

Transportation Management Association 1990 Status Report
and 1991/92 Work Plan

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO. 13003

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, The City Planning Commission adopted Resolution No. 11821 on December 14, 1989, endorsing the Transportation Management Association of San Francisco and its 1990 Work Plan, and releasing members of said Association from strict performance of minimum criteria and standards published in the January, 1988 "Developer's Manual" and subsequent modifications, subject to conditions, for the period January 1, 1990 through December 31, 1990; and

WHEREAS, The Transportation Management Association of San Francisco has, pursuant to City Planning Commission Resolution No. 11821, submitted a report summarizing all activities during calendar year 1990 relating to the approved Work Plan; and

WHEREAS, the Board of the Transportation Management Association of San Francisco submitted to Department staff a Transportation Management Program Work Plan, for the January 1, 1991 through December 31, 1992 period, including a list of members and an overview and description of the Work Plan elements;

NOW THEREFORE BE IT RESOLVED, That the City Planning Commission accepts the 1990 Status Report of the Transportation Management Association of San Francisco and determines that the work summarized therein is consistent with the following general objectives for Transportation Brokerage activities of the January, 1988 "Developer's Manual":

- 1) 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) focus activities on three major criteria: A) education regarding commute options and choices; B) assistance in selecting and learning to use the most appropriate commute option; and C) incentives to use the most efficient and appropriate options, in the context of building or employees needs;
- 3) 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) 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) monitor program effectiveness and progress, at regular intervals;

AND BE IT FURTHER RESOLVED, That the City Planning Commission hereby reaffirms that the Transportation Management Association of San Francisco satisfies the requirement of Code Section 163 for participation in a Network of transportation brokers;

AND BE IT FURTHER RESOLVED, That the 1991 - 1992 Work Plan of the Transportation Management Association of San Francisco is hereby approved, based upon the consideration that it provides for a similar or greater level of effort to meet the aforementioned objectives as that approved by the Commission for the 1990 calendar year

AND BE IT FURTHER RESOLVED, That through such approval of the Work Plan the Commission releases members in good standing of the Transportation Management Association of San Francisco from strict performance of those specific minimum criteria and standards as originally stated in Resolution No. 1182, subject to conditions attached hereto as Exhibit A, for the period January 1, 1991 through December 31, 1992;

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 or incorporated herein by reference 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

Department, prior to the close of the 1992 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 BE IT FURTHER RESOLVED, That the City Planning Commission reserves the right to determine, at the end of a one year period, 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;

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 January 31, 1991.

Linda Avery
Secretary

AYES: Commissioners Bierman, Boldrige, Hu, Karasick, Morales and Sewell.

NOES: NONE

ABSENT: Engmann

ADOPTED: January 31, 1991

EXHIBIT A

CONDITIONS OF APPROVAL

1. The Transportation Management Association of San Francisco shall provide quarterly reports of program progress, products, schedule and status to Department staff. Department staff shall make comments regarding TMA products, progress, and proposed activities and may request modifications in the Work Plan. The TMA will be given no more than 60 days to respond to Department comments. Unresolved disagreements shall be referred to the Commission for final determination.
2. The TMA shall provide a list of all current members in good standing quarterly. Should at any time, the TMA determine that a member is not in good standing or if a member withdraws the TMA shall notify Department staff within 30 days.
3. The TMA shall, by December 1st of each calendar year, submit an annual report that is transmitted to the Commission. The annual report shall include budget and funding information that ensures an ongoing financial commitment to the program and requests for funding from outside sources such as the Transportation Authority and SFCC. The Commission will reserve the right to hold a public hearing to determine compliance with overall goals and objectives.
4. Carpool and vanpool preferential parking is a priority of the City and a requirement in some members' buildings. The pending demolition of the Embarcadero Freeway will result in a loss of free vanpool parking for downtown commuters. The TMA will work with the Department of City Planning and Caltrans to develop a program for alternative carpool and vanpool parking.
5. 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 Year End Report a status report on receipt, management and expenditure of such funds.
6. 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.

7. 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.
8. Membership in the Transportation Management Association of San Francisco shall remain open, 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 approved Work Plan for calendar years 1991 and 1992. 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.

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