



RESOLUTION ADOPTING THE DISTRICT 10 MOBILITY MANAGEMENT STUDY [NTIP PLANNING] FINAL REPORT

WHEREAS, Commissioner Cohen recommended the District 10 Mobility Management Study (Study) for Prop K sales tax funds from the Transportation Authority's Neighborhood Transportation Improvement Program (NTIP), which were used to match a Toyota Mobility Foundation grant and federal funds from the Metropolitan Transportation Commission's Community-Based Transportation Planning Program; and

WHEREAS, The Study was intended to engage stakeholders to identify a set of non-infrastructure strategies that could reduce vehicle miles of travel in the District through partnerships among community organizations, developers, public agencies, and emerging mobility service providers; and

WHEREAS, The planning effort was led by the Transportation Authority in partnership with Commissioner Cohen's office; and

WHEREAS, The Study recommendations focus on near-term, lower-cost, non-infrastructure concepts that address travel demand to, from, and within District 10; and

WHEREAS, The Study recommends a range of potential strategies in four categories: New Mobility, Mobility as a Service, Incentives and Rewards, and Partnerships; and

WHEREAS, The stakeholder involvement process supporting the Study included longtime and new residents; businesses and workers; developers; institutions; community-based organizations; emerging mobility service and technology providers; and public agencies, and each recommendation identifies the private and public roles in operating and overseeing the non-infrastructure solutions; and

WHEREAS, At its November 28, 2018 meeting, the Citizens Advisory Committee was briefed



on the Study's Final Report and adopted a motion of support for its adoption; now, therefore, be it

RESOLVED, That the Transportation Authority hereby adopts the enclosed District 10 Mobility Management Study [NTIP Planning] Final Report; and be it further

RESOLVED, That the Executive Director is hereby authorized to prepare the document for final publication and to distribute the document to all relevant agencies and interested parties.

Enclosure:

1. District 10 Mobility Management Study [NTIP Planning] Final Report



# Memorandum

**Date:** November 28, 2018  
**To:** Transportation Authority Board  
**From:** Jeff Hobson – Deputy Director for Planning  
**Subject:** 11/28/2018 Committee Meeting: Adopt the District 10 Mobility Management Study Final Report [NTIP Planning]

<p><b>RECOMMENDATION</b>    <input type="checkbox"/> Information    <input checked="" type="checkbox"/> Action</p> <p>Adopt the District 10 Mobility Management Study Final Report [NTIP Planning].</p> <p><b>SUMMARY</b></p> <p>The District 10 Mobility Management Study project was recommended by Commissioner Cohen for \$100,000 in Prop K sales tax funds from the Neighborhood Transportation Improvement Program (NTIP). Led by the Transportation Authority, the study’s goal is to engage stakeholders to identify a set of non-infrastructure strategies that could reduce vehicle miles of travel in the District through partnerships among community organizations, developers, public agencies and emerging mobility service providers. This study focuses on near-term, lower-cost, non-infrastructure concepts that address travel demand to, from, and within District 10. The project’s draft final report is included as an enclosure to this packet, with recommendations detailed in Chapter 5. We have also highlighted the recommendations in the memo below.</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Fund Allocation</li> <li><input type="checkbox"/> Fund Programming</li> <li><input type="checkbox"/> Policy/Legislation</li> <li><input checked="" type="checkbox"/> Plan/Study</li> <li><input type="checkbox"/> Capital Project Oversight/Delivery</li> <li><input type="checkbox"/> Budget/Finance</li> <li><input type="checkbox"/> Contract/Agreement</li> <li><input type="checkbox"/> Procurement</li> <li><input type="checkbox"/> Other:</li> </ul> <hr/>
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**DISCUSSION**

**Background.**

The NTIP is intended to strengthen project pipelines and advance the delivery of community-supported neighborhood-scale projects, especially in Communities of Concern and other underserved neighborhoods and areas with at-risk populations (e.g. seniors, children, and/or people with disabilities).

Vehicle traffic impacts health, safety, mobility, and affordability in District 10 today, yet the car often appears to be the travel mode of choice for the District’s residents, workers, and visitors. Residents seek alternatives and have made their mobility needs known during past outreach and planning studies.

In addition to today’s needs, additional transportation needs stem from the District’s status as one of two districts in which most of the City’s new development is planned. New developments will contribute to improving the area’s transportation system to meet the needs of new residents and employees, but they are not responsible for addressing pre-existing and area-wide transportation

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needs.

Agencies and communities, along with developers, may be able to use new non-infrastructure tools in the short-term, with modest resources, to respond both to existing and future transportation demands. At the same time, agencies, developers, communities, and private services can partner creatively to ensure that new transportation technologies do not compound historic differences in access for District 10 residents.

The public sector may have a useful role to play in helping to facilitate the adoption of the most promising of these emerging strategies among communities that to date either haven't widely adopted them or where emerging mobility companies haven't yet offered them. Another potential role for the public sector is to manage or influence these emerging strategies so they help meet emissions reduction and other goals or needs of District 10. Agencies can seek to ensure that the services are deployed in a way that does not compound historic mobility needs.

