



SAN FRANCISCO PLANNING DEPARTMENT

DATE: September 2014
TO: Project Sponsors
FROM: Rachel Schuett and Transportation Team
RE: Transportation Demand Management (TDM) Data Collection

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The San Francisco Planning Department and the San Francisco Municipal Transportation Agency (SFMTA) have partnered with the Mayor's Office of Economic and Workforce Development (MOEWD) and the San Francisco County Transportation Authority (SFCTA) to study the effects of implementing transportation demand management (TDM) measures on the choice of transportation mode. TDM measures typically target a reduction in single occupancy vehicle (SOV) trips by encouraging persons to select alternative modes of transportation, including; walking, bicycling, public or private transit, carshare, carpooling and/or other alternative modes.

In support of this effort, the Planning Department is requesting that project sponsors consider adopting TDM measures as part of proposed land use development projects. The Department has identified a list of TDM measures that could potentially apply to such projects. These measures are presented below with a general indication of the applicability of each measure to particular type of project/land use (some of these measures are already required through the *Planning Code* for certain types of projects). The attached checklist should be filled out and submitted along with the Environmental Evaluation Application, if possible, or as part of the initial data submittal to your environmental coordinator.

Please do not hesitate to contact your assigned environmental coordinator, transportation planner and/or Rachel Schuett at Rachel.Schuett@sfgov.org or (415) 575.9030 with any questions.



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Transportation Demand Management (TDM) Checklist Table: Private Development Projects

A. GENERAL PROJECT INFORMATION:

Date: _____

Project Name: _____ Case No: _____

Project Address and Block and Lot: _____

TDM Checklist Prepared By: _____ on Date: _____

Project Sponsor (name/phone/email): _____

B. CHECKLIST TABLE:

Suggested TDM Measure	Project Type	Selected
1 - TDM Coordinator		
The project sponsor should identify a TDM coordinator for the project site. The TDM Coordinator is responsible for the implementation and ongoing operation of all other TDM measures included in the proposed project. The TDM Coordinator could be a brokered service through an existing transportation management association (e.g. the Transportation Management Association of San Francisco, TMASF), or the TDM Coordinator could be an existing staff member (e.g., property manager); the TDM Coordinator does not have to work full-time at the project site. However, the TDM Coordinator should be the single point of contact for all transportation-related questions from building occupants and City staff. The TDM Coordinator should provide TDM training to other building staff about the transportation amenities and options available at the project site and nearby.	All Projects	<input type="checkbox"/>
2 - Transportation and Trip Planning Information		



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Suggested TDM Measure	Project Type	Selected
<i>Move-in packet:</i> Provide a transportation insert for the move-in packet that includes information on transit service (local and regional, schedules and fares), information on where transit passes could be purchased, information on the 511 Regional Rideshare Program and nearby bike and car share programs, and information on where to find additional web-based alternative transportation materials (e.g., NextMuni phone app). This move-in packet should be continuously updated as local transportation options change, and the packet should be provided to each new building occupant. Provide Muni maps, San Francisco Bicycle and Pedestrian maps upon request.	Residential	<input type="checkbox"/>
<i>New-hire packet:</i> Provide a transportation insert for the new-hire packet that includes information on transit service (local and regional, schedules and fares), information on where transit passes could be purchased, information on the 511 Regional Rideshare Program and nearby bike and car share programs, and information on where to find additional web-based alternative transportation materials (e.g., NextMuni phone app). This new hire packet should be continuously updated as local transportation options change, and the packet should be provided to each new building occupant. Provide Muni maps, San Francisco Bicycle and Pedestrian maps upon request.	All employers not subject to <i>Planning Code</i> §163	<input type="checkbox"/>
<i>Posted and real-time information:</i> A local map and real-time transit information could be installed on-site in a prominent and visible location, such as within a building lobby. The local map should clearly identify transit, bicycle, and key pedestrian routes, and also depict nearby destinations and commercial corridors. Real-time transit information via NextMuni and/or regional transit data should be displayed on a digital screen.	Larger residential projects, employers, retail, hotels	<input type="checkbox"/>
<i>Current transportation resources:</i> Maintain an available supply of Muni maps, San Francisco Bicycle and Pedestrian maps.	Hotels	<input type="checkbox"/>



