



**SFMTA**  
Municipal  
Transportation  
Agency

# Transportation Demand Management Plan


Citizens' Advisory Council  
11/2/2017

# Overview

- TDM Partners Background
- TDM Plan
  - Vision and Goals
  - Working Group
  - Feedback
- Additional TDM Projects and Activities
- Feedback

# TDM Partners

- 2012 Interagency TDM Partnership
- 2014 Interagency TDM Strategy
- SFMTA, SFCTA, SFE, Planning Dept.



**TDM**  
FACT SHEET

## TDM Interagency Strategy

Infrastructure alone (bicycle lanes, sidewalks, and transit) is not sufficient to achieve the City's goals for increasing the share of trips made by biking, walking, and riding mass transit. Transportation Demand Management (TDM) strategies that reduce drive-alone trips and increase overall regional mobility are also needed.

The TDM Partnership, an effort of the San Francisco County Transportation Authority (SFCTA), the San Francisco Municipal Transportation Agency (SFMTA), the Planning Department (DCP), and SF Environment (SFE), jointly developed and coordinated a strategy to ensure an effective approach to TDM in San Francisco. The Interagency TDM Strategy identifies shared goals and priority activities for the coming five years.

### APPROACH

The TDM Partnership began by analyzing the current policies, programs, and practices that make up TDM in San Francisco now. It then reviewed the universe of potential TDM efforts. Staff completed a literature review and interviews with TDM experts from across the country to identify the most promising TDM measures. Examples of assessed TDM measures included pricing policies, HOV lanes, employer and residential outreach programs, bulk transit passes, parking management, carsharing, bikesharing, and others.

As part of the analysis, the team also analyzed the major sources of single occupant vehicle travel in San Francisco. Findings suggest that San Francisco residents' and employees' commute trips generate the most single-occupancy vehicle driving trips in San Francisco (approximately 200 million single-occupant commute trips annually). Because regional commuting occurs within congested periods and locations, this compounds its environmental effects and impacts the most congested transit routes.

### WHY SAN FRANCISCO NEEDS TDM

A robust suite of TDM measures is critical to support sustainable trip-making to achieve San Francisco's clean air and climate change goals. Measures are also needed to address the transportation system challenges associated with planned population and employment growth.

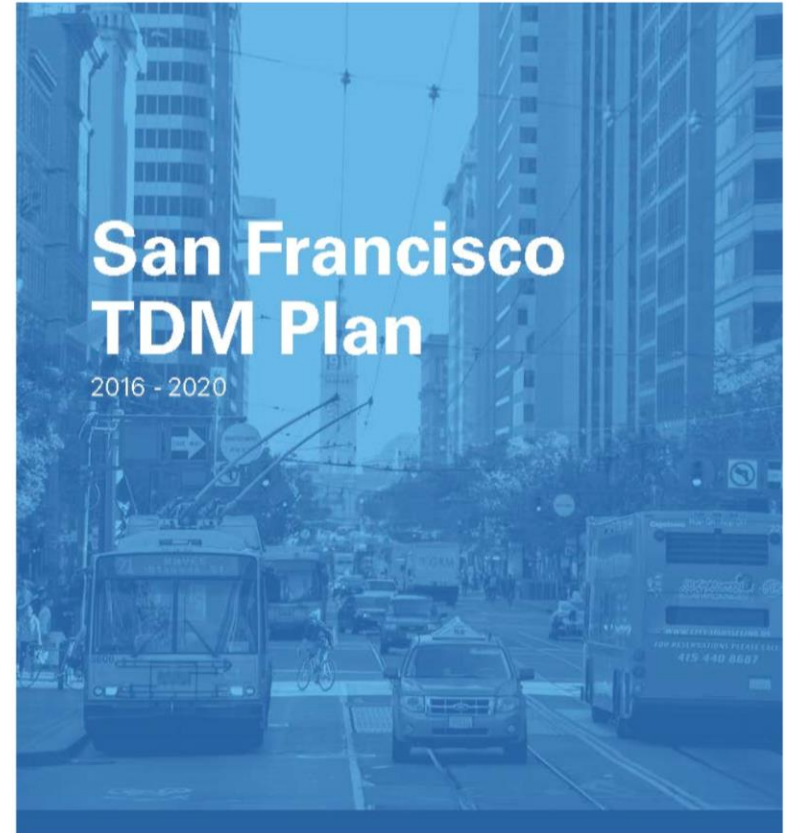
### TDM

Transportation Demand Management (TDM) is a set of programs and policies designed to reduce drive-alone trips by removing potential barriers to using transit, bicycling, walking, and ridesharing. TDM strategies include information and education, incentives, technology, and policies.

