

2023 Prop L 5-Year Prioritization Program

# Transportation Demand Management

Approved: March 26, 2024



**San Francisco  
County Transportation  
Authority**

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This report was prepared by the San Francisco County Transportation Authority in coordination with the San Francisco Bay Area Rapid Transit District (BART), the Peninsula Corridor Joint Powers Board (Caltrain), the San Francisco Environment Department, the San Francisco Municipal Transportation Agency, and the Treasure Island Mobility Management Agency.



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# 1. Introduction

In November 2022, San Francisco voters approved Proposition L (Prop L), extending the ½-cent sales tax to fund transportation improvements and approving a new 30-year Expenditure Plan, which superseded the prior Proposition K Expenditure Plan. The Prop L Expenditure Plan determines eligibility for sales tax funds through a list of 28 programs. It also sets caps for the maximum amount of Prop L funds that will be available for specific programs over the 30-year Expenditure Plan period, totaling up to an estimated \$2.6 billion (2020 \$'s). In order to fully fund the programs, the Expenditure Plan assumes that the Prop L dollars will leverage (or match) another \$23.7 billion (2020 \$'s) in other federal, state, regional, and local funds for a total program cost of \$26.3 billion (2020 \$'s). Some of those leveraged funds will be distributed to San Francisco through funding formulas. In other cases, San Francisco project sponsors will have to aggressively compete for discretionary funds in order to fully fund the Expenditure Plan programs.

The Expenditure Plan includes a number of requirements, including the development of 5-Year Prioritization Programs (5YPPs) as a condition for receiving allocations in each program in the Expenditure Plan. The 5YPPs are intended to provide a stronger link between project selection and expected project performance, to support on time, on-budget project delivery, and optimize use of federal, state and regional matching funds. Other major benefits of the 5YPPs include:

- Provide transparency about how Prop L projects are prioritized,
- Enable public input early and throughout the planning process, and
- Improve agency coordination within and across projects at the earlier stages of the planning process.

The desired outcome of the 5YPPs is the establishment of a strong pipeline of grant-ready transportation projects that can be advanced as soon as funds (including Prop L, federal, state, and other funds) are available. The 5YPPs are critically important to help achieve the leveraging needed to fully fund the Expenditure Plan programs.

As its centerpiece, each 5YPP contains a 5-year Program of Projects (or project list), ideally including project descriptions, schedule milestones, cost estimates, and full funding plans showing Prop L funds by fiscal year and other matching funds. The Program of Projects (project list) for Transportation Demand Management is contained in Section 7 of this document.

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## 2. Eligibility and Expected Fund Leveraging

### 2.1 | ELIGIBILITY

Eligibility for Transportation Demand Management as identified in the voter approved Prop L Expenditure Plan is as follows, with amounts shown in millions of 2020 dollars:

“Transportation Demand Management (TDM) improvements intended to shift trips to sustainable modes like transit, biking and walking and shift travel to less congested times. Develop and support continued TDM and parking requirements for large employers, special event sites, and schools and universities. Eligible project types also include TDM education, marketing, incentives, pricing, technology, policy developments, pilots, and evaluation. Hardware, software, and equipment needed to implement pricing, incentives and affordability projects are eligible. Examples of eligible projects include new solutions or technologies for first-last mile connections or special trip markets; intermodal integration of customer-facing technology (e.g. travel information and payment systems); and new fare payment concepts for mode shift or congestion management. Includes planning, project development and capital costs. Sponsor Agencies: SFCTA, SFE, SFMTA, BART, PCJPB, TIMMA. Includes \$18M in Priority 1 and the remainder is Priority 2. Total Funding: \$146.5M; EP: \$23M.”

SFCTA stands for the San Francisco County Transportation Authority, SFE stands for the San Francisco Environment Department, SFMTA stands for the San Francisco Municipal Transportation Agency, BART stands for the Bay Area Rapid Transit District, PCJPB stands for the Peninsula Corridor Joint Powers Board, and TIMMA stands for the Treasure Island Mobility Management Agency. Priority 1 funds correspond to the conservative sales tax revenue forecast and Priority 2 to the optimistic forecast.

### 2.2 | EXPECTED FUND LEVERAGING

Leveraging Prop L funds against non-Prop L fund sources is necessary to fully fund the Expenditure Plan programs. Prop L sales tax funds will be used as seed funding for planning and project development to make projects competitive for discretionary fund sources, and to serve as local match needed to secure federal, state, regional, and other grant funding.

Based on Priority 1 (conservative forecast) funding levels, for Transportation Demand Management, the Prop L Expenditure Plan assumes that for every \$1 of sales tax revenue spent, on average it would be leveraged by about \$6.86 in non-Prop L funds. The Transportation Authority reviews leveraging at the project and project phase (e.g.