This study recommends pilot projects using new non-infrastructure concepts (TDM strategies and operational projects) to accomplish these goals.

### **Community Engagement.**

This study brought District 10 stakeholders together to identify ways to leverage non-infrastructure services and technologies. These stakeholders included longtime and new residents, businesses and workers, developers, major employers, community-based organizations (CBOs), emerging mobility service and technology providers, and public agencies.

The public process that went into developing the study included multiple rounds of community engagement as described in Chapter 3. Most recently, we facilitated community feedback on the draft recommendations at a community co-design event on September 27, 2018.

Throughout the study process, we also interviewed private sector developers and emerging mobility service and technology providers to obtain their ideas for serving District 10.

### **Potential Strategies and Recommendations.**

Chapter 4 of the draft final report describes potential strategies analyzed in this report, in four categories: New Mobility; Mobility as a Service; Incentives and Rewards; and Partnerships. Chapter 5 describes recommendations, sorted into near-term and long-term implementation opportunities. Each recommendation identifies the private and public institutional roles in operating and overseeing these non-infrastructure solutions. The following lists the characteristics of each category, needs documented by outreach, and the study's recommendations:

#### *1. New Mobility*

These transportation services use technology to automate routing; matching/sharing; and/or (un)locking, among other features. Many "new mobility services and technologies" make Mobility as a Service possible because they offer as-needed, on-demand transportation.

Outreach indicated unmet demand in District 10 for on-demand transportation services, including transit and vehicle sharing. This Study recommends piloting new shuttle/microtransit routes to connect to local transit hubs. These routes would need to comply with SFMTA's Private Transit Vehicle permit requirements and could be supported by funding partnerships between developers and

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microtransit service providers. Public funding contributions could subsidize access for Lifeline-eligible riders.

The Study also recommends an active campaign to establish additional moped-share and/or car share spaces in District 10 by funding off-street charging stations or a partnership between the City and vehicle share providers to locate spaces in public housing developments.

Outreach also indicated demand that could support long-term recommendations for strategies such as school carpool ridematching services, other shuttle/microtransit services, and expanded car-share in District 10.

### *2. Mobility as a Service*

Mobility as a Service describes the use of technology to replace car ownership with a range of mobility services, often accessible on-demand through a unified user interface that integrates trip planning, hailing, navigation, and payment.

Outreach indicated an unmet demand for “transportation coordinator” services, accessible both digitally through a mobile device as well as physically, such as through kiosks or a call center. This Study recommends tools to ensure that Mobility as a Service is accessible: in languages other than English, for those without smartphones, and for the un- and under-banked.

This study also supports the continuation of recent experiments with community-relevant marketing and promotion of new mobility services, using community based organizations and “co-creation” techniques.

### *3. Incentives and Rewards*

Incentive and reward programs can take several forms. Some are revenue-neutral programs that levy a fee on discouraged travel behavior and redistribute the resulting revenue to fund mobility services, targeted investments to improve transportation choices, or direct incentives to encourage more sustainable travel. Others are platforms that offer discount offers to travelers in exchange for travel data, with greater discounts offered for more sustainable tripmaking.

Outreach indicated interest in earning rewards for sustainable travel, both among residents and among employers for their employees. This study recommends a partnership between agencies and employers and/or Transportation Management Agencies (TMAs) to pilot a rewards platform that incentivizes non-single occupant vehicle travel among workers and/or residents.

### *4. Partnership Tools*

Partnership tools and coordination strategies can reduce barriers across information, processes, and services for the traveler; they can also pool resources at a larger scale to improve the reach and efficiency of programs.

Outreach identified an unmet need among institutional stakeholders for partnership and coordination tools around non-infrastructure transportation. This study recommends that the City explore a TMA Membership Program to allow existing land uses to use the services of the mandatory transportation coordinators or TMAs established by new development in compliance with the City TDM Ordinance. This could be accomplished through a membership fee structure or via trip reduction credits in lieu

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of membership fees for qualifying land uses.

This Study also recommends that an agency convene a citywide TMA working group to develop and disseminate TMA best practices and resources and to promote coordination, information sharing, and continuing education.

As part of the new mobility recommendations on shuttle or microtransit services, this study recommends that the City consider a requirement that any such services provided by developers in compliance with the City's TDM Ordinance be open to the public.

Finally, the study also recommends pursuing long-term strategies including implementation of managed lanes, creation of a parking benefits district, and school carpool ridematching.

### **FINANCIAL IMPACT**

The recommended action does not impact the adopted Fiscal Year 2018/19 budget.

### **CAC POSITION**

The CAC unanimously adopted a motion of support for this item at its November 28, 2018 meeting.

### **SUPPLEMENTAL MATERIALS**

Enclosure – District 10 Mobility Management Study Draft Report