Study Framework

- Case studies and resources for integrating TDM throughout the various land development stages from long-range planning to site development.
- Recommendations for managing, monitoring, and evaluating TDM.
- Regional resources (technical support and funding opportunities)

TDM in Local Plans

- General Plans
- Specific Plans
- Climate Action Plans
- Corridor Plans
- Parking Management Plans
- Municipal TDM Plans
- TDM Plans for Construction Mitigation
Case Study: General Plan

- City of San Diego General Plan - Mobility Element:
  - Dedicated TDM section with eight broad TDM policies that address:
    - Marketing and promotion of TDM to employers and employees
    - Development and design standards that are conducive to alternative transportation
    - Provision of TDM programs and amenities such as car and bikesharing

Case Study: Specific Plan

- Transit Village Area Plan, City of Boulder, CO:
  - Describes the city’s vision for a 160-acre Transit Village. Includes a TDM program based on four core elements:
    - Parking Control
    - Active Promotion of Transportation Options
    - Sustainable Program Funding
    - Performance Standards and Monitoring
  - Goal of TDM program is 55 to 70% of all trips made by alternative mode

Implementing TDM through the Development Process

- Urban Design
  - Design Guidelines
  - Complete Streets
- Site Development
  - Trip Reduction Ordinances
  - Development Agreements
- Parking Management
  - Parking Maximums
  - Parking Pricing
  - Shared Parking
  - Demand Based Parking
Case Study: Design Guidelines

- Urban Street Design Guidelines - City of Charlotte, NC:
  - Street design shapes development patterns and provides access to viable transportation choices
  - Six-step planning and design process that matches each street to the existing and emerging land use context

Case Study: Trip Reduction Ordinance

- Parking and TDM (PTDM) Ordinance - Cambridge, MA:
  - PTDM plan is required for commercial projects that require parking.
  - Requires a SOV mode-share commitment of 10% below the 1990 Census Journey to Work data for the project location.
  - All projects must have an approved PTDM plan before they can obtain permits.

Case Study: Parking Policy

- Downtown Parking Management Program - City of Ventura, CA:
  - Manages on- and off-street parking to achieve a 15% vacancy rate using metered parking
  - 63% of merchants surveyed support the parking management program after implementation
  - Allows shared on-site parking between land uses
  - Funds collected are reinvested in downtown.
    - Program is offsetting approximately $500k in personnel costs
Managing and Monitoring TDM

• Cities role in managing TDM
  – Funding and coordinating municipal TDM programs

• Monitoring the effectiveness of TDM programs
  – Performance indicators
  – Methods for evaluating the direct and indirect impacts of TDM programs

Case Study: Managing and Monitoring TDM

• City of Rockville, MD:
  – TDM program funded through developer fees collected from new developments
    • $0.10/square foot for commercial and $60/unit for multi-family residential for a ten-year period.
  – Vehicle trip reduction rates used to measure TDM program success
    • Trip reduction goals based on land use category and level of transit service

Regional Resources

• Program Support
  – iCommute
  – 2050 RTP and the Sustainable Communities Strategy

• Parking Tools
  – Trip Generation for Smart Growth
  – Parking Strategies for Smart Growth

• Design Guidelines
  – Planning and Designing for Pedestrians - Model Guidelines for the San Diego Region
  – Smart Growth Design Guidelines
  – The Regional Bicycle Plan

• Funding Opportunities
  – Smart Growth Incentive Program
  – Active Transportation Grant Program
Next Steps

- April 2012 – Present draft to CTAC, TWG, SANTEC for information and discussion
- May 2012 – Present final draft to working groups for recommendation to TC
- May or June 2012 – Present final draft to TC for acceptance as an additional resource in the Smart Growth Tool Kit

Questions or Comments?

Thank you