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planning, design, construction) levels as well as for each Expenditure Plan program as a whole.

### 3. Public Engagement

Transportation Authority staff conducted public engagement to inform the development of the 5YPPs. This section summarizes feedback heard from that engagement, as well as information provided by project sponsors regarding public engagement and community support.

During the Prop L Expenditure Plan development, the Transportation Authority conducted a robust outreach process from Spring 2021 - Winter 2022. The New Expenditure Plan for San Francisco's Half-Cent Sales Tax for Transportation: Outreach Findings report can be found on the Transportation Authority website.

As part of development of the 2023 5YPPs, the Transportation Authority conducted outreach and hosted public meetings to gather input about which specific projects and project types should be funded through Prop L in the next five years and to seek input on how to select projects for each Expenditure Plan program. The meetings included a virtual meeting for interested members of the former Expenditure Plan Advisory Committee who helped develop Prop L and representatives of equity-focused community-based organizations; a virtual town hall; and presentations at community group meetings, as requested. There was also an online multi-lingual survey and opportunities for public input through the Transportation Authority's website and at multiple Transportation Authority Community Advisory Committee and Transportation Authority Board meetings. The Transportation Authority website also includes a list of staff contacts to facilitate public engagement directly with project sponsors.

Key themes emerged from this process including concerns about congestion, parking availability, and a desire to incentivize sustainable mobility options. Participants also mentioned concerns about climate change and the need to reduce vehicle miles traveled and greenhouse gas emissions. To learn more about our engagement process and findings, visit [sfcta.org/ExpenditurePlan](https://sfcta.org/ExpenditurePlan)

### 4. Performance Measures

Prop L requires the establishment of performance measures for each program in the Expenditure Plan. The intent is to demonstrate the system performance benefits of sales tax projects (e.g. reduced transit travel time), to ensure funds are being used cost effectively, and to inform programming of future Prop L funds, as well as

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programming and prioritization of other funds by the Transportation Authority (e.g. Transportation Fund for Clean Air, Prop AA Vehicle Registration Fee funds).

After reviewing San Francisco's Congestion Management Program and consulting with eligible sponsoring agencies, the Transportation Authority recommends that the following performance measures be applied to individual projects included in the Transportation Demand Management 5YPP, as relevant, and at a programmatic and citywide level, as appropriate:

- Reduction in Vehicle Miles Travelled (VMT)
- Sustainable mode share
- Ratio of peak to off-peak travel time (cars and transit)
- Comparison of peak and off-peak travel reliability (cars and transit)

While not recommended as a performance measure, the Transportation Authority will also track the following metrics for this program to understand trends:

- Number of employers, schools, and cultural venues with active TDM programs

The TDM Market Analysis currently underway will create a set of standard data requirements to support evaluation of specific TDM programs, including pre-implementation data collection methods. The guidelines will include evaluation timeframes and guidance for analysis to understand citywide TDM impacts long term, with consideration for existing TDM ordinance evaluation requirements to ensure consistency. The performance measures above may be modified or expanded upon by the results of this Market Analysis effort.

## 5. Project Delivery Snapshot

Since this is the inaugural Prop L 5YPP, we are looking to the prior Prop K sales tax program to assess project delivery trends for similar types of projects. Project delivery for previously funded projects is one important consideration when we evaluate project sponsors' proposed requests for Prop L funding, particularly with respect to project readiness.

As required by the Prop L Expenditure Plan, the next 5YPP update will be informed by a citywide geographic distribution of sales tax project allocations and the distribution of projects located in Equity Priority Communities and/or benefiting disadvantaged populations.

## Prop K Project Delivery

Prop K has funded Transportation Demand Management since 2003. Table 1 shows the Project Status of open Transportation Demand Management grants under Prop K.

Table 1. Prop K Project Status- Open Grants

SPONSOR	PROJECT NAME	PHASE(S) FUNDED	FY OF ALLOCATION	ALLOCATED (AS OF FEB 2024)	REMAINING BALANCE (AS OF 2/20/24)	OPEN FOR USE?
SFCTA	Treasure Island Mobility Management Program	Planning	2014/15	\$150,000	\$126,468	Paused
SFCTA	Treasure Island Mobility Management Program	Design Engineering	2015/16	\$210,000	\$210,000	Paused
SFMTA	Business Relocation Transportation Demand Management – Phase 2	Construction	2017/18	\$150,000	\$124,782	
SFMTA	Business Relocation Transportation Demand Management – Phase 3	Construction	2017/18	\$133,000	\$133,000	
DCP	TSP Evaluation Tool	Planning	2018/19	\$27,096	\$27,096	
SFCTA	TSP Evaluation Tool	Planning	2018/19	\$152,684	\$104,895*	
SFMTA	TSP Evaluation Tool	Planning	2018/19	\$20,220	\$20,220	
SFCTA	Downtown Congestion Pricing Study	Planning	2020/21	\$550,000	\$177,782*	Paused
SFCTA	Downtown Congestion Pricing Study	Planning	2021/22	\$200,000	\$200,000	Paused
SFCTA	District 4 Microtransit Business Plan [NTIP Planning]	Planning	2021/22	\$310,000	\$90,036*	
SFCTA	Treasure Island AV Shuttle Pilot	Construction	2021/22	\$60,000	\$35,220*	Yes
SFCTA	Decarbonizing Downtown Business Deliveries Study	Planning	2022/23	\$50,000	\$50,000	
SFCTA	Transportation Demand Market Analysis	Planning	2022/23	\$406,000	\$269,955*	

