Transportation Demand Management Plan

SFMTA Board
11/7/2017
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.
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.
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