



RESOLUTION AMENDING THE SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY'S
BUSINESS RELOCATION TRANSPORTATION DEMAND MANAGEMENT PROJECT, WITH
CONDITIONS

WHEREAS, In 2018 through Resolution 18-55, the Transportation Authority allocated \$383,000 in Prop K funds to the San Francisco Municipal Transportation Agency (SFMTA) for the Business Relocation Transportation Demand Management (TDM) Project intended to encourage sustainable commute choices by employees of businesses that are opening in or relocating to new locations in San Francisco; and

WHEREAS, Since the COVID-19 pandemic has reduced the number of businesses opening in San Francisco and changed travel patterns for employees of existing businesses, SFMTA requested an amendment to the scope, schedule, and project name (i.e., to remove "relocation" from the title) to shift the target population from businesses that are relocating between offices, to all office-based businesses that are expecting employees to return to on-site work, as permitted by public health orders; and

WHEREAS, The proposed amended scope includes support for alternate schedules and staggered arrival times to reduce traffic at peak hours; promotion of alternate modes to reduce the use of single-occupancy vehicles; and evaluation surveys, to be administered while the project is underway, that will guide continued development of resources and assess the impact of the project on return to work behaviors, including commute mode choice; and

WHEREAS, To achieve the biggest impact, SFMTA would target office-based business that have 250-1,000 employees, but are still small enough that they likely would benefit from assistance; and

WHEREAS, SFMTA would conduct additional outreach to minority owned businesses and would provide assistance to businesses outside the target size range in response to requests; and

WHEREAS, Attachment 1 provides details on the proposed amended project, including the updated scope, schedule, and budget, along with Transportation Authority staff recommendations, including special conditions; and

WHEREAS, There is no change to the total cost of the project, which is entirely funded



by Prop K half-cent sales tax fund, and there are sufficient funds in the Capital Expenditures line item of the Transportation Authority's approved Fiscal Year 2020/21 budget to cover the proposed less aggressive cash flow for the project corresponding to the proposed new project schedule; and

WHEREAS, At its March 24, 2021 meeting, the Citizens Advisory Committee was briefed on the subject amendment request and unanimously adopted a motion of support for the staff recommendation; now, therefore, let it be

RESOLVED, That the Executive Director shall update the Standard Grant Agreement for the SFMTA's Business Relocation Transportation Demand Management Project, now called the Business Transportation Demand Management Project, with conditions, to reflect the approved amendments, as detailed in Attachment 1; and be it further

RESOLVED, That the Capital Improvement Program of the Congestion Management Program, the Prop K Strategic Plan and the relevant 5YPPs are hereby amended, as appropriate.

Attachments:

1. Amendment Request and Staff Recommendations

Attachment 1

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

FY of Allocation Action:	FY2020/21
Project Name:	Business Transportation Demand Management (Amendment)
Grant Recipient:	San Francisco Municipal Transportation Agency

EXPENDITURE PLAN INFORMATION

Prop K EP categories:	Transportation Demand Mgmt
Current Prop K Request:	\$383,000
Supervisory District(s):	Citywide

REQUEST

Brief Project Description

Develop, implement and operate a program focused on encouraging sustainable commute choices by employees of office-based businesses that are expecting employees to return to on-site work, as permitted by public health orders. The program will target mid-sized businesses and will provide transportation planning services and materials to businesses to help their employees develop sustainable commute habits from the get-go, as they return to work, rather than trying to change habits after they have already been set.

Detailed Scope, Project Benefits and Community Outreach

See attached.

Project Location

Citywide

Project Phase(s)

Construction (CON)

5YPP/STRATEGIC PLAN INFORMATION

Type of Project in the Prop K 5YPP/Prop AA Strategic Plan?	Named Project
Is requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan?	Less than or Equal to Programmed Amount
Prop K 5YPP Amount:	\$383,000

Business Transportation Demand Management

Scope Update in Response to COVID-19 Pandemic – 3/29/2021

Background

As described in the approved 2018 scope for the Business Relocation Transportation Demand Management project, the project team planned to develop, implement and operate a program focused on addressing the transportation needs of employees at businesses that as they opened in or relocated to new locations in San Francisco. The program would provide transportation planning services and materials to businesses to help their employees travel to work in their new location without driving alone, thus setting a more sustainable commute habit from the get-go, rather than trying to change habits after they have already been set.

