



# **TRANSPORTATION DEMAND MANAGEMENT (TDM)**

**Presented by**

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# Strategic Goals & Objectives

- **Goal 1: Create a safer transportation experience for everyone**
  - Objective 1.3: Improve the safety of the transportation system
- **Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel**
  - Objective 2.3: Improve use of all non-private auto modes
  - Objective 2.4: Improve parking utilization and manage parking demand
- **Goal 3: Improve the quality of life in San Francisco**
  - Objective 3.2: Increase the transportation system's positive impact to the economy
  - Objective 3.4: Deliver services efficiently



## Key Strategic Actions

- **1.3 #13:** Educate San Francisco Police Department, Parking Control Officers and Taxi Operators on bicycle and pedestrian accident reporting process
- **2.1 #14:** Develop tourism-focused transportation demand strategy
- **2.2 #4:** Identify opportunities to prioritize transit during regular and special events



## Key Strategic Actions

- **2.4 #9:** Develop appropriate Transportation Demand Management program and parking ratio template for the transit-oriented development projects coordinated by the Mayor's Office of Economic and Workforce Development (OEWD) and the SFMTA
- **3.2 #3:** Develop and implement policies for private shuttle loading/unloading to increase mode share
- **3.4 #19:** Prioritize and implement key findings from parking Enforcement Services Audit



# Transportation Demand Management

## Land Use

Mixed-Use  
Transit, Walk,  
Bicycle,  
Oriented  
Development

Parking  
Supply

Transit-Oriented  
Jobs & Housing

On-Street  
Off-Street

Transit-Oriented  
Cultural, Medical,  
Educational  
Institutions

Parking Pricing

Pedestrian-  
Scaled Ground  
Floor Activation

## Rights of Way

Road Supply

Traffic Calming

Dedicated Transit  
& Bicycle Facilities

Road Pricing

## Vehicle Fleets

Ride Sharing  
(Occupancy)

Vehicle  
Sharing  
(Ownership)

Transit, Taxi,  
Van, Car

**One-Way**  
Car, Bicycle

Shuttles

**Two-Way**  
Cars, Scooter,  
Bicycle

**Freight**  
Trucks, Vans

## Customer Information

### Physical

Wayfinding Signage  
Employee/Employer Materials  
Customer Centers  
Representatives

### Virtual

Social Media Tools:  
Marketing Campaigns (Residents,  
Employers, Visitors)  
Branding Tools  
Payment Options  
Contests/Games

## Evaluation & Analysis



# Transportation Demand Management (TDM)

*Integrated programs with the goal to reduce the need for single occupant driving and car ownership*