Projects are sorted by allocation year, then sponsor, then name.

\*Invoice pending.

Transportation Demand Management projects can encompass education, marketing, incentives, pricing, technology, policy developments, pilots, and evaluation. Projects funded under Prop K reflect that variety of project types, as do the reasons for any delays and efforts to address those delays.

Two Prop K grants were awarded for the Treasure Island Mobility Management Agency (TIMMA) to advance planning, design and engineering for the Treasure Island Transportation Implementation Plan (TITIP). The TITIP was adopted as part of the

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project development approvals in 2011 and supports the construction of a new neighborhood on Treasure Island and Yerba Buena Island with 8,000 units, 27% of them affordable, without further straining the congested Bay Bridge travel corridor and simultaneously advancing sustainability in the region. The centerpiece of this innovative program is a congestion pricing system that would manage demand and generate revenue to fund transit services. More information is available at [www.timma.org](http://www.timma.org).

The project has been delayed for several reasons. The development schedule has been extended, due in part to the Covid-19 pandemic; with island infrastructure and housing units being constructed later than expected, the TIMMA program was moved back correspondingly. Construction is now in full swing with 1,000 units expected to be complete by early 2025. Gaining approval for the initial congestion management program has proven to be more challenging than originally anticipated and is still in process. Staff continues to refine the affordability program and work with City partners to bring the program for adoption. Finally, use of the Prop K funds has been deferred because TIMMA was awarded a large amount of local Treasure Island Development Authority (TIDA) funding, which supported program activities through FY23. Since TIDA funds have now been exhausted, TIMMA will use the Prop K funds to advance delivery of the transportation program.

SFMTA's Business Relocation Transportation Demand Management was delayed due to the pandemic. SFMTA rescopeed the project during the pandemic to try to respond to the emerging conditions during the pandemic, including many fewer businesses relocating to San Francisco. With the end of official pandemic restrictions and many businesses returning to in-person work, SFMTA has requested approval to rescope the project so it better responds to post-pandemic conditions and Transportation Authority staff are working with SFMTA staff to update the project scope and timeline. Additionally, staffing changes have delayed the project, however, SFMTA has brought on a consultant to assist their TDM efforts.

The City's Transportation Sustainability Program (TSP) requires new developments to provide on-site amenities (e.g. bike parking) and employ TDM strategies (e.g. offering subsidized transit passes) that prioritize sustainable alternatives to driving. The San Francisco Planning Department, SFMTA, and Transportation Authority are developing a tool that will provide comprehensive, systematic evaluation of the effectiveness of these TDM strategies. The project team working on the TSP Evaluation Tool had anticipated completing this scope by December 2021. However, due to the pandemic, the project team could not collect the data necessary to support the project. The data was finally collected in Spring and Fall 2023 in coordination with MTC's Bay Area Travel Survey (funded in part with sales tax funds), which will enable the project team to conduct and complete analysis by June 2024.

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The Transportation Authority's Downtown Congestion Pricing Study was paused during the pandemic and remains paused due to the fluid and changing conditions around COVID pandemic recovery. Post pandemic data, such as from the MTC's Bay Area Travel Survey, will inform the study when it resumes at some point in the future.

The District 4 Microtransit Business Plan, a Neighborhood Transportation Program project led by the Transportation Authority, suffered delays in the implementation of the outreach strategy, originally conceived to take place in May 2023. The project is back on track and the first of two planned rounds of outreach has been conducted. Additional precautions will be put in place to prevent similar delays in the future. The project is expected to be completed in Summer 2024.

The Decarbonizing Downtown Business Deliveries Study has been on hold due to staffing constraints. The Transportation Authority has hired new staff who will enable the project to restart in Spring 2024.

TIMMA led the Treasure Island AV Shuttle Pilot, which was launched in August 2023 and concluded in December 2023. The TIMMA project team will release a final evaluation report in Spring 2024.

Moving forward, we expect that conducting a thoughtful and collaborative update to the TDM Strategic Plan that is informed by new data reflecting post-pandemic travel behavior and supported by a robust project evaluation methodology for TDM projects will result in well-considered projects that can be implemented on schedule.

