

Transportation
Management Association
1990 Work Plan

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO. 11821

WHEREAS, Prior to September, 1985, the City Planning Commission had imposed conditions on the permit approvals for office construction in the greater downtown area, requiring developers to implement commute information and assistance programs; and

WHEREAS, In September, 1985, new downtown zoning regulations were enacted, including City Planning Code Section 163 which requires an ongoing Transportation Management Program in certain C-3 District buildings, and requires the owners to participate in a "Network" of individual building Transportation Coordinators or Brokers; and

WHEREAS, The City Planning Commission adopted Resolution No. 11249 on January 7, 1988, setting forth specific performance criteria for implementation of Code Section 163 and similar permit conditions, and recommending establishment of a central, private agency to coordinate implementation of Transportation Management Programs in a cohesive manner for the downtown as a whole; and

WHEREAS, The City Planning Commission adopted Resolution No. 11680 on June 15, 1989, endorsing the concept of a Transportation Management Association, requesting such an agency to submit a proposal for commute alternatives marketing, education and assistance activities for the downtown which follow the general objectives and goals of published guidelines, and stating that, upon its determination that the agency's program satisfies the general objectives and goals of the January, 1988 "Developer's Manual," the City Planning Commission may release participating building owners and managers from performance of such specific standards; and

WHEREAS, On June 30, 1989 a group of greater downtown developers and property managers, who are subject to the provisions of the January, 1988 "Developer's Manual," made application to Caltrans for a grant to establish a Transportation Management Association; and

WHEREAS, Caltrans has awarded a grant to downtown developers and property managers, for assistance in the establishment of a Transportation Management Association, based on their finding of substantial commitment to such an organization by the downtown business community and the City; and

WHEREAS, On or about December 14, 1989, the Transportation Management Association of San Francisco was officially incorporated as a private, nonprofit mutual benefit corporation in the State of California; and

WHEREAS, On November 20, 1989, the interim Board of the Transportation Management Association of San Francisco submitted to Department staff a Transportation Management Program Work Plan, for the January 1, 1990 through December 31, 1990 period, including a list of members, a description of members' obligations to the Association, and an overview and description of the Work Plan elements; and

WHEREAS, The Commission has reviewed and considered the January 1988 "Developer's Manual" guidelines, the proposed Work Plan submitted by the Transportation Management Association, and other information presented by Department staff; and

WHEREAS, The Commission finds that the proposed Work Plan dated November 20, 1989 is consistent with the general objectives for Transportation Brokerage activities of the January, 1988 "Developer's Manual," as more fully set forth below:

- 1) Major promotional activities are scheduled for the Spring and Fall of 1990, with ongoing assistance activities throughout the year, meeting the objective to schedule promotion and assistance activities throughout the course of the year, to help keep commute issues in the minds of commuters and provide ongoing assistance;
- 2) The November 20, 1989 Work Plan includes promotional and marketing activities which may be educational regarding options available, ongoing commute assistance services, and provides opportunities for offering incentives, meeting the objective to focus activities on three major criteria: 1) education regarding commute options and choices; 2) assistance in selecting and learning to use the most appropriate commute option; and 3) incentives to use the most efficient and appropriate options, in the context of building or employees needs;
- 3) The level of effort proposed by the November 20, 1989 Work Plan is similar to that specified by the Department's January, 1988 "Developer's Manual," which meets the objective to ensure that activities are conducted at a level of effort sufficient to assure contribution by each building toward gradual modal shift over time, such that the year 2000 goals for overall downtown commute patterns, established by the Downtown Plan may be attained;
- 4) The November 20, 1989 Work Plan suggests that targeted promotions may be developed, if survey analysis demonstrates a need, meeting the objective to develop and implement activities which provide for targeting commute groups, in order to produce the most effective marketing and education efforts and, if necessary, the most effective incentives to induce commute pattern change;
- 5) The November 20, 1989 Work Plan provides for a major transportation survey in January, and suggests an annual report to the City Planning Commission at the end of calendar year 1990, meeting the objective of monitoring program effectiveness and progress, at regular intervals; and

WHEREAS, The Commission determines that membership in good standing in the Transportation Management Association of San Francisco satisfies the requirement of Code Section 163 for participation in a Network of transportation brokers; and

WHEREAS, The November 20, 1989 Work Plan of the Transportation Management Association of San Francisco provides for an adequate level of effort to meet the objectives of the following Transportation Brokerage Services elements as outlined in the January, 1988 "Developer's Manual:" a) Overall Program Marketing; b) Public Transit Promotion and Provision of Convenience Services for Use of Public Transit; c) Flextime Promotion and Implementation;