Mixed Land Use



Demand Pricing



Customer Information



Ridesharing



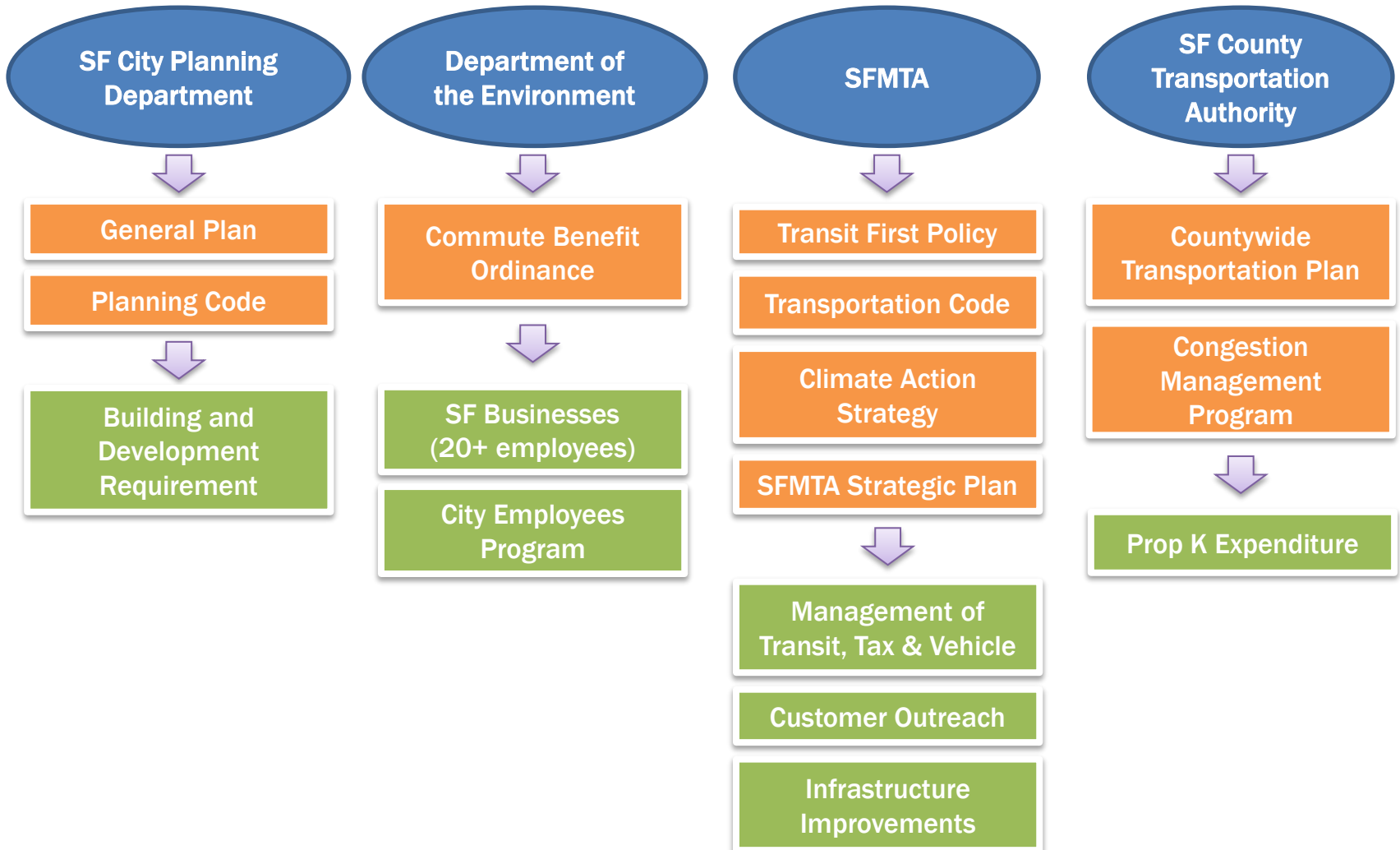
Complete Streets



Vehicle Sharing

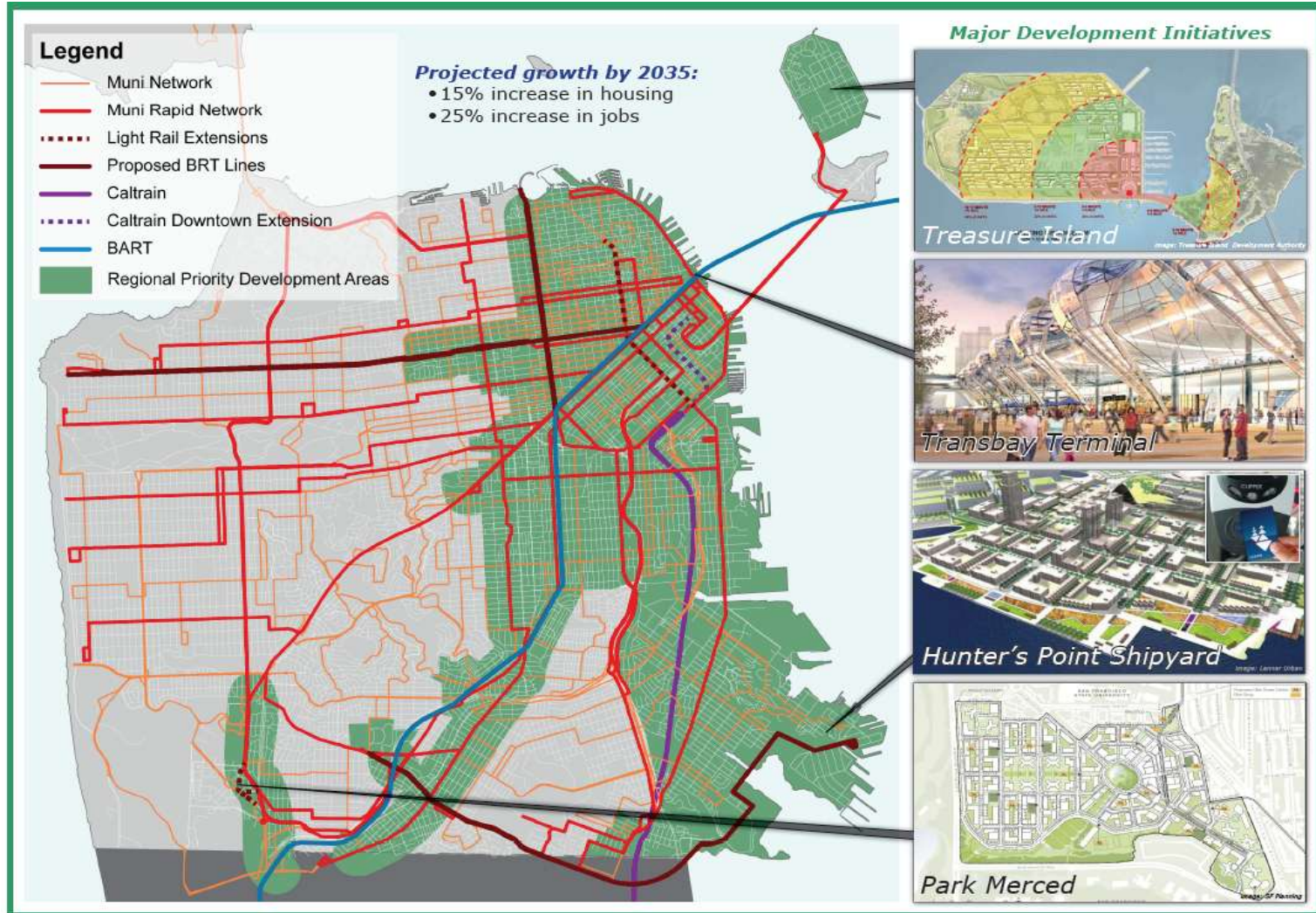


# TDM Programs Spread Among Several