

APPENDIX VII:
Transportation Control Measures

**San Francisco Trip Reduction Efforts:
Relationship to Regional Transportation Control Measures**

TCM	Local Implementation
<p>1. Support Voluntary Employer-Based Trip Reduction Programs Provide assistance to regional and local ridesharing organizations; advocate legislation to maintain and expand incentives (e.g. tax deductions/credits). Provide assistance to employers within the city.</p>	<p>The San Francisco transportation demand management program continues to focus on the following activities: 1) compliance monitoring of buildings required to have a TDM program, 2) development of a rideshare parking brokerage program, and 3) continue expansion of the Commuter Benefits Program to employers throughout the City.</p>
<p>3. Improve Areawide Transit Service. Increase local bus service as revenues become available. Support transit improvements defined in MTC's Regional Transportation Plan (RTP), which serve current or planned high-density areas with mixed land uses. Improve transit access to SFO (BART extension). Replace transit buses with clean-fuel buses.</p>	<p>Without additional sources of operating revenues, increasing local bus service is difficult. Regarding alternative fuels, MUNI already has an extensive trolley bus fleet. The Authority has provided funding to MUNI to purchase alternative fueled buses.</p>
<p>4. Improve Regional Rail Service. Implement light rail service on Third Street (Bayshore Corridor) in San Francisco. Extend Caltrain to downtown San Francisco. BART to San Francisco International Airport.</p>	<p>The initial operating segment (phase 1) of the Third Street Light Rail Project opened for full revenue service in April 2007. The overwhelming majority of the funding for Phase 1 comes from the Prop K sales tax program. The Authority has programmed Prop K sales tax and will be programming STIP funds for the Caltrain Downtown Extension to a reconstructed Transbay Terminal and the Third Street Central Subway. These projects are included in the Capital Improvement Program (see Chapter 8) and MTC's Resolution 3434.</p>

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<p>5. Improve Access to Rail and Ferries. Improve feeder bus service to rail and ferries. Improve bicycle and pedestrian facilities at stations and access to rail/ferry stations. Increase private shuttles from transit stations to employment centers. Encourage BART and Caltrain to provide preferential parking for electric vehicles.</p>	<p>Installation of an Automatic Train Control System now permits more frequent and reliable light rail service to the Ferry Building. The MUNI Metro extension to Mission Bay provides direct light rail service to the Caltrain depot. The F-Line connects the Ferry Terminal to waterfront destinations north to Fisherman’s Wharf and west to the Castro. The Authority and MTC have programmed Prop K sales tax, TEA, and RBPP funds for construction and operation of a bikestation at Caltrain’s 4th/King Station. The Authority also programmed TFCA funds for shuttles to take passengers from Mission Bay to the 16th/Mission BART Station.</p>
<p>6. Improve inter-city rail service. Consider high speed rail between downtown San Francisco and Los Angeles.</p>	<p>The reconstructed Transbay Terminal will be designed to accommodate high speed rail. The preliminary engineering for this project is currently underway. This project is included in MTC’s Resolution 3434.</p>
<p>7. Improve ferry service. Purpose is expansion of ferry service as funding allows. MTC has prepare a long term ferry service plan and will allocate funds under its control consistent with the final recommendations of this plan.</p>	<p>The Port of San Francisco has received funding for expansion of ferry docking facilities at Pier ½ and construction of a new ferry landing facility at China Basin, near Pacific Bell Ballpark (completed). The Authority also programmed STIP funds for Golden Gate Transit for a lay berth and rehab and upgrade of their facilities at the San Francisco Ferry Terminal (See Chapter 8).</p>

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<p>8. Construct carpool and express bus lanes on freeways. The region, in cooperation with Caltrans, has adopted a 2005 HOV master plan that includes 534 lane-miles of HOV lanes compared to the 218 lane-miles at present.</p>	<p>Freeway HOV lanes currently exist on the approaches to the Bay Bridge and Golden Gate Bridge. The first phase of the 2005 HOV Master Plan calls for the creation of an HOV lane on I-280 east of US 101. San Francisco, in cooperation with Caltrans, has complemented this effort by providing an HOV on-ramp at Sterling Street.</p>
<p>9. Improve bicycle access and facilities. This TCM proposes an expansion of the carrying capacity of buses, ferries and rail transit; and it encourages employers and developers to provide bicycle access and facilities.</p>	<p>City legislation now requires showers and lockers in new buildings and those undergoing major renovations, as well as bicycle parking in existing and new garages. In 2004 the MTA updated the City's Bicycle Plan with funds programmed from the Authority through Prop K sales tax, TDA funds, and a Caltrans Planning Grant. The Bicycle Plan, which is currently under environmental review, in concert with the Authority Board approved 5-Year Prioritization Program for Bicycle Circulation and Safety, will guide bicycle project development through FY 2008/09.</p>
<p>10. Youth transportation. Support programs to reduce youth transit fares, encourage walking and biking to school and safe routes to school, and purchase clean fuel school buses.</p>	<p>MUNI offers youth fares and youth monthly passes, and conducts public education campaigns in the schools. MTA's Bicycle Safety Education Program (funded by Prop K sales tax, TDA funds, and other discretionary grants) provides bicycle safety education to youth including on-road classes and free or low-cost helmets.</p>
<p>11. Install freeway traffic management systems. Purpose is to improve flows on freeways by increasing average travel speeds and eliminating major tie ups more quickly.</p>	<p>Implementation of this TCM is being coordinated by Caltrans. The Authority funded projects on US 101, US 1, and I-280. In addition, the MTA's SFgo Program is coordinating with Caltrans to link the freeway TOS with the City's Integrated Traffic Management System (See Chapter 8).</p>