Prior to March 2020, the strong regional economy and an increasing desire to work in dense urban settings was leading many existing companies to relocate or open a new location in San Francisco each year. This trend was predicted to increase: According to regional projections (Plan Bay Area) San Francisco was projected to add 260,000 new jobs between 2014 and 2040¹. Bay Area traffic congestion grew 84 percent between 2010 and 2016² underscoring the need to support businesses their employees connect with sustainable commute options that would allow continued growth without unacceptable increases in traffic and associated pollution.

The advent of a global pandemic has upended these trends and predictions, and is expected to have long-lasting and as-of-yet unknown impacts on business decisions around office location and occupancy. The sudden increase in remote work resulted in precipitous drops in congestion on San Francisco and Bay Area streets, but reduced transit capacity and fears of virus transmission has led to observably higher rates of single occupancy vehicle (SOV) use and rebounding congestion that has reached as high as 90% pre-pandemic levels³ even as overall travel remains depressed.

The business and commute environments have changed to such an extent that the original project focus of identifying and targeting businesses as they moved into San Francisco or moved office locations within San Francisco has become infeasible. For the foreseeable future, such moves are expected to be uncommon, and the volume of employees involved in such moves will not be large enough to warrant targeting. The need to equip businesses and their employers with a wide range of commute options, however, is more pressing than ever as San Francisco moves towards easing restrictions on office occupancy.

The intention of targeting businesses with a TDM intervention as they relocate is to capitalize on a window of opportunity when large numbers of commuters are selecting a new route to work and have not yet formed mode habits that are difficult to influence. A 2012 study found a close connection between mobility decisions and various major life events, such as a change in place of residence,

¹ https://www.sfmta.com/sites/default/files/reports-and-documents/2017/12/cap_draft_full_document-final1.pdf

² <http://www.govtech.com/fs/infrastructure/Trains-Buses-Part-of-Costly-California-Plan-to-Relieve-Bay-Area-Traffic.html>

³ <https://abc7news.com/bay-bridge-traffic-i-80-coronavirus-increasing/7441538/>

education, or employment. After a job change, about a third of all people with partial car availability changed their mobility preference inside of a year — meaning they either bought a car or some type of transit pass⁴. The emergence of COVID and resulting health orders have reduced the number of businesses moving into or relocating office locations within San Francisco, while simultaneously creating a new form of "relocation" for the vast majority of San Francisco's office workers. Many employers have maintained the same office locations, but over the past year employees have experienced a move from the office to remote work locations which is expected to be followed by a substantial shift of employees returning to their offices when public health restrictions on office occupancy are eased.

After discussion with many SF business leaders and our SF economic development colleagues, it is the view of the project team that this new form of "relocation," from the office to remote work and then a return to their offices, creates an equally strong opportunity to influence commuter mode choice, in a context where steering commuters towards sustainable options is more important than ever. After months of working remotely, each returning employee will be selecting a route and mode(s) to their office, shaped by new motivations and constraints, opening a similar opportunity to influence mode choice as exists when a business relocates their office. In the absence of strong and intentional TDM intervention, fear of virus transmission and limited transit capacity will likely result in many of these returning commuters choosing to drive into the city in single-occupancy vehicles, creating congestion that could exceed pre-COVID levels even if the total number of workers entering San Francisco remains depressed.

Proposed Amended Scope

For these reasons, the project team proposes amending the project scope to shift the target population from businesses as they relocate between offices, to all office-based businesses in advance of expected changes to public health orders which will allow an increasing number of employees to return to office settings. The intervention will feature support to transition remote work policies to align with reopening guidelines, alternate schedules and staggered arrival times to reduce traffic at peak hours, and promote alternate modes to reduce the use of single-occupancy vehicles.

The SFMTA and SF Environment will meet regularly with other City departments such as the Office of Economic and Workforce Development (OEWD), the Department of Public Health (DPH), and the Mayor's Office to ensure continued project alignment with citywide goals and priorities around re-opening. The project team will also leverage partnerships with OEWD and the Office of Small Business to connect with employers and employer groups in advance of office-reopening. Meetings will be sought with stakeholder groups such as the CDMA, local TMAs, the SF Chamber of Commerce, and the Bay Area Council.