Agencies





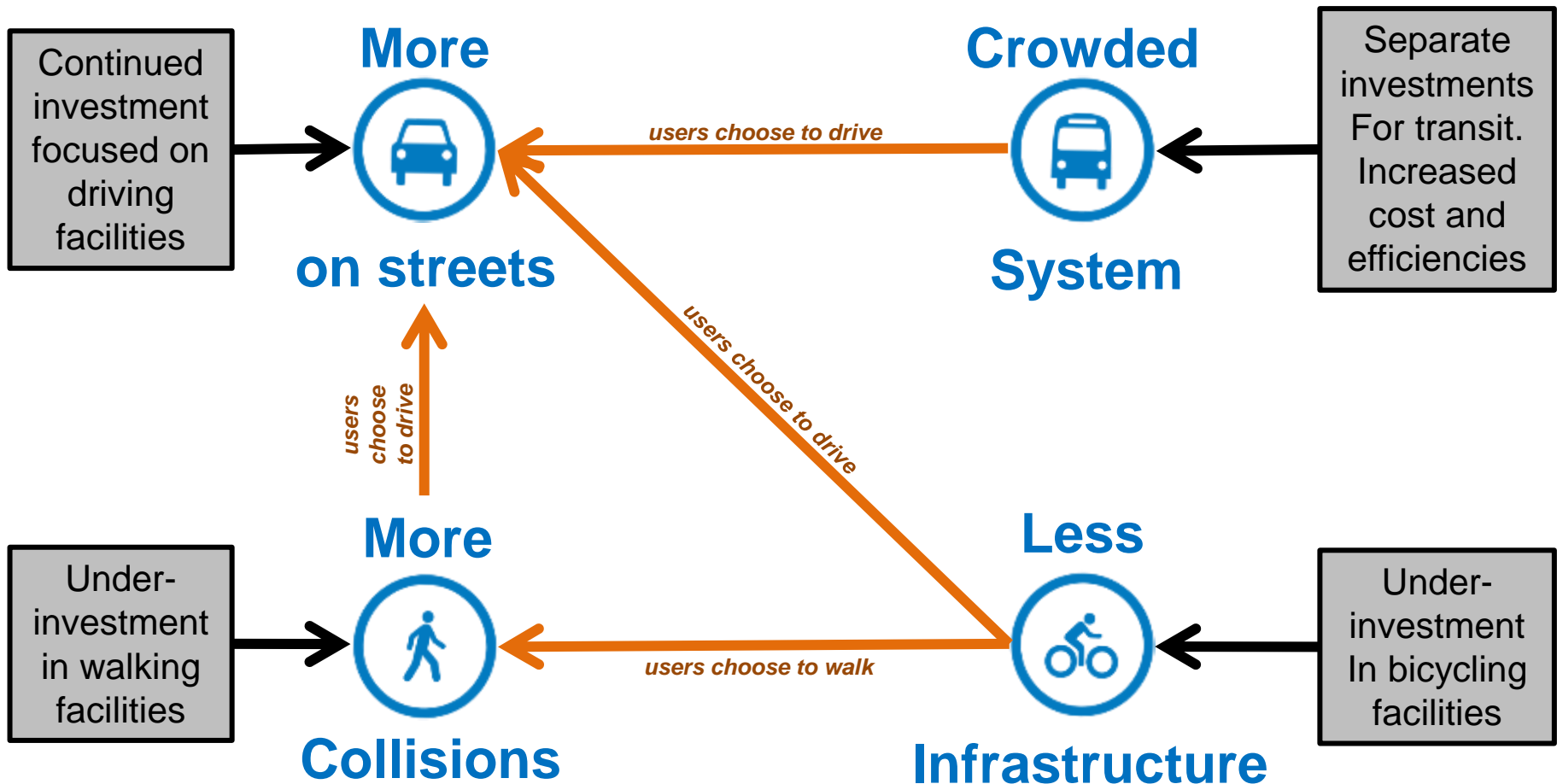
# Integrating Land Use & Transportation







# Vicious Cycle of Fragmented Investments



**Business as usual is unsustainable and inequitable**



# Virtuous Cycle of Complete Streets