

**THIS PRINT COVERS CALENDAR ITEM NO. : 11**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Sustainable Streets

**BRIEF DESCRIPTION:**

Affirming support for the San Francisco Transportation Demand Management (TDM) Plan which identifies a framework of TDM efforts for all residents, tenants, employees, and visitors to make sure that they have the tools they need to get around using sustainable modes of travel such as taking transit, walking, and bicycling in support of San Francisco’s Transit First transportation goals.



**SUMMARY:**

- In 2014, the SF Department of the Environment, Planning Department, Municipal Transportation Agency and County Transportation Authority finalized a TDM Strategy for collaborative work.
- San Francisco’s “Transit First Policy” declares that public transit is “an economically and environmentally sound alternative to transportation by individual automobiles.”
- A successful TDM program can significantly lower transportation costs, helping to make San Francisco a more affordable and inclusive city.
- According to Plan Bay Area 2040, the Bay Area’s Regional Transportation Plan and Sustainable Community Strategy, San Francisco is expected to grow by approximately 191,000 jobs and 102,000 households between 2010 and 2040.
- The transportation sector contributes significantly to greenhouse gas emissions (GHG).
- The proposed plan seeks to promote sustainable travel modes by encouraging policies and programs that support transit, ride-sharing, walking, and bicycle riding for residents, tenants, employees, and visitors.

**ENCLOSURES:**

1. SFMTAB Resolution
2. San Francisco Transportation Demand Management Plan

**APPROVALS:**

	<b>DATE</b>
DIRECTOR 	10/30/2017
SECRETARY 	10/30/2017

**ASSIGNED SFMTAB CALENDAR DATE:** November 7, 2017

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## **PURPOSE**

Affirm the SFMTA Board's support for the San Francisco transportation demand management (TDM) plan which identifies a framework of TDM efforts for all residents, tenants, employees, and visitors to make sure that they have the tools they need to get around using sustainable modes of travel such as transit, walking, and bicycling in support of San Francisco's Transit First transportation goals.

## **STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES**

This action supports the following SFMTA Strategic Plan Goal and Objectives:

Goal 1: Create a safer transportation experience for everyone.

Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel.

Goal 3: Improve the environment and quality of life in San Francisco.

Goal 4: Create a workplace that delivers outstanding service.

Additionally, the action supports the following Transit First Principals:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

3. Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.

4. Transit priority improvements, such as designated transit lanes and streets and improved signalization, shall be made to expedite the movement of public transit vehicles (including taxis and vanpools) and to improve pedestrian safety.

5. Pedestrian areas shall be enhanced wherever possible to improve the safety and comfort of pedestrians and to encourage travel by foot.

6. Bicycling shall be promoted by encouraging safe streets for riding, convenient access to transit, bicycle lanes, and secure bicycle parking.

7. Parking policies for areas well served by public transit shall be designed to encourage travel by public transit and alternative transportation.

9. City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.

10. The City and County shall encourage innovative solutions to meet public transportation needs wherever possible and where the provision of such service will not adversely affect the service provided by the Municipal Railway.

**DESCRIPTION**

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. Due to the costs of building major infrastructure, San Francisco is looking to do more with our existing transportation system, while focusing on key important projects like the Central Subway and Van Ness BRT. In order to succeed in providing increased mobility and access, an ambitious Transportation Demand Management (TDM) program will be needed to meet the challenge of maintaining mobility and access within the city.

A successful TDM program will make San Francisco a better place to live. If people can get as good or better access without having to drive for as many of their trips, we'll have less air pollution that will lead to better health and safer streets for San Francisco residents and the people who work in and visit the city. Further, TDM is a key component of the city's Climate Action Strategy in addressing carbon emissions and global warming.

A successful TDM program can make San Francisco a more affordable place as well. For most families, transportation is the second-largest part of the household budget, after housing. Whether a household owns one or more cars is the biggest factor in transportation costs. By supporting walking, bicycling and taking transit, as well as shared-use vehicles when needed, the TDM Plan can support significantly lowering transportation costs. The plan recognizes that many low income communities need better information about their transportation options. The plan includes strategies meant to ensure that a lack of internet access or technology, non-English fluency and other factors such as lack of access to credit/banking do not limit residents' ability to travel around the city.

