



GRANT
O'FARRELL



SAN FRANCISCO

5
FULTON
Sixth Av.

F MARKET & WHARVES | **CASTRO**



1061



Transportation Sustainability Program

Photo: Sergio Ruiz



San Francisco 2015

Roads and public
transit nearing
capacity

Increase in cycling
and walking despite
less than ideal
conditions





San Francisco 2040

100,000+ new households

190,000+ new jobs

Up to 600,000 new cars on our streets

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, shuttles, citywide TDM, etc.)

New Development Contribution

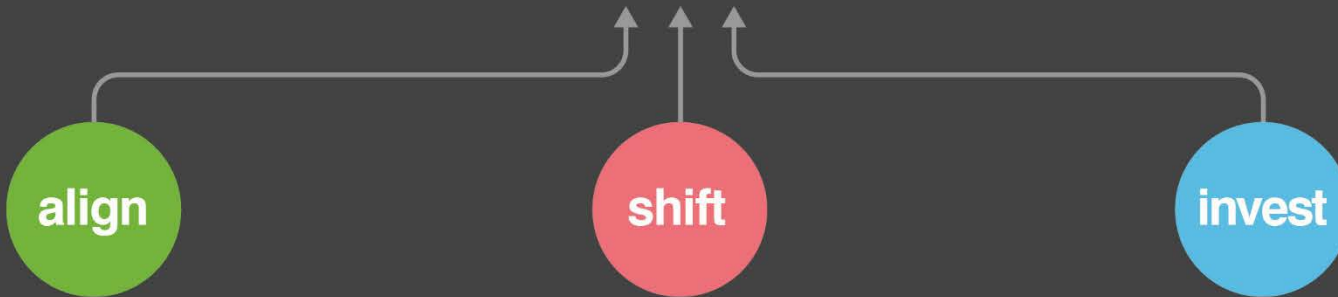
Transportation Sustainability Program:

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*



align

shift

invest

**MODERNIZE
ENVIRONMENTAL REVIEW**

**ENCOURAGE
SUSTAINABLE TRAVEL**

**ENHANCE TRANSPORTATION
TO SUPPORT GROWTH**



*More meaningful
transportation analysis that
better captures
environmental effects*

*On-site transportation
amenities that reduce
reliance on driving*

*Development fee
to help fund transit
and safer streets*



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5 FULTON



ENCOURAGE SUSTAINABLE TRAVEL

TDM Ordinance – Goals and Benefits



Goal: Reduce Single Occupancy Vehicle Trips and Vehicle Miles Traveled from New Development

Secondary Benefit: Improved Development Review Process

- Certainty - Developer selects TDM measures upfront, prior to submitting development review application
- Flexibility – Developer selects measures that best fit needs of project and neighborhood
- Acknowledgement – accounts for VMT reduction in environmental review;
- Accountability– ensures measures are effective and implemented



TDM Ordinance Basics

Targets

Assign points target representing VMT and SOV reductions to achieve through TDM measures



Menu of Options

Project sponsors choose the best fit for each project to reach targets



Implementation Strategy

Measure and enforce progress to ensure targets are achieved





TDM Ordinance Targets

Each land use of a proposed project assigned points based on # proposed on-site vehicular parking spaces

Residential and Office Projects

- 0 to 20 spaces = 13 points
 - Every 10+ spaces = 1+ point

Retail

- 0 to 4 spaces = 9 points
 - Every 2+ spaces = 1+ point

Other Land Uses

- To be determined, but similar in concept

Proposed Exemptions

Residential:

- 100% Affordable Housing
- < 9 dwelling units

Non-Residential:

- <10,000 sf



TDM Ordinance Basics

Targets

Assign points target representing VMT and SOV reductions to achieve through TDM measures



Menu of Options

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Implementation Strategy

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TDM Tool

Menu of 30 Measures:

Under the control of the developer or tenant

Focused on residents, tenants, visitors to site

Designed to reduce single occupancy vehicle trips and vehicle miles traveled (VMT)