CITY PLANNING COMMISSION

Transportation
Management Association
Resolution No. 11821
Page Three

d) Development and Maintenance of a Commute Data Base; and e) Participation in a Network of Transportation Brokers; and

WHEREAS, The November 20, 1989 Work Plan of the Transportation Management Association of San Francisco does not include provisions for discharging Parking Management responsibilities of individual on-site Coordinators, as detailed in the January, 1988 "Developer's Manual," or for the registration of rideshare participants and assignment and monitoring of rideshare parking in buildings as detailed in the "Ridesharing Promotion and Implementation" element of Transportation brokerage functions within the January, 1988 "Developer's Manual," and the Commission determines these activities to be necessary and desirable components of a comprehensive Transportation Management Program, for buildings which include on-site parking; and

WHEREAS, With the exception of registration of ridesharing participants, and assignment and monitoring of rideshare parking in buildings which have parking, the November 20, 1989 Work Plan of the Transportation Management Association of San Francisco includes an adequate level of effort to satisfy the objectives of the "Rideshare Promotion and Implementation" element of Transportation Brokerage Services; and

WHEREAS, The November 20, 1989 Work Plan of the Transportation Management Association of San Francisco provides for the submission to the Department by the Association, of a consolidated annual report on behalf of all participants, outlining program activities for the year, which will help to minimize the Department staff resources necessary to monitor performance of required activities by individual buildings, and would satisfy the objectives of the annual reporting requirements of the on-site Transportation Management Coordinators as cited in the January, 1988 "Developer's Manual."

NOW THEREFORE BE IT RESOLVED, That based upon the Record, the submissions by the Transportation Management Association of San Francisco, the staff of the Department and other interested parties, the oral testimony presented to this Commission, and all other written materials submitted by all parties, the Commission hereby accepts and endorses for a period not to exceed one year the January 1, 1990 through December 31, 1990 Work Plan of the Transportation Management Association of San Francisco, dated November 20, 1989 and incorporated herein by reference as Exhibit B, as sufficient to meet certain aspects of Transportation Management Programs required under City Planning Code Section 163 and similar permit conditions, subject to the conditions attached hereto as Exhibit A;

AND BE IT FURTHER RESOLVED, That the Commission hereby releases members in good standing of the Transportation Management Association of San Francisco from strict performance of the following minimum criteria and standards published in the January, 1988 "Developer's Manual" and subsequent modifications, subject to conditions attached hereto as Exhibit A, for the period January 1, 1990 through December 31, 1990:

- 1) Annual reporting to the Department of program status and upcoming work plans, and reporting of survey analysis data, provided that each building shall instead submit an annual report to the Association according to guidelines it establishes, and that the Association shall submit to the Department a collective report of its activities and results, members' compliance with their obligations to the Association, and survey analysis on behalf of all members;

CITY PLANNING COMMISSION

Transportation
Management Association
Resolution No. 11821
Page Four

- 2) All specific activities included under the "Overall Program Marketing" element of Transportation Brokerage Services as listed in the January, 1988 Developer's Manual, provided that all activities listed in the Association's November 20, 1989 Work Plan for calendar year 1990, under the heading "Marketing of the Commute Alternatives Program," are implemented;
- 3) Minimum number of hours for on-site sale of public transit passes, and on-site sale of passes for operators other than Muni and BART;
- 4) All other specific activities included under the "Public Transit Promotion and Provision of Convenience Services for Use of Public Transit" element of Transportation Brokerage Services as listed in the January, 1988 Developer's Manual, provided that all activities listed in the Association's November 20, 1989 Work Plan for calendar year 1990, under the heading "Public Transit Promotions," are implemented;
- 5) The following specific activities included under the "Rideshare Promotion and Implementation" element of Transportation Brokerage Services as listed in the January, 1988 Developer's Manual: a) annual presentation to tenants' managers by RIDES; b) Participate at least once per year in a RIDES presentation for employees; c) Semi annual distribution of promotional materials on ridesharing; d) on-site presentations by RIDES; e) develop and conduct "target group" rideshare promotions; and f) provide direct assistance in rideshare placement, provided that all activities listed in the Association's November 20, 1989 Work Plan for calendar year 1990, under the heading "Ridesharing Program," are implemented;
- 6) All specific activities included under the "Flextime Promotion and Implementation" element of Transportation Brokerage Services, as listed in the January, 1988 Developer's Manual, provided that all activities listed in the Association's November 20, 1989 Work Plan for calendar year 1990, under the heading "Flextime Promotion," are implemented;
- 7) Specific performance under the "Develop and Maintain a Commute Data Base" element of Transportation Brokerage Services as listed in the January, 1988 Developer's Manual and amended in January, 1989, provided that all activities listed in the Association's November 20, 1989 Work Plan for calendar year 1990, under the heading "Base Commuter Survey," are implemented according to criteria cited in Condition No. 3 of Appendix A attached hereto;
- 8) Specific performance under the "Participate in a Transportation Brokerage Network" element of Transportation Brokerage Services as listed in the January 1988 Developer's Manual;

