San Francisco 2035 Population & Employment
Growth focused in Priority Development Areas

>15% people

>25% jobs

Transport Demand Management
Growth Challenges underscore transportation demand management
>11% Mode Share Shift from Autos to Collective Transport

Transport Strategies Mode Shifting is key to City Livability

SF Private Auto Fleet Ownership

>30% increase in trips over today 15-25% fleet reduction goal requires Significant densification of Vehicle/Bicycle/Taxi/Ride Sharing

Transport Demand Management VMT/Auto ownership reduction is overarching goal
Integrated programs with the goal to reduce the need for single occupant driving and car ownership

- Mixed Land-Use
- Parking Demand Pricing
- Customer Information
- Public Transit & Ridesharing
- Active Transportation Facilities
- Vehicle Sharing
- Transportation Demand Management

Two-tiered strategy for transportation demand management
Demand Management Travel Choices, Information & Payment

Demand Management Ridesharing options are increasing

Transportation Demand Management www.ride-share.com

Transit? 5 min walk
Next train 7 min/10 min ride
$2.00 one way

Your Bike?
20-25 min ride
Bike parking available

Your Feet?
40-45 min walk

Taxi? next taxi in 3 min
20 min drive

CarShare? 2 min walk
Car is available
$7.00 hour/20 min drive

Edit Trip Calculate GHGs
Transportation Demand Management

Local and Regional Shuttle Coordination

Vehicle Sharing Options are increasing
Demand Management

Vehicle Sharing Options are increasing

Thank you

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