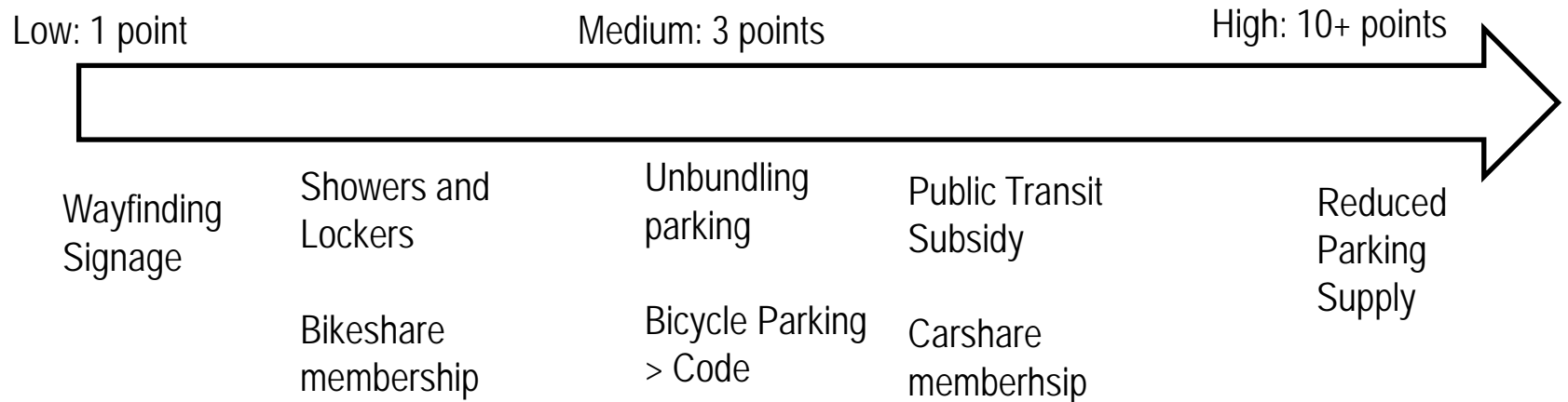
- Active Transportation Related (10)
- High Occupancy Vehicle (5)
- Parking (4)
- Design (3)
- Car-Share (3)
- Family (2)
- Land Use (2)
- Management (1)

TDM TOOL



- Each measure assigned a point value
- Points reflect measures' relative effectiveness in reducing VMT, SOV trips
- Project sponsor selects measures to achieve target points

Range of Effectiveness: Sample Measures



Example – 901 Tennessee Street

44 Dwelling Units



14 Parking Spaces

33 Parking Spaces

GOAL

13 points

13 + 2 = 15 points

Code Compliance/
Location

- Bicycle Parking (2 points)
- Parking Unbundling (3 points)

- Bicycle Parking (2 points)
- Parking Unbundling (3 points)

Parking Supply
Management

- Baseline Parking Rate 0.64
- Project Parking Rate 0.32 (6 points)

- Baseline Parking Rate 0.64
- Project Parking Rate 0.75 (0 points)

Additional Measures*

- Bike Share Membership (2 points)

- Car-share parking beyond Planning Code (2 points)
- Car-share membership (5 points)
- Multi-modal wayfinding signage (1 point)
- Family TDM – amenities (2 points)