## 6. Project Prioritization

The intent of establishing and documenting a methodology to select proposed projects is to provide the Transportation Authority Board, the public, and project sponsors with a clear understanding of how projects are prioritized for funding within each Prop L program. Working in consultation with project sponsors and drawing upon the Transportation Authority's experience with prioritizing projects for grant funding, Transportation Authority staff developed a set of Prop L program-wide criteria to help select projects in each of the 28 Prop L programs. In addition, most programs also have program-specific criteria to inform priorities such as improving transit reliability and travel time or replacing assets at the end of their useful lives. The Prop L program-wide criteria include:

- Project readiness
- Relative level of need or urgency
- Benefit to disadvantaged populations
- Level and diversity of community support

- Leveraging

The above criteria, along with any program-specific criteria, are scored for each proposed project. In addition, the evaluation process also considers a fair geographic distribution and cost-effectiveness.

San Francisco's [Equity Priority Communities](#) are an important factor in assessing projects and benefits to disadvantaged populations. See the map on the Transportation Authority's website: <https://epc-map.sfcta.org/>

The Project Scoring Table in Section 7 shows the Prop L program-wide criteria, the program-specific criteria, criteria definitions, and maximum possible points for projects proposed for the Transportation Demand Management 5YPP. For each proposed project, the project sponsors first scored the project and then Transportation Authority staff reviewed and refined the scoring, as needed, to ensure consistent application of the prioritization criteria.

## 7. Project List

This section shows how each project proposed for funding from the Transportation Demand Management program ranked based on the prioritization methodology described in Section 6; the 5-Year Program of Projects or Project List recommended for Prop L funds; and Anticipated Leveraging. The Project Information Forms with details on scope, schedule, cost, funding are included in Appendix A.

As shown in the project list, there is no requested advancement of funds beyond the pay-go amounts in the Strategic Plan Baseline for the Transportation Demand Management program.

**Prop L Project Submissions Evaluation - EP 24 Transportation Demand Management**

District	Projects	Prop L-Wide Criteria					Program Specific Criteria			
		Project Readiness	Relative Level of Need or Urgency (time sensitive)	Benefits to Disadvantaged Populations	Level and Diversity of Community Support	Leveraging	Safety	Mode Shift and/or Time Shift	Cost-Effectiveness	Total
Citywide	TDM Strategic Plan Update	5	0	1	1	0	0	2	2	11
TBD	TDM Strategic Plan Update - Placeholder	<i>This is a placeholder. Projects will be scored at time of allocation.</i>								
	<b>Total Possible Score</b>	5	4	5	5	4	2	4	4	33
	<p><b>Project Scoring Key:</b> Projects are assessed using Transportation Authority Board adopted Prop L-wide criteria and program specific prioritization criteria. In general, the better a project meets the criteria as defined, the more points the project is assigned.</p> <p><b>Project Readiness:</b> Highest possible score is 5. Project is likely to need funding in the fiscal year proposed. Factors to be considered include, but are not limited to adequacy of scope, schedule, budget and funding plan relative to current project status (e.g. expect more detail and certainty for a project about to enter construction than design); whether prior project phases are completed or expected to be completed before beginning the next phase; and whether litigation, community opposition or other factors pose a significant risk to project advancement, as proposed.</p> <p><b>Relative Level of Need or Urgency (time sensitive):</b> Highest possible score is 4. Project needs to proceed in the proposed timeframe to enable construction coordination with another project (e.g. minimize costs and construction impacts), to support another funded or proposed project (e.g. signal conduit installation coordination with a street resurfacing project) or to meet timely use of funds deadlines associated with matching funds.</p> <p><b>Benefits to Disadvantaged Populations:</b> Highest possible score is 5. Project provides direct benefits to disadvantaged populations, including communities historically harmed by displacement, transportation policies, and projects that utilized eminent domain. Project directly impacts the ability of disadvantaged populations to access transportation (e.g. new or enhanced infrastructure, new service or improved service, improved safety, etc.), whether or not the project is directly located in an Equity Priority Community. Points are based on the description of benefits presented in the Project Information Form.</p> <p><b>Level and Diversity of Community Support:</b> Highest possible score is 5. Project has clear and diverse community support, including from disadvantaged populations and/or was developed out of a community-based planning process.</p> <p>Five points for a project that 1) is in an adopted community based plan or with evidence of diverse (neighborhood level and citywide) community support and 2) has documented support from disadvantaged populations.            Three points for a project not in an adopted community based plan, but with evidence of support from both neighborhood stakeholders and citywide groups. Project does not have documented support from disadvantaged populations.            One point for a project not in an adopted community based plan, but with evidence of support from either neighborhood stakeholders or citywide groups. Project does not have documented support from disadvantaged populations.            Zero points for a project that was neither developed out of a community-based planning process nor has other forms of demonstrated community support.</p> <p><b>Leveraging:</b> Highest possible score is 4. Project demonstrates actual or potential leveraging of Prop L funds, as indicated in the funding plan. Factors to consider include the status of other fund sources and the likely competitiveness for securing non-Prop L funds from discretionary sources. For pilot programs, must identify potential source for ongoing funding should the program prove successful.</p> <p><b>Safety:</b> Highest possible score is 2. Project addresses documented safety issue and/or security issue. Points are based on the safety information presented in the Project Information Form.</p> <p><b>Mode Shift and/or Time Shift:</b> Highest possible score is 4. Project will lead to a shift in single-occupancy vehicle trips to more sustainable modes such as transit, biking and walking, and/or shifts trips to less congested times. Priority will be given to projects with evidence that benefits of program continue after program completion. Evidence may be from evaluation of other similar projects or research and must be provided in the Project Information Form.</p> <p><b>Cost-Effectiveness:</b> Highest possible score is 4. Cost effectiveness can be demonstrated by status as Plan Bay Area high-performer, cost per single-occupancy vehicle trip reduced, or cost-effectively increasing person throughput. Projects that can provide evidence of cost-effectiveness from other similar TDM project types or research will score higher. Evidence must be provided in the Project Information Form.</p>									