Local Outreach Findings (from Phase 1 Work to Date)

Throughout the past year, the project team has kept in regular contact with the business community, other City departments, and regional organizations to keep pace with evolving employer challenges, priorities, and needs. This has included regular communication and meetings with associations such as the Bay Area Council, the Business Council on Climate Change (BC3) and the San Francisco Spare the Air (STA) team, local transportation management associations TMA SF Connects and Mission Bay TMA, and

⁴ <https://link.springer.com/article/10.1007%2Fs11116-012-9404-y>

city and regional government partners such as OEWD, the MTC TDM Working Group, the SF Environment Green Business Program and individual owners and leaders of businesses of all sizes. This has given the team steady access and insights into the thinking and planning of medium to large local employers in San Francisco and the broader Bay Area, which has directly informed the development of a new project design plan that addresses current and upcoming business needs and form the basis for continuing business-focused TDM work moving forward.

Select city priorities influencing project design:

- Alignment and support for compliance for all public health ordinances
- Preservation of limited transit capacity for essential workers and transit dependent
- Restoration of faith and confidence in transit as a safe transportation option once capacity is available to accommodate more customers
- Promotion of economic well-being of San Francisco businesses, including the safe return of restaurant and retail customer base when deemed appropriate by the Department of Public Health and the Mayor’s Office

Insights from businesses and business associations on challenges and needs:

- Highest priority remains maintaining business viability, often eclipsing proactive planning for other priorities
- Many office-based businesses continuing to apply a “wait-and-see” approach to changing public health guidelines rather than thoroughly planning for a return to office occupancy
- Businesses are aware and concerned about potential increase in SOV for commute, but few described plans to support employees in choosing non-SOV commute options
- Creating return-to-work plans for multiple re-opening scenarios such as different building capacity allowances, business activity curfews, or uncertain dates of changes in what is allowed is difficult and time intensive, and many small to medium businesses lack the capacity to do this without support
- Small businesses were seen as more likely that medium or large businesses to eschew robust return-to-work planning even with support
- Some businesses anticipate the challenge of planning for a partial return to office work will exceed the benefits, and may wait to return until capacity limits are raised higher than the 25% currently expected
- Misperceptions and uncertainty around current safety of transit use are widespread, with many overestimating the risk and surprised to learn COVID transmission from transit exposures have been rare, with no confirmed transmissions attributed to Muni
- Some employers are concerned that employees taking transit to the office will increase risk of workplace COVID transmission, with a small number reported to be considering or having already drafted policies discouraging use of transit on commute
- Information on safety of Muni and other transit options is very well received and appreciated
- Many businesses and groups running shuttles have resumed some level of service, all with mask requirements and capacity limits similar to public transit agencies and some with new reservation systems to ensure proper distancing. Comfort is growing that this is a safe option.
- More support from the City is needed and will be welcomed

Based on these findings, the project team identified a risk that lack of thorough return-to-work planning by businesses could lead to large numbers of employees being asked to return to their offices without

updated information and support for choosing non-personal vehicle commute modes, resulting in a rapid and uncontrolled increase in regional congestion and unacceptable travel delays throughout the city and disruption of reliable transit operation. Alternatively, businesses that feel unprepared to bring their employees back safely may opt not to bring them back at all, leading to lower impacts on congestion but an untenable economic landscape for businesses reliant on commuters as a customer base. This points to a need, anticipated to be strongest among small to mid-sized employers, for support in planning return-to-work scenarios prior to the easing of restrictions on office occupancy when San Francisco enters the Orange tier for COVID risk.

Proposed Intervention

To meet the identified need, the project team proposes providing a set of resources for businesses to use while making their return-to-work plans, and proactively reaching out to businesses believed most likely to need such resources based on number of employees and industry segment. Input and feedback on what support is most valuable will be continually sought as the team engages in outreach to connect businesses with the offered resources, and additional resources and guidance will be developed and added to a growing toolkit available online.

An introductory set of resources has been prepared, and initial feedback is currently being sought from the business community on these resources, site usability, and outreach techniques in preparation for launch of the online tool and targeted outreach in mid-March.

Prioritized businesses:

To maximize project impact with the available budget, proactive outreach will target medium-sized, office-based businesses with between 250 and 1000 employees working within San Francisco city boundaries before implementation of COVID-related public health ordinances. Businesses located in all San Francisco districts will be considered for prioritization. Minority-owned businesses will be prioritized in direct outreach to the extent that information to identify them for prioritization can be obtained.