ACTUAL

13 points

15 points

**Example measures. Sponsor could select other measures from menu to accrue needed points*



TDM Ordinance Basics

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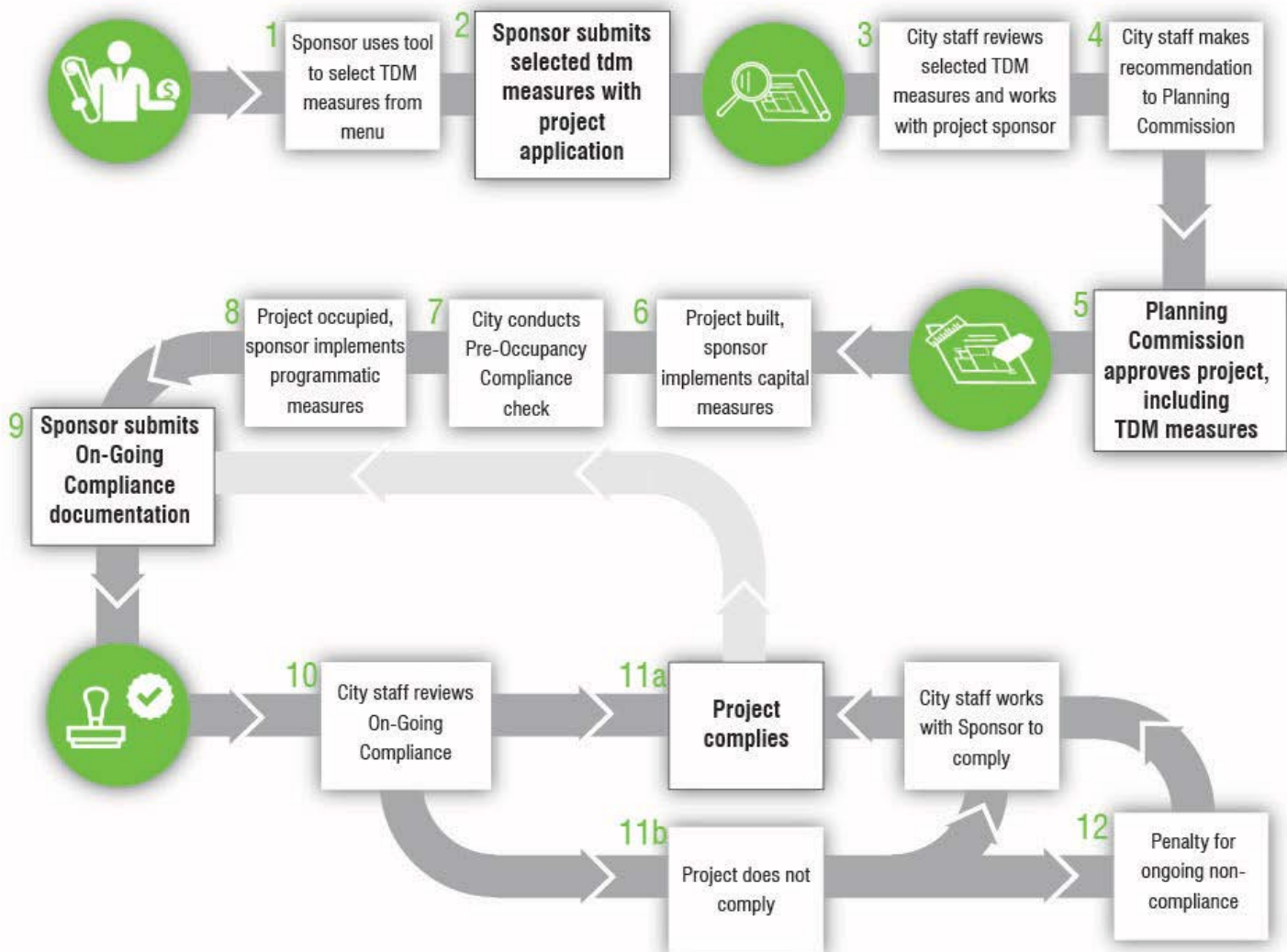


Implementation Strategy

Measure and enforce progress to ensure targets are achieved



How will this work?



Next Steps



- Additional outreach
- Introduction at Board of Supervisors – March
- MTAB resolution
- Planning Commission hearing – 30+ days after Introduction
- Adoption – 2 to 3 months after Introduction

THANK YOU

TRANSPORTATION SUSTAINABILITY PROGRAM



*Keeping people moving
as our city grows*

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