**2023 Prop L 5-Year Project List (FY 2023/24 - FY 2027/28)  
24- Transportation Demand Management**

**Programming Year**

Pending March 26, 2024 Board Meeting

Agency	Project Name	Phase	Fiscal Year of Allocation					Total
			2023/24	2024/25	2025/26	2026/27	2027/28	
SFCTA	TDM Strategic Plan Update	Planning/ Conceptual Engineering	\$148,000					\$148,000
TBD	TDM Strategic Plan Update - Placeholder	TBD		\$1,555,000				\$1,555,000
<b>Funds Requested in 2023 5YPP</b>			\$148,000	\$1,555,000	\$0	\$0	\$0	\$1,703,000
<b>Cumulative Remaining Programming Capacity</b>			\$1,555,112	\$112	\$112	\$112	\$112	\$112

**2023 Prop L 5-Year Project List (FY 2023/24 - FY 2027/28)  
 24- Transportation Demand Management  
 Cash Flow (Maximum Annual Reimbursement)**

Pending March 26, 2024 Board Meeting

Project Name	Phase	Fiscal Year of Reimbursement					Total
		2023/24	2024/25	2025/26	2026/27	2027/28	
TDM Strategic Plan Update	Planning/ Conceptual Engineering	\$50,000	\$98,000				\$148,000
TDM Strategic Plan Update - Placeholder	TBD		\$418,000	\$379,000	\$379,000	\$379,000	\$1,555,000
<b>Cash Flow Requested in 2023 5YPP</b>							
		\$50,000	\$516,000	\$379,000	\$379,000	\$379,000	\$1,703,000
<b>Cash Flow in 2023 Draft Strategic Plan Baseline</b>							
		\$189,235	\$378,469	\$378,469	\$378,469	\$378,469	\$1,703,112
<b>Cumulative Remaining Cash Flow Capacity</b>							
		\$139,235	\$1,704	\$1,173	\$643	\$112	\$112

## Anticipated Leveraging

The table below compares Prop L Expenditure Plan assumptions with anticipated leveraging for the recommended projects based on the Project Information Forms. At time of allocation, Transportation Authority staff will again compare the actual leveraging to the expected leveraging.

Table 2. Prop L Leveraging: Expected vs. Anticipated for Fiscal Years 2023/24 - 2027/28

PROJECT	EXPECTED LEVERAGING IN EP (NON-PROP L FUNDS)	ANTICIPATED LEVERAGING (NON-PROP L FUNDS)
TDM Strategic Plan Update	87.3%	0%
Implementation of TDM Strategic Plan Recommendations Placeholder	87.3%	TBD
<b>Transportation Demand Management Program Total</b>	<b>87.3%</b>	<b>TBD</b>

The TDM Strategic Plan Update will identify and prioritize TDM projects and programs that show the greatest potential to be effective (including cost effective) in this post-pandemic recovery environment. The plan will guide San Francisco's TDM priorities to be funded by Prop L, TFCA, other Transportation Authority prioritized fund sources, and discretionary grants. While the plan does not leverage other funds due to a relative lack of sources for such planning efforts, the plan will help position recommended TDM projects to be competitive for other discretionary grants. We will evaluate specific projects for leveraging when we receive allocation requests.

