

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



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November 4, 2021

# Transportation Demand Management



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- 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**



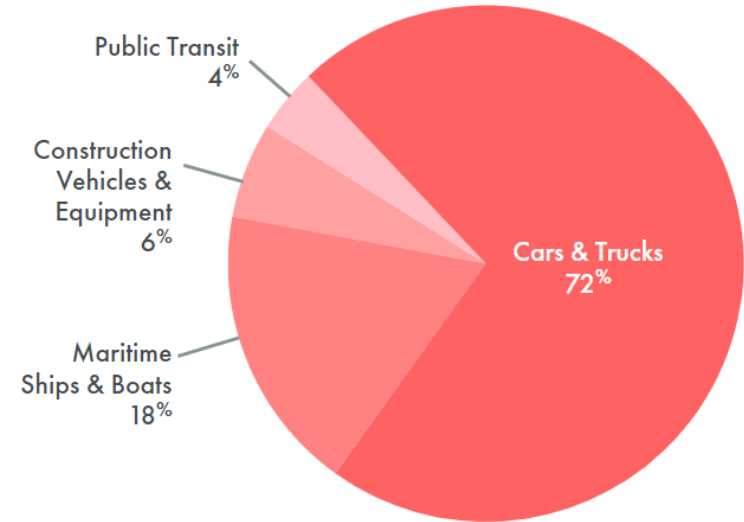
# Transportation Demand Management



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- 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)

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



Source: San Francisco Climate Action Plan, 2021

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# Transportation Demand Management



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



**SFMTA**

San Francisco Transportation Sales Tax Reauthorization

# Planning and Transit Demand Management: **Transportation System Development & Management**

Expenditure Plan Advisory Committee  
November 4, 2021

**Transportation 2050**



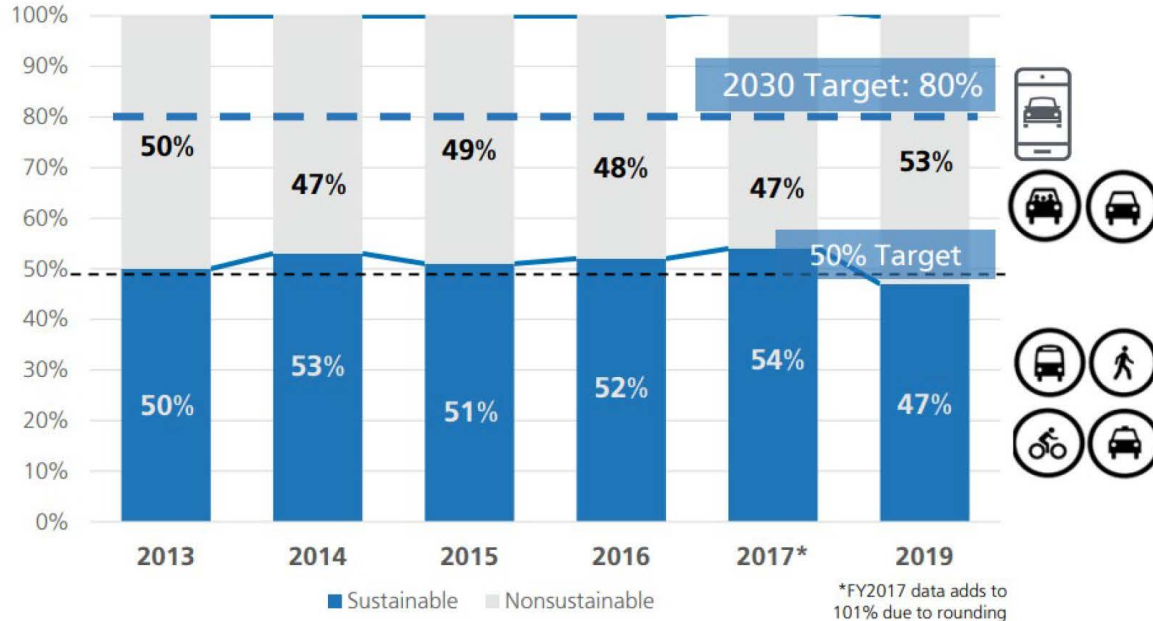
# San Francisco Mode Shift Goals – 80% Sustainable Trips by 2030