Office-based businesses have been required to keep all employees working remotely since the first shelter-in-place order for San Francisco was issued in March 2020, and their decisions will shape how many of these employees return to on-site work choices as public health restrictions on office occupancy are relaxed and what guidance they receive on commute. Through local outreach, small to medium sized employers were identified as more likely to need support through the transition from remote to on-site work than larger businesses which have greater capacity to independently craft return-to-work plans. Targeting the largest businesses identified as needing the intervention maximizes potential project impact, as outreach calls to each business take the same amount of project team time and resources regardless of business size.

Businesses not prioritized for proactive outreach either due to size or industry will have full access to project resources via a publicly accessible website. In order to ensure that all businesses know of the resources and have opportunities to participate in the program, the project team will work with business associations and neighborhood commercial districts to distribute information on the resources and how to contact the project team. The project team will respond to all requests for support from businesses without regard for whether they are in a prioritized category.

Resources included in the toolkit:

Project resources are under development and will be regularly updated and added to through project implementation. Current resources in the toolkit include:

- consolidated information on office occupancy allowances and restrictions
- links to most recent Public Health Ordinance
- links to DPH pages providing detailed guidance on what business activities and occupancy is currently allowed and all requirements associated with on-site work
- updates on health and safety procedures for Muni and regional transit operators
- updates on Muni and regional transit service and capacity
- downloadable information on transit health and safety procedures for employers to email to employees
- downloadable information on rules and best practices for taking transit during the pandemic for employers to email to employees
- information on alternate modes available to commuters such as walking, biking, and using scooters, including information on accessing mobilityshare options
- downloadable information on alternate modes, for employers to email to employees
- downloadable sample telecommute policy
- downloadable sample telecommute agreement form
- downloadable sample telecommute survey
- link to standard business services offered by SFMTA, including how to request curb changes and purchase bulk transit passes

Initial response from businesses and business associations on proposed resource:

- Well received and seen as a potentially valuable tool
- Proposed topics for support (summary of allowed business activities, Muni safety and service updates, remote work and alternate schedule policy support, and alternative mode resources) are what businesses need as they plan for return-to-work
- Businesses with well-developed return-to-work plans will not need the resource, but some are interested in supporting the project through sharing feedback and resources
- Additional structure to guide businesses through planning steps will add value
- Building owners and property managers are primarily concerned with an expected increase in parking demand, and will welcome resources to divert commuters to non-driving modes

Project Milestones and Timeline

Phase 1: Develop Employer Relocation Mode Shift Strategy – present through March 2021 - \$100,000

- Initial project research and pilot plan development: completed
 - Literature review
 - Local outreach
 - Development of initial resources
 - Creation of website for hosting resources
 - Drafting of outreach plan
 - Compilation of business contacts for outreach at full project launch
- Soft launch of website for beta-testing: February 2021 through March 2021

- Website published as test pages, allowing access but not appearing in searches or linked from full SFMTA site
- Identifying and contacting small number of business representatives to solicit feedback on usability of online toolkit, value of current resources, and additional resources to be developed and added
- Modification of website based on initial business feedback

Phase 2: Implement Strategy and Evaluate Outcomes, April 2021 through October 2021 - \$150,000

- Full launch of project website and outreach plan: April 2021
 - Blog post on SFMTA site announcing launch of project and availability of resources
 - Website published, with links from full SFMTA site allowing businesses to discover site and navigate to it independently
 - Extended project team begins outreach via email and direct calls to target businesses
- Continued project implementation and development: May 2021 through October 2021
 - Outreach continues, expanding number of companies directly offered resources and engaged to give feedback on additional resource needs
 - Evaluation surveys employed throughout implementation period to guide continued development and assess impact
 - Follow-up with previously contacted businesses initiated to connect them with newly developed resources and build foundation for continued relationship around commute planning and support
- Focused follow-up with engaged businesses to identify and assess opportunities for strategy improvement: September 2021
- Design and preparation of refined strategy: October 2021

Phase 3: Implement Refined Strategy and Evaluate Outcomes, November 2021 through July 2022 - \$133,000

- Implement updated website, resources, and outreach plan: November 2021
- Ongoing outreach and implementation with continuous development of website and resources: November 2021 through July 2022
- Evaluation surveys employed throughout implementation period to guide continued development and assess impact: November 2021 through July 2022
- Focused follow-up with engaged businesses to identify and assess value of resource offering and impact: June 2022
- Preparation of final evaluation and reporting: July 2022