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



<b>Project Name and Sponsor</b>			
<b>Project Name:</b>	TDM Strategic Plan Update		
<b>Implementing Agency:</b>	SFCTA, SFMTA		
<b>Prop L Expenditure Plan Information</b>			
<b>Prop L Program:</b>	24- Transportation Demand Management		
<b>Project Information</b>			
<b>Brief Project Description for MyStreetSF (80 words max):</b>	TDM is a strategic set of projects, programs, and policies to increase travel choices and shift when and how people travel to maximize the efficiency and effectiveness of the transportation system, with an emphasis on sustainable modes. This project will update the 2017-2020 San Francisco TDM Plan, including developing a new list of measures to change travel behavior. Using post-pandemic travel data and best practices, the update will define TDM priorities and guide what will be funded with Prop L and other fund programs administered by the SFCTA.		
<b>Project Location and Limits:</b>	Citywide		
<b>Supervisory District(s):</b>	Citywide		
<b>Is the project located on the 2022 Vision Zero High Injury Network ?</b>	N/A	<b>Is the project located in an Equity Priority Community (EPC)?</b>	N/A
<b>Which EPC(s) is the project located in?</b>	TBD		
<b>Detailed Scope (may attach Word document):</b> Please describe in detail the project scope, any planned community engagement, benefits, considerations for climate adaptation and resilience (if relevant), and coordination with other projects in the area (e.g. paving, Vision Zero).	<p>TDM is a strategic set projects, programs, and policies to increase travel choices and shift when and how people travel to maximize the investment priorities to improve efficiency and effectiveness of the transportation system defined in the San Francisco Transportation Plan 2050, with an emphasis on sustainable modes. The 2017-2020 San Francisco TDM Plan was developed as a multi-agency effort and included strategies and actions to support mode shift, though the plan did not prioritize the list of measures for implementation and many measures have not been implemented.</p> <p>The SFCTA and SFMTA are requesting Prop L funds for the TDM Strategic Plan Update, which will build on current travel data (including a MTC Bay Area Travel Diary Survey which Prop K sales tax is helping to fund) and factors, assess and refine the strategies recommended and implemented from the prior TDM Plan. The update will be informed by the TDM Market Analysis evaluation (underway) and will include reviewing San Francisco's existing TDM goals and revising the goals to align with goals and priorities established in the Climate Action Plan, San Francisco Transportation Plan, and other local and regional plans, as appropriate. The TDM Strategic Plan Update will determine the priority TDM projects and programs to be implemented with Prop L and other fund programs over the next five years.</p> <p>The SFCTA and SFMTA will use a co-lead approach for each task associated with the TDM Strategic Plan Update, which requires close coordination and collaboration. The SFCTA will be responsible for writing and finalizing all project deliverables. SFMTA will provide comments on an draft documents produced by the SFCTA. The SFCTA will revise and finalize the materials based on SFMTA comments and the study team will present materials to the TDM Working Group, which includes city and regional TDM stakeholders (e.g., BART, MTC, Caltrain, San Mateo's Commute.org, etc.).</p>		
<b>Attachments:</b> Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.			
<b>Type of Environmental Clearance Required:</b>	N/A		

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



<b>Coordinating Agencies:</b> Please list partner agencies and identify a staff contact at each agency.	SFMTA: Tracey Lin SFE: Sebastien Garbe Planning Department: staff TBD BART, MTC, Caltrain, Commute.org: staff to be identified as we convene the working group.
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Project Delivery Milestones  Phase	Status	Work	Start Date		End Date	
	% Complete	In-house - Contracted - Both	Quarter	Fiscal Year (starts July 1)	Quarter	Fiscal Year (starts July 1)
Planning/Conceptual Engineering	0%	In-house and Contracted	Q4-Apr-May-Jun	2023/24	Q4-Apr-May-Jun	2024/25
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (e.g. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						

**Notes**



**Prop L Sales Tax Program  
Project Information Form (PIF) Template**

**Project Name:** TDM Strategic Plan Update

Project Cost Estimate Phase	Cost	Funding Source		Source of Cost Estimate
		Prop L	Other	
Planning/Conceptual Engineering	\$ 148,000	\$ 148,000	\$ -	prior work
Environmental Studies (PA&ED)	\$ -	\$ -	\$ -	
Right of Way	\$ -	\$ -	\$ -	
Design Engineering (PS&E)	\$ -	\$ -	\$ -	
Construction	\$ -	\$ -	\$ -	
Operations (i.e. paratransit)	\$ -	\$ -	\$ -	
<b>Total Project Cost</b>	\$ 148,000	\$ 148,000	\$ -	
<b>Percent of Total</b>		<b>100%</b>	<b>0%</b>	