Investments

## *Project Investment*

investments in demand management and vehicle sharing programs



investments in transit reliability and frequency programs



investments in bicycling infrastructure, facilities & programs



investments in walking infrastructure, facilities & programs



## *Mode Shift Effect*

Car/bike/scooter sharing, taxi demand grows

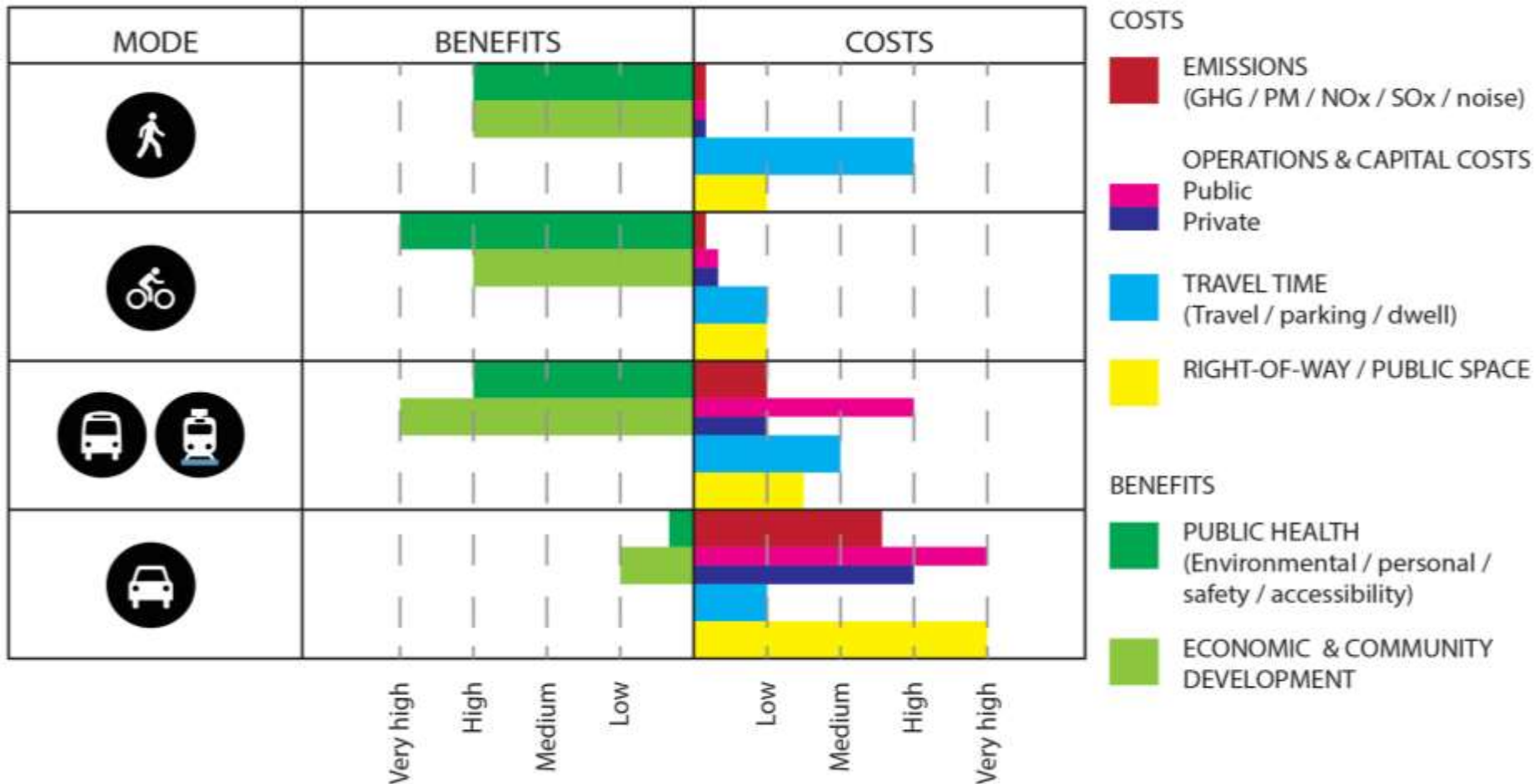
More comfortable bicycle facilities= more peak period transit capacity