Anticipated Outcomes

This project will increase the number of San Francisco businesses with comprehensive return-to-work plans in advance of public health restrictions on office-occupancy being eased. Businesses will be prepared to make thoughtful decisions on who will return to office settings, and offer the appropriate information and support for employees to return to their commutes without a perceived lack of safe options resulting in a disproportionate amount of commuters defaulting to use of personal vehicles. The SFMTA will maintain contact with businesses, continuing to provide guidance and support for return-to-work and commute planning. The relationships and contacts built through this project will form the

basis of an ongoing employer-based TDM program, long envisioned and desired by the commissions of the SFMTA, SFCTA, SF Environment, and SF Planning Department in the jointly adopted San Francisco Transportation Demand Management (TDM) Plan 2016-2020.

Metrics and Project Evaluation:

Throughout implementation, businesses will be directly contacted both to connect them with project resources and to solicit input on additional resource needs and feedback on project impact. This information will be compiled and included in Phase 2 pilot evaluation, and shape the refined strategy recommended for Phase 3.

In addition to this feedback, metrics that will be tracked include:

- Businesses reached through outreach
- Businesses who reach out to SFMTA for support
- Number of businesses reached that have return-to-work plans
- Website impressions, unique visits
- Contact list additions (opt-in)
- Survey Data, including commute mode choice

Survey questions may include:

- Initial
 - What does your company have in place? (list)
 - How comfortable do you feel bringing employees back to on-site work?
 - How many employees would you plan to bring back if 25% occupancy is allowed? 50%? 75%?
 - Which transportation modes did employees use to travel to work before the pandemic?
 - How do you anticipate transportation mode choice changing due to the pandemic?
- Follow-up
 - What does your company have in place now? (list)
 - Did you make use of any resources offered by SFMTA?
 - Which resources?
 - How comfortable do you feel bringing employees back to on-site work?
 - How did resources offered by SFMTA affect comfort and confidence with bringing employees back to on-site work?
 - How many employees did you bring back when 25% occupancy was allowed? 50%? 75%?
 - How did resources offered by SFMTA affect the % of employees brought back?
 - How did resources offered by SFMTA affect transportation mode choice among employees

San Francisco County Transportation Authority

Prop K/Prop AA Allocation Request Form

FY of Allocation Action:	FY2020/21
Project Name:	Business Transportation Demand Management (Amendment)
Grant Recipient:	San Francisco Municipal Transportation Agency

ENVIRONMENTAL CLEARANCE

Environmental Type:	Categorically Exempt
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PROJECT DELIVERY MILESTONES

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)				
Environmental Studies (PA&ED)				
Right of Way				
Design Engineering (PS&E)				
Advertise Construction				
Start Construction (e.g. Award Contract)	Apr-May-Jun	2018		
Operations (OP)				
Open for Use				
Project Completion (means last eligible expenditure)			Jul-Aug-Sep	2022

SCHEDULE DETAILS

see scope document.

San Francisco County Transportation Authority

Prop K/Prop AA Allocation Request Form

FY of Allocation Action:	FY2020/21
Project Name:	Business Transportation Demand Management (Amendment)
Grant Recipient:	San Francisco Municipal Transportation Agency

FUNDING PLAN - FOR CURRENT REQUEST

Fund Source	Planned	Programmed	Allocated	Project Total
PROP K: Transportation Demand Mgmt	\$0	\$0	\$383,000	\$383,000
Phases in Current Request Total:	\$0	\$0	\$383,000	\$383,000

COST SUMMARY

Phase	Total Cost	Source of Cost Estimate
Planning/Conceptual Engineering (PLAN)	\$0	
Environmental Studies (PA&ED)	\$0	
Right of Way	\$0	
Design Engineering (PS&E)	\$0	
Construction (CON)	\$383,000	previous allocation request
Operations (OP)	\$0	
Total:	\$383,000	

% Complete of Design:	N/A
As of Date:	N/A
Expected Useful Life:	N/A

San Francisco County Transportation Authority
Prop K/Prop AA Allocation Request Form

