



Waterfront Plan Working Group Transportation Subcommittee

Description of Transportation Demand Management (TDM), Transportation Management Association (TMA) & Mission Bay TMA

DEFINITIONS

TMA Definition:

A Transportation Management Association (TMA) provides input/approves Transportation Demand Management program and hires a TDM coordinator/vendor to develop and manage the program.

Transportation Demand Management (TDM) Definition

Transportation demand management, traffic demand management or travel demand management (all TDM) is the application of strategies and policies to reduce travel demand, or to redistribute this demand in space or in time. (Wikipedia) In transport, as in any network, managing demand can be a cost-effective alternative to increasing capacity. Because TDM encourages mode shift to resource-efficient modes, this approach to transport also has the potential to deliver better environmental outcomes, improved public health, stronger communities, and more prosperous cities. TDM techniques link with and support community movements for [sustainable transport](#). (Wikipedia)

CASE STUDY- Mission Bay

Mission Bay TMA

The purpose of the Mission Bay TMA is to develop, deliver and manage travel demand, through multiple strategies aimed at discouraging single-occupant vehicle (SOV) trips to, from and through Mission Bay. Residential and commercial properties built within the geographic boundaries of the Mission Bay Redevelopment Area are required to be members of the Mission Bay TMA, whose charter and core services are prescribed by the Master Development Agreement with the City and County of San Francisco.

The Mission Bay TMA programs and services not only serve the residents and employees in these Mission Bay TMA member properties, but they are also open to the public whose destination or departure is within Mission Bay.

The transit demand management (TDM) programs provided by the TMA include:
(see web site for details: <http://missionbaytma.org/>)

Mission Bay Shuttle

The Mission Bay TMA subsidizes the first/last mile of employees' and residents' commutes by providing fare-free shuttle service. As envisioned in the TDM Plans, the Shuttle creates a convenient, direct, and economical one-seat transfer linking regional transit to Mission Bay. The Mission Bay Shuttle operates weekdays from 7:00am to 10:00pm and currently serves the Powell Street Station (BART and Muni Metro transit hub), the Caltrain Depot at Fourth & King, and local destinations within the Mission Bay neighborhood. The Shuttle also provides service to employees at China Basin and Ancestry.com offices, consolidating duplicative shuttle service in the area. By expanding beyond the boundaries of the Mission Bay TMA properties, the total number of commuter shuttles serving the area has been reduced, increasing efficiencies for riders and member organizations.

Guaranteed Ride Home

The Mission Bay TMA enrolls every Mission Bay employer in the Countywide Guaranteed Ride Home program.

Commuter Benefits

San Francisco's Commuter Benefits Ordinance 0199-08, SF Environment Code Section 421, requires all registered businesses in San Francisco with 20 or more employees who work an average of at least 10 hours per week within the previous calendar month, to offer one of the following options:

1. A pre-tax deduction program to pay for transit or vanpool expenses under existing Federal Tax Law 132(f)
2. An employer-paid monthly subsidy for transit or vanpool expenses equivalent to the value of a San Francisco MUNI Fast Pass
3. Free shuttle service on a company-funded bus or van between home and place of work.

The San Francisco Department of Environment operates a Emergency Ride Home program. When San Francisco commuters use a sustainable mode to travel to work and experience a personal or family emergency while at work, the program will reimburse the cost of the ride (up to \$150 per ride). Emergency Ride Home is free to employees and is available to all permanent 18 & over part-time or full-time employees of a San Francisco employer are eligible.

Bicycle Parking

Mission Bay hopes to become one of the busiest hubs in the Bay Area Bike Share program. While the Mission Bay Project Area was excluded from the initial Phase 1 launch of the program in 2013, the TMA hopes to work closely with SFMTA and the BAAQMD as part of subsequent phased expansions of the program. The TMA will offer recommendations to the lead agencies, to help identify specific locations within the Mission Bay Project Area where bike-share stations would be most effective.

Transit, Bike and Pedestrian information

Mission Bay TMA maintains a website that contains information on all conditions affecting travel to and from the area (including Giants home game schedules and times and other special events), shuttle schedule information, BART, Caltrain, and SFMTA Muni and Muni Metro information and announcements, as well as other helpful information. The website also includes information on the location and pricing of parking structures; the location of nearby car-share pods; bicycle routes; walking distances to nearby destinations; and construction updates. The website also provides up-to-date contact information for the Mission Bay TMA staff, for any with questions, suggestions or complaints.

Another key element of the Mission Bay TMA's communication program is a Twitter feed. This mechanism is used, in particular, to advise Shuttle riders of real-time traffic events and other updates that affect their impending commute. It is also used to remind riders of upcoming service changes, holidays, and other news. Approximately 300 people subscribe to this service.

Parking Management

Because alternative modes have also become the preferred modes of travel for most trips to and from Mission Bay, many of the parking structures are underutilized. The private garage on Owens Street is so underutilized it will accommodate all parking needs for the new Kaiser medical office building currently under construction; no additional parking facilities are needed.

Flexible Hours/Telecommuting

The Mission Bay TMA works closely with the commercial tenants to encourage them to allow for flexible work hours and scheduling. Companies locating in Mission Bay are generally supportive of such alternatives for those employees for whom this alternative is appropriate. Over 59% of the respondents to our 2015 Commuter Survey report that their company allows flexible work hours. Flexible working hours include coming in before or after 'peak' times as well as working from home or other satellite locations.