



SAN FRANCISCO PLANNING DEPARTMENT

February 9, 2017

Ms. Alisa Somera, Clerk of Land Use Committee
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Re: Transmittal of Planning Department Case Number 2012.0726PCA:
Transportation Demand Management Program – TDM Program Standards
and Technical Justification
BOS File No:170139

Dear Ms. Somera,

The Transportation Demand Management (TDM) Ordinance (BOS File No. 160925) was before the Board of Supervisors on January 31, 2017 for a first reading, and was unanimously passed. The TDM Ordinance was finally passed on second reading before the Board of Supervisors on February 7, 2017.

The TDM Ordinance amends the Planning Code to establish a citywide Transportation Demand Management (TDM) Program, to require Development Projects to incorporate design features, incentives, and tools that support sustainable forms of transportation; to create a new administrative fee to process TOM Plan applications and compliance reports; and to make conforming amendments to various sections of the Planning Code.

On February 7, 2017 the San Francisco Planning Department (hereinafter "Planning Department") and the San Francisco Municipal Transportation Agency (hereafter "MTA") received a referral from your office requesting hearing on the Transportation Demand Management (TDM) Program Standards, the TDM menu of options, and the methodology in the Technical Justification document. The referral requests the presence of the Planning Department and MTA at the hearing.

TDM Program Standards. The Planning Commission's Standards for the Transportation Demand Management Program ("TDM Program Standards") were adopted by the Planning Commission (hereafter "Commission") on August 4, 2016, via Planning Commission Resolution No. 19715, conditioned upon adoption of the TDM Program Planning Code amendments by the Board of Supervisors.

Subsequent to the Planning Commission's action on August 4, 2016, staff conducted additional outreach in preparation for the Board of Supervisors Land Use and Transportation Committee hearings. Based upon the additional outreach and analysis, staff identified amendments to the TDM Program Standards that were proposed for adoption by the Planning Commission.

**File No. 170139 – Hearing – Transportation Demand Management Program
Transmittal Materials - Transportation Demand Management Program
TDM Program Standards and Technical Justification
Planning Department CASE NO 2012.0726PCA**

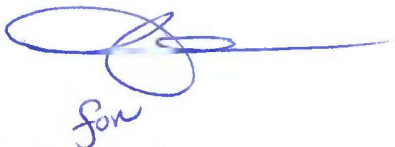
Pursuant to Section 4.1 of the TDM Program Standards, substantive amendments require Planning Commission approval while minor amendments may be issued at the discretion of the Planning Director or designee. Substantive amendments were identified related to: lowering the minimum target, removing the requirement to reduce parking for projects with a substantial amount of parking, creating a maximum required target for projects, and changes to five individual TDM measures. As such, Planning Commission approval was required to adopted staff-recommended changes.

Amendments to the TDM Program Standards were heard at a regularly-scheduled Planning Commission hearing on January 19, 2017. At the hearing, the Commission voted unanimously to approve the amendments to the TDM Program Standards via Planning Commission Resolution No. 19838, and directed staff to further consider standards for walkability. The TDM Program Standards were amended on January 19, 2017. The TDM Program Standards include the TDM menu of options.

Technical Justification. The TDM Program was developed by a technical working group comprised of staff from the Planning Department, the San Francisco County Transportation Authority, and MTA, in consultation with the Commission, transportation consultants, stakeholders, and members of the public. The TDM Technical Justification documents the work of the technical working group including an extensive literature review, best practice research, empirical data collection and analysis, and consultation with aforementioned groups. This document provides the technical basis for the creation of the applicability, targets, and assignment of points to individual measures on the TDM menu. The TDM Technical Justification was not the subject of an action taken by the Commission.

Please find attached documents that are the subject of the requested hearing. A hard copy of this transmittal will also be hand delivered to your office. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,



AnMarie Rodgers
Senior Policy Advisor

cc:

Legislative Manager for the Mayor, Mawuli Tugbenyoh
District 7 - Supervisor Yee,
District 1 - Supervisor Fewer
District 10 - Supervisor Cohen

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Attachments (one copy of the following):

Planning Commission Standards for the TDM Program. Adopted August 4, 2016 (Updated January 19, 2017)

Planning Commission Standards for the TDM Program, Appendix A: TDM Measures. Adopted August 4, 2016 (Updated January 19, 2017)

Transportation Demand Management Technical Justification. June 2016.

