

Urban Environmental Accord Action 15-Transportation

Implement a policy to reduce the percentage of single occupancy vehicle (SOV) trips by ten percent in seven years.

Current Conditions

Number of Trips per Day in San Francisco (Source: San Francisco County Transportation Authority): 4.5 Million Trips

Mode Share (All Trips = 4.5 million trips daily)

Auto 62.2% (2.79 million trips) Note: According to Metropolitan Transportation Commission, 13.8% of 2.79 million auto trips are rideshare trips.

Transit 17.2%

Walk 19.7%

Bike 0.9%

The numbers above mean if we eliminate all SOV trips "29.61 days per year" or "2.5 days per month" we would meet our annual goals noted in SFE Strategic Plan (elimination of 71 million SOV trips per year).

71 million trips / 875 (2.4 million SOV trips per day) * 365 days = 29.61

Strategic Plan

Walk: 4.7 million trips/year

Bike: 4.7 million trips/year

Rideshare: 8.5 million trips/year

Transit: 53.1 million trips/year

Policy recommendations relating to transportation demand management

Promote Walking—9325 people or 4.7 million new pedestrian trips replacing SOV trips

ACTIONS:

- Assist with the implementation of Walk2School Program.
- Assist with the implementation of the pedestrian master plan.
- Promote telecommuting policy & monitor emissions reduction.

Promote Bicycle Use—9325 people or 4.7 million new bicycle trips replacing SOV trips

ACTIONS:

→ **Develop online bike mapping application and multilingual bicycle outreach program for all San Francisco commuters & residents. Estimated to reduce 420,000 auto trips per year.**

→ Administer and promote City Bicycle Fleet Program to replace single occupancy vehicle trips with bicycles.

→ Work with the Department of Parking and Traffic, the San Francisco Bicycle Coalition, and others to promote and encourage bicycling in the community, including assisting with the annual Bike to Work Day event, and improvement of Caltrain Bike Station and Embarcadero Bike Station.

Promote Rideshare (Carpool/Vanpool)—16,800 people switching from Single Occupancy Vehicles to ridesharing.

ACTIONS:

→ **Using GIS, develop and promote Vanpool program in collaboration with 511 Regional Rideshare Program and vanpool service vendors.**

→ Maintain a website with information on carpool/vanpool incentives and driving alternatives for all San Francisco commuters.

→ Support the efforts of community groups to advocate for and encourage the use of alternative modes of transit in San Francisco, such as Car Free Day, Spare the Air, Rideshare Week, and events sponsored by the Transportation Management Association, Regional RideShare Program (511) Bay Area Commuters, and the Association for Commuter Transportation, Northern California Chapter.

Increase the use of public transit, discourage driving, and promote employer based transit encouragement programs—105,350 people switching from SOV to transit

ACTIONS:

Commuter Benefits Ordinance & program outreach/marketing to all SF

Commuters: 5.04 million SOV commute trip reduction each year: *According to TRCP Report 107 - Analyzing the effectiveness of commuter benefits program (pg. 43), estimated percentage increase in employee transit use at participating San Francisco sites: 40% increase in transit ridership. San Francisco Economic Strategy Project reports nearly 60% of San Francisco businesses employ an average of 100-1000+ workers. DOE estimates to help setup commuter benefits program at 100 employer sites with an average of at least 100 employees per site resulting in effective commuter benefits program outreach/marketing to 10,000 employees. Calculated, 252 days per work year. Average regional commute distance in miles: 16 miles (Commute Profiles 2005, Regional Report)*

- **Maintain and expand countywide Emergency Ride Home Program to increase the use of driving alternatives. Current Enrollment: Approx. 60,000 SF commuters**
- **Implement subsidized transit program for students at all San Francisco colleges/universities in partnership with transit agencies**

Transbay Transit Center & Downtown Rail Extension:

Provide the capacity to accommodate the projected number of travelers estimated to use public transit from San Jose to San Francisco and San Francisco to the East Bay

Remove more than 2 million auto trips per year from the Peninsula Corridor roadways, reducing traffic congestion on Highway 101 and I-280

Improve air quality by decreasing 260,000 vehicle miles per day, and therefore reducing harmful emissions by over 2.5 Tons of Carbon Monoxide per day and one-half ton of NOX (Oxides of Nitrogen) per day from the Caltrain downtown rail extension alone

Congestion Pricing:

Congestion pricing is a demand management strategy implemented on existing roadways to both reduce traffic congestion and encourage public transit ridership. Charging drivers a fee for the use of specific roadways is a way to reduce demand for driving on the most congested streets and at the same time make traffic flow efficiently for the remaining car traffic and for public transportation. It also makes the street more pleasant for pedestrians and cyclists. As London has demonstrated, the revenues generated by a congestion fee can be used to improve alternatives to driving such as public transportation, pedestrian, and bicycle travel.

Additionally, On-Street Parking Management and Pricing Study is underway to review San Francisco's existing on-street parking management programs and to investigate the potential for using innovative strategies such as pricing of on-street parking supply more widely as a transportation demand management tool to increase availability. In this way, the City can increase the daily utilization and general availability of on-street parking in congested neighborhoods while also generating revenues to fund needed transportation improvements

The regional HOT lanes network:

Make more efficient use of all freeway lanes;

Provide a reliable travel option for express buses and carpools as well as those choosing to pay a toll;

Generate a reliable revenue source that can be used to expand and connect the regional HOV network and expand express bus and rideshare services.

Bus Rapid Transit:

Typical BRT improvements include travel lanes for exclusive transit use; wider sidewalks at bus stops; traffic signal priority for transit vehicles; full stations with passenger amenities; multi-door boardings at sidewalk-level platforms; pre-paid boarding areas; and real-time information systems

Van Ness BRT; Geary Corridor BRT

