TRANSPORTATION DEMAND MANAGEMENT PROGRAM
TDM EVALUATION TOOL

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BY 2040...

190,000+ NEW HOUSEHOLDS

100,000+ NEW JOBS

40% OF HOUSING PROJECTIONS ALREADY IN PIPELINE
TRANSPORTATION SUSTAINABILITY PROGRAM

- 2015: Transportation Sustainability Fee (TSF)
- 2016: Vehicle miles travelled (VMT) not Level of Service (LOS)
- 2017: Transportation Demand Management (TDM) Program
Point Target

Based on the amount of parking provided, and aimed at reducing Vehicle Miles Travelled (VMT)
TDM PROGRAM COMPONENTS

Point Target
Based on the amount of parking provided, and aimed at reducing Vehicle Miles Travelled (VMT)

Menu of Options
Project sponsor chooses the best fit for each project to reach targets
TDM MENU OF OPTIONS

ACTIVE TRANSPORTATION
CAR-SHARE
DELIVERY
FAMILY
HIGH OCCUPANCY VEHICLES
INFORMATION & COMMUNICATIONS
LAND USE
PARKING MANAGEMENT

Range of Effectiveness in Reducing VMT

LOW: 1 POINT
SHOWERS & LOCKERS
FAMILY TDM AMENITIES

MEDIUM: 3 POINTS
ADDITIONAL BICYCLE PARKING
PUBLIC TRANSIT SUBSIDY

HIGH: 10 POINTS
REDUCED PARKING SUPPLY

Example Options
FIRST YEAR OF IMPLEMENTATION

TDM PLANS UNDERWAY

- Over 100 applications in
- Approximately $600,000 in fees collected (30% goes to ongoing research)

FEEDBACK

- No issues with implementation have arisen
WHAT STRATEGIES EFFECTIVELY REDUCE VMT?
AND BY HOW MUCH?
TDM RESEARCH PROGRAM
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