MAJOR LINE ITEM BUDGET

Business TDM Program Costs

Agency: SFMTA		Overhead Rate: 0.803		
Position (Title and Classification)	Hours	FY21 Hourly Fully Burdened	FTE	Cost
Manager VI / 9174	45	\$ 266.19	0.02	\$ 11,015
Transit Planner IV / 5290	120	\$ 241.01	0.06	\$ 26,035
Transportation Planner II / 5288	385	\$ 176.55	0.19	\$ 62,149
Planner I / 5277	430	\$ 148.13	0.21	\$ 59,868
SFMTA Subtotal	980		0.47	\$ 159,066

Agency: SFE		Overhead Rate: 2.42		
Position (Title and Classification)	Hours	FY21 Hourly Fully Burdened	FTE	Cost
Project Supervision	27	\$ 184.57	0.01	\$ 5,127
Project Oversight	120	\$ 166.31	0.06	\$ 17,591
Project Staff 1	350	\$ 152.19	0.17	\$ 47,666
Project Staff 2	325	\$ 107.09	0.16	\$ 27,870
Outreach Support	250	\$ 103.51	0.12	\$ 26,110
SFE Subtotal	1,072		0.40	\$ 124,365

CONTRACT - Consultant support				
Position (Title and Classification)	Hours	Hourly Fully Burdened	FTE	Cost
Marketing and outreach consultant	340	\$ 250.00	0.16	\$ 85,000

Construction Phase Hard Costs (by scope item)				
Item	Quantity	Unit Price	Cost	
Outreach Materials	1	\$ 5,000	\$	5,000
Mailing costs	1	\$ 4,569	\$	4,569
Survey costs (mailers, mailing, etc)	1	\$ 5,000	\$	5,000
Sub-total			\$	14,569
Construction Contingency (none)				-
Construction Hard Costs Total			\$	14,569

TOTAL	\$ 383,000
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Budget										
Employer Outreach	SFE Project Supervision	SFE - Project Oversight	SFE - Project Staff 1	SFE - Project Staff 2	SFE - Outreach Support	SFMTA Program Supervisor	SFMTA Project Oversight	SFMTA - Project Staff	SFMTA Project Assistant	Direct Cost
	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	Fully Burdened Cost	
Task										
Business Outreach										
1. Develop Employer Relocation Mode Shift Strategy										
1.1 Literature Review	\$ 949	\$ 3,344	\$ 2,880	\$ -		\$ 1,070	\$ 2,907	\$ 4,264	\$ 2,388	
1.2 Outreach and Local Research	\$ 949	\$ 3,344	\$ 8,639	\$ 4,054		\$ 1,070	\$ 4,846	\$ 10,661	\$ 8,956	
1.3 Strategy Implementation and Evaluation P	\$ 1,328	\$ 3,344	\$ 6,911	\$ 3,243		\$ 2,140	\$ 4,846	\$ 10,661	\$ 7,165	
2. Implement Strategy and Evaluate Outcomes										
2.1 Implement Strategy	\$ -	\$ 1,663	\$ 9,131	\$ 6,425	\$ 18,114	\$ 1,331	\$ 2,410	\$ 13,241	\$ 11,110	\$ 39,569
2.2 Evaluate Strategy	\$ -	\$ 1,663	\$ 4,566	\$ 3,213	\$ -	\$ 1,331	\$ 2,410	\$ 5,296	\$ 4,444	
2.3 Revise Strategy Implementation Plan	\$ -	\$ 1,663	\$ 4,566	\$ 3,213	\$ -	\$ 1,331	\$ 2,410	\$ 5,296	\$ 4,444	
3. Implement Refined Strategy and Evaluate Outcomes										
3.1 Implement Revised Strategy	\$ -	\$ 1,713	\$ 8,622	\$ 6,067	\$ 7,996	\$ 1,371	\$ 3,724	\$ 10,001	\$ 15,258	\$ 60,000
3.2 Evaluate Revised Strategy	\$ 1,901	\$ 856	\$ 2,351	\$ 1,655	\$ -	\$ 1,371	\$ 2,482	\$ 2,728	\$ 6,103	
Subtotals	5,127	17,591	47,666	27,870	26,110	11,015	26,035	62,149	59,868	100,000

San Francisco County Transportation Authority

Prop K/Prop AA Allocation Request Form

FY of Allocation Action:	FY2020/21
Project Name:	Business Transportation Demand Management (Amendment)
Grant Recipient:	San Francisco Municipal Transportation Agency