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3 - Data Collection		
<i>City Access.</i> As part of an ongoing effort to quantify the efficacy of TDM measures, City staff may need to access the project site (including the garage) to perform trip counts, and/or intercept surveys and/or other types of data collection. All on-site activities shall be coordinated through the TDM Coordinator. Project sponsor assures future access to the site by City Staff. Providing access to existing developments for data collection purposes is also encouraged.	All projects	<input type="checkbox"/>
<i>TDM Program Monitoring.</i> The project sponsor shall collect data and make monitoring reports available for review by the Planning Department. Ideally monitoring reports would be submitted biannually for eight years starting at 85 percent building occupancy. The monitoring report would include: <ul style="list-style-type: none"> ▪ Trip Counts and/or Intercept Surveys ▪ Travel Diary or Stated Preference Survey ▪ Property Manager/Coordinator Survey ▪ Travel Demand Information <u>OR</u> comparable alternative methodology and components as approved or provided by City staff. If electing this measure, consult with Planning Department staff for further details.	All projects (new development and/or existing buildings) not subject to <i>Planning Code</i> §§ 163, 304.5	<input type="checkbox"/>
4 - Bicycle Measures		
<i>Bicycle Fleet:</i> Provide and maintain a fleet of bicycles (and related amenities such as locks, baskets, lights, etc.) for use by the building occupants.	All projects, particularly on sites adjacent to Class I bicycle facilities	<input type="checkbox"/>
<i>Parking:</i> Increase the number of on-site secured bicycle parking beyond <i>Planning Code</i> requirements and/or provide additional bicycle facilities in the public right-of-way in on public right-of-way locations adjacent to or within a quarter mile of the project site (e.g., sidewalks, on-street parking spaces).	All projects, particularly on sites adjacent to Class I bicycle facilities	<input type="checkbox"/>
<i>Bay Area Bike Share:</i> Project Sponsor shall cooperate	All projects within the Bay Area Bike Share	<input type="checkbox"/>



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with the San Francisco Municipal Transportation Agency, San Francisco Department of Public Works, and/or Bay Area Bike Share (agencies) and allow installation of a bike share station in the public right-of-way along the project's frontage.	Service/Expansion Area	
<i>Funding:</i> Within one year after Final Certification of Completion for the subject project, the project sponsor should contact in writing the San Francisco Municipal Transportation Agency, San Francisco Department of Public Works, and/or Bay Area Bike Share (agencies) to fund the installation of up to 20 new bicycle racks and/or one or more bike share station (bicycle facilities) on public right-of-way locations adjacent to or within a quarter mile of the project site (e.g., sidewalks, on-street parking spaces).	All projects within the Bay Area Bike Share Service/Expansion Area	<input type="checkbox"/>
<i>Membership:</i> Offer a 100 percent subsidy for one annual bike share membership for new employees or residents.	All projects within the Bay Area Bike Share Service/Expansion Area	<input type="checkbox"/>
5 - Carshare Measures		
<i>Parking:</i> Provide optional carshare spaces as described in <i>Planning Code</i> § 166(g)	All projects subject to <i>Planning Code</i> § 166	<input type="checkbox"/>
<i>Membership:</i> Offer one annual car share membership for each new resident (one per household) or employee. Recipient would be responsible for the remainder of the costs associated with the membership.	All residential projects, all employers	<input type="checkbox"/>
6 - Transit Measures		
Offer a 50 percent subsidy for one Muni monthly pass for new residents (one per household), and employees for up to one year. Recipient would be responsible for the remainder of the costs associated with the Muni monthly pass.	All residential projects, employers with fewer than 20 employees	<input type="checkbox"/>
Offer free Muni fast pass with hotel bookings.	Hotels	<input type="checkbox"/>
7 - Parking Measures		



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Provide less than half the amount of vehicle parking spaces than permitted per the <i>Planning Code</i> .	All projects in locations subject to parking maximums.	<input type="checkbox"/>