



Pre-occupancy compliance; on-going compliance documentation

# Outreach and Next Steps



## Completed & Future

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

## Legislative Process

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

***THANK YOU***

**TRANSPORTATION  
SUSTAINABILITY PROGRAM**



*Keeping people moving  
as our city grows*

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

***Email: [TSP@sfgov.org](mailto:TSP@sfgov.org)***

