

Transportation Management Association  
1991-92 Executive Summary and 1993-98 Work Plan

SAN FRANCISCO

CITY PLANNING COMMISSION

RESOLUTION NO. 13434

WHEREAS, Prior to September 1985, the City Planning Commission had imposed conditions on the permits 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;

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 the 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 and Resolution No. 13003 on January 31, 1991, endorsing the Transportation Management Association of San Francisco and its 1990 and 1991-1992 Work Plans, and releasing members of said Association from strict performance of minimum criteria and standards published in the Developer's Manual and subsequent modifications subject to conditions, for the periods January 1, 1990 through December 31, 1990 and January 1, 1991 through December 31, 1992, respectively, on the basis that the Work Programs sufficiently satisfied the general goals and objectives of Transportation Management Programs in the downtown; and

WHEREAS, The Transportation Management Association of San Francisco has, pursuant to City Planning Commission Resolution No. 13003, submitted a report summarizing all activities during calendar years 1991 and 1992 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, 1993 through December 31, 1997 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 1991-92 Executive Summary 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 Developers Manual:

- 1) schedule promotion and assistance activities throughout 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 employee 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 that 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; and
- 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 management brokers;

AND BE IT FURTHER RESOLVED, That the 1993-1998 Work Plan of the Transportation Management Association of San Francisco is hereby approved with conditions as set forth in Exhibit A, based upon the consideration that a five-year work plan provides for a similar or a greater level of effort to meet the aforementioned Commission objectives;

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 specific minimum criteria and standards from the Developer's Manual that were listed in Resolution 13003, subject to conditions attached hereto as Exhibit A, for the period January 1, 1993 through December 31, 1997;

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 each calendar year, a report summarizing all activities and results of the Association in that year 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 each calendar year, based on its review of annual report documentation, whether satisfactory performance has been achieved, and in the event such performance has not met the objectives and obligations of the Developer's Manual, rescind its endorsement of the Association and its Work Plan;

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 the foregoing resolution was ADOPTED by the City Planning Commission at its Regular Meeting of December 10, 1992.

Linda Avery  
Secretary

AYES: Commissioners Fung, Boldridge, Levine, Prowler, Smith, Unobskey.

NOES: None.

ABSENT: Lowenberg.

DATE: December 10, 1992.