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



# 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



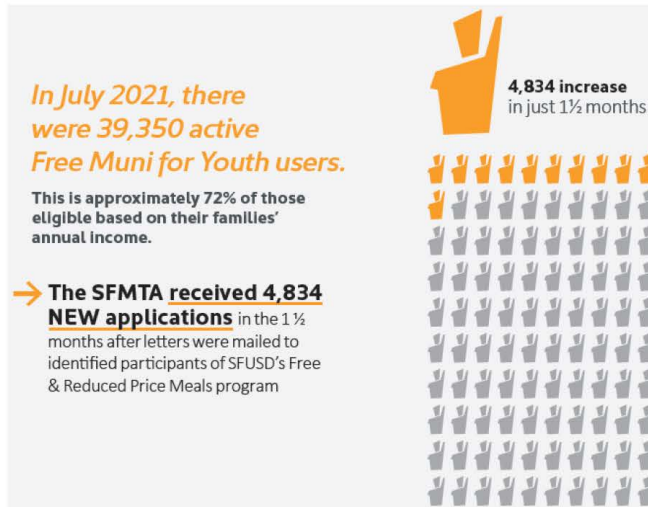
The SFMTA partners with SFCTA, SF Planning and SF Environment (SFE) on a broad portfolio of TDM strategies focusing on:

- **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.



# SFMTA TDM Residential and Business Programs



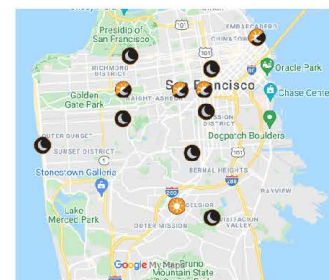
- **TDM Residential, such as:**
  - Starting in 2022, SFE, in partnership with SFMTA, will be working with residents in targeted neighborhoods to support and encourage use of slow streets and new bicycling and transit infrastructure developed during the pandemic, as well pre-existing transit, carpool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



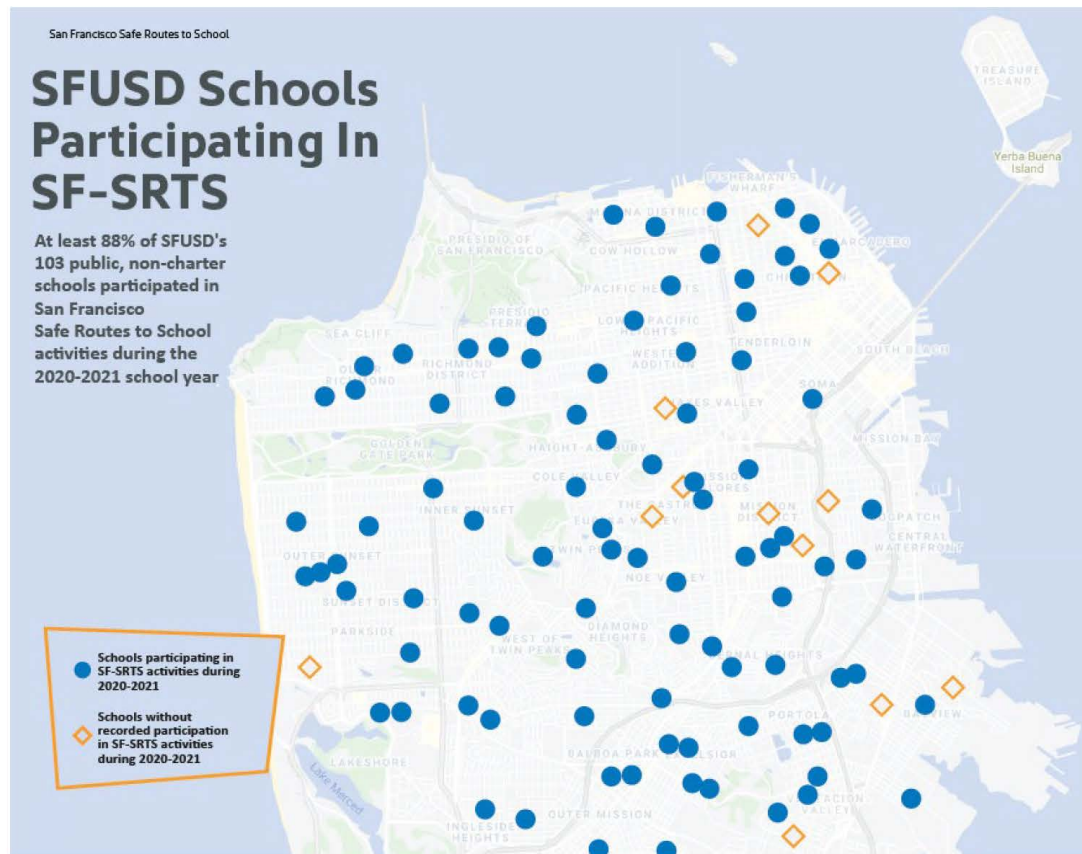
# Education and Incentives – Success Stories



