



Contributions or Incentives for Sustainable Transportation

TDM MEASURE:

The Development Project (and subsequent property owner) shall proactively offer contributions or incentives to each Dwelling Unit and/or employee¹, at least once annually, for the Life of the Project. Such contributions or incentives shall be made to each Dwelling Unit and/or employee monthly. If accepted by a resident or employee, the property owner shall pay for contributions or incentives equivalent to the cost of a monthly Muni only “M” pass², or equivalent value in e-cash loaded onto Clipper Card, for each Dwelling Unit, and/or employee. The amount of such contributions (25, 50, 75, or 100 percent) shall be based on the Options selected for this measure.

Examples of contributions or incentives include non-taxable monthly subsidies to support bicycle purchase and maintenance or public transit fare subsidies. Contributions or incentives must be spent on eligible sustainable transportation purposes.³ Ineligible expenses include: vehicle parking, personal vehicle purchase/lease/maintenance, for-hire ride hail services, tolls, or fines/citations. HOV-1 fulfills the Employer Paid Benefit option for projects subject to Environment Code Section 427. Commuter Benefits Program if a 100 percent subsidized monthly Muni only “M” pass, or equivalent value in e-cash loaded onto Clipper Card is provided (Option D).

For guests at hotels and convention centers, the property owner shall proactively offer contributions equivalent to 25, 50, 75, or 100 percent of the cost of a public transit day pass for each registered guest. At a minimum, the public transit day pass shall be equivalent to the costs associated with a Muni Visitor Passport for the number of days the visitor has booked travel, not to exceed a 7-day Visitor Passport, and, if the visitor indicates they are flying into San Francisco International Airport, a Bay Area Rapid Transit (BART) SFO Ticket Voucher.

NOTES:

- 1 Although the property owner may opt to provide a subsidy to all employees, the requirement is one subsidy per full time employee.
- 2 Any fare product, such as an institutional pass, that provides monthly full-access to Muni will be considered equivalent to providing the monthly Muni only “M” pass if provided at a rate of one pass per Dwelling Unit or employee.
- 3 Any contribution or incentive to a non-public transit or other transportation provider shall be subject to approval from the SFMTA Director or designee.
- 4 Full compliance means that the property owner offers one subsidy per month per employee and/or Dwelling Unit regardless of whether or not the subsidies are accepted.

APPLICABILITY:

This measure is applicable to Development Projects in land use categories A, B, and C.

POINTS:

2-8 ○○○○○○○○

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HOV-1

OPTION A

POINTS:

Two points for providing at least 25 percent contribution or incentive; OR

2

OPTION B

POINTS:

Four points for providing at least 50 percent contribution or incentive; OR

4

OPTION C

POINTS:

Six points for providing at least 75 percent contribution or incentive; OR

6

OPTION D

POINTS:

Eight points for providing 100 percent contribution or incentive.

8

DEVELOPMENT REVIEW:

The Development Project shall specify the level of contribution or incentive and how it will be provided (e.g., one Muni only “M” pass per unit, two per unit, etc.). If the Development Project anticipates using the contribution or incentive for a non-public transit or other transportation provider, City staff will determine whether the non-public transit or other transportation provider meets the definition of a TDM measure. In addition, the SFMTA Director or designee shall determine the feasibility of the non-public transit or other transportation provider providing service near the project site (e.g., conflicts at proposed stop locations or other operational considerations as documented in plans as required by the Shuttle Bus Service measure). This same process shall apply for pre-occupancy and ongoing monitoring and reporting if the property owner proposes to change the contribution or incentive from a public to non-public transit or other transportation provider during the Life of the Project.

PRE-OCCUPANCY MONITORING AND REPORTING:

City staff shall provide the TDM coordinator with a copy of the approved TDM Plan. The TDM coordinator will provide City staff with a signed letter agreeing to distribute the TDM Plan via new employee packets, tenant lease documents, and/or deeds.

If available, the TDM coordinator shall also submit any additional information regarding this measure (e.g., online sign-up portals or additional marketing materials) that demonstrates how the property owner will offer contributions or incentives for sustainable transportation. City staff may contact the TDM coordinator for further information regarding this measure.

ONGOING MONITORING AND REPORTING:

The property owner shall document the total number of employees, occupied Dwelling Unit, and/or registered guests that requested and were provided with contributions or incentives for sustainable transportation within the last year. The property owner shall also submit invoices or receipts, with sensitive billing information redacted, to document the number and dollar amount of transit subsidies purchased within the last year. If no employees, tenants, or guests have opted to use the available contribution or incentive, then the property owner shall submit documentation demonstrating that the contributions or incentives were offered and declined⁴. City staff shall verify that contributions or incentives are offered as specified in the project approvals.

RELEVANT MUNICIPAL CODE(S):

Environment Code Section 427;
Bay Area Air Quality Management District Regulation 14, Rule 1

NOTES:

⁴ Full compliance means that the property owner offers one subsidy per month per employee and/or Dwelling Unit regardless of whether or not the subsidies are accepted.