TDM PARTNERSHIP PROJECT: FINAL REPORT

# 2016 – 2020 TDM Plan

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

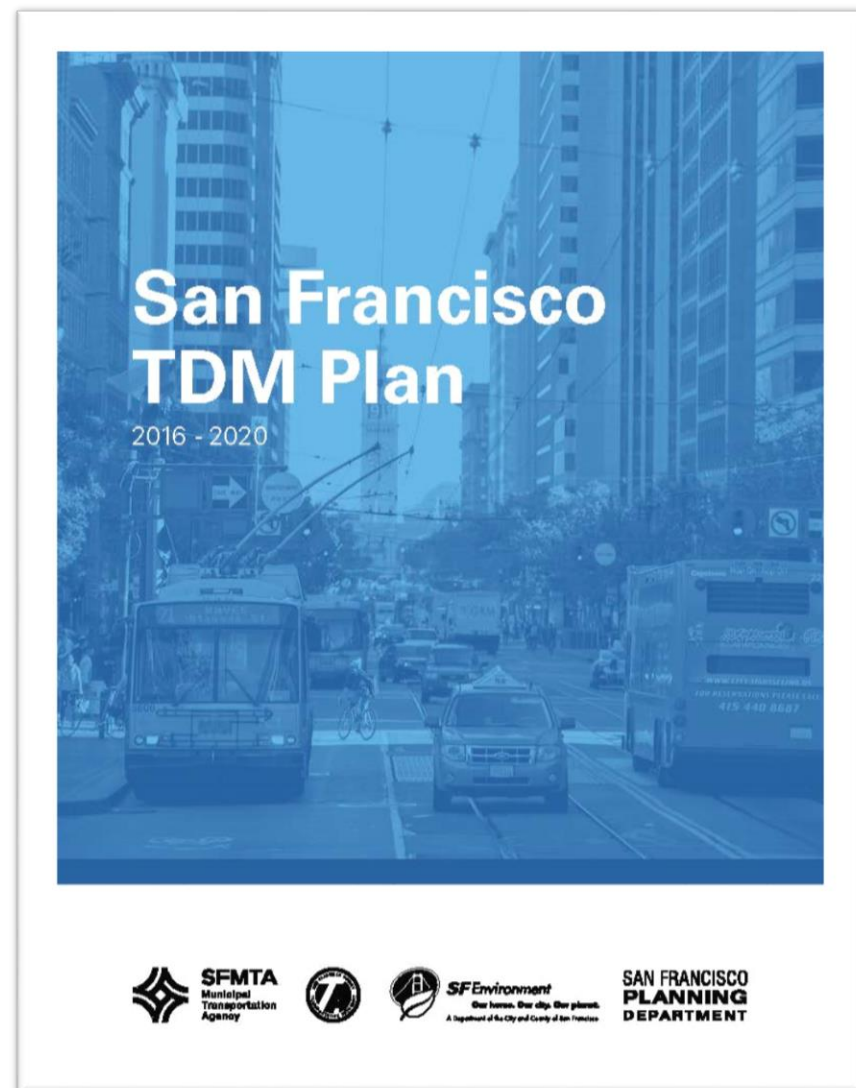


*Our homes. Our city. Our planet.*  
A Department of the City and County of San Francisco

**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

# 2016 – 2020 TDM Plan

- TDM Partners Working Group
- Funding
- Measuring Success
- Feedback



# TDM Projects

## **SFMTA:**

- Citywide TDM Branding: with partners
- Develop Business outreach pilots: With SFE
- School TDM program development

## **SFE:**

- Commuter Benefits
- Emergency Ride Home
- CCSF Employee TDM outreach
- Develop TDM policy for City Employees

## **SFCTA:**

- BART Perks Test Program
- Bayview Moves Pilot Program
- Freeway Corridor Management Study
- Late Night Transportation Plan
- Lombard Crooked Street Study
- Transportation Sustainability Program
- Treasure Island Mobility Management Agency Project

## **Planning:**

- TDM ordinance implementation
- Development monitoring and enforcement

# Feedback

John Knox White

Planning Programs Manager

[John.KnoxWhite@sfmta.com](mailto:John.KnoxWhite@sfmta.com)

Warren Logan

Senior Transportation Planner

[Warren.Logan@sfcta.org](mailto:Warren.Logan@sfcta.org)