Agenda Item 4.
Transportation System Development & Management: Transportation Demand Management

San Francisco County Transportation Authority

November 4, 2021
Transportation Demand Management

• Transportation Demand Management (TDM) is about shifting trips to sustainable modes in order to reduce congestion and improve livability

• The Preliminary Draft Expenditure Plan includes 1.26% of funding for TDM
Transportation Demand Management

- TDM also is a tool to combat climate change.

- San Francisco’s **Climate Action Plan (2021)** establishes goal of 80% sustainable trips (walking, biking, transit) by 2030
  - SF is currently at 47% sustainable trips (2019)

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**Transportation Sector Greenhouse Gas Emissions in San Francisco (2018)**

- Cars & Trucks: 72%
- Construction Vehicles & Equipment: 6%
- Maritime Ships & Boats: 18%
- Public Transit: 4%

*Source: San Francisco Climate Action Plan, 2021*
Transportation Demand Management

- Bike to Work Day
- Emergency Ride Home
- Safe Routes to School
- SF park
- New Mobility Pilots
- BART Perks
Proposed TDM Program would fund:

• **Education & Awareness Efforts** like Safe Routes to School

• **Incentive & Pricing Programs** like Emergency Ride Home & Treasure Island mobility program

• **Evaluation** of existing programs and TDM regulations (e.g., new development requirements)

• **Planning & Pilots** to identify, develop and test new or refined TDM strategies and policies, including those using new technologies
San Francisco Transportation Sales Tax Reauthorization
Planning and Transit Demand Management:
Transportation System Development & Management

Expenditure Plan Advisory Committee
November 4, 2021

Transportation 2050
San Francisco Mode Shift Goals – 80% Sustainable Trips by 2030

2019 Travel Decision Survey
Percent Mode Share: 2019 Categorization
For accurate comparison, data between 2013-2017 adjusted to reflect current categorization of sustainable mode share

2030 Target: 80%

Reference: 2019 Travel Decision Survey
Goals of Transportation Demand Management (TDM)

**Vision:** encourage transit, walking biking and shared rides as the preferred means of travel in SF

- **Goal 1:** Make it easy for residents, employees and visitors to travel by transit, foot, bike, or shared rides when traveling to, from, and within San Francisco.
- **Goal 2:** Institutionalize a culture in San Francisco that embraces walking, bicycling, taking transit and sharing rides.
- **Goal 3:** Collaborate on a wide variety of initiatives to leverage the impact of TDM.
- **Goal 4:** Ensure and prioritize effective programs through monitoring and evaluation.
SFMTA’s Multi-pronged Approach to TDM

The SFMTA partners with SFCTA, SF Planning and SF Environment (SFE) on a broad portfolio of TDM strategies focusing on:

- **Policy Change** – advocating for strong policies that incentivize walking, biking and transit usage.

- **Incentives** - programs to make transit and active transportation more affordable, more attractive, and more comfortable.

- **Education** – Providing all users the tools and resources to navigate the city on foot, bike or transit.

- **Disincentives** – Using tools such as Demand Responsive Parking Pricing to make single occupancy car trips less attractive.
How do we prioritize our programs?

SFMTA conducts regular program evaluation and outreach to adjust its TDM offerings based on effectiveness, and partners with organizations across the City to build a multi-faceted approach.

In July 2021, there were 39,350 active Free Muni for Youth users. This is approximately 72% of those eligible based on their families’ annual income.

The SFMTA received 4,834 new applications in the 1½ months after letters were mailed to identified participants of SFUSD’s Free & Reduced Price Meals program.
SFMTA TDM Residential and Business Programs

- **TDM Residential, such as:**
  - Starting in 2022, SFE, in partnership with SFMTA, will be working with residents in targeted neighborhoods to support and encourage use of slow streets and new bicycling and transit infrastructure developed during the pandemic, as well pre-existing transit, carpool and active transportation services and infrastructure.

- **TDM Business, such as:**
  - **SFMTA Bulk Transit Passes** & Employer Based Passes: Fare products purchased in advance on MuniMobile system or provided pre-tax to employees via Wage Works, etc.
  - **Business Reopening Support:** Providing businesses information and support to help employees come back to work by walk, bike, and transit.

- **TDM for Tourism:**
  - Tourist Fare Packages.
  - Marketing transit to tourists.

Reference: https://www.sfmta.com/projects/transportation-demand-management
Education and Incentives – Success Stories

• Active Transportation Education Programs
  • SFTMA, with voter approved funding through Prop K, provides bicycle safety class for people of all abilities and comfort levels, helping people learn to ride a bicycle and informing them on how to do so safely.
  • In late 2021, the program is doubling its offerings to help even more people ride confidently as they return to the office.
  • Cost: $110,000 - $220,000 a year → principally funded by Prop K.

• Bike to Work Day
  • SFMTA sponsors annual Bike to Work Day to encourage new riders.
  • Cost: $41,000 a year → principally funded by Prop K.

Safe Routes to School – Non-Infrastructure

SFUSD Schools Participating In SF-SRTS

At least 88% of SFUSD’s 103 public, non-charter schools participated in San Francisco Safe Routes to School activities during the 2020-2021 school year.

Reference: SRTS Program Evaluation 2020-21 (attached) and SF-Safe Routes.
Sales Tax is a Key Funding Source for Transportation Demand Management Programs

Financial Need:
- $132* million identified through 2050 for ongoing Safe Routes to School, Bike Education and TDM programs.

Available Funding:
- Limited funding available for ongoing programs, particularly education and Safe Routes to School.
- Limited competitive funding programs are irregular and often prioritize funding for pilot programs or seed funding over ongoing program funding.
- No dedicated fund sources besides sales tax fund ongoing programs.

*Parking pricing, discount fare passes, and several other programs under the TDM framework have not historically been eligible for funding by Prop K and are typically funded through the SFMTA operating budget. Those needs are not included in this number.

Reference: Transportation 2050
Our challenge: move more people in fewer vehicles

San Francisco County Transportation Authority
Many planning efforts have recommended congestion pricing as a policy tool
Treasure Island/Yerba Buena Island Transportation Program Overview

Treasure Island Development Approved in 2011
- 8,000 units, 27% affordable
- Project definition included congestion tolls and new transit
- Developer contribution = $120M+ for transportation improvements, up to $35M for operations

Goals
- 50%+ sustainable mode shares
- Financially self-sustaining
New Since 2011: Affordability Program

**Adopted 2019:** Current Residents Exempt via license plate(s) or FasTrak toll tag, with proof of parking

**Adopted 2021:** All moderate- & low-income residents & workers receive 50% off unlimited bus and ferry transit

**Adopted 2021:** Current nonprofits and food services receive cash subsidies

**Proposed for Adoption:** All future moderate- & low-income drivers receive 50% toll discount; free for very low income
New Mobility Pilots

New On-Island Shuttle
All-day On-demand service, incl weekends, max 15 min wait time

New Bus to Oakland
All-day On-demand service, incl weekends, max 15 min wait time

New Ferry to San Francisco
All-day service, incl weekends, every half hour

Bus to Transbay Terminal

New Bus to SF Civic Center
Questions?

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