AND BE IT FURTHER RESOLVED, That all responsibilities, obligations and specific activities of either on-site Transportation Management Coordinators or providers of transportation brokerage services which are not explicitly cited herein shall not be considered by the Commission to be included in the program of the Transportation Management Association of San Francisco, and shall continue to be implemented individually for each building, in full conformance with performance criteria established by the Department and in effect as of December 14, 1989.

AND BE IT FURTHER RESOLVED, That the City Planning Commission directs the Transportation Management Association of San Francisco to submit to the

CITY PLANNING COMMISSION

Transportation
Management Association
Resolution No. 11821
Page Five

Department, prior to the close of the 1990 Work Plan period, a report summarizing all activities and results of the Association to date relating to the Work Plan hereby endorsed, including documentation sufficient for the Department to evaluate its performance, programs and materials produced, and to evaluate the individual performance by members in implementation of the Work Plan and obligations of membership in good standing;

AND BE IT FURTHER RESOLVED, That the City Planning Commission reserves the right to determine, based on its review of such documentation, whether performance of the Association and its individual members adequately meets the objectives set forth herein for Transportation Management Programs in the Greater Downtown, and all obligations of membership in good standing of the Association;

AND BE IT FURTHER RESOLVED, That the Commission may, upon its determination of adequate and satisfactory performance, renew by Resolution its endorsement of the Association and its Work Plan, and continue to relieve members in good standing from specific performance under the Developer's Manual guidelines, provided that the Commission reserves the right to amend such endorsement and exemptions, and to attach new conditions to such endorsement and exemptions, for a period not to exceed one year;

AND BE IT FURTHER RESOLVED, That the Commission reserves the right, should it determine that performance by either the Association or individual members has not adequately met such objectives and obligations, to rescind its endorsement of the Association and its Work Plan and withhold endorsement in future years, or to find any individual member in noncompliance with appropriate and applicable permit or Code obligations and thereby require such member to immediately restore in its building an individual program which fully meets all applicable standards and performance criteria established by the Department for Transportation Management Programs and in effect as of December 14, 1989;

AND BE IT FURTHER RESOLVED, That the Commission, in its evaluation of performance and consideration of future endorsement of or granting of exemptions from published implementation standards for the Transportation Management Association of San Francisco and its members, shall take into account demonstrated change in commute patterns among employees in members' buildings toward attainment of Downtown Plan goals, to the extent such information is available, and among other criteria.

I hereby certify that the foregoing Resolution was ADOPTED by the City Planning Commission on December 14, 1989.

