San Francisco is a popular place to work, live and visit, straining the existing transportation network.

- Roads and transit vehicles nearing capacity in some areas
- Lifestyle preferences and new infrastructure have contributed to increases in cycling and walking, even in less-than-ideal conditions.
HOW DO WE GROW SUSTAINABLY?

By 2040: 100,000+ new households
190,000+ new jobs

40% of housing projections already in pipeline
WE NEED A COMPREHENSIVE APPROACH TO ADDRESS THESE CHALLENGES…

Public investment 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
TRANSPORTATION SUSTAINABILITY PROGRAM

Keeping people moving as our city grows
TRANSPORTATION SUSTAINABILITY PROGRAM

Keeping people moving as our city grows

align
MODERNIZE ENVIRONMENTAL REVIEW

shift
ENCOURAGE SUSTAINABLE TRAVEL

invest
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
MODERNIZE ENVIRONMENTAL REVIEW
**THE WAY IT IS**

**STATE**
sets standard

**CITY**
develops threshold (metric)

**THE WAY IT WOULD BE**

*Auto-centric review standard*

*Multi-modal review standard*

*Multi-modal review standard with a focus on vehicle level of service (LOS)*

*Multi-modal review standard that promotes mobility and access*
SUMMARY OF PROPOSED OPR GUIDELINES

- **Land Use Projects**
  - VMT ratio < regional average = LTS impact
  - Consistency with City Policies = LTS impact

- **Land Use Plans**
  - Consistency with Plan Bay Area or achieve similar VMT reduction = LTS impact

- **Transportation Projects**
  - Improve safety/operations, including transit operations = LTS impact
  - Pedestrian, bicycle and transit projects that lead to a net decrease in VMT = LTS impact (even if they require reallocation or removal of vehicle lanes)
  - Physical automobile roadway capacity increase (induced demand) = Impact

- **Safety**

- **Mitigation Measure and Alternatives**
  - TDM measures
OUTCOMES OF CEQA REFORM

Goodbye LOS…Hello VMT!

LAND USE PROJECTS

• More certainty during environmental review
• Reduced time & cost of technical studies
• Better environmental outcomes

TRANSPORTATION PROJECTS

• Faster delivery of many transportation projects
• Better environmental outcomes
ENCOURAGE SUSTAINABLE TRAVEL
SAN FRANCISCO TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAM

Developing a consolidated TDM Toolkit

What can developers do

Creating a SF TDM Efficacy Tool

How well do the measures work

Establishing Implementation Strategy

Measuring and enforcing progress to ensure goals are achieved
TRANSPORTATION DEMAND MANAGEMENT
POTENTIAL LEGISLATION

• VMT ratio reduction goal

• Developers select from a menu of TDMs
  • Flexibility
  • Consistency
  • Predictability during the entitlement process

• The City provides technical advisories to guide the TDM selection process

• The City monitors and enforces implementation
EXAMPLE OF TRANSPORTATION DEMAND MANAGEMENT (TDM) MENU

• Subsidize Transit Passes
• Subsidize Bike Share or Car Share Membership
• Hire TDM Coordinator
• Shuttle or Vanpool Service
• Reduce On-site Parking Supply
• Provide Delivery Service
• Sponsor Bike-share Stations
• Commute Reduction Programs
• Charge for Parking/Parking Pricing
ENHANCE TRANSPORTATION TO SUPPORT GROWTH
URGENT FUNDING NEED

EXISTING PLANS/PROJECTS/POLICIES

- Facilities Vision
- Bicycle Strategy
- SF Area Plans
- SF County Transportation Plan
- Ped Strategy
- Muni Fleet Plan
- SF Capital Plan
- Regional Transportation Growth
- MTA Capital Plan
- MTA Strategic Plan
- TEP
- Neighborhood Transportation Plans

$10 BILLION TRANSPORTATION FUNDING NEED TO 2030

$3.7 BILLION IN EXISTING FUNDING

$3 BILLION IN TTF FUNDING

$3.3 BILLION UNFUNDED
INVESTMENT PRIORITIES

Focus of new revenue sources requiring voter approval – existing residents invest in maintaining the core system

Focus of the Transportation Sustainability Fee – Developers pay their fair share for transportation impacts from new trips
TRANSPORTATION SUSTAINABILITY FEE

• Citywide transportation fee to ensure that new development pays its fair share for impacts on the transit system

• Replaces existing TIDF and expands applicability to include market-rate residential development and major institutions

• Nexus and Feasibility Studies underway
EXPENDITURE PLAN: OUTCOMES

- More Muni buses and trains
- Faster and more reliable local transit
- Roomier and faster regional transit (e.g. BART)
- Safer walking and bicycling
EXPENDITURE PLAN: TYPES OF PROJECTS IN MO

• Better Market Street
• Van Ness BRT
• Muni Forward
  • 5 Fulton
  • 7 Haight Noriega
NEXT STEPS

- Finalize the Technical Analysis
- Confirm Policy Approach
- Stakeholder Outreach
**TSP TIMELINE**

**2015**

**SPRING**
- Complete Technical Work

**SUMMER**
- Public Outreach
- Public Hearing: Fee Ordinance Reintroduced / Adopted

**FALL**
- Public Hearing: Sustainable Travel Legislation Introduced / Adopted

**WINTER**
- State Upgrades Environmental Review Standard
THANK YOU

TRANSPORTATION SUSTAINABILITY PROGRAM

Keeping people moving as our city grows

http://tsp.sfplanning.org