Funding Plan - All Phases - All Sources							Cash Flow for Prop L Only (i.e. Fiscal Year of Reimbursement)				
Fund Source	Prop L Program	Phase	Fund Source Status	Fiscal Year of Allocation (Programming Year)	Total Funding	2023/24	2024/25	2025/26	2026/27	2027/28	
Prop L	24- Transportation Demand Management	Planning/Conceptual Engineering	Planned	2023/24	\$ 148,000	\$ 50,000	\$ 98,000	\$ -	\$ -	\$ -	
					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
				<b>Total By Fiscal Year</b>	<b>\$ 148,000</b>	<b>\$ 50,000</b>	<b>\$ 98,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	

**Notes**

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



Prop L Supplemental Information Please fill out each question listed below (rows 2-8) for all projects.	
<b>Project Name</b>	<i>TDM Strategic Plan Update</i>
<b>Relative Level of Need or Urgency (time sensitive)</b>	The TDM Strategic Plan Update has a high level of urgency as it will outline specific priority actions for pilots and projects in Fiscal Years 2024/25 - 2027/28.
<b>Prior Community Engagement/Level and Diversity of Community Support (may attach Word document):</b>	Through the Climate Action Plan, SFTP, and broader ConnectSF process, community input has consistently elevated the need to reduce driving trips to meet climate and vision zero goals and to improve transportation options for neighborhood trips. The recommendations in the plan will expand transportation options based on the TDM Market Analysis findings.
<b>Benefits to Disadvantaged Populations and Equity Priority Communities</b>	The project is citywide and brings benefits to Equity Priority Communities by defining priority TDM investments to improve transportation options and reduce barriers to accessing non-driving modes.
<b>Compatibility with Land Use, Design Standards, and Planned Growth</b>	Yes
<b><a href="#">San Francisco Transportation Plan Alignment (SFTP)</a></b>	Equity, Environmental Sustainability, Accountability and Engagement, Economic Vitality  The plan will define priority actions that have a high potential to increase travel options and reduce barriers to non-driving options to shift when and how people travel. These investments will reduce drive alone trips and move trips to less congested times. The plan will also include guidance for evaluation and data collection to effectively monitor the impact of investments.
<b>The next section includes criteria that are specific to each Expenditure Plan program. The questions that are required to be filled out for each program will auto-populate once the Prop L program is selected on the Scope &amp; Schedule tab.</b>	
<b>24- Transportation Demand Management</b>	
<b>Safety</b>	Recommendations may include safety improvements.
<b>Mode Shift and/or Time Shift</b>	The plan will define priority actions that have a high potential to increase travel options and reduce barriers to non-driving options to shift when and how people travel. Implementing these recommendations has the potential to reduce drive alone trips and move trips to less congested times. The plan will also support regional modeshift.
<b>Cost-Effectiveness</b>	Recommendations will consider cost and guidance for implementation to ensure they are cost effective.
<b>Pilot Program Funding Plan</b>	Implementation of recommendations may be funded from multiple Prop L Programs and/or regional, state, or federal grant programs.

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



<b>Project Name and Sponsor</b>			
<b>Project Name:</b>	TDM Strategic Plan Update - Placeholder		
<b>Implementing Agency:</b>	TBD		
<b>Prop L Expenditure Plan Information</b>			
<b>Prop L Program:</b>	24- Transportation Demand Management		
<b>Project Information</b>			
<b>Brief Project Description for MyStreetSF (80 words max):</b>	This is a placeholder for implementing recommendations from the TDM Strategic Plan Update, expected to be completed by June 2025. The TDM Strategic Plan Update will prioritize TDM projects and programs to increase travel choices and shift when and how people travel to maximize the investment priorities to improve efficiency and effectiveness of the transportation system with an emphasis on sustainable modes.		
<b>Project Location and Limits:</b>	TBD		
<b>Supervisory District(s):</b>			
<b>Is the project located on the 2022 Vision Zero High Injury Network ?</b>	N/A	<b>Is the project located in an Equity Priority Community (EPC)?</b>	N/A
<b>Which EPC(s) is the project located in?</b>	N/A		
<b>Detailed Scope (may attach Word document):</b> Please describe in detail the project scope, any planned community engagement, benefits, considerations for climate adaptation and resilience (if relevant), and coordination with other projects in the area (e.g. paving, Vision Zero).	<p>The requested Prop L funds would establish a placeholder to implement projects consistent with the recommended actions to be identified through the Prop L-funded TDM Strategic Plan Update, anticipated to be completed by June 2025.</p> <p>The Transportation Authority may consider allocating funds to projects prior to the completion of the TDM Strategic Plan Update, based on the following considerations:</p> <ul style="list-style-type: none"> <li>- Project scores well against the 5YPP Prioritization Criteria for Prop L TDM Program, including supporting mode shift and/or time shift and demonstrated cost effectiveness; and</li> <li>- Project is consistent with emerging recommendations from the TDM Strategic Plan Update.</li> </ul>		
<b>Attachments:</b> Please attach maps, drawings, photos of current conditions, etc. to support understanding of the project.	N/A		
<b>Type of Environmental Clearance Required:</b>	N/A		
<b>Coordinating Agencies:</b> Please list partner agencies and identify a staff contact at each agency.	TBD		