Lori Yamauchi
Secretary

AYES: Commissioners Bierman, Boldridge, Engmann, Hu, Karasick, Morales

NOES: NONE

ABSENT: NONE

ADOPTED: December 14, 1989

CITY PLANNING COMMISSION

Transportation
Management Association
Resolution No. 11821

EXHIBIT A

CONDITIONS OF APPROVAL

1. The Transportation Management Association of San Francisco shall, no later than December 1, 1990, present to the Department and the Commission a report of its activities and results during calendar year 1990, as of that date, which shall summarize the degree to which each participating building representative has maintained membership in good standing. The report shall also include a proposed detailed Work Plan for calendar year 1991, and information regarding the Association's budget and funding resources sufficient for the Commission to assure that an ongoing funding base beyond the Caltrans grant period is secure and adequate. The Board or management of the Transportation Management Association of San Francisco shall continue to work with the Department staff to develop details of a specific reporting mechanism and format. Reporting guidelines and criteria shall be completed and submitted to the City Planning Commission for its review and consideration no later than March 31, 1990.
2. By February 1, 1990, the Transportation Management Association of San Francisco shall submit to the Department a listing of specific geographic subareas to be used in survey analysis, and for targeted marketing efforts. A proposed implementation plan for targeted promotions within each subarea shall be submitted to the Department no later than June 1, 1990.
3. The Transportation Management Association of San Francisco shall utilize transportation survey questionnaire forms as developed by the Department in its January, 1989 interim modifications of the "Developer's Manual," and shall, prior to March 31, 1990, present to the Department a survey summary report, including data for all members' buildings not surveyed in January, 1990 extracted from data resulting from the most recent survey conducted at such buildings, essentially similar in format and content to that specified by the Department in January, 1989, except that such data shall be summarized for each geographic subarea of the downtown as identified in Condition No. 2 above, rather than each individual building, and for all members as a whole.
4. Members of the Transportation Management Association of San Francisco, whose buildings include parking which is subject to permit and/or Planning Code restrictions, shall continue to manage and operate such parking in full conformance with all applicable provisions of the permit, Code, and guidelines of the January, 1988 Developer's Manual, including registration of rideshare participants and assignment of rideshare parking spaces, on an individual basis, and shall continue to report and respond annually to the Department on such activities individually, according to criteria established by the Department and in effect as of December 14, 1989.
5. Participation in the Transportation Management Association of San Francisco shall not substitute for or exempt any building owner from full performance of any additional permit obligations regarding transportation and commute services not included in the standard set of activities listed in the January, 1988 Developer's Manual under "Transportation Brokerage Activities," or for annually reporting to the Department regarding the status of such additional obligations on an individual basis.

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO.

WHEREAS, Prior to September, 1985, the City Planning Commission had imposed conditions on the permit approvals for office construction in the greater downtown area, requiring developers to implement commute information and assistance programs; and

WHEREAS, In September, 1985, new downtown zoning regulations were enacted, including City Planning Code Section 163 which requires an ongoing Transportation Management Program in certain C-3 District buildings, and requires the owners to participate in a "Network" of individual building Transportation Coordinators or Brokers; and

WHEREAS, The City Planning Commission adopted Resolution No. 11249 on January 7, 1988, setting forth specific performance criteria for implementation of Code Section 163 and similar permit conditions, and recommending establishment of a central, private agency to coordinate implementation of Transportation Management Programs in a cohesive manner for the downtown as a whole; and

WHEREAS, The City Planning Commission adopted Resolution No. 11680 on June 15, 1989, endorsing the concept of a Transportation Management Association, requesting such an agency to submit a proposal for commute alternatives marketing, education and assistance activities for the downtown which follow the general objectives and goals of published guidelines, and stating that, upon its determination that the agency's program satisfies the general objectives and goals of the January, 1988 "Developer's Manual," the City Planning Commission may release participating building owners and managers from performance of such specific standards; and

WHEREAS, On June 30, 1989 a group of greater downtown developers and property managers, who are subject to the provisions of the January, 1988 "Developer's Manual," made application to Caltrans for a grant to establish a Transportation Management Association; and

WHEREAS, Caltrans has awarded a grant to downtown developers and property managers, for assistance in the establishment of a Transportation Management Association, based on their finding of substantial commitment to such an organization by the downtown business community and the City; and

WHEREAS, On or about December 14, 1989, the Transportation Management Association of San Francisco was officially incorporated as a private, nonprofit mutual benefit corporation in the State of California; and

WHEREAS, On November 20, 1989, the interim Board of the Transportation Management Association of San Francisco submitted to Department staff a Transportation Management Program Work Plan, for the January 1, 1990 through December 31, 1990 period, including a list of members, a description of members' obligations to the Association, and an overview and description of the Work Plan elements; and

CITY PLANNING COMMISSION

Transportation
Management Association
Resolution No.
EXHIBIT A
Page 2

6. Membership in the Transportation Management Association of San Francisco shall remain open throughout calendar year 1990, such that additional developers, property management companies and employers may be permitted to join at any time and be included in the services itemized in the November 20, 1989 Work Plan for calendar year 1990. The Association shall make every best faith effort to solicit and encourage all other building representatives subject to Code or permit obligations for commute information and assistance programs, to join the Association.
7. The Transportation Management Association of San Francisco shall consider inclusion of registration and regular monitoring of rideshare participants in all members' buildings, and collective assignment of preferred rideshare parking in members' buildings through a parking "brokerage" effort, as a measure for implementation under its Work Plan, and shall include in its December 1, 1990 report to the Commission a status report regarding the planning or implementation of such activities.
8. The Transportation Management Association of San Francisco shall work with the City to initiate a mechanism for the Association to receive and expend funding under 1989 voter Proposition B (1/2 cent sales tax for transportation) to which it may be entitled, so that the Association's program can be expanded to include buildings with no permit obligations related to commute programs and others as allowed by its bylaws, and so that a continuing funding base for the Association may be assured. The Association shall include in its December 1, 1990 report to the Commission a status report on receipt, management and expenditure of such City funds.

DJF468