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<p>12. Arterial management measures. To support existing and expanded signal timing programs and encourage transit signal preemption.</p>	<p>The MTA has undertaken a long-term project to replace aging signal controllers and install signals with transit preemption capabilities on transit preferential streets. Furthermore, the Integrated Traffic Management System (ITMS) is providing a mechanism for coordinating all of the City's signals at a centralized traffic management control center. The Authority has prioritized funding for signal timing, signal preemption, and ITMS projects by the MTA (MUNI and the Department of Parking and Traffic). (See Chapter 8).</p>
<p>13. Transit Use Incentives. Measure encourages coordination between transit operators on routes, schedules, fares, and payment methods (e.g. passes).</p>	<p>Implementation of this TCM requires additional funds from regional, state, or federal sources. MUNI is one of the operators participating in MTC's demonstration of TransLink, a smart card. The City also supports improvements to the region's 511 transit information service.</p>
<p>14. Carpool and vanpool services and incentives.</p>	<p>The City's TMA activities include both required and voluntary programs for certain employers in the downtown core. These programs include rideshare and vanpool incentives. The City also supports City CarShare by helping to secure parking spaces for carsharing vehicles, encouraging developers to incorporate City CarShare, and providing technical assistance, as appropriate.</p>
<p>15. Local land-use planning and development strategies. This measure encourages localities to incorporate air quality beneficial policies into local planning and development activities that will reduce the number and length of single occupant vehicle trips.</p>	<p>The City's land use and parking regulations, along with the Transit Development Impact Fee, constitute development regulations for the mitigation of new travel demand. The Prop K sales tax Expenditure Plan provides funding for neighborhood planning studies and local match for regional planning and capital grants such as the Transportation for Livable Communities (TLC)/Housing Incentive Program (HIP) grant programs. These programs support transit oriented development and fund related improvements for transit, bicyclists, and pedestrians including streetscape beautification improvements such as landscaping, lighting and street furniture.</p>

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<p>16. Public Education/ Intermittent Control Measures. BAAQMD's "Spare the Air" program is used to encourage the public to reduce motor vehicle use on days ozone levels may be exceeded.</p>	<p>Implementation of this TCM is occurring through the BAAQMD, MTC, and transit operators throughout the region.</p>
<p>17. Conduct demonstration projects. Focus is to promote demonstration projects to develop new strategies to reduce motor vehicle emissions.</p>	<p>San Francisco is responding to this measure within the scope discussed earlier for transportation management initiatives. For example, current projects include the testing of CNG buses for MUNI and electric vehicles for the City fleet and supporting City CarShare.</p>
<p>18. Implement Transportation Pricing Reform. Develop revenue sources (e.g. regional gas tax, continuation of CMAQ) needed to implement mobility improvements and user incentives.</p>	<p>The Authority continues to work with MTC and the Bay Area Partnership to identify new revenues sources. In Spring 2007, the Authority launched its Mobility, Access and Pricing Study, subsequent to receiving a grant from the U.S. Department of Transportation's Value Pricing Pilot Program. Recommendations from this congestion pricing feasibility study are expected in Summer 2008, and will include a potential congestion pricing program with a potential investment plan if implemented. The Authority is also nearing completion of the On-Street Parking Management and Pricing Study, which will report on the potential for using price-based regulation and related strategies to increase utilization and availability of on-street parking in congested neighborhoods. Also, San Francisco taxes all paid parking by 25%, with some of the revenues funding transit. The city planning code mandates a rate structure for garages that discourages long-term parking downtown.</p>

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<p>19. Pedestrian Travel. Promote development patterns that encourage walking and circulation policies that emphasize pedestrian travel and modify zoning ordinances to include pedestrian-friendly design standards.</p>	<p>The General Plan and Planning Code have supported pedestrian friendly, transit-oriented development for decades, which is referred to as the City’s “Transit First Policy.” The City has also formed an interdepartmental Pedestrian Safety Working Group that includes departments such as the Department of Public Health, Department of Public Works, Municipal Transportation Agency (Department of Parking and Traffic and MUNI), and the Planning Department. Currently, San Francisco is developing on a Better Streets Plan that will incorporate pedestrian safety as well as a streetscape plan that together seek to balance the needs of all street users, with a particular focus on the pedestrian environment and how streets can be used as public space.</p>
<p>20. Promote Traffic Calming Measures</p>	<p>The Municipal Transportation Agency established a Traffic Calming Program that addresses traffic calming opportunities and coordinates with its pedestrian program to promote pedestrian and school safety. The Board of Supervisors has adopted traffic calming guidelines, and the Authority has prioritized funds for traffic calming projects in the State Transportation Improvement Program, RBPP, TLC, TFCA, and Prop K sales tax. These projects are included in the Capital Improvement Program (See Chapter 8).</p>