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



<b>Project Delivery Milestones</b>	<b>Status</b>	<b>Work</b>	<b>Start Date</b>		<b>End Date</b>	
<b>Phase</b>	<b>% Complete</b>	<b>In-house - Contracted - Both</b>	<b>Quarter</b>	<b>Fiscal Year (starts July 1)</b>	<b>Quarter</b>	<b>Fiscal Year (starts July 1)</b>
Planning/Conceptual Engineering						
Environmental Studies (PA&ED)						
Right of Way						
Design Engineering (PS&E)						
Advertise Construction						
Start Construction (e.g. Award Contract)						
Operations (i.e. paratransit)						
Open for Use						
Project Completion (means last eligible expenditure)						
<b>Notes</b>						
This is a placeholder for projects to be identified in the TDM Strategic Plan Update. When specific projects are identified in the TDM Strategic Plan Update final report and/or eligible project sponsors are prepared to seek Prop L funds, the project sponsor will provide project delivery milestones for all relevant project phases.						

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**

<b>Project Name:</b>	TDM Strategic Plan Update - Placeholder									
<b>Project Cost Estimate</b>										
<b>Phase</b>	<b>Cost</b>	<b>Funding Source</b>			<b>Source of Cost Estimate</b>					
		<b>Prop L</b>	<b>Other</b>							
Planning/Conceptual Engineering	\$ -		\$ -							
Environmental Studies (PA&ED)	\$ -	\$ -	\$ -							
Right of Way	\$ -	\$ -	\$ -							
Design Engineering (PS&E)	\$ -	\$ -	\$ -							
Construction	\$ 1,555,000	\$ 1,555,000	\$ -		- Placeholder					
Operations (i.e. paratransit)	\$ -	\$ -	\$ -							
<b>Total Project Cost</b>	\$ 1,555,000	\$ 1,555,000	\$ -							
<b>Percent of Total</b>		<b>100%</b>			<b>0%</b>					
<b>Funding Plan - All Phases - All Sources</b>										
						<b>Cash Flow for Prop L Only (i.e. Fiscal Year of Reimbursement)</b>				
<b>Fund Source</b>	<b>Prop L Program</b>	<b>Phase</b>	<b>Fund Source Status</b>	<b>Fiscal Year of Allocation (Programming Year)</b>	<b>Total Funding</b>	<b>2023/24</b>	<b>2024/25</b>	<b>2025/26</b>	<b>2026/27</b>	<b>2027/28</b>
Prop L	24- Transportation Demand Management	TBD	Planned	2024/25	\$ 1,555,000	\$ -	\$ 418,000	\$ 379,000	\$ 379,000	\$ 379,000
<b>Total By Fiscal Year</b>					<b>\$ 1,555,000</b>	<b>\$ -</b>	<b>\$ 418,000</b>	<b>\$ 379,000</b>	<b>\$ 379,000</b>	<b>\$ 379,000</b>
<b>Notes</b>										
<p>This is a placeholder for projects TBD.          Concurrent or subsequent to SFCTA Board adoption of the final TDM Strategic Plan update (anticipated June 2025), the Transportation Authority will consider amendment of the 5YPP to replace all or part of this placeholder with specific projects. We will evaluate the proposed projects including anticipated leveraging and may suggest changes to programming and cash flow at that time. Similarly, prior to adoption of the Strategic Plan update, subject to the conditions described in the scope, Transportation Authority staff may evaluate and recommend projects to receive programming from the placeholder.</p>										

**Prop L Sales Tax Program  
Project Information Form (PIF) Template**



Prop L Supplemental Information Please fill out each question listed below (rows 2-8) for all projects.	
<b>Project Name</b>	<i>TDM Strategic Plan Update - Placeholder</i>
<b>Relative Level of Need or Urgency (time sensitive)</b>	
<b>Prior Community Engagement/Level and Diversity of Community Support (may attach Word document):</b>	
<b>Benefits to Disadvantaged Populations and Equity Priority Communities</b>	
<b>Compatibility with Land Use, Design Standards, and Planned Growth</b>	
<a href="#"><u>San Francisco Transportation Plan Alignment (SFTP)</u></a>	
The next section includes criteria that are specific to each Expenditure Plan program. The questions that are required to be filled out for each program will auto-populate once the Prop L program is selected on the Scope & Schedule tab.	
<b>24- Transportation Demand Management</b>	
<b>Safety</b>	
<b>Mode Shift and/or Time Shift</b>	
<b>Cost-Effectiveness</b>	
<b>Pilot Program Funding Plan</b>	