



Tailored Transportation Marketing Services

TDM MEASURE:

The Development Project shall provide individualized, tailored marketing and communication campaigns, including incentives to encourage the use of sustainable transportation modes. Marketing services shall either be provided by the TDM coordinator or a communications professional.

Marketing services shall include, at a minimum, the following activities:

(1) Promotions. The TDM coordinator shall develop and deploy promotions to encourage use of sustainable transportation modes. This includes targeted messaging and communications campaigns, incentives and contests, and other creative strategies. These campaigns may target existing and/or new residents/employees/ tenants.

(2) Welcome Packets. New residents and employees shall be provided with tailored marketing information about sustainable transportation options associated with accessing the project site (e.g., specific transit routes and schedules; bicycle routes; carpooling programs, etc.) as part of a welcome packet. The information in the packets shall be updated not less than once every five years. For employees, the packet should reflect options for major commute origins. New residents and employees shall also be offered the opportunity for a one-on-one consultation about their transportation options.

APPLICABILITY:

Options A and B are applicable to Development Projects in land use categories A, B, and C. Options C and D are applicable to Development Projects subject to Planning Code Section 163.

POINTS:

1-4
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One to four points, depending on degree of implementation. Please note, the descriptions for the following options are meant to be illustrative, not exhaustive. Upon submittal of the marketing plan, City staff may approve a different set of marketing activities as long as they can be reasonably demonstrated to result in a comparable reduction in vehicle miles traveled.

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OPTION A	POINTS:
One point for providing promotions and welcome packets as described above.	1
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OPTION B	POINTS:
Two points for providing promotions and welcome packets (per Option A), AND personal consultation for each new resident/employee AND a request for a commitment to try new transportation options. A commitment could include a pledge, for example, to try transit, carpooling, bicycling, walking, etc. within the first month of moving to or beginning employment at the project site.	2
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OPTION C	POINTS:
Three points for providing all of Option B, AND a one-time financial incentive to try new options, AND conduct outreach to tenant employers, if applicable, on an annual basis to encourage adoption of sustainable commute policies.	3
Financial incentives for Option C and Option D shall be at least equivalent to 25 percent of the cost of a monthly Muni only “M” pass, or equivalent value in e-cash loaded onto a Clipper Card, per participating Dwelling Unit, and/or employee.	
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OPTION D	POINTS:
Four points for providing all of Option C, AND enroll tenants in trip tracking application, and provide ongoing financial incentives to support shift to sustainable modes, AND provide employers with access to an expert consultant for help in developing new policies.	4

DEVELOPMENT REVIEW: The property owner shall provide a description of the services to be provided. City staff will assign points based on the level of implementation.

PRE-OCCUPANCY MONITORING AND REPORTING: The property owner shall provide the contracted provider's contact information, a description of his or her qualifications, and a sample individualized transportation plan. City staff shall contact the designated provider and/or review the plan to verify that the property owner is prepared to offer tailored travel marketing services in the time frame specified in the project approvals.

Additionally, 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.

ONGOING MONITORING AND REPORTING: The property owner shall maintain updated contact information for the contracted TDM coordinator with City staff. The property owner shall submit a marketing plan and documentation of marketing activities—for example, promotions and outreach activities—for the prior year.

RELEVANT MUNICIPAL CODE(S): San Francisco Planning Code §151.1(i), 163.