More transit and bicycle trips = more walking = more community & economic development

**Integration is key to our transportation network's success**



# Modal Benefits Analysis Inform Priorities



**When modes are integrated they have synergistic benefits**



# Parking is a Powerful TDM Tool





# Travel Choice Information, Marketing & Payment Integration are Key Tools for Customer Travel Decisions



**City Commuter Programs**  
Here are the components:

- Pre-Tax Commuter Benefits
- Rideshare Assistance
- Emergency Ride Home
- Bike Fleet Program



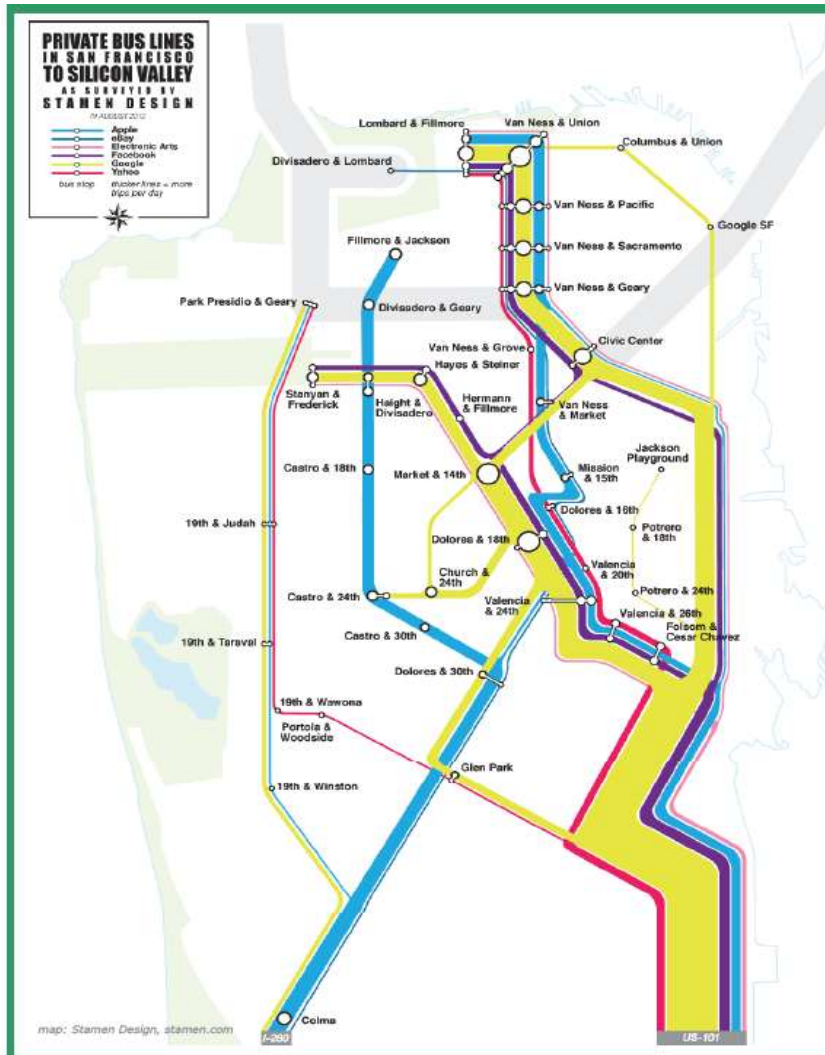


# Ridesharing Options are Increasing





# Ridesharing Local & Regional Shuttle Coordination

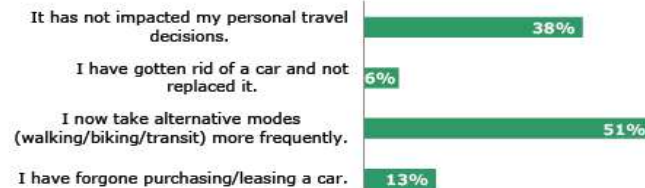


### Muni Partners Program

- 27 private companies & institutions that provide shuttle service
- Shuttles use approximately 200 loading zones, many of which are Muni bus zones
- Average 1 min dwell time to load/unload passengers



### Local Shuttle Passengers Changes in Travel Patterns



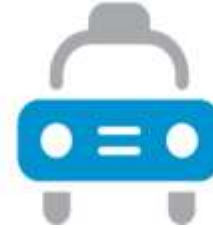
### Regional Shuttle Passengers Changes in Travel Patterns



Summary of Emissions Impacts	Annual VMT Reduced	Annual GHG Emissions (in metric tons)
Displaced passenger vehicles	(50,950,003)	(18,962)
Impacts of shuttle vehicles	5,872,010	7,920
<b>NET IMPACTS</b>	<b>(45,077,994)</b>	<b>(761,557)</b>



# Parking







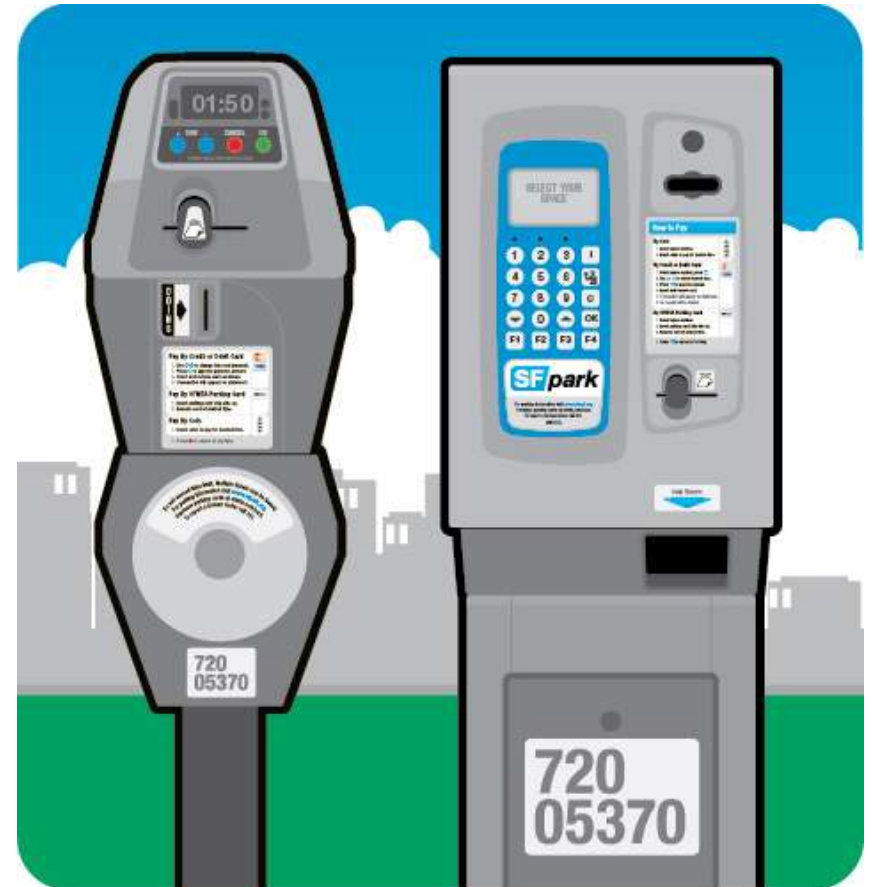
# SFpark – Status Update

- Continued successful operation
- More steps to improve the customer experience
- Released a Request for Proposal (RFP) for replacing meters citywide
- Preparing for pilot project evaluation





