

# San Francisco Transportation Demand Management (TDM) Plan



# Agenda

TDM Partners Background

TDM Plan

Additional TDM Projects and  
Activities

Feedback





# TDM Partners

2012 Partnership

2014 Strategy

Four Agencies





## 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.

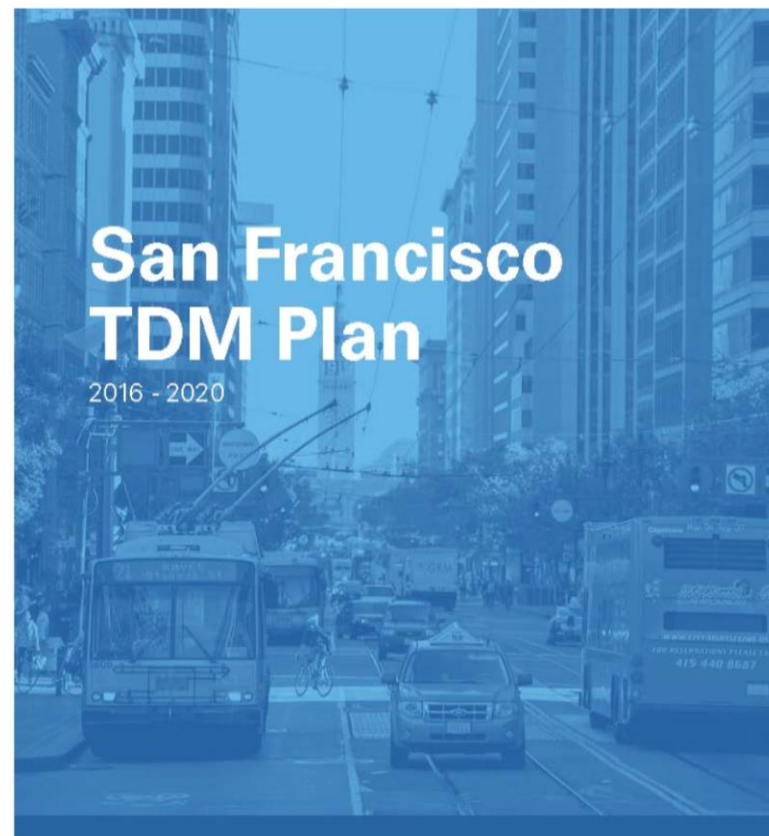
### TDM

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



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

**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

# 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



**TDM ordinance**

**Development monitoring and enforcement**



**Commuter Benefits**

**Emergency Ride Home**

**CCSF Employee TDM outreach**

**TDM policy for City Employees**



**Citywide TDM Branding**

**Develop business outreach pilots**

**School TDM program development**



**BART Perks Test Program**

**Bayview Moves Pilot Program**

**Freeway Corridor Management Study**

**Late Night Transportation Plan**





# FEEDBACK



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