This Transportation Demand Management Plan, based on the 2014 Interagency TDM Strategy, outlines the policies, projects, and programs the City and County of San Francisco will employ as part of a comprehensive effort to ensure access and mobility for all. This work will mainly engage the efforts of four key partners: San Francisco Municipal Transportation Agency (SFMTA), San Francisco County Transportation Authority (SFCTA), SF Planning and San Francisco Department of the Environment.

In outlining actions for the City to take to implement a robust TDM Plan, staff from the core TDM partner agencies identified a vision, mission and goals.

**TDM Plan Vision, Mission and Goals**

**Vision:** It is easy for everyone to get around by transit, walking, biking and shared rides as the preferred means of travel and that they are accessible to all users.

**Mission:** Reduce dependency on single occupancy vehicles (SOV) use in support of a vibrant and livable SF through the provision of TDM programs, services and policies to SF residents, employees, and visitors.

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### Goals:

- TDM GOAL 1: Make it easy for SF residents, employees, and visitors to travel by transit, foot, bike, or shared rides when traveling to, from, and within San Francisco.
- TDM GOAL 2: Institutionalize a culture in San Francisco that embraces walking, bicycling, taking transit and sharing rides.
- TDM GOAL 3: Collaborate on a wide variety of initiatives to leverage the impact of TDM.
- TDM GOAL 4: Ensure and prioritize effective programs through monitoring and evaluation.

The full plan (Enclosure 2) includes significant additional detail on strategies to meet these, including a list of key actions and which agencies will play lead and supporting roles to pursue them. The report distinguishes between near-term and longer-term actions and sets out a protocol by which agencies collaborate to move actions forward.

### **Formalizing a new TDM Partners Working Group**

A key way to build on the momentum of this report is to convene a TDM Partners Working Group, consisting of the four identified TDM agencies, on a quarterly basis. At this meeting, participants will provide updates on program and policy development activities that are on-going, under consideration, or of interest to start. When successful, this meeting will provide a structure for TDM Partners to raise new ideas, propose supportive projects.

## **STAKEHOLDER ENGAGEMENT**

Over the multi-year timeline for developing this document external stakeholders, including SPUR, Livable Cities, San Francisco Bicycle Coalition and Walk San Francisco were engaged in identifying TDM needs and direction. A robust internal process included stakeholders from the four partner agencies, as well as Department of Public Health and the School District. Each stakeholder was engaged early in the process in order to ensure that input was gathered before strategies were identified. Intra-city conversations also ensured that discussions between partner agencies and city agencies whose work touches upon TDM were able to identify roles, interests and mechanisms for working together. Over a dozen meetings within the SFMTA also occurred in order to identify places of work plan overlap (i.e. marketing transit services and using marketing to encourage mode-shift) and develop important relationships to ensure open lines of communication and collaboration where these areas exist. Throughout this process, stakeholders were provided opportunities to provide input on goals and solutions for achieving them.

## **ALTERNATIVES CONSIDERED**

SFMTA and partner agency staff considered various alternatives to developing a TDM plan for the city, which was itself an exercise in considering alternatives:

- The elimination of TDM from city agencies work plans. This was considered infeasible based on the numerous plans, strategies and policies that the city has approved and instituted in the last decade, including the recent passage of the TDM Ordinance.
- The continued implementation of an uncoordinated TDM work plan on ad hoc basis.

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Supported by the Interagency TDM Strategy, staff believes that a focused, holistic plan will ensure that TDM efforts are strategically focused, effective and coordinated. Continuing a more ad hoc delivery of TDM strategies would lead to the inefficient use of public funds and lead to missed opportunities for supporting the city's Transit First policy.

## **FUNDING IMPACT**

Given that staff is not seeking approval to make any capital or operational changes at this time, this item has no associated funding impact. If a proposed project is returned to the Board, associated costs will be defined at that time.

## **ENVIRONMENTAL REVIEW**

On March 14, 2017, the SFMTA, under authority delegated by the Planning Department, determined that the development of a TDM plan for San Francisco is not defined as a "project" pursuant to CEQA as defined in CEQA Guidelines Sections 15060(c) and 15378(b) because the action would not result in a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

## **OTHER APPROVALS RECEIVED OR STILL REQUIRED**

The City Attorney's Office has reviewed this item. No additional approvals received or still required at this time. The San Francisco Transportation Authority Commission and Planning Commission have each voted to unanimously support the plan. The SF Commission on the Environment will be hearing the item on November 28, 2017.