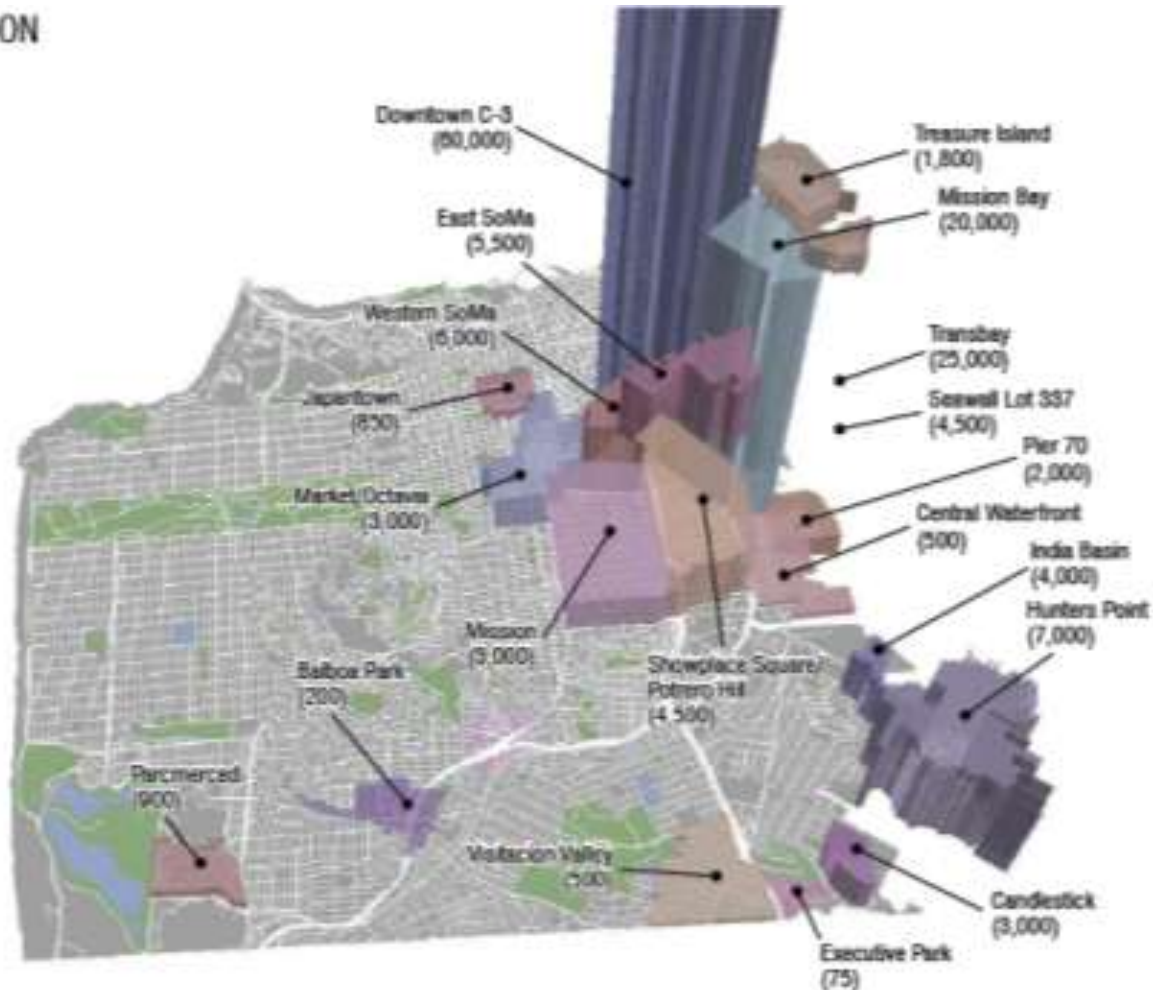
# SFpark – What's Next





# Managing Parking Where Appropriate

JOB ADDITION  
BY PLAN  
Through 2035



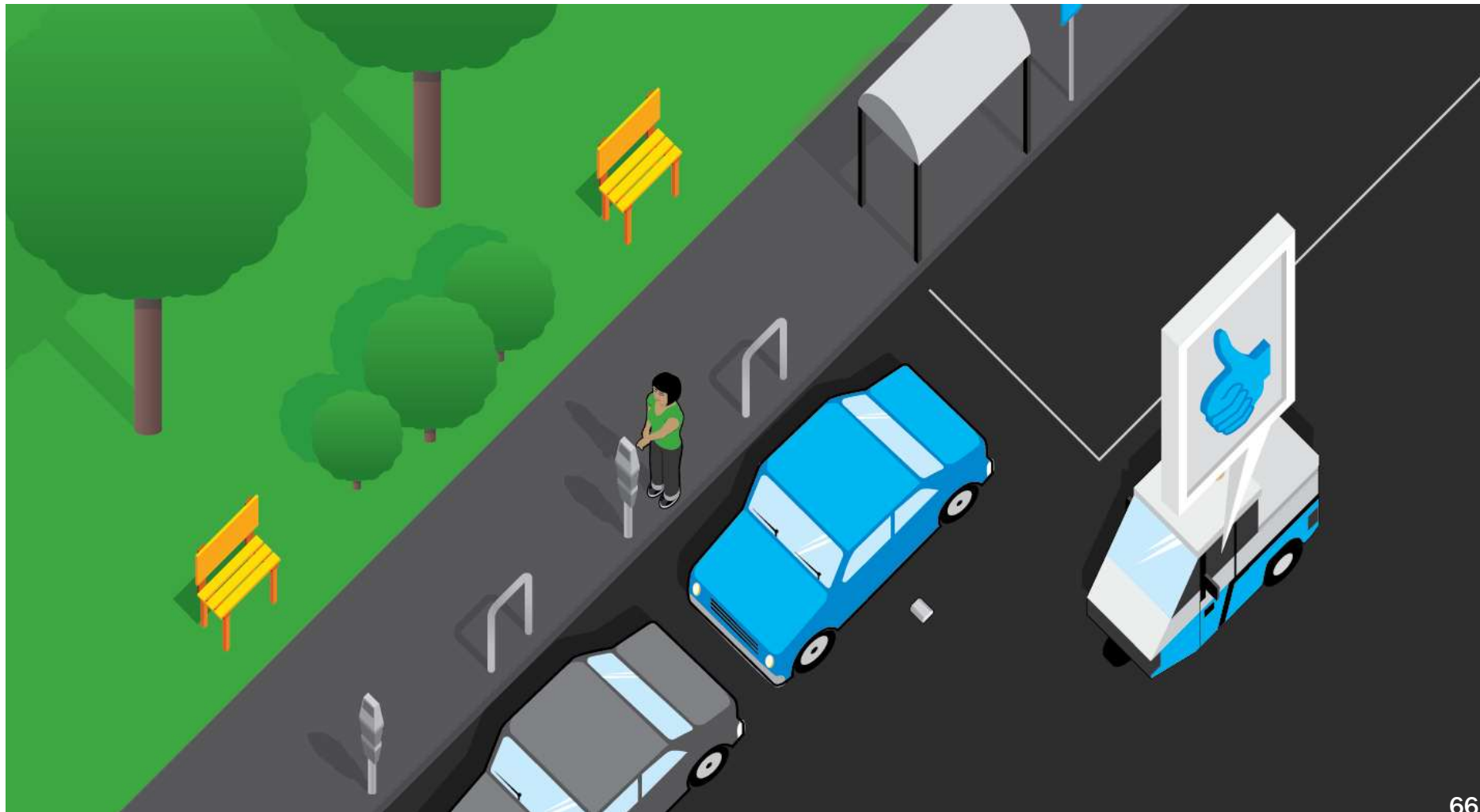


# Managing Parking When Appropriate





# Improving Parking Policies





# Vehicle Sharing

## Status

- **Completed and evaluated initial pilot**
- **Finalizing a proposal for a 2nd pilot**
- **Electric scooter sharing in garages**

## What's next

- **Launch 2<sup>nd</sup> car sharing pilot**





# **Transportation Demand Management: Next 6 Months**

- **New multimodal marketing, education & outreach program**
- **Ongoing citywide coordination efforts (e.g. shuttles policy)**
- **Sunday meter evaluation**
- **Complete parking proposals (e.g. Northeast Mission, Potrero, Dogpatch & University of San Francisco areas)**
- **Implement oversize vehicle policy**
- **Evaluation of public investment in electric vehicles**
- **Finalize and implement 2<sup>nd</sup> car sharing pilot**