- **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



# 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](#)

# Congestion Management Studies and Programs

Expenditure Plan Advisory Committee



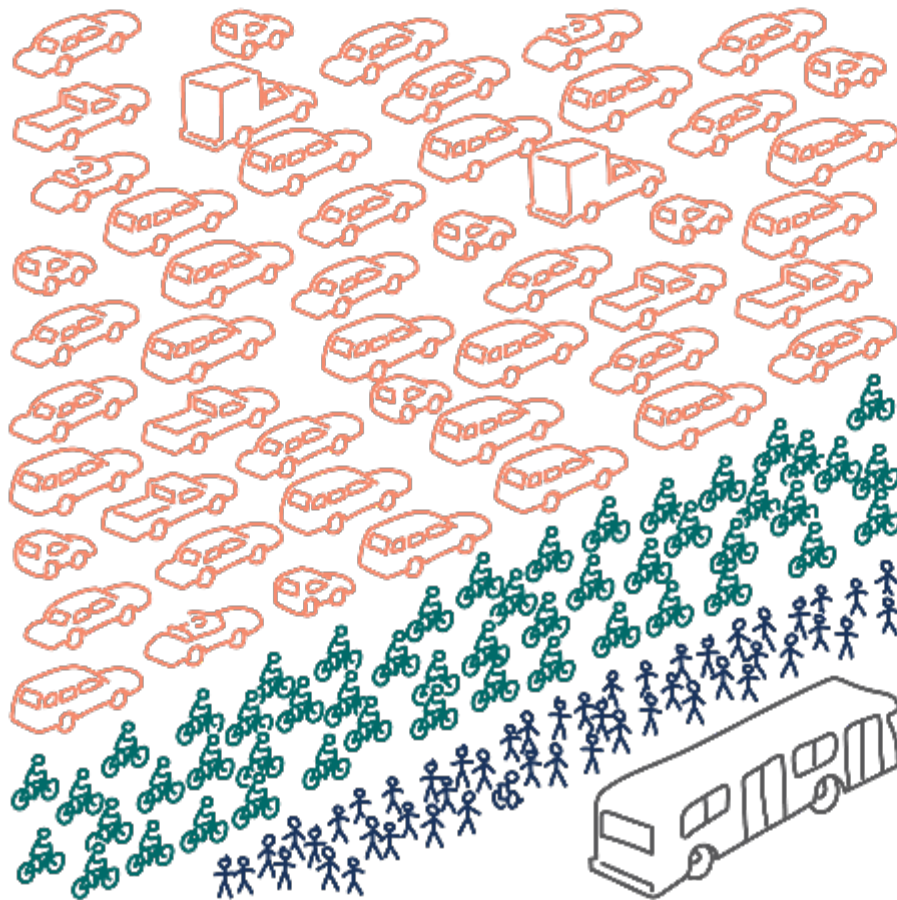
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# Our challenge: move more people in fewer vehicles



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50 PEOPLE  
in CARS

50 PEOPLE  
on BIKES

50 PEOPLE  
on FOOT

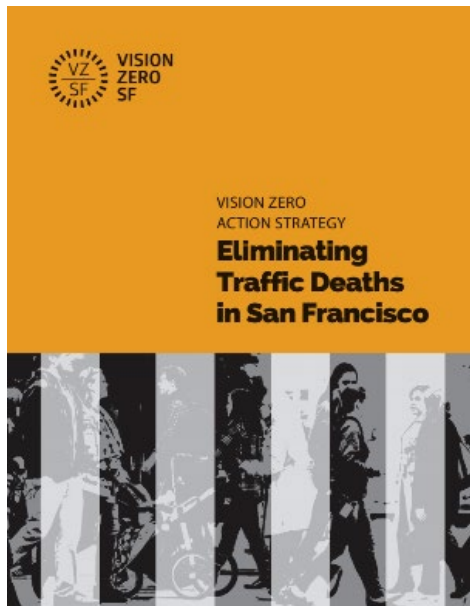
50 PEOPLE  
on a BUS

# How we got here



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**Many planning efforts have recommended congestion pricing as a policy tool**



Plan Bay Area 2050

SF Vision Zero Action Strategy, 2019

Transportation Task Force 2045 Report, 2018

Emerging Mobility Evaluation Report, 2018

SF Transportation Demand Management Plan, 2017

SF Transportation Plan, 2017

SF Transportation Sector Climate Action Strategy, 2017

Plan Bay Area 2040, 2017

SF Climate Action Strategy, 2013

Transit Center District Plan, 2012

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# Treasure Island/Yerba Buena Island Transportation Program Overview

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## 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



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## New Since 2011: Affordability Program

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**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



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# New Mobility Pilots



## New Bus to Oakland

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

## New On-Island Shuttle

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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