SFCTA RECOMMENDATION

Resolution Number:		Resolution Date:	
Total Prop K Requested:	\$383,000	Total Prop AA Requested:	\$0
Total Prop K Recommended:	\$383,000	Total Prop AA Recommended:	\$0

SGA Project Number:	143-907057	Name:	Business Relocation Transportation Demand Management - Phase 1 (Amendment)
Sponsor:	San Francisco Municipal Transportation Agency	Expiration Date:	09/30/2021
Phase:	Construction	Fundshare:	100.0

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	Total
PROP K EP-143	\$100,000	\$0	\$0	\$0	\$0	\$100,000

Deliverables

1. Upon completion of Phase 1 (anticipated April 2021), provide: 1) memo documenting findings of literature review and relevant research, and inventory of attributes and outcomes of these efforts; 2) memo summarizing outreach and local research including documentation of opportunities, constraints, and best practices including those of local Transportation Management Agencies; and 3) implementation and evaluation plan for all subsequent work.

Notes

1. Funds were allocated through Board approval of Resolution 18-55 in May 2018.

SGA Project Number:	143-907058	Name:	Business Transportation Demand Management - Phase 2 (Amendment)
Sponsor:	San Francisco Municipal Transportation Agency	Expiration Date:	03/31/2022
Phase:	Construction	Fundshare:	100.0

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	Total
PROP K EP-143	\$75,000	\$75,000	\$0	\$0	\$0	\$150,000

Deliverables

1. Upon completion of Phase 2 (anticipated October 2021), SFMTA shall provide a summary of outreach activities and findings; a memo summarizing evaluation conducted during Phase 2; and a memo describing the revised project implementation plan and evaluation strategy.
Special Conditions
1. SFMTA will include Transportation Authority staff in forums and outreach events with engaged businesses to identify and assess opportunities for strategy improvement and overall value and impact of the project. Applicable events will be identified based on review of project meeting calendar, which SFMTA shall provide.
2. Reimbursement is conditioned on Transportation Authority approval of project survey and evaluation plan.
Notes
1. Funds were allocated through Board approval of Resolution 18-55 in May 2018.

SGA Project Number:	143-907059	Name:	Business Transportation Demand Management - Phase 3 (Amendment)
Sponsor:	San Francisco Municipal Transportation Agency	Expiration Date:	09/30/2022
Phase:	Construction	Fundshare:	100.0

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY 2020/21	FY 2021/22	FY 2022/23	FY 2023/24	FY 2024/25	Total
PROP K EP-143	\$0	\$100,000	\$33,000	\$0	\$0	\$133,000

Deliverables

1. Upon completion of project and evaluation (anticipated July 2022), provide draft of final report for Transportation Authority review and comment. Upon completion, provide copy of final report.

Special Conditions

1. SFMTA will include Transportation Authority staff in forums and outreach events with engaged businesses to identify and assess opportunities for strategy improvement and overall value and impact of the project. Applicable events will be identified based on review of project meeting calendar, which SFMTA shall provide.

2. Reimbursement is conditioned on Transportation Authority approval of project survey and evaluation plan.

Notes

1. Funds were allocated through Board approval of Resolution 18-55 in May 2018.

Metric	Prop K	Prop AA
Actual Leveraging - Current Request	0.0%	No Prop AA
Actual Leveraging - This Project	0.0%	No Prop AA

San Francisco County Transportation Authority Prop K/Prop AA Allocation Request Form

FY of Allocation Action:	FY2020/21
Project Name:	Business Transportation Demand Management (Amendment)
Grant Recipient:	San Francisco Municipal Transportation Agency

EXPENDITURE PLAN INFORMATION

Current Prop K Request:	\$383,000
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1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Initials of sponsor staff member verifying the above statement

CONTACT INFORMATION

	Project Manager	Grants Manager
Name:	Crysta Highfield	
Title:	Transportation Planner II	
Phone:	(415) 646-2454	
Email:	crysta.highfield@sfmta.com	



Memorandum

AGENDA ITEM 6

DATE: March 25, 2021

TO: Transportation Authority Board

FROM: Anna LaForte - Deputy Director for Policy and Programming

SUBJECT: 04/09/21 Board Meeting: Amend the San Francisco Municipal Transportation Agency's Business Relocation Transportation Demand Management Project, with Conditions

RECOMMENDATION Information Action

Amend the San Francisco Municipal Transportation Agency's (SFMTA's) Business Relocation Transportation Demand Management (TDM) Project, with Conditions

SUMMARY

In 2018, through approval of Resolution 18-55, the Board allocated \$383,000 in Prop K funds to SFMTA for the Business Relocation TDM Project intended to encourage sustainable commute choices by employees of businesses that are opening in or relocating to new locations in San Francisco. As the COVID-19 pandemic has reduced the number of businesses opening in San Francisco and changed travel patterns for employees of existing businesses, SFMTA requests an amendment to the scope, schedule, and project name (removing "relocation" from the title) to shift the target population from businesses that are relocating between offices, to all office-based businesses that are expecting employees to return to on-site work, as permitted by public health orders. The amended scope will feature support for alternate schedules and staggered arrival times to reduce traffic at peak hours, and promotion of alternate modes to reduce the use of single-occupancy vehicles. Attachment 1 describes the proposed amended project, including the updated scope, schedule, and budget, along with the staff recommendations, including special conditions.

- Fund Allocation
- Fund Programming
- Policy/Legislation
- Plan/Study
- Capital Project Oversight/Delivery
- Budget/Finance
- Contract/Agreement
- Other: Grant amendment



BACKGROUND

The SFMTA's Business Relocation TDM project was originally intended to provide transportation planning services and materials to businesses to help their employees travel to work in their new location without driving alone, thus setting a more sustainable commute habit from the get-go, rather than trying to change habits after they have already been set. The original allocation approved by the Board included three separate phases of the project:

- Phase 1 Develop Employer Relocation Mode Shift Strategy (\$100,000)
- Phase 2 Implement Strategy and Evaluate Outcomes (\$150,000)
- Phase 3 Implement Refined Strategy and Evaluate Outcomes (\$133,000)

SFMTA has completed most of the Phase 1 tasks, which would be applicable to an amended project scope and include:

- Literature review
- Local outreach
- Development of initial resources
- Creation of website for hosting resources
- Drafting of outreach plan
- Compilation of business contacts for outreach at full project launch

DISCUSSION

The SFMTA's proposed amended scope, schedule and budget (same total cost) for the renamed Business TDM project is described in detail in Attachment 1. The project would utilize similar outreach techniques and provide similar information to encourage employees to commute by sustainable modes rather than driving alone. To get the biggest impact, SFMTA would target office-based business that have 250-1,000 employees, but are still small enough that they likely would benefit from assistance. SFMTA would conduct additional outreach to minority owned businesses and would provide assistance to businesses outside the target size range in response to requests.

The Business TDM project would be delivered primarily through creation and promotion of a website and through outreach via email and direct calls to target businesses. The website will host or link to health information, such as San Francisco Department of Public Health guidance on what business activities and occupancy are currently allowed and all requirements associated with on-site work, as well as transportation information such as service updates and health and safety procedures for Muni and regional transit operators. In addition, the website will host downloadable resources intended for employers to distribute among employees. These materials will cover health and safety procedures for Muni and regional transit operators, rules and best practices for taking transit during the pandemic; and



information on alternate modes such as walking, biking, using scooters, and accessing mobility share options.

The amended scope includes evaluation surveys, to be administered while the project is underway, that will guide continued development of resources and assess the impact of the project on return to work behaviors, including commute mode choice.

Special Conditions. Our recommendation is conditioned on SFMTA including Transportation Authority staff in forums and outreach events with engaged businesses to identify and assess opportunities for strategy improvement and overall value and impact of the project. Applicable events would be identified based on review of the project meeting calendar, which SFMTA would be required to provide to Transportation Authority staff on a regular basis (to be established). We are also conditioning reimbursement of Prop K funds on Transportation Authority approval of project surveys and the evaluation plan.

FINANCIAL IMPACT

The recommended action would not allocate any additional funds beyond those funds previously allocated in May 2018. Sufficient funds are included in the Fiscal Year 2020/21 budget to accommodate the revised cash flow for the project shown in Attachment 1. Furthermore, sufficient funds will be included in the Fiscal Year 2021/22 budget to cover the cash flow distribution for the next fiscal year.

CAC POSITION

The Citizens Advisory Committee considered this item at its March 24, 2021 meeting and unanimously adopted a motion of support for the staff recommendation.

SUPPLEMENTAL MATERIALS

- Attachment 1 - Amendment Request and Staff Recommendations