Agenda

TDM Partners Background

TDM Plan

Additional TDM Projects and Activities

Feedback
TDM Partners

2012 Partnership

2014 Strategy

Four Agencies

SFMTA
Municipal Transportation Agency

San Francisco Planning

San Francisco Environment

TDM Interagency Strategy

WHY SAN FRANCISCO NEEDS TDM

A robust suite of TDM measures is critical to support sustainable travel 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 ridehailing. TDM strategies include information and education, incentives, technology, and policies.

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

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 assess an effective approach to TDM in San Francisco. The Interagency TDM Strategy identifies shared goals and priority activities for the ensuing 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 merits of potential TDM efforts. Staff completed a literature review and interviewed 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 centered programs, freight 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-occupant 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 corridors.

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
2016 – 2020 TDM Plan: Goals

1. Make it easy

2. Institutionalize a culture

3. Collaborate

4. Monitor and evaluate
2016 – 2020 TDM Plan

Working Group

Funding

Evaluation

Feedback
2016 – 2020 TDM Plan: Projects

Citywide TDM Branding
Develop business outreach pilots
School TDM program development

TDM ordinance
Development monitoring and enforcement

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

BART Perks Test Program
Bayview Moves Pilot Program
Freeway Corridor Management Study
Late Night Transportation Plan