## **RECOMMENDATION**

SFMTA staff recommends that the SFMTA Board of Directors affirm its support for the San Francisco TDM Plan (2017-2020).

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, On March 14, 2017, the SFMTA, under authority delegated by the Planning Department, determined that the San Francisco TDM Plan is not defined as a “project” under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; and,

WHEREAS, In years past, San Francisco City and County departments provided Transportation Demand Management services and support in agency-oriented siloes; and,

WHEREAS, The SF Department of the Environment, Planning Department, Municipal Transportation Agency and County Transportation Authority finalized a TDM Strategy for collaborative work in August 2014; and,

WHEREAS, The “Transit First Policy” in the City Charter declares that public transit is “an economically and environmentally sound alternative to transportation by individual automobiles”, and that within the City, “travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile”; and,

WHEREAS, The City has many plans, policies, and initiatives that seek to encourage travel by and safety of active modes of transportation including the San Francisco Bicycle Plan, the Green Connections Plan, the Better Streets Plan, Vision Zero, and others; and,

WHEREAS, Travel by transit, bicycle, or on foot are considered to be trips made sustainable modes of transportation; and,

WHEREAS, For most families, transportation is the second-largest part of the household budget; and,

WHEREAS, A successful TDM program can significantly lower transportation costs, helping to make San Francisco a more affordable and inclusive city; and,

WHEREAS, According to Plan Bay Area 2040, the Bay Area’s Regional Transportation Plan and Sustainable Community Strategy, San Francisco is expected to grow by approximately 191,000 jobs and 102,000 households between 2010 and 2040; and,

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WHEREAS, This growth will generate an increased demand for transportation infrastructure and services on an already constrained transportation system; and,

WHEREAS, One of the challenges posed by this growth is the increased number of single occupancy vehicle trips, and the pressure they add to San Francisco's limited public streets and rights-of-way, contributing to congestion, transit delays, and public health and safety concerns, and the air pollution, greenhouse gas (GHG) emissions, and noise caused by motorized vehicles, which negatively impact the quality of life in the City and health of people living in the Bay Area and our planet; and,

WHEREAS, Various policies have been adopted at the state level that set GHG reduction targets including, Assembly Bill 32, the California Global Warming Solutions Act of 2006 (Chapter 488, Statutes of 2006), Executive Orders B-30-15, S-3-05 and B-16-12, Senate Bill 375, the Sustainable Communities and Climate Protection Act of 2008 (Chapter 728, Statutes of 2008); and,

WHEREAS, Local plans and policies including Plan Bay Area 2040 and the GHG Reduction Ordinance also set GHG reduction targets; and,

WHEREAS, Local plans including the San Francisco 2013 Climate Action Strategy and its 0-50-100 Roots framework establishes climate goals; and,

WHEREAS, The transportation sector contributes significantly to GHG emissions and, as a result, many GHG emissions reduction targets are accompanied by targets to reduce vehicle miles traveled and to increase non-automobile mode share; and one of the ways identified to achieve these targets is through a collaboration of transportation demand management (TDM) projects across agencies; and,

WHEREAS, The importance of TDM strategies are acknowledged in the Transportation Element of the General Plan, and the San Francisco County Transportation Plan; and,

WHEREAS, The proposed plan seeks to promote sustainable travel modes by encouraging policies and programs that support transit, ride-sharing, walking, and bicycle riding for residents, tenants, employees, and visitors; and,

WHEREAS, A successful TDM program can ensure access and mobility for all; and,

WHEREAS, The goals of the plan are to help keep San Francisco moving as the city grows, and to promote better equity, environmental, health and safety outcomes, consistent with state, regional and local policies; and,

WHEREAS, As Congestion Management Agency (CMA), the Transportation Authority produces the long-range Countywide Transportation Plan and the Congestion Management Program and develops the travel demand forecasting model for San Francisco, and,

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WHEREAS, The SFCTA, SFMTA and SF Planning Department adopted a “Interagency Transportation Demand Management Strategy” to identify and analyze the major sources of single occupant vehicle travel in San Francisco, and,

WHEREAS, The San Francisco Municipal Transportation Agency Board has reviewed the proposed Plan; now therefore be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors hereby affirms support for the San Francisco Transportation Demand Management Plan.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of November 7, 2017.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency