MEETING NOTICE AND AGENDA

CITIES/COUNTY TRANSPORTATION ADVISORY COMMITTEE (CTAC)

The CTAC may take action on any item appearing on this agenda.

Thursday, May 3, 2012
9:30 to 11:00 a.m.

SANDAG, 7th Floor Conference Room
401 B Street, Suite 800
San Diego, CA 92101-4231

Chair: Zoubir Ouadah, City of Poway
Vice Chair: Mario Sanchez, City of El Cajon

Staff Contact: Alex Estrella
(619) 699-1928
Alex.Estrella@sandag.org

AGENDA HIGHLIGHTS

• DRAFT FY 2012 TransNet TRIENNIAL PERFORMANCE AUDIT REPORT RECOMMENDATIONS - APPOINTMENT OF A CTAC AD HOC WORKING GROUP

• INTEGRATING TRANSPORTATION DEMAND MANAGEMENT INTO THE PLANNING AND DEVELOPMENT PROCESS

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<th>ITEM #</th>
<th>WELCOME AND INTRODUCTIONS</th>
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<th>PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS</th>
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<td>2.</td>
<td>Members of the public shall have the opportunity to address the CTAC on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a “Request to Speak” form and giving it to the CTAC coordinator prior to speaking. Public speakers should notify the CTAC coordinator if they have a handout for distribution to CTAC members. Public speakers are limited to three minutes or less per person. CTAC members also may provide information and announcements under this agenda item.</td>
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+3. SUMMARY OF THE APRIL 5, 2012, MEETING

CTAC will review and approve the April 5, 2012, meeting summary.

REPORTS (4 through 8)

+4. DRAFT FY 2012 TransNet TRIENNIAL PERFORMANCE AUDIT REPORT

RECOMMENDATIONS - APPOINTMENT OF A CTAC AD HOC WORKING GROUP (Alex Estrella, SANDAG)

In March, the Independent Tax Payers Oversight Committee released the draft FY 2012 TransNet Triennial Performance Audit. One of the recommendations in the audit is for SANDAG to more closely monitor the Local Streets and Roads Program. Staff would like to start working with CTAC to determine the best approach to address this audit recommendation. An Ad Hoc Working Group will be formed to develop the scope, application, and timeline. Emphasis will be placed on utilizing readily available metrics and data and to be as efficient as possible.

+5. INTEGRATING TRANSPORTATION DEMAND MANAGEMENT INTO THE PLANNING AND DEVELOPMENT PROCESS (Antoinette Meier, SANDAG)

iCommute staff will present the final draft of Integrating Transportation Demand Management Into the Planning and Development Process - A Reference for Cities. CTAC is asked to recommend the study to the Transportation Committee for acceptance as an additional resource in the Smart Growth Tool Kit.

+6. HEALTHY WORKS℠/COMMUNITIES PUTTING PREVENTION TO WORK “HEALTHY COMMUNITIES ATLAS” (Stephan Vance, SANDAG)

As part of the Healthy Works program, SANDAG, in collaboration with the San Diego County Health and Human Services Agency, produced the Healthy Communities Atlas, which documents the built environment and social factors that influence public health in the region. A number of these factors are related to the region’s transportation systems. This item describes the contents of the Healthy Communities Atlas and how it may be used to inform local and regional planning efforts.
+7. SAN DIEGO REGIONAL PLUG-IN ELECTRIC VEHICLE INFRASTRUCTURE READINESS SURVEY AND WORKSHOP (Allison King, SANDAG; David Almeida, CCSE)

The California Center for Sustainable Energy is conducting a regional plug-in electric vehicle (PEV) readiness survey targeted at city and transportation planners as well as public works staff. This survey will assess the key issues related to promoting PEVs, such as permitting and inspection processes, existing building codes, zoning, and parking rules related to PEV infrastructure. Responses to the survey will help California stakeholders better support local planning and ensure a strong, enduring transition to a PEV market, and help California meet its economic, energy, and environmental goals.

+8. CALIFORNIA DEPARTMENT OF TRANSPORTATION UPDATES

Caltrans will provide an update on various local programs, funding program deadlines, and announcements regarding upcoming conferences. A handout is provided for this item that provides a summary of subject updates.

9. ADJOURNMENT AND NEXT MEETING

The next CTAC meeting is planned for Thursday, June 7, 2012.
SUMMARY OF THE APRIL 5, 2012 MEETING

Agenda Item 1: Welcome and Introductions

Chair Zoubir Ouadahi (City of Poway) called the CTAC meeting to order. Self-introductions were conducted.

Agenda Item 2: Public Comments/Communications/Member Comments

Members of the public had the opportunity to address the CTAC on any issue. There were no public comments.

Agenda Item 3: Meeting Summary (Approve)

The CTAC members were asked to review and approve the CTAC meeting summary of March 1, 2012.

Action: The meeting summary notes were approved.

Agenda Item 4: Integrating Transportation Demand Management into the Planning and Development Process (Information)

Prior to initiation of the subject item, CTAC members were informed and reminded that a revised staff report and agenda was issued to change the action topic of this item from a Recommendation to an Information Item. Copies of the revised staff report also were available during the meeting. The discussion followed with iCommute staff presenting the draft report titled “Integrating Transportation Demand Management (TDM) into the Planning and Development Process - A Reference for Cities“. The purpose of this study is to provide local jurisdictions with case studies and resources for integrating Transportation Demand Management throughout the various land-development stages. The study is divided into three sections: Planning, Implementation, and Managing and Monitoring TDM Programs. One case study brought up was Boulder, Colorado’s Transit Village. This TDM program was based on four core elements:

- Parking Control
- Active Promotion of Transportation Options
- Sustainable Program Funding
- Performance Standards and Monitoring

The study also lists the regional resources that are available for TDM program support including tools to assist with developing parking strategies for smart growth, model design guidelines, and grant opportunities.
The next steps for the study are:

- April 2012 – Present draft to Technical Working Group (TWG) and the San Diego Regional Traffic Engineers Council for information
- May 2012 – Present final draft to working groups for recommendation to the Transportation Committee (TC)
- May or June 2012 – Present final draft to TC for acceptance as an additional resource in the Smart Growth Tool Kit

**Action:** CTAC was asked to review and provide comments to Antoinette Meier at Antoinette.Meier@sandag.org.

**Agenda Item 5: Active Transportation Grant Program Call for Projects (Information)**

SANDAG staff provided an overview of the planned release call for projects for the Active Transportation Grant Program for FY 2011 - FY 2012. Staff indicated that the call for projects is anticipated in early April. Prior to the call for projects, staff announced that CTAC members were encouraged to attend a workshop scheduled for April 18 that described the grant application process. Members were encouraged to contact Christine Eary at Christine.Eary@sandag.org for any questions on the call for projects or Active Transportation Grant Program.

Briefly, staff indicated that out of the $8.8 million available for funding, the proposed program will set aside approximately $6.6 million for capital grants and approximately $2.2 million to non-capital grants. Staff indicated that subject breakdown is consistent with past grant funding awards in the Active Transportation Program.

**Agenda Item 6: Smart Growth Incentive Program Guidelines Update (Information)**

Staff announced that work is underway for preparing the call for projects for the Smart Growth Incentive Program FY 2011 - FY 2012 - FY 2013, and anticipates that a release will be issued later this year. Staff indicated that current efforts have focused on reviewing the existing project selection evaluation criteria. To give feedback on the Smart Growth Incentive Program Guidelines, CTAC members were encouraged to participate in a joint TWG-CTAC meeting on April 12, 2012, from 11:45 a.m. to 1:15 p.m. in the SANDAG Boardroom. Members were encouraged to contact Christine Eary at Christine.Eary@sandag.org for any questions on the call for projects or Active Transportation Grant Program.

**Agenda Item 7: Regional Arterial Management System Update (Information)**

SANDAG provided a brief update on current progress for establishing the regional maintenance and support model for the Regional Arterial Management System support model. CTAC members were informed that all agencies had provided a response to staff on the proposed funding option for their estimated cost share. Staff indicated that while most agencies opted for Option 1 (TransNet Local Funds off-the-top) two agencies (Cities of Del Mar and Lemon Grove) opted out from participating in the regional maintenance and support model.

In terms of next steps, staff indicated that local agencies will be contacted as appropriate to assure that the programming of such funds is complete, and an update on such process will be presented at the June CTAC meeting. In addition, at the request and direction of CTAC, staff agreed to present CTAC with a proposed list of performance indicators that will be in place to measure and track the
effectiveness and benefits of the regional maintenance and support model. Staff also agreed to provide a proposed training session framework that may be considered in the maintenance and support model, subject to available funding balances.

**Agenda Item 8: SANDAG Intelligent Transportation Systems Strategic Plan (Information)**

The SANDAG team will be introducing the next phase of the Intelligent Transportation Systems (ITS) Strategic Plan. This second phase will focus on the development of ITS business cases, investment strategies, and development of specific implementation plans that will meet the vision and goals of the ITS Strategic Plan. Such plans will be based on input from local agencies and will be carried out through a number of workshops planned for the upcoming months. Dates and locations are still being established. The ITS Strategic Plan will be coming back to CTAC frequently for updates.

**Agenda Item 9: California Department of Transportation Updates (Information)**

A packet from Caltrans was distributed. Some key points include:

1. **Bicycle Transportation Account (BTA) Deadline Reminder**
   - April 13, 2012, is the deadline for submittal of FY 2012-2013 BTA applications to Caltrans District 11 Local Assistance
   - Caltrans anticipates an annual appropriation of $7.2 million for the BTA Program with a one-time increase for FY 2012-13 to $11.9 million

2. **Upcoming Highway Safety Improvement Program (HSIP) and High-Risk Rural Roads Program (HRRR) call for projects**
   - Caltrans Division of Local Assistance is expecting to formally announce the next HSIP and HRRR call for projects before the end of April 2012
   - In order to maximize local participation and overall safety benefits of this call for projects, local agencies are encouraged to start planning for it now

**Agenda Item 10: Adjournment and Next Meeting**

The next CTAC meeting will be held on Thursday, May 3, 2012, from 9:30 to 11 a.m.
May 3, 2012

AGENDA ITEM NO.: 4

Action Requested: APPOINT

DRAFT FY 2012 TransNet TRIENNIAL PERFORMANCE AUDIT REPORT

RECOMMENDATIONS - APPOINTMENT OF A CTAC AD HOC WORKING GROUP

Introduction

In accordance with the TransNet Extension Ordinance, one of the responsibilities of the Independent Taxpayer Oversight Committee (ITOC) is to conduct triennial performance audits of SANDAG and other agencies involved in the implementation of TransNet-funded projects and programs to review project delivery, cost control, schedule adherence, and related activities. The second Triennial Performance Audit, covering the three-year period between FY 2009 and FY 2011, has been conducted with the assistance of an independent auditor in accordance with the requirements of the TransNet Extension Ordinance.

In March, the ITOC was asked to accept the draft FY 2012 TransNet Triennial Performance Audit report and recommendations, including responses to the recommendations as prepared by SANDAG staff. The FY 2012 TransNet Triennial Performance Audit Report Recommendations and Responses are included as Attachment 1.

Discussion: Local Streets and Roads Program Recommendations

The audit report findings raised a number of recommendations in an effort to improve the overall process, implementation, and performance of the TransNet Local Streets and Roads Program. Specifically, the report findings identified four areas focused on having SANDAG work more closely with our local agency partners. These areas are listed and discussed in detail as recommendations 3 through 6 in Attachment 1, and include:

- Recommendation 3 - Consider assigning certain Local Street and Road Program responsibilities and activities; such as setting and monitoring program goals, reviewing and modifying rules and processes in place, and measuring program performance towards meeting overall TransNet goals; to SANDAG program staff

- Recommendation 4 - Develop a method, process, or practice over the Local Streets and Roads Program to more closely monitor program outcomes and performance towards congestion relief and roadway maintenance

- Recommendation 5 - Require local agencies to submit specific Local Street and Road Program performance statistics currently available; such as ratio of miles resurfaced to miles maintained, pavement condition indices over time, or others related to level of service ratings of roadway operating conditions; on a predetermined set schedule as a condition of receiving TransNet funds and make the data available to the public
• Recommendation 6 - Analyze Local Streets and Roads Program performance data provided for trends or comparisons between local agencies. Further, use analysis to make program changes as warranted.

The recommendations and staff responses were discussed by ITOC at the March meeting. Subsequent discussion and direction was given to staff to start working with CTAC to determine the best approach for addressing the audit recommendations. Accordingly, CTAC members are requested to form an Ad Hoc Working Group as well as appoint CTAC members to serve on the Working Group to help to provide initial feedback to staff and CTAC on the scope, application, and timeline for addressing the audit recommendations. Emphasis will be placed on utilizing readily available process, metrics, and data to be as efficient as possible.

Next Steps

Adoption of the Final Triennial Performance Audit Report by ITOC is planned for the June 13 2012, ITOC meeting and presentation to the SANDAG Board of Directors is schedule for the June 22, 2012, meeting. CTAC members are encouraged to view the full Triennial Performance Audit Report, which is available via the SANDAG Web site listed below. Staff would like to convene the CTAC Ad Hoc Working Group as soon as possible in an effort to begin work and report back to CTAC and ITOC as appropriate.

DRAFT FY 2012 TransNet AUDIT REPORT:


Key Staff Contact: Alex Estrella, (619) 699-1928, Alex.Estrella@sandag.org
To build upon the improved performance measure foundation and enhance current tracking and measurement of the impact and outcome of TransNet modes and programs, the ITOC should ask SANDAG to:

1. Continue ongoing efforts and develop a plan to incorporate arterial roadway and transit performance metrics into SANDAG’s performance processes and develop additional performance measures including multimodal measures or those related to other goals of the Regional Transportation Plan such as safety and environment. Plans and efforts should be documented and include:

- Timelines and milestones for development and completion;
- Methods for compiling, tracking, and using performance data;
- Targets or goals for performance; and
- Vehicles to be used for communicating actual performance results.

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<td>1.</td>
<td>Chapter 1, pages 14-23</td>
<td>Medium</td>
<td>In collaboration with our local and regional partners, SANDAG will continue to develop and implement systems to monitor the performance of the region’s multimodal transportation network. Specific efforts include:</td>
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- The Arterial Performance Measurement System Module (A-PeMS) and Transit Performance Measurement System Module (T-PeMS) were completed in 2011 and is scheduled to go live in February 2013 as part of the I-15 Integrated Corridor Management (ICM) project.

- Current efforts are focused on defining a regional arterial detection deployment plan (expected to be completed in fall 2012) that will define an arterial network priority system for installation of future detection infrastructure.

- SANDAG in partnership with local, state, and federal agencies will be initiating work to complete a Corridor System Performance Measurement Module (C-PeMS). The project is an integral part of SANDAG efforts for establishing a multimodal performance measurement tool that will leverage the completion of the A-PeMS and T-PeMS with the Freeway PeMS. SANDAG intends to use C-
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<td>PeMS for tracking and evaluating the performance of the I-15 ICM project to attain multimodal performance measures (expected completion spring 2013).</td>
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<td>• As arterial detection is introduced and transit vehicles in the region are outfitted with automated passenger counters (APC) and automated vehicle location (AVL) units, the A-PeMS and T-PeMS modules will serve as the regional platform/vehicle to analyze and assess arterial and transit performance data. These statistics will be incorporated into the established Coordinated Plan and Regional Short-Range Transit Plan, ITOC Quarterly Reports, State of the Commute Reports, and Regional Comprehensive Plan Performance Reports.</td>
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<td>• Additionally, the Coordinated Plan and Regional Short-Range Transit Plan annually track 21 transit performance measures, 11 specialized transportation performance measures, and include the six performance metrics required by the state’s Transportation Development Act (TDA).</td>
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<td><em>Staff leads: Richard Chavez, Alex Estrella, and Phil Trom</em></td>
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## Table: Second TransNet Triennial Performance Audit Report Initial Response to Recommendations Matrix

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| 2. Make the performance indicators such as vehicle-hours of delay and vehicle-miles of travel for individual corridors and projects shown on the internal Dashboard site available to the public either through Dashboard portals, or through some other mechanisms such as an annual report. | Chapter 2, pages 24-30 | Medium | SANDAG staff will develop a public Dashboard portal for reporting freeway segment performance data (expected completion December 2012). Additionally these data will be incorporated into the State of the Commute reports.  
*Staff lead: Richard Chavez* |
| 3. Consider assigning certain Local Street and Road Program responsibilities and activities—such as setting and monitoring program goals, reviewing and modifying rules and processes in place, and measuring program performance towards meeting overall TransNet goals—to a SANDAG program staff. | Chapter 3, Pages 32-41 | Medium | The effort required by Recommendation Nos. 3 to 6 could be costly to implement and could delay the delivery of local agency projects. There also is the question of whether this type of detailed oversight is permitted by the TransNet Extension Ordinance. Staff proposes discussing this recommendation with the ITOC to gain a better understanding and to address their concerns by working collaboratively with both ITOC and the Cities/County Transportation Advisory Committee (CTAC) to evaluate how the Local Street and Roads program may be improved. Some initial steps toward this effort could include the following:  
1. Gathering Local Streets and Roads program policies, goals, and performance measures for each jurisdiction;  
2. Drafting sample report(s) that would |
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<td>4. Develop a method, process, or practice over the Local Street and Road program to more closely monitor program outcomes and performance towards congestion relief and maintenance of roadways including the following:</td>
<td>Chapter 3, Pages 32-41</td>
<td>High</td>
<td>provide useful information for ITOC and CTAC review; 3. Reviewing data collected with both ITOC and CTAC; and 4. Proposing an approach on next steps that will meet the overall intent of the TransNet Extension Ordinance. <em>Staff lead: Jim Linthicum</em></td>
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See response to Recommendation No. 3 above. *Staff lead: Jim Linthicum*
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<td>outcomes upon project completion.</td>
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| 5. Require local agencies to submit specific Local Street and Road performance statistics currently available—such as ratio of miles resurfaced to miles maintained, pavement condition indices over time, or others related to level of service ratings of roadway operating conditions—on a predetermined set schedule as a condition of receiving TransNet funds and make the data available to the public. | Chapter 3, Pages 44-48 | Medium | See response to Recommendation No. 3 above.  
*Staff lead: Jim Linthicum* |
| 6. Analyze Local Street and Road performance data provided for trends or comparisons between local agencies; further, use analysis to make program changes as warranted. | Chapter 3, Pages 44-48 | Medium | See response to Recommendation No. 3 above.  
*Staff lead: Jim Linthicum* |
| 7. Revisit existing rules and practices in the Local Street and Road program, and consider the following:  
  - Replacing the 30 percent fund balance limitation with a more effective measure to monitor performance (such as those described in | Chapter 3, Page 36 | Medium |  
  - See response to Recommendation No. 3, above. Staff will work with the ITOC to determine alternate measures that could replace the 30 percent fund balance rule.  
  - Staff will explore the feasibility of revising the interest allocation rule as suggested, while taking into account programming guidelines. Staff will discuss possible rule revisions with ITOC. |
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<td>recommendation 5) where SANDAG and ITOC could observe progress and performance through administrative processes rather than through an audit compliance mechanism; and</td>
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<td>Staff leads: Lauren Warrem, Lisa Kondrat-Dauphin, and Sookyung Kim</td>
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<td>• Exploring the feasibility of revising the interest allocation rule to allow local agencies to use interest earnings as “savings account” that can be used on eligible projects—similar to a construction project contingency fund—where interest could be pooled and drawn down for projects as needed.</td>
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<td>To continue strengthening the EMP to ensure TransNet funding is utilized in the most effective manner, the ITOC should have SANDAG do the following:</td>
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<td>8. Continue efforts working with wildlife agencies and conservancies to identify coastal wetland opportunities and develop wetland mitigation bank. Also, continue negotiating with regulatory permitting agencies to accept a package of mitigation efforts that</td>
<td>Chapter 4, Pages 58-61</td>
<td>High</td>
<td>SANDAG and Caltrans staffs have identified a package of coastal wetland opportunities in the Interstate 5 North Coast Corridor (I-5 NCC). Profiles of these opportunities will be included in the I-5 NCC Public Works Plan (PWP) for approval by the California Coastal Commission (CCC) with the support of the other regulatory agencies. The draft PWP is currently scheduled for public</td>
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| provide “no net-loss.” | | | review draft in the late fall 2012.  
*Staff leads: Keith Greer (SANDAG); Bruce April (Caltrans)* |
| Develop a process to track local mitigation activity expenditures separately from regional mitigation activity expenditures. | Chapter 4, Page 64 | Low | SANDAG staff will insert a separate tracking column to account for mitigation expenditures associated with local streets and roads. SANDAG staff also will track the use of any mitigation acreage once they are utilized.  
*Staff leads: Keith Greer (SANDAG); Bruce April (Caltrans)* |
| Continue efforts and establish timelines for developing comprehensive and coordinated strategic plans and measurable program objectives related to the Regional Habitat Conservation Fund program activities and efforts including the following:  
  - Providing ITOC and other oversight bodies a timeframe to have these plans implemented with high-level activities and tasks needed, milestones, and assignment of staff “owners” responsible for task completion as warranted;  
  - Developing performance measures | Chapter 4, Pages 66-71 | High | SANDAG will continue efforts to enhance collaboration and continued coordination among regional entities. The Strategic Management and Monitoring Plans identified in the response to Recommendation No. 13 below will define these objectives, activities and milestones. SANDAG staff will continue to update ITOC, Policy Advisory Committees, and the Board of Directors on Environmental Mitigation Program (EMP) progress on at least an annual basis as well as when any significant policy or funding issues arise.  
Together the efforts of these plans and the funding are geared to ensuring the impediments identified in the 2011 needs assessment are addressed.  
*Staff leads: Keith Greer (SANDAG); Bruce April (Caltrans)* |
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<td>that measure progress and success while also linking strategic plans and objectives to funding priorities; and Ensuring impediments identified via the 2011 draft needs assessment are adequately addressed.</td>
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| Maintain focus on clarifying and defining how to apply the economic benefit concept, and identify tasks and timelines needed to address economic benefit issue. Develop corresponding methodologies to calculate the amount of economic benefit achieved as well as processes to release and allocate the resulting funding. | Chapter 4, Pages 71-72 | High | As the audit identifies, the memorandum of understanding (MOU) implementing the EMP program allowed for a 10-year period to form a track record to establish economic benefit. Through Senate Bill 468 (Kehoe, 2011), SANDAG agreed to prepare an economic benefit analysis in conjunction with the permitting for the I-5 NCC project. SANDAG staff is working on determining the methodology and process for release of these funds. A proposal is scheduled to be vetted in summer 2012, with review and action by the various working groups, ITOC, Policy Advisory Committees, and in the Board of Directors in late 2012.  

Staff leads: Marney Cox, Keith Greer (Caltrans); Bruce April (Caltrans) |
| Continue efforts and establish timelines to develop information management systems that can share habitat management and monitoring results between local agencies and serve as a single source of EMP information. | Chapter 4, Pages 71-72 | Medium | SANDAG is under contract with the USGS to expand an existing centralized database that could be accessible by the public and flexible enough to be used across Southern California. A draft of the new database is scheduled to be completed in June 2012 with a final version scheduled for completion by |
### Second TransNet Triennial Performance Audit Report

#### Initial Response to Recommendations Matrix

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| 13. Strengthen conservation efforts in its role as the regional entity by:     | Chapter 4, Pages 66-71 | High     | SANDAG is currently under contract to have both a Strategic Plan for Management and a Strategic Plan for Monitoring completed. The draft Strategic Plan for Management is scheduled to be completed in November 2012 and finalized in May 2013. The Strategic Plan for Monitoring is scheduled for completion in the following year. These strategic plans will have goals, objectives, and prioritized activities to meet objectives for strengthening conservation efforts in the San Diego region. Once in place, these plans will guide the regional management and monitoring efforts. In essence, they are assembling the institutional knowledge of the collective region and formalizing this knowledge into an action plan, which will allow strategic decisions to be made on where and how best to fund projects identified in the plans.  

*Staff leads: Keith Greer (SANDAG); Bruce April (Caltrans)* |
To assess whether grant activities are meeting program outcomes and make grant processes more efficient, ITOC should have SANDAG:

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| 14.             | Chapter 5, Pages 75-78 | High     | • As discussed above in the response to Recommendation No. 13, the strategic plans for habitat conservation management and monitoring (currently under development) will include the goals, objectives, and prioritized activities to meet objectives for strengthening conservation efforts in the San Diego region, including providing a framework for future allocation of TransNet Land Management grants.  
• The Regional Bicycle Plan, adopted by the Board of Directors in May 2010, serves as a strategic plan with goals and objectives for the bicycle component of the TransNet Bicycle, Pedestrian, and Neighborhood Safety (BPNS) grant program.  
• For the pedestrian and neighborhood safety components, the Board made a commitment as part of the October 2011 adoption of the 2050 Regional Transportation Plan and its Sustainable Communities Strategy to develop an Active Transportation “early action program” within two years (October 2013). The SANDAG draft FY 2013 Program Budget and Overall Work Program includes a work element to develop this program; it will involve the development of clear goals and
## Second TransNet Triennial Performance Audit Report
### Initial Response to Recommendations Matrix

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| 15. Augment grant monitoring practices by conducting site visits or desk-audits using a risk-based approach to determine what grantees to visit or review and in what frequency. | Chapter 5, Pages 80-81 | Medium | The SANDAG internal auditor plans to do an assessment of grant administrative practices as a follow up to the recommendations identified in this Triennial Performance Audit. Recommendation Nos. 15 through 19 will be addressed as part of this internal grant assessment process.  
Staff leads: Coleen Clementson, Julia Coleman, Muggs Stoll |
| 16. Employ a checklist, or other standardized documentation, as guidance for conducting grant program site-visits or desk-audits to ensure all critical items are reviewed and that monitoring activities are consistently applied. Consider discussing and using a checklist similar to that used in the Senior Mini-Grant program. | Chapter 5, Pages 80-81 | Medium | See response to Recommendation No. 15, above.  
Staff leads: Coleen Clementson, Julia Coleman, Muggs Stoll |
| 17. Verify grant program deliverables and data reported to SANDAG, as appropriate, through site visits or desk-audits. | Chapter 5, Pages 80-81 | Medium | See response to Recommendation No. 15, above.  
Staff leads: Coleen Clementson, Julia Coleman, Muggs Stoll |
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| 18. Use grant result details reported on quarterly progress reports as well as on close out reports to track and measure grant program outcomes and progress toward meeting goals by individual grants, nature of service, and overall grant program. Communicate these performance metrics to oversight bodies and the public through the Dashboard, other on-line format, annual performance reports, or other widely distributed vehicle. | Chapter 5, Pages 80-81 | Medium | See response to Recommendation No. 15 above.  
Staff leads: Colleen Clementson, Julia Coleman, Mugs Stoll |
| 19. Revisit grant processes to identify steps that can be streamlined to minimize delays and process awards on a timely basis. | Chapter 5, Pages 81-84 | High | See response to Recommendation No. 15 above.  
Staff leads: Colleen Clementson, Julia Coleman, Mugs Stoll |
| 20. Ensure that grant expiration dates are clearly stated in grant agreement provisions. | Chapter 5, Pages 84-85 | High | Staff will ensure that the grant expiration dates are clearly stated in the grant agreements.  
Staff leads: Colleen Clementson, Julia Coleman, Mugs Stoll |

To increase transparency to the public related to the performance of TransNet’s Transit Services program, the ITOC should request that SANDAG:

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<td>21. Work with its transit operator partners to identify and implement the best vehicle to distribute and communicate</td>
<td>Chapter 6, Pages 92-94</td>
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<td>SANDAG will continue to communicate transit performance data via the Coordinated Plan &amp; Regional Short-Range Transit Plan. SANDAG also will work with</td>
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| 22. Obtain specific performance targets related to metrics such as fare box recovery ratio or on-time performance, through collaboration with its transit partners, to increase accountability to the public and help those charged with oversight better assess whether program is achieving intended benefits. | Chapter 6, Pages 92-94 | Medium | SANDAG maintains a robust transit performance monitoring program (covering both transit operators) that is published in Chapter 4 of its Coordinated Plan & Regional Short-Range Transit Plan. This monitoring program includes 21 specific transit measures that cover the following categories: greenhouse gas reduction; ridership growth; financial performance (including fare box recovery); productivity; access; convenience; reliability and speed (including on-time performance); environmental justice; and comfort. As discussed in response to Recommendation No. 21 above, SANDAG also will work with MTS and NCTD to explore other opportunities to communicate transit performance data to the general public and the ITOC.  
*Staff leads: Muggs Stoll, Dave Schumacher, Phil Trom* |
May 3, 2012

AGENDA ITEM NO.: 5

Action Requested: RECOMMEND

INTEGRATING TRANSPORTATION DEMAND MANAGEMENT INTO THE PLANNING AND DEVELOPMENT PROCESS

File Number 3310701

Introduction

At the April 12, 2012, CTAC Meeting iCommute staff presented the draft of Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities. This study will serve as a resource for San Diego region jurisdictions to proactively integrate Transportation Demand Management (TDM) throughout all stages of the land development process in order to facilitate transportation choices and maximize the efficiency of the transportation system. The draft study also was presented to the Regional Planning Technical Working Group (TWG) and the San Diego Regional Traffic Engineers Council (SANTEC) for discussion and feedback.

This staff report highlights the comments received by CTAC members and provides a summary of any changes or additions made to address these comments in the final draft of the study. CTAC is asked to recommend the study to the Transportation Committee for acceptance as an additional resource in the Smart Growth Tool Kit.

Discussion

CTAC members made the following suggestions for inclusion in the study:

- Expanded information on TDM education and encouragement programs
- Sample Trip Reduction Ordinances (TROs) with information on enforcement and compliance
- Additional case studies for employer-based TROs
- Description of the TDM support that iCommute can provide to member agencies
- Menu of TDM measures that can be applied to development proposals or considered as mitigation for California Environmental Quality Act (CEQA)
- Case studies on managing and funding TDM at various levels
- Data on the benefits of TDM and in particular the benefits to businesses

In response to these comments, staff made the following additions to the study:

- Supplementary information on TDM education and encouragement initiatives was added to include an overview of the regional iCommute Outreach Program. While the purpose of this study is to provide information on the role that local governments play in implementing TDM through the planning and development process, an appendix (Appendix B) also is included that describes how cities can encourage TDM as an employer and promote TDM within the communities. Outside of this study, iCommute provides a wide variety of promotional materials, incentives and support to encourage participation in TDM programs by commuters and employers
Sample TROs are included as appendices to the study, and an additional case study for an employer-based TRO was added (Santa Monica, CA). TRO enforcement and compliance information is included for the case studies.

Research and new content was provided on voluntary versus mandatory TDM initiatives with information on what triggers jurisdictions to establish TROs. Case study research demonstrates that the most successful TDM programs rely on continuing, enforceable TDM policies and a systematic and consistent approach for applying those policies. Stand-alone programs that depend on voluntary measures tend to have less influence on the nature or type of development in a community, and enforcement of voluntary measures can be challenging.

The TDM Strategies Matrix (Table 1) includes a menu of TDM actions that can be applied to developments and considered for mitigation measures through the CEQA process. Additionally, a listing of TDM strategies for site development was added to the section of the study that addresses TROs and development agreements. References to CEQA also were added to these sections.

Further details on the range and type of support that iCommute can provide cities with their TDM programs, plans, and initiatives is provided.

The “Managing and Monitoring TDM” section of the study provides information on funding and administering TDM programs. Additionally, many of the case studies provided throughout the document highlight the different ways that local jurisdictions are involved in funding, managing and monitoring TDM programs. This includes a new case study on the benefits of Transportation Management Associations.

Section 2 of the study describes the range of TDM benefits for all stakeholders. Supportive data that speaks to the benefits of TDM have been highlighted throughout the study.

**Next Steps**

This month, staff is returning to CTAC, TWG, and SANTEC to present the changes that have been made to the final draft of the study. Staff is requesting that these three working groups recommend the study to the Transportation Committee for acceptance as an additional resource in the Smart Growth Tool Kit. The study also will be presented to the Regional Planning Committee for information and discussion.

Attachment: 1. Integrating Transportation Demand Management into the Planning and Development Process - A Reference for Cities - FINAL DRAFT

Key Staff Contact: Antoinette Meier, (619) 699-7381, Antoinette.Meier@sandag.org
Integrating Transportation Demand Management Into the Planning and Development Process

a reference for cities

prepared in partnership with HNTB
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1. Transportation Demand Management (TDM) and San Diego Region Jurisdictions

The San Diego region has grown rapidly over the last 40 years with a population increase of nearly 60 percent. According to the 2050 Regional Growth Forecast, the population will continue to grow by an additional 33 percent reaching 4.4 million residents in the next 40 years. Meeting the transportation needs of this growing population requires a comprehensive and multimodal approach. Some solutions include capital projects like new rail infrastructure, High Occupancy Vehicle (HOV) lanes, managed lanes, and bicycle network improvements. Other solutions include enhanced or increased public transit services such as Bus Rapid Transit, trolley, and commuter rail. While these projects require considerable time and resources to plan and implement, programs and services that reduce or manage travel demand (Transportation Demand Management or TDM) are cost effective, flexible, and can be executed in shorter time frames. While TDM will not eliminate the need for new transportation infrastructure or services, it does contribute to the effective and efficient use of the region’s transportation infrastructure.

Defining TDM: TDM refers to a variety of strategies that change travel behavior (how, when, and where people travel) in order to improve transportation system efficiency and achieve key regional objectives, such as reduced traffic congestion, increased safety and mobility, and energy conservation and emission reductions (Victoria Transport Policy Institute). Typical TDM programs reduce Single Occupant Vehicle (SOV) trips through ridesharing initiatives such as carpooling and vanpooling; alternative work schedules and teleworking; and the use of transit, biking, and walking to work. However, TDM strategies should not be limited to just commute trips. TDM strategies, programs, and plans are most effective when considered for all trips and at all geographic levels--from a specific site, to a neighborhood, city, and regional or state levels – creating a comprehensive and coordinated approach.

TDM is a key component of the San Diego 2050 Regional Transportation Plan (2050 RTP) and its Sustainable Communities Strategy (SCS) as a way to ease traffic congestion and reduce air pollution, while improving the commute for thousands of San Diego region residents. TDM programs play a critical role in achieving regional Greenhouse Gas (GHG) emissions to state-mandated levels and are incorporated into SCS, a required element of the 2050 RTP, per California Senate Bill 375. The SCS details how integrated land use and transportation planning will lead to lower GHG emissions and a more sustainable future for the San Diego region.

iCommute is the TDM program for the San Diego region. iCommute programs encourage and incentivize sustainable transportation choices by providing free online ridematching services, a regional vanpool program, transit support, bicycle encouragement programs, the Guaranteed Ride Home program, and SchoolPool. Participation by commuters and employers in TDM programs is voluntary in the San Diego region. In the early 1990s, TDM regulations in the San Diego region required employer trip reduction plans. These regulations were enacted when the federal government designated the region’s air quality as “severe.” In 1995, the federal government re-classified the region’s air quality designation from “severe” to “serious,” and the TDM regulations were rescinded.

In a voluntary environment, commuters base their travel choices on a desire to save time and money, reduce stress, improve the environment and their health, and other considerations. Employers offer TDM benefits that are easy to
Implement and make business sense by helping to attract and retain employees and reduce overhead costs. Without regulatory tools, the iCommute TDM strategy is to address these personal and business motivations with targeted outreach, education and public awareness campaigns combined with the resources and incentives needed to change travel behavior.

iCommute’s partnerships with employers have proven to be the most effective method for promoting alternative travel choices among the region’s commuters. This is partly because TDM programs can be tailored to the transportation needs of employees at their specific place of work. iCommute’s initial outreach and education efforts have focused on the region’s largest employers and they have partnered with over 170 employers to promote TDM and develop customized commute programs that meet employer and employee needs. To further assist employers, iCommute developed a comprehensive Commuter Benefit Program Starter Kit that outlines a simple, three-step process to help employers identify their commute needs, design a custom program, and roll it out to their employees. The kit includes sample policies, forms, tax deduction information, commuter program descriptions, and examples of best practices from other companies and agencies. It also includes advice and sample materials for how to market a commuter program to employees. iCommute staff is available to works one-on-one with employers to provide the technical assistance they may need, such as surveying for employee travel preferences, mapping employee commute routes, and developing a customized plan that makes business sense. These employer resources are envisioned to work together with the TDM strategies that are presented in this reference study.

Role of Local Governments in TDM: Local governments play a critical role in TDM planning and implementation. Land use, urban design, and parking policies are all under the jurisdiction of local governments and are essential in influencing travel choice and demand. Efficient land use and urban design can reduce the need for auto travel for daily trips, and appropriate parking supply and pricing can encourage the use of alternative modes of transportation.

Local jurisdictions in the San Diego region are in a unique position to implement a broad range of TDM strategies at many different points in the development process. While the state and region can enact legislation and set broad policies, local governments have the ability to guide the implementation of TDM strategies through the planning process using short and long-range plans, and can implement TDM strategies through development agreements, zoning, policies, and ordinances.

Jurisdictions are becoming increasingly aware of the link between travel choices and land use patterns and policies. They are recognizing that an individual traveler’s mode choice - be it auto, carpool, vanpool, transit, walking, or biking - is significantly influenced by how communities are designed and developed. As such, the following chapters identify how TDM strategies can be proactively incorporated into the planning and land development process, influencing localized land use patterns and site development to better manage and reduce auto travel demand and particularly SOV travel. The study also outlines and gives examples of supportive policies that encourage non-SOV trips through the development process.

To support TDM goals laid out in the 2050 RTP and SCS, iCommute has developed this guidance to provide SANDAG member agencies (policy makers, planners, traffic engineers, and land development proposal reviewers) with:

- 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 the effectiveness of TDM strategies

This guide will define the value of TDM programs, describe how TDM can be integrated into many jurisdictional plans, identify how a wide range of strategies can be applied at different stages of the development process, and discuss the
2. Why TDM?

TDM strategies address key regional policy objectives related to quality of travel, livability, and sustainability. At the regional level, the SANDAG iCommute program coordinates a number of programs that increase the number of people who carpool, vanpool, use transit, bike, and walk to work, as well as providing information on telework and alternative work schedules. However, for TDM to be truly effective, it must be supported by land use policies and neighborhood design that reduce the need to drive for daily tasks. Including TDM in the municipal planning and development process offers a broad range of economic, environmental, and public health benefits to local governments, their citizens and businesses:

**TDM maximizes returns on infrastructure spending and reduces the need for new or widened roads** – TDM is a cost-effective way to build capacity in a community’s transportation system by expanding participation in alternative modes (carpools, vanpools, transit, biking, walking, and teleworking) instead of widening or building new roads, which are costly to construct and maintain.

**TDM reduces parking demand** – TDM incorporated into development reduces SOV auto trips and the need for parking, reducing the cost and burden for jurisdictions and developers to provide more parking capacity.

**TDM helps to meet environmental and air quality goals** - TDM improves air quality by encouraging alternatives to the SOV, reducing congestion, and corresponding vehicle related emissions. TDM can help to preserve green space by reducing the amount of land needed for roads and parking facilities. TDM can reduce storm water management costs by encouraging more efficient land use patterns (Victoria Transport Policy Institute).

**TDM is adaptable and dynamic** – TDM can be customized for specific events, neighborhoods, corridors, work sites, and time frames. Unlike new infrastructure, TDM programs can easily adapt and respond to economic and population changes.

**TDM provides benefits to the public:**

- **Reduced costs for commuters.** TDM is not only cost effective for local governments but access to low-cost commuting alternatives can cut individual transportation costs by half or more. A 2011 report issued by the U.S. Census Bureau estimates that individuals who ride public transportation in urban areas can save on average $778 per month (U.S. Census Bureau). ¹ Financial incentives for ridesharing are available to reduce costs through

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¹ Based on the national average gas and parking rates in June 2010.
the SANDAG iCommute program, and employers are allowed to offer payroll tax savings for transportation assistance up to $135 a month per employee for transit passes or vanpool vouchers.

- Reduced costs for businesses. Pre-tax programs offer savings to employers as well as employees. Transit subsidies can be deducted as a business expense. When funds are removed from paychecks before taxes are applied, employers save on payroll taxes.

- Saves time. Carpools and vanpools can get commuters to work and back faster than driving alone by using HOV lanes and HOV bypass facilities.

- Improves public health. Biking or walking to work or transit increases physical activity, and reduced vehicle emissions improve air quality.

- Benefits employers and employees. Research demonstrates that adding commuter benefits to employees’ compensation is a low-cost benefit that can help to attract and retain employees, and increase employee productivity. TDM can reduce employer overhead costs too. Teleworking and alternative work schedules reduce office space requirements and parking demand, and many companies are finding that it costs less to pay employees not to drive than it does to provide them with free or cheap parking spaces. Offering cash to employees who choose not to drive alone to work can amount to significant reductions in parking acquisition and maintenance costs.

- Encourages sustainable development. TDM contributes to Leadership in Environmental and Energy Design (LEED) certification.

- TDM increases safety. Reduced traffic congestion and complete streets can make roadways safer for all users, including bicyclists and pedestrians.
3. How TDM Fits into the Local Planning Process

While SANDAG provides the regional framework to connect our land use to our transportation system, local governments regulate land use, development, and parking— all of which are key factors in determining travel choice. The planning and development processes are key points at which TDM can be introduced – influencing how people travel to and from a new development from the day it opens (European Platform on Mobility Management). Therefore maximum benefits are achieved when both transportation efficient development (mixed use development that supports the use of alternative modes) and TDM strategies are planned and implemented comprehensively at the local level.

Broad TDM policies and goals are sometimes included in a local government’s long-range transportation plans, but TDM is not generally integrated throughout the local planning process and comprehensive implementation of TDM strategies can fall short of desired outcomes. This section will identify opportunities for local governments to incorporate TDM into all stages of the planning process with case studies from around the world, highlighted throughout. These experiences will help illustrate how a multi-layered approach to planning provides the largest impact. For example, general plans that encourage transit oriented development patterns and bicycle networks are best supported by design guidelines that require pedestrian consideration at intersections and parking policies that minimize free parking in business districts.

The strategies discussed in this and other sections in this report are potential resources for jurisdictions in the San Diego region. The general descriptions of various TDM measures provided in this section and TDM strategies shown in Chapter 4 demonstrate how other jurisdictions within the United States and internationally have successfully used TDM to further their goals. Nationally, the powers granted to regulate and administer development and transportation infrastructure vary widely by jurisdiction. In some locations, counties have the authorities granted cities, so a reference to Arlington County, VA, or Montgomery County, MD (both good TDM examples), should not preclude a jurisdiction in the San Diego area from considering or using similar approaches.

Long Range Plans:

Long range planning activities guide future growth, affect how transportation and land use are integrated, and influence the perceived success or benefit of locating infrastructure or development in particular areas. Incorporating TDM into long range plans is the first step in the integration of TDM into the many levels of jurisdictional plans. It includes identifying the desired location and form of future land development and the planning and ultimately financing of transportation infrastructure. The general alignment of transit lines and the balance and mix of commercial and residential development are often determined in these plans, and begin to set the scene for effective SOV alternatives in later stages of the planning and implementation processes.

Types of Long-Range Plans

There are a number of different long range plans where TDM policies and direction can be provided including General Plans and Climate Action Plans.
**General Plans:** Broad TDM goals and policies can be included in the transportation/mobility/circulation element of the General Plan by encouraging complete streets (roadways that are designed for all users to include transit, cyclists, pedestrians, and Americans with Disabilities Act compliance [National Complete Streets Coalition]), as well as in the land use element by encouraging the types of development (Transit Oriented Development and Smart Growth) that promote multimodal versus auto-oriented communities.

**Case Study – General Plans**

**General Plan, San Diego, CA:** The Mobility Element of the City of San Diego’s General Plan includes a section that is dedicated to TDM (Section E). The plan lays out eight broad TDM policies that cover the following topics:

- marketing and promotion of TDM to employers and employees
- development and design standards that are conducive to alternative transportation
- the provision of TDM programs and amenities such as car and bike sharing

**General Plan, San Francisco, CA:** The City of San Francisco’s Transportation Element recognizes that successful TDM program implementation requires partnerships between the public and private sectors and outlines low cost strategies that will benefit both public and private entities. Understanding that support from the business community is critical to TDM success, a key objective of the TDM portion of their transportation element is to “Develop and implement programs in the public and private sectors, which will support congestion management and air quality objectives, maintain mobility and enhance business vitality at minimum cost”.

**Climate Action Plans:** A Climate Action Plan includes specific policy recommendations and actions that a local government will use to address climate change and reduce GHG emissions. TDM strategies can assist with meeting climate change goals by identifying cost effective transportation solutions that support reductions in vehicle miles traveled and related emissions.

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2 Assembly Bill 1358, the California Complete Streets Act of 2008, requires cities and counties to include complete streets policies as part of their general plans so that roadways are designed to safely accommodate all users
Mid-Range Plans:

Mid-range plans can include Specific or Master Plans, Corridor Plans, Parking Management Plans, and TDM Plans. This is an opportunity for local agencies, who are the arbiters and implementers of area and site specific plans, to develop innovative ways to incorporate TDM into developments.

Types of Mid-Range Plans

Specific Plans or Master Plans: A Specific or Master Plan establishes a link between implementing policies of the general plan and the individual development proposals in a defined area. It provides development direction from the type, location, and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision (State of California). TDM measures can be integrated into specific plans to mitigate traffic impacts associated with new development, to reduce parking requirements, and provide transportation choices for tenants and residents.

Case Study – Specific Plan

Transit Village Area Plan, Boulder, CO: This plan describes the city’s vision for the development of a 160-acre Transit Village. Chapter 5 provides a framework for the Transit Village TDM program which is based on four core elements:

- Parking Control
- Active Promotion of Transportation Options
- Sustainable Program Funding
- Performance Standards and Monitoring

Corridor Plans: A community’s roadway corridors provide the economic and social connections within and between neighborhoods and communities. The manner in which these corridors are planned and designed can create places that offer convenient travel and a source of community pride, or can result in a place that becomes congested with traffic.
Developing a corridor plan prior to the design of road improvements provides a vision for an entire corridor (i.e. the roadway facilities, neighborhoods along the road, and the interface areas between the neighborhood and the roadway). The value of a corridor plan is that it provides communities with a tool that integrates and balances mobility planning with local goals for land use and community character (Florida Atlantic University Center for Urban and Environmental Solutions).

**Case Study – Corridor Plan**

**East Riverside Corridor Master Plan, Austin, TX:** The City of Austin developed a Corridor Plan for East Riverside Drive, an important commercial corridor from downtown Austin to the Bergstrom International Airport. The plan established a vision for transforming an auto-oriented corridor into a multimodal corridor that accommodates all users and makes transportation alternatives a viable choice.

**Parking Management Plans:** The location, availability, and cost of parking are key factors in an individual’s decision to drive, take transit, walk, bike, or rideshare. Jurisdictions can use Parking Management Plans to identify strategies for regulating public parking and/or parking requirements for new and redeveloped properties. Considerable research has been completed that shows that parking availability and pricing strongly correlate with auto use – “Ninety-nine percent of all automobile trips end in free parking” (1990 Nationwide Personal Transportation Survey). This finding was more recently demonstrated locally in a SANDAG public opinion survey conducted as part of the 2050 RTP and SCS—47 percent of survey respondents who currently drive alone to work and have free parking (88 percent of all work trip commuters) indicated that they would change their commute travel mode based on a $10 per day parking charge (SANDAG/True North Research). Parking Management Plans are therefore a very valuable component in an overall approach to managing transportation demand.

**Case Study – Parking Management Plan**

**Ann Arbor Downtown Development Authority Public Parking & Transportation Demand Management Strategies Plan, Ann Arbor, MI:** This plan was developed to gain greater efficiency from Ann Arbor’s public parking system by spreading demand and encouraging greater use of alternative transportation modes. The plan accomplishes this through on-street parking pricing that reflects and responds to parking demand while at the same time expanding and promoting transportation options.

**Parking Management, Claremont, CA:** The City of Claremont secured funding for a 477 space parking facility that includes preferential parking for transit users and carpoolers. The city used a combination of local and Federal Transit Administration (FTA) funds. This suburban community is developing a transit-oriented village consisting of 35 acres that includes over 200 new high-rise residential units with reduced parking requirements and over 150,000 square feet of retail, commercial and office space. The parking structure will be used to consolidate parking, reduce surface parking, support transit oriented development and the Claremont Intermodal Regional Transportation Center. Parking is prioritized for transit users and retail customers.
**Municipal TDM Plans:** A Municipal TDM Plan outlines specific goals and policies for reducing SOV trips and their impacts. These plans expand upon the broad TDM goals and policies laid out in the general plan and identify specific programs, projects, and funding for implementation. TDM plans typically establish vehicle trip reduction goals for specific land uses and outline actions for attaining those goals.

**Case Study – Municipal TDM Plan**

**Transportation Demand Management Plan, Rockville, MD:** The City of Rockville Traffic and Transportation Division identified the need for a five-year TDM Plan to prioritize TDM projects funded through their TDM fund. The City of Rockville collects a fee from developers to be used specifically for the City of Rockville TDM fund. As established in individual TDM agreements with developer applicants, the fee is $0.10 per square foot for commercial and retail developments and $60 per unit for residential development for a ten-year period. The plan establishes vehicle trip reduction goals for specific land uses and prioritizes actions for attaining those goals.

**Short Range Plans:**

Short-range plans as they pertain to TDM typically seek to influence drivers’ behavior for a shorter duration of time to mitigate construction or event related traffic. However, these short-duration mitigation plans provide valuable opportunities for drivers to ‘try-out’ alternative travel modes and perhaps modify their long-term travel choices.

**Types of Short-Range Plans:**

**TDM Plans for Construction Mitigation** – TDM Plans developed for construction projects (often as part of agency required Transportation Management or Traffic Mitigation Plans for construction projects) provide mitigation strategies that inform commuters of construction activities and promote transportation alternatives during construction. These plans provide and promote a customizable range of travel choices. Construction mitigation related TDM efforts can help encourage changes in typical travel mode, which may be continued by individual travelers after the project is complete and they are comfortable using transit, ridesharing, walking, or biking.

**Construction related TDM plans often include strategies to address the following (Houston-Galveston Area Council):**

- Commuter mode choice: services to encourage carpool, vanpool, enhanced transit, biking, walking
- When commuters work: flexible work schedules
- Where commuters work: teleworking
- What route commuters take: increased traveler information
4. Implementation of TDM

Urban Design, Site Development and Parking

This section provides a discussion on the policies and programs that realize the TDM goals laid out in the planning process. The information in this section demonstrates how TDM strategies and measures can be integrated and encouraged through urban design, site development, and parking management.

Urban Design

**Design Guidelines** – Local jurisdictions develop design guidelines to coordinate the overall development of an area so that projects help each other succeed and result in a more livable and cohesive community. Design control measure can advance or transform districts, neighborhoods, or corridors as part of a larger policy or planning effort to promote multi-modal travel and integrate TDM features into building and community design. Design guidelines can encourage multimodal districts, corridors, Transit Oriented Development (TOD), or influence how individual buildings interact with the streetscape and the transportation network.

**Case Study – Design Guidelines**

**Active Design Guidelines, New York, NY:** The Active Design Guidelines collaboratively completed by four New York City Departments (Design & Construction, Health & Mental Hygiene, Transportation, and City Planning) presents design strategies that encourage active transportation (walking and biking to transit or work) and recreation for neighborhoods, streets and outdoor spaces. Key strategies include the following:

- Mixed land uses in city neighborhoods
- Improved access to transit and transit facilities
- Improved access to recreational facilities such as parks, plazas and open spaces
- Improved access to full-service grocery stores
- Accessible, pedestrian-friendly streets with high connectivity, traffic calming, landscaping and public amenities
- Facilitate biking for transportation and recreation through bicycle networks and infrastructure

**Sustainable Building Policy, Seattle, WA:** Seattle is one of the top cities in the nation for LEED facilities and the City of Seattle is one of the largest single owners of LEED facilities in the world. This achievement was spurred by the City’s adoption of the Sustainable Building Policy in 2000, which called for new City-funded projects and renovations with over 5,000 sq. ft. of occupied space to achieve a Silver rating using the U.S. Green Building Council’s (USGBC) LEED Green Building Rating System™.
**Complete Streets**– Complete Streets refers to design concepts and principles that focus more specifically on design of the street for all potential users—transit, bicyclists and pedestrians as well as cars. In the past, modes other than the auto may not have been prioritized and many performance measures of our roadways have focused on moving autos. Assembly Bill 1358, the California Complete Streets Act of 2008, requires cities and counties to include complete streets policies as part of their general plans so that roadways are designed to safely accommodate all users.

There is no singular design prescription for Complete Streets; each one is unique and responds to its community context. A complete street may include: sidewalks, bike lanes (or wide paved shoulders), special bus lanes, comfortable and accessible public transportation stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, roundabouts, and more. A complete street in a rural area will look quite different from a complete street in a highly urban area, but both are designed to balance safety and convenience for everyone using the road (National Complete Streets Coalition).

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**Case Study – Complete Streets**

**Urban Street Design Guidelines, City of Charlotte, NC:** With its award winning Urban Street Design Guidelines, Charlotte is using street design to shape its development patterns and provide residents and visitors with viable choices for how they move about the city. The guidelines include a six-step planning and design process that matches each street to the existing and emerging land use context. The process helps planners design streets that are sized appropriately for their neighborhood context and select streetscape elements that create an appealing environment and keep pedestrians, bicyclists, transit riders, and motorists safe.

**Maricopa Association of Governments Complete Streets Guide, Phoenix, AZ:** The Maricopa Association of Governments (MAG) has developed a resource to guide street design to “ensure that facilities for bicycles, pedestrians and transit are recognized as integral to a properly designed and functioning street.” The MAG Complete Streets Guide includes six steps to plan for complete streets: 1. Determining the Transportation Context, 2. Identify Current Transportation Modes and Facilities, 3. Identify the Complete Streets Gaps, 4. Determine Other Priorities, 5. Determine the Right-of-Way and Number of Lanes, and 6. Select Other Complete Street Elements. The guide also includes example outcomes, performance measures, strategies, and a list of potential local resources.
The effect of applying Charlotte’s Urban Street Design Guidelines creates an environment where pedestrians, cars, cyclists and transit coexist, and landscaping creates an aesthetically pleasing environment. Charlotte Department of Transportation, 2009

Facilities for pedestrians, transit users, and cyclists in Mesa, AZ. Maricopa Association of Governments Complete Streets, 2011 (photo credit Dan Burden)

Site Development

Establishing the appropriate regulatory framework for including TDM in the development review process has been a question for many jurisdictions and a variety of creative methods have been successfully employed. Many local jurisdictions have codified the role of TDM in the site plan review process via trip reduction ordinances. Because the land regulatory process varies so widely among jurisdictions, each city must examine its own statutory process and define how to integrate the desired approaches into its own framework.
TDM goals also vary widely from jurisdiction to jurisdiction. Some agencies look at TDM as a traffic mitigation tool, others might be establishing goals for alternative modes of transportation, and still others might wish to use TDM to complement and reinforce their urban planning vision. Many jurisdictions have found that when they identify a need or the desire for TDM, they can find creative methods of accomplishing it within their specific development authority. As a preliminary step, local jurisdictions should consider establishing peak hour non-auto mode share goals in their land use plans or specific plans requiring or encouraging each development to meet or contribute toward those goals.

Often developers are willing to voluntarily apply TDM actions if they are provided some credit toward their development approval, or otherwise secure some benefit in the process. However the most successful TDM programs typically rely on continuing, enforceable ordinances. Stand-alone programs that depend on voluntary measures, while somewhat successful in reducing auto trips, tend to have less influence on the nature or type of the development in a community. In a voluntary environment TDM with no formal structure in place, strategies can be inconsistently incorporated into development applications and are not verified to ensure they are implemented as proposed. For example, in 2010 the District of Columbia recognized the need for a formal TDM program when it began attracting new residential, commercial and retail development with redevelopment occurring at an unprecedented pace. While highly beneficial in many respects, the development generated significant additional vehicular traffic. Their redevelopment permit process lacked a systematic approach and process for implementing TDM as a way of meeting the District’s goals of reducing auto trips and accommodating travel through the complete transportation network. TDM was handled on a project-by-project basis, with limited opportunities for coordination among agencies. Based on national best practices and input received from stakeholders, they developed a plan to formalize and codify TDM into their development review process.

While regulations and requirements are included in the most successful TDM programs, education about the benefits of TDM and encouragement to participate in TDM programs is integral to maximizing TDM’s success. Providing credible research into the value of TDM, as well as assisting in the marketing of these programs to prospective tenants and owners helps convert the interest in quality of life improvements into an economic incentive for developers to provide TDM programs (Government of the District of Columbia Department of Transportation).

**Trip Reduction Ordinances**

Trip Reduction Ordinances (TROs) require developers, employers, and/or building managers to provide amenities and or incentives that encourage occupants or employees to use alternative modes of transportation. Ordinances implemented by jurisdictions take many different forms but often require a certain reduction in trips with rewards and penalties set for achievement or nonattainment of goals. Trip reduction plans are required as part of the building permit process and establish various strategies or building design elements that will reduce auto trips and encourage alternative modes. This can include a variety of site amenities such as:

- Secure bicycle parking (racks, lockers or bike station)
- Showers and lockers
- Site design that facilitates transit use, walking and cycling. This includes transit stops, bike and pedestrian pathways, landscaping, benches and awnings, lighting, etc.
• Off-site amenities such as sidewalk improvements, bike network improvements, transit station improvements, improved transit service, transit shelters, roadway and streetscape improvements, intersection improvements, etc.

• On-site amenities that reduce the need to drive by requiring or encouraging a mix of uses (cafes, drug stores, groceries, banks, post office, services, gyms and childcare) into major developments so workers don’t need to use cars during the day.

• Parking Maximums

• Unbundled parking

• Priority parking for HOVs

• Market rate parking

Table 1 also provides a comprehensive list of TDM strategies that can be applied to developments and/or for consideration as California Environmental Quality Act mitigation measures for projects.

**Case Study – Trip Reduction Ordinance**

**Parking and Transportation Demand Management Ordinance, Cambridge, MA:** Cambridge Municipal Code reduces vehicle trips and traffic congestion in the city by requiring Parking and Transportation Demand Management (PTDM) plans for commercial projects that propose parking. The ordinance calls for a SOV mode-share commitment of 10 percent below the 1990 Census Journey to Work data for the project location. The PTDM plans must include a comprehensive set of TDM measures and annual monitoring and reporting to the City is mandatory. According to the City, the ordinance has contributed to a 24 percent reduction in VMT and contributed to a reduction in 38 million vehicle miles in 2011. Sixty-two percent of the monitored projects in 2011 met their mode-split commitments for 2011. The City offers technical assistance for non-compliant projects to identify and promote additional TDM measures that reduce SOV travel. This mutually cooperative process has avoided the use of enforcement provisions contained within the PTDM ordinance. A copy of the ordinance is provided in Appendix C.

**Bikes in Buildings, New York, NY:** The Bikes in Buildings Program aims to increase bicycle commuting by providing cyclists with secure parking during the workday. The program is based on the Bicycle Access to Office Buildings Law, which requires commercial office buildings to allow cyclists to bring bicycles into their offices by elevator, upon request, or provide alternate bicycle parking facilities in lieu of elevator access.
Development Agreements

When TDM supporting amenities are provided within developments, it becomes much easier for tenants to change their transportation choice. For example, when office buildings offer showers and secure bike parking they will see an increase in walking and biking. Carpooling and vanpooling increase when priority parking spaces are set aside for HOVs. Amenities supporting TDM can be identified either specifically for the site or can be off-site. Off-site examples include providing bus shelters, intersection improvements that improve pedestrian safety, or even the construction, or contribution to construction, of new bikeways that would serve residents and commuters in the area of the development. Off-site improvements are often identified as part of an overall area transportation plan, so that improvements provided by the developer are coordinated and meet local and regional needs.

The best time to ensure that features like these are included in developments is before construction, when a permit is being negotiated. Most jurisdictions that have had success with developer sponsored TDM programs as part of their land development process have found a written development agreement to be an essential element of their success. In addition, formal definition of the credits given for specific types of improvements (e.g. reduction in auto trips) must be defined and incorporated into the development review process or the jurisdiction’s TDM guidelines. This documentation reduces the likelihood of prolonged negotiations and fosters equal and commensurate improvements for individual developments. The agreement, which is part of the development approval conditions, could include items such as the following:

- What specific TDM strategies are to be implemented, when they will start, and how long they will be operated
- Who will be responsible for funding and operating the programs once the development is built and/or occupied (if the developer often is selling the property after it is built)
- What is the expected outcome of the TDM program in terms of vehicle trips reduced
- How is the outcome to be measured
- If reports on TDM actions are to be provided, how frequently, and to whom
- What is the penalty for non-achievement of program goals or failure to continue TDM programs?

Development agreements are more widely supported and easier to negotiate when developers receive something in return, such as waiving certain requirements for a license or permit approval. For example, incentives such as bid preferences, density bonuses, exemptions, and streamlined processes can have a significant financial benefit for the developer and cost nothing to the local government. For example, Walton County, FL allows housing developers to add more units to their developments in exchange for constructing greenway corridors, bike path connectors, and sidewalks. Bethesda, MD expedites the plan review for developments that provide open space, public art, and sidewalks. Minneapolis, MN reduces minimum parking requirements for non-residential buildings in exchange for bicycle parking spots (Public Health Law and Policy).

The development agreement should outline what the developer is obtaining as a benefit from operating the program (such as mitigation of traffic at nearby intersections or reduced parking requirements). Research has shown the following approaches for incentivizing TDM to be effective:

- Provide developers with TDM credits, in the form of “peak hour auto trips reduced” for defined actions. For example a bus shelter is worth three auto trips, or participation in a carshare program is worth two auto trips.
- Allow for TDM actions to reduce the site trip generation, so the trips are not reflected in the traffic impact analysis for the proposed development.
• Use a multimodal level of service for intersections, where pedestrian and bicycle use is factored into an overall analysis of the location.

**Case Study – Development Agreements**

**Development Agreement, Saanich, British Columbia, Canada:** The District of Saanich worked with several partners to build TDM measures into the innovative Short Street redevelopment project. The developer received reduced parking requirement in exchange for providing new residents with a transit pass for one year, a carshare vehicle with membership for each unit, and secure underground bicycle storage.

**Local Area Transportation Review (LATR) Guidelines, Montgomery County, MD:** Montgomery County has a long history of successfully using TDM actions to reduce peak hour auto trips in their development review process. Their LATR Guidelines provide specific actions for a developer “entering into a legally-binding agreement with the Planning Board and Montgomery County DOT to mitigate the impact of all or a part of their site-generated trips within the policy area where the site is located.” Each TDM agreement is for 12 years and normally has a gradually decreasing surety credit to assure program implementation and continuance.

**Defining Development Agreements** - The question of how to define agreements between land developers (or development applicants) and the local government is one that can be challenging to local governments. The following ideas have proven to be manageable and successful in other locations:

• The TDM outcomes and specific strategies offered by the developer and accepted by the city should become part of the “conditions of approval” for the development. With this approach TDM actions are as valid as any other aspect, and should be treated just like physical transportation improvements or site design. The best conditions are outcome related (number of vehicles entering the building in the morning peak hour, for example). Note that with this approach the TDM program “goes with the land” so if the property is sold the new owners have the same requirements. This is critical to keeping the programs going over time.

• After the land development is approved, a separate contract is written between the developer and the approving agency, and perhaps including a third group, like a TMA, who might be providing monitoring. This contract can include aspects such as:
  - The expected outcomes and phasing of the TDM program. The new development cannot be expected to achieve all goals in the first year as the building is occupied, but all physical changes (bus stops, bike racks) should be required before the building opens. Progress on the TDM strategies ideally begins with the first tenants or occupants.
  - How long the program is to be operated. Most agreements do not require programs to be maintained without an ending date.
  - What monitoring data is to be provided by the developer or assignees, when it is due, and the receiving entity.
  - If independent monitoring and validation is to be conducted, assuring developer provided data is accurate. This validation should be done by (or for) the City or other monitoring agency, with the costs paid by the developer.
What actions are to be taken by the developer if the performance goals are not met. Often some grace period is provided after the monitoring shows the performance is substandard, but a showing of progress is essential over time from the perspective of the City.

One valuable aspect of the approval or contracts has been a bond or letter of credit from the developer held by the monitoring agency in an amount sufficient to operate the programs if the developer should default or fail over time to achieve the goals. This is the most difficult of these guidelines to achieve, yet is the most effective way to keep the developer or other assignees focused on achieving the TDM goals. The bond or credit can be decreased over time, as the program progresses.

**Residential developments** - While many jurisdictions apply TDM requirements only to commercial developments, residential developments should not be eliminated from the development agreement process. TDM strategies to be considered for residential developments are primarily influenced by the location and its proximity to facilities for alternative modes of transportation. Planned or new residential communities can use parking maximums rather than minimums; provide on-site parking for carsharing programs; offer bikesharing and bicycle parking, and amenities or facilities for pedestrians.

**Case Study– Residential Communities**

**Santa Clara Valley Transportation Annual Pass Program, Santa Clara, CA:** Residential communities such as condominiums, apartments, townhouses, homeowner associations, and community associations are able to purchase transit passes for their residents at a discounted price, similar to those available to employers. The use of these passes reduces the user-paid costs for a transit pass, increases transit ridership, and results in a lower demand for parking.

**Parking Requirement Reduction – Carsharing, San Francisco, CA:** The San Francisco Planning Department granted a variance to construct the 141-unit Symphony Towers apartments with only 51 spaces (rather than the required 141) in part due to the commitment for two parking spaces dedicated to carsharing and the use of unbundled parking costs (parking spaces are rented separately from the unit).

**Employer Commute Trip Reduction Programs**

TROs in some jurisdictions require employers with more than a certain number of employees to make a good faith effort to encourage employees to reduce automobile commute trips. These public and private employers are required to develop trip reduction plans for their work site. Commute trip reduction plans serve as agreements between the city and the employer for establishing employee trip reduction targets and identifying various strategies to help achieve those targets over a certain time frame. In certain instances, employers that fail to make such an effort may be fined. Examples of the types of programs that can be offered by employers can include:

- Maintaining an employer network in the SANDAG iCommute program and promoting its RideMatcher service to tenants/employees
- Designating an Employee Transportation Coordinator
• Commuter information center (bulletin board, kiosk, website) and a link to the SANDAG iCommute program on their intranet
• Preparing a parking management plan that includes charging employees market rate for SOV parking and providing reserved or free spaces for registered carpools or vanpools
• Parking Cash Out program
• On-site carsharing vehicle(s) or bikesharing
• Flexible or alternative work hours
• Telework program
• Transit, carpool, and vanpool subsidies
• Secure bicycle parking, showers and locker facilities
• Pre-tax deduction for transit or vanpool fares and bicycle commute costs

Table 1 provides a comprehensive listing of TDM measures that can be applied at the work site.

Case Study – Employer Trip Reduction Ordinance

Transportation Management Ordinance - Santa Monica, CA: Transportation Management Ordinance 1604 was enacted by the City in 1990 in an effort to reduce traffic congestion and improve air quality. The ordinance affects employers with ten employees or more and focuses on reducing the number of employee commute trips generated by Santa Monica employers. Employers with 10 - 49 employees provide each of their employees with information about ridesharing, educating their employees about air quality issues and alternatives to driving alone to work. Employers of 50 or more employees further encourage and entice employees to rideshare by implementing a variety of incentives and strategies. A yearly employee survey tracks each employer’s progress in reducing drive alone trips.

Mandatory Parking Cash Out
The City of Santa Monica is the only city in the nation to implement a mandatory Parking Cash Out Program. Parking Cash Out, or AB2109, is a State law requiring employers of fifty or more employees who lease their parking, and subsidize any part of their employee parking to offer their employees the opportunity to give up their parking space and rideshare to work instead. In return for giving up their parking space, the employer pays the employee the cost of the parking space. The ordinance summary is provided in Appendix D

For ease of administration, mandatory TROs often apply only to large developments and employers (those with at least 50 or 100 employees at a worksite) although this limits their effectiveness since the majority of employees in most business districts work for smaller companies. To address this issue, smaller employers or groups of employers can form a Transportation Management Association (TMA) to provide and manage TDM services in a particular location. TMAs are non-profit, member-controlled organizations that provide transportation services in a particular area, such as a commercial district, mall, medical center, business district or industrial park. They are generally public-private partnerships, consisting primarily of area businesses with local government support.
TMAs provide an institutional framework for TDM Programs and services. They are usually more cost effective than programs managed by individual businesses. TMAs allow small employers to provide trip reduction services comparable to those offered by large companies. They avoid problems that may be associated with government run TDM programs, since they are managed and funded primarily by members. (Victoria Transport Policy Institute).

Case Study – Transportation Management Association

**Commuter Connection – Minneapolis, MN:** The Downtown Minneapolis TMA, and Commuter Connection, advocates for and promotes a sustainable transit and transportation system that supports a vital and growing downtown Minneapolis. The TMA, created by the City Council in 1991, is public-private non-profit partnership of the City of Minneapolis and downtown business community. TMA members represent various business and public sectors and are approved by City Council. Commuter Connection is program of the Downtown Minneapolis TMA that provides TDM services to commuters, employers and property managers.

Employer based TDM strategies have the potential to yield a significant reduction in employee vehicle trips. Research conducted by the Washington State Department of Transportation found that when employers start charging for parking that was previously subsidized, vehicle trips are reduced by 20-30 percent, and when employers provide a cash incentive and support for ridesharing (such as ride matching service and Guaranteed Ride Home), vehicle trips are reduced by nearly 25 percent (City of Seattle).

To support local jurisdictions and their businesses with trip reduction planning, the SANDAG iCommute program provides the technical support and resources necessary for assessing, developing, implementing and tracking the success of a commuter program.

Case Study – Commute Trip Reduction Law Implementation

**Commute Trip Reduction Plan, Seattle, WA:** Consistent with the 1991 Commute Trip Reduction Law adopted by the Washington State Legislature, the City of Seattle adopted a commute trip reduction plan into the Seattle Municipal Code. The commute trip reduction plan requires employers with 100 or more employees that report to a single site between the hours of 6 and 9 a.m. to develop, implement and promote programs that help employees reduce drive alone commute trips. An employer’s program must include at least two TDM elements from a menu of TDM options provided by the city.

Employers must update and submit their plan to the City for review and approval every two years. This includes conducting a commuter survey to measure employees’ drive alone rates. This mandatory program is coupled with education and encouragement programs to include “Way to Go, Seattle!” - a city sponsored source for programs, tools, and incentives for walking, biking, using transit, and carpooling.
Parking Strategies

Many jurisdictions have realized that the attractiveness of transit and ridesharing is indirectly proportional to the availability and cost of parking at a location. If vehicle parking is readily available and free, the incentives to use other modes is greatly reduced. Parking costs are typically hidden from drivers, who therefore see few, if any opportunities, to save on such costs. Nationally, over 90 percent of private employers subsidize employee parking, while only 6 percent subsidize transit making driving to work an easy choice (Greenberg). Subsidized and hidden parking costs can lead to a variety of problems including substantially higher development costs. For example, requiring minimum parking requirements for housing can increase development costs and reduce supply. Additionally, minimum use-based commercial and office parking requirements raise costs and hinder redevelopment.

Parking policies complement many TDM efforts, and normally have included incentives or disincentives for fewer spaces per unit of development (parking maximums rather than minimums), encourage shared parking among land uses (retail and office for example) and/or a fee per parking space. Managing parking helps to reduce the undesirable impacts of parking demand on traffic levels and the resulting impacts on community design and economic development. When free or inexpensive parking is offered, it leads to overuse, often by long-term or all-day parkers who occupy valuable spaces at the expense of short-term parkers, limiting access to retail businesses and service industries catering to short-term users. Management of parking prices and supply can help to ensure access to retail businesses, provide access for visitors to regional and neighborhood attractions, and support neighborhood vitality (City of Seattle).

Area Wide Parking Policy (Policy/Ordinance): Often parking policies are most successful when they are holistic and coupled with improved access to transportation alternatives. One well known global example of a comprehensive parking policy that had a direct impact on increased transit use and reduced vehicle miles traveled is Perth, Australia. Faced with increasing congestion on downtown streets and roadways leading to downtown, declining air quality, low active and public transportation rates, and reduced vibrancy in the downtown, Perth undertook a major change in their approach to the supply of parking in the downtown area, which was coupled with transit improvements. The primary components of Perth’s parking policy included the restriction of long-term public parking to areas on the periphery of the downtown area, the licensing and subsequent collection of fees for all existing and new off and on-street parking spaces, and institution of parking limitations based on land area, not density. The following graphic shows the Pedestrian Priority Zone (in green) where both parking and access to parking was most restricted, the Short Stay Parking Zone (in tan) where short term public parking was permitted, and the General Parking Zone (in white) where both long and short-term parking was allowed, thus providing auto access to the downtown, but giving priority to pedestrians and cyclists in the downtown core that is serviced by both bus and rail transit.
The changes in parking policy were instituted in conjunction with the provision of both new and free transit services in the downtown area. All revenue from the licensing of parking was used to fund both the new and the free transit service. This considerable departure from the previous auto-centric approach accounted for a mode share shift from 50 percent auto and 35 percent transit to 35 percent auto and 50 percent transit. It also should be noted that the institution of the parking policy did not negatively affect business in the downtown area – during the same timeframe, employment grew by 30 percent (Richardson, E).

PARKING MAXIMUMS, UNBUNDLED PARKING AND SHARED PARKING: Establishing limits on the quantity of parking that can be provided for a given development promotes more efficient use of land, enhances urban form, and can encourage the use of alternative modes. Parking maximums can be linked with the availability of alternative modes to capture the accessibility of the existing transit infrastructure.

Unbundled parking refers to parking that is rented or sold separately, rather than automatically included with building space. The cost of parking for residential and commercial units is often passed on to the occupants indirectly through the rent or purchase price (“bundled”) rather than directly through a separate charge. This means that tenants or owners are not able to purchase only as much parking as they need, and are not given the opportunity to save money by using fewer parking spaces. This is not only more equitable, but can also reduce the total amount of parking required for the building (Metropolitan Area Planning Council). Parking can be unbundled in several ways:

- Facility managers can unbundle parking when renting building space.
• Developers can make some or all parking optional when selling buildings. In some cases it may be easier to offer a discount to renters who use fewer than average parking spaces, rather than charging an additional fee. For example, an office or apartment might rent for $1,000 per month with two “free” parking spaces, but renters who only use one space receive a $75 monthly discount.

• Parking costs can be itemized in lease agreements to help renters understand the parking costs they bear, and to help them negotiate reductions (Victoria Transport Policy Institute).

Shared parking is based upon the concept of using the same parking spaces for two or more land uses at different times. Shared parking can significantly improve the economics of constructing new parking. Rather than one user per day, a facility may service and charge multiple users. Allowing for shared parking arrangements significantly reduces the amount of land devoted to parking, creating more opportunities for mixed use, creative site planning and landscaping. In addition to revisions to local zoning codes to enable shared parking, shared parking arrangements can be implemented through shared parking agreements between individual developers. In some cases, shared parking can be a formal or informal agreement among different peak users on different days. Some local jurisdictions incorporate language in local ordinances to permit shared parking. These jurisdictions allow shared parking to meet minimum parking requirements for uses located within the same lot or building and also permit off-site shared parking arrangements to meet on-site parking requirements for complementary uses within a defined area (Metropolitan Transportation Commission).
Demand-Based or Performance-Based Parking Pricing: Demand-based (or performance-based) parking utilizes a market-rate approach to manage the supply of parking in areas with high retail and service activity. This methodology uses parking occupancy and turnover data to set parking rates in a manner that drives demand patterns to achieve a clearly stated policy objective. The goal is to avoid the problem of cruising for parking spaces, which congests traffic and pollutes the air as drivers circle the block searching for an open space. Under this program parking rates at curbside meters respond to fluctuations in demand in an attempt to have at least one parking space available at any time on a given block. The right price for curbside parking is considered the lowest price that will leave parking space available on each block at all times (Shoup). Demand-based parking requires the city to set a target occupancy rate (typically around 85%) for the total number of on-street parking spaces, which helps regulate the parking price based on demand.

Demand-based parking initiatives are best supported when real-time parking information is available. Real-time parking uses parking sensors, installed in on-street parking spaces and/or in parking garages, to track when and where parking is available and the price for the available spaces. Sensor data is uploaded wirelessly to a data feed that makes the information available to the public via a website, smartphone applications, text message, etc. By checking parking...
availability before leaving home, drivers will know where they can expect to find parking and how much it will cost (San Francisco Municipal Transportation Agency).

**Case Study –Demand Based Parking**

**Demand Based Parking, Redwood City, CA:** Redwood City changed their public parking approach to maintain the vibrancy of their downtown, while also accommodating new retail and recreational development in the downtown area. After an extensive study of existing parking conditions and issues, and review of potential parking options, Redwood City adopted a demand based parking approach. Based on initial findings, the downtown parking occupancy rate was set at 85 percent. Parking prices are adjusted to maintain 15 percent of the total parking supply available to parkers wishing to pay to park at an on-street meter. Additionally, the city removed all time limits on parking downtown, relying on market prices to control parking turn-over. Pay-by-space meter technology allows for payment using a smartphone. Parking meter revenue is used to fund downtown improvements.

**Real-time Parking, San Francisco, CA:** SFPark uses demand-responsive pricing to redistribute parking demand and reduce the need for circling and double-parking. In order to direct drivers toward parking, SFPark must know when and where spaces are available. Wireless sensors can perform this task in a way that was previously impossible, reporting availability space-by-space and minute-by-minute. The SFPark data feed allows real-time information to reach drivers directly. In addition to a parking availability map available online, information on parking availability is distributed via a free SFPark iPhone app, Android app, the region’s 511 phone system, text message, and electronic display signs at high-traffic locations in the City.

**Developing Successful TDM Strategies and Programs**

It takes a multi-tiered process to create successful TDM programs, and each geographic scale and planning level incorporates different actions and is implemented in different ways. Table 1 provides a summary of the range of plans and strategies that can help inform and guide the implementation of TDM at various levels. Column one in the table lists the types of plans that can guide and regulate growth and development from the site specific to the regional or state level. Implementation tools and mechanisms are the regulatory elements such as policies and ordinances necessary to be able to incorporate TDM strategies into the land development process. The next seven columns provide information on various TDM strategies, categorized by: land use management, transit, ridesharing, parking management, pricing, bicycle and pedestrian amenities, general support, and programs or services. The final column highlights performance measures. It can be observed that each category contemplates specific actions that can apply for each stage of the land development process; some of those TDM strategies require a coordinated effort between different geographic levels and therefore can be approached by different entities and key stakeholders simultaneously.
<table>
<thead>
<tr>
<th>Geography</th>
<th>Type of plan or measure</th>
<th>Implementation tool (mechanism)</th>
<th>Land Use &amp; Urban Design</th>
<th>Transit</th>
<th>Ridesharing</th>
<th>Parking Management</th>
<th>Pricing</th>
<th>Bicycle &amp; Pedestrian</th>
<th>TDM programs and Program support</th>
<th>Performance Measures</th>
</tr>
</thead>
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<td>Site / Employer</td>
<td>+ TDM Site Plans</td>
<td>+ Transportation Management Association (TMA)</td>
<td>+ Commuter Benefit Program</td>
<td>+ Parking regulations</td>
<td>+ Identify staff or TDM coordinator</td>
<td>+ Complete Streets</td>
<td>+ Site design that promotes and facilitates transit, walking, and biking</td>
<td>+ Restricted automobile use in certain key facilities</td>
<td>+ Preferred parking for carpools and vanpools</td>
<td>+ Promote the regional ridematching service</td>
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<tr>
<td>+ General Plan</td>
<td>+ Specific Plans</td>
<td>+ Master Plans</td>
<td>+ Municipal TDM Plans</td>
<td>+ Climate Action Plans</td>
<td>+ Conside Plans</td>
<td>+ Parking Management Plans</td>
<td>+ Bicycle and Pedestrian Plans</td>
<td>+ Community and neighborhood plans</td>
<td>+ Trip reduction policies and ordinances</td>
<td>+ Parking policies and ordinances</td>
</tr>
<tr>
<td>+ Regional Plan</td>
<td>+ Comprehensive Plan</td>
<td>+ Climate Action Plan</td>
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<td>+ Growth Management Complete Streets (AB 1358)</td>
<td>+ California Parking Cash Out Law (SB 728) Smart Growth Incentive Program</td>
<td>+ Active Transportation (grant fund)</td>
<td>+ Smart Growth Tool Kit - Growth Management Boundaries</td>
<td>+ HOV lane/transit only lane/transit supportive infrastructure and facilities/managed lanes</td>
<td>+ Safe Routes to Transit</td>
<td>+ Traveler information</td>
</tr>
</tbody>
</table>
5. Managing and Monitoring TDM

TDM policies and strategies must be planned, implemented, and monitored if they are to achieve maximum success. TDM programs are often multi-layered, with activities occurring at the site, area, city/county, regional and state levels, ideally all working together. The local jurisdiction is typically in the best position to coordinate local TDM efforts and either has, or can obtain, the needed regulatory and policy tools. This section provides information on how a local jurisdiction is typically involved in managing and monitoring TDM programs.

Managing TDM Programs

Agencies that wish to most effectively use TDM strategies may want to identify a staff function related to managing and monitoring TDM programs. One or more staff, normally in the planning or development review office, would have duties such as:

- Identifying and championing adoption of regulations that provide specific guidance on using TDM strategies in the land development process.
- Developing agreement frameworks that land development applicants can use to propose TDM actions.
- Leading negotiations with development applicants and structuring mutually supportive agreements between the private sector and public agencies.
- City-wide data collection and compilation efforts.
- Monitoring implementation and achievement of the strategies after a development is approved and underway (unless a TMA is established for this function).

Local agencies typically bear the cost of enacting TDM policies and programs, but implementation costs are borne by the employer or developer. These programs can be very effective, especially if mandatory, because they legally require action. This position can be partially funded by development fees. For example the City of Rockville, MD collects a fee from developers to be used specifically for the City of Rockville TDM fund (Case Study – Municipal TDM Plan). The City of Ventura offsets personnel costs through parking fees (Case Study – Parking Policy). Alternatively the cost could be seen as a general jurisdictional cost to achieve broader city goals and a function that reduces other transportation expenditures over time.

For ease of administration, some jurisdictions choose to form a non-profit TMA to manage and monitor TDM initiatives. More information on TMAs and a case study are provided in Section 4 under Employer Commute Trip Reduction Programs.

Measuring the Success of TDM Strategies & Programs

As with any investment, it is important to be able to demonstrate the impact of TDM initiatives. The ability to regularly monitor and evaluate TDM strategies helps local governments select the best strategies for addressing specific policy objectives and also to assist in setting relevant and realistic TDM goals. Demonstrating that the resources invested have provided measurable change is important for continued support and to ensure that the goals of the TDM plan or program are being met.
Measuring Success

One challenge in measuring the effect of TDM initiatives is that impacts are often more qualitative in nature. The cause-and-effect relationship between an initiative and the resulting change in travel behavior may be complicated by a number of other factors.

TDM initiatives that build awareness of travel options are important – but they impact personal attitudes (which are difficult to measure) and compete with many other factors that shape how individuals think (Transports Canada). However, using participant surveys (employers and employees) and measuring the change in travel behavior over time yields quantifiable and measurable results. For example, the Atlanta Cash for Commuters (CFC) program has conducted surveys of CFC participants at various times following their program participation to determine the percent of individuals that maintained their change from SOV use to alternative modes. By using participant surveys before, during, and after each yearly CFC program, the CFC was able to show that a significant number of participants maintained their use of alternative modes after program completion and the incentive of $3 per day was no longer a factor (Gray).

Recent changes in the Highway Capacity Manual include more traditionally quantifiable performance measures, such as level of service for walking, bicycling, and transit, which can be used for before and after evaluation of targeted TDM strategies (New TRB Publication/Ryus, Vandehey, Elefteriadou, Dowling, Ostrom).

The listing below provides a number of performance indicators that can be used to evaluate and measure the success of TDM strategies and programs. Selection of the individual measure will depend on the TDM strategy being measured - some measures are more suitable to evaluating TDM strategies for either a particular time (such as peak hour) or geographic location (such as destination, district or region).

- **Awareness** – the portion of potential users who are aware of a program or service.
- **Participation** – the number of people who respond to an outreach effort or request to participate in a program.
- **Utilization** – the number of people who use a service or alternative mode.
- **Mode split** – the portion of travelers who use each transportation mode.
- **Mode shift** – the number or portion of SOV trips shifted to other modes.
- **Average Vehicle Occupancy** - Number of people
traveling in private vehicles divided by the number of private vehicle trips. This excludes transit vehicle users and walkers.

- **Average Vehicle Ridership (AVR)** - All person trips divided by the number of private vehicle trips. This includes transit vehicle users and walkers.

- **Vehicle Trips or Peak Period Vehicle Trips** - The total number of private vehicles arriving at a destination (often called “trip generation” by engineers).

- **Vehicle Trip Reduction** – the number or percentage of automobiles removed from traffic.

- **Vehicle Miles of Travel (VMT) Reduced** – the number of trips reduced multiplied by average trip length.

- **Energy and emission reductions** – these are calculated by multiplying VMT reductions by average vehicle energy consumption and emission rates.

- **Cost Per Unit of Reduction** – these measures of cost-effectiveness are calculated by dividing program costs by a unit of change. For example, the cost effectiveness of various TDM programs could be compared based on cents per trip reduced, or ton of air pollution emission reductions (Schreffler).

Given that ultimately an assessment of costs and funding opportunities will be needed, the cost effectiveness of TDM strategies also should be evaluated. One of the common evaluation measures is Benefit-Cost analysis, which divides the total program or project costs by total impacts or outcomes. The outcome of cost effectiveness can also be used comparatively to understand the relative value of TDM strategies versus other solution strategies. For example, the comparative cost of reducing vehicle demand as compared the cost of capacity improvements or expansion.

**Case Study – Measuring the Effectiveness of TDM strategies**

**Pool Rewards, Commuter Connections, Washington D.C.:** The Pool Rewards project by Commuter Connections was developed to encourage drive alone commuters to try carpooling in the Washington region. Eligible participants could earn $2 per day ($1 each way) for each day they carpooled to work. The program began as a three month pilot in 2010. The pilot resulted in a decrease in 298 daily auto trips based on logged passenger trips and a daily VMT reduction (based on participants’ home and work locations) of 9,296 miles per day. According to a follow-up survey, 93 percent of participants continued carpooling after the pilot project ended. To demonstrate the cost effectiveness of the pilot, a Benefit-Cost analysis was done using the total program cost divided by the emissions reduction attributable to the program (Cost/tons per day of pollutant reduced).

Various tools, such as the Worksite Trip Reduction Model (WTRM) developed by the National Center for Transit Research and the Environmental Protection Agency (EPA) COMMUTER model, are currently available for estimating some of the benefits of several TDM and other emission reduction strategies. TRIMMS® is a spreadsheet application that estimates a more broad range of impacts and provides program cost-effectiveness measures for TDM initiatives. The EPA and National Center for Transit Research provides these modeling tools for free:

WTRM: [http://www.nctr.usf.edu/worksite/](http://www.nctr.usf.edu/worksite/)
COMMUTER: [http://www.epa.gov/otaq/stateresources/policy/pag_transp.htm#cp](http://www.epa.gov/otaq/stateresources/policy/pag_transp.htm#cp)
Additionally, the SANDAG iCommute online system allows companies and jurisdictions to measure the impacts of TDM program. The TripTracker function provides the environmental and cost savings associated with TDM initiatives at the employer level, city level and regional level.

Table 2 provides additional information on practices from other jurisdictions for evaluating various strategies or programs and the results obtained – providing quantitative, qualitative, or anecdotal evidence of a correlation between implementation of a given strategy and achievement of TDM policy goals. Many of the examples incorporated in this matrix have been extracted from Metro 2040 Modal Targets Report-Evaluations of Potential Measures for Achieving Modal Targets.
## Table 2: TDM Strategies Evaluation Matrix

<table>
<thead>
<tr>
<th>Evaluated Strategies</th>
<th>Location</th>
<th>Program/ Mechanism</th>
<th>Results</th>
<th>Evaluation Method</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transportation Efficient Development</strong></td>
<td>San Francisco, CA</td>
<td>Study investigates the effects of transportation efficient design principles on both non-work and commuting travel by comparing modal splits between two distinctly different neighborhoods (Cervero R., Radisch C.).</td>
<td>Residents of the mixed-use, gridded neighborhood made 15 percent fewer auto trips and 22 percent more walking trips than the suburban style neighborhood. In the mixed-use, gridded neighborhood, 29 percent of those surveyed drove alone to work. In the suburban style neighborhood, 51 percent drove alone to work.</td>
<td>Surveys to determine mode split.</td>
</tr>
<tr>
<td><strong>Growth Management</strong></td>
<td>Vancouver, Canada</td>
<td>As a deliberate transportation strategy, Vancouver increased housing capacity in the downtown area to reduce commuting times and congestion, in what became known as the “living-first strategy” (City of Seattle. Department of Transportation.).</td>
<td>From 1991 to 2002, the number of residents living downtown increased by 62 percent to 76,000, but car trips into downtown remained essentially constant. In 1994, walking and cycling trips made up 20% of all daily trips into the downtown and together made up the third-highest used mode behind auto and transit trips; by 1999, walking and cycling trips made up 35 percent of all daily trips and are now the most frequently used mode.</td>
<td>Surveys to determine mode shift.</td>
</tr>
<tr>
<td><strong>Parking and TDM Ordinance</strong></td>
<td>Cambridge, MA</td>
<td>The Parking and Transportation Demand Management (PTDM) Ordinance passed in November 1998. The ordinance looks at how much traffic a new project will generate and then attempts to estimate how much more traffic would have been generated without the PTDM ordinance. Ordinance requires limiting traffic increases to a maximum of that number, minus ten percent (City of Cambridge).</td>
<td>61 companies/institutions covering 35,000 employees/students; 38 million VMT reduced (24%); developers are using their TDM measures as an employee recruitment perk and to attract wider retail clientele.</td>
<td>Annual monitoring and reporting by developers to City: employee and/or patron mode split; biennial counts of parking occupancy.</td>
</tr>
<tr>
<td><strong>Mandatory Employer Based TDM Plans</strong></td>
<td>Minneapolis/ St. Paul</td>
<td>Evaluation of TDM Plans for office buildings (Spack Consulting). The purpose of this study was to objectively study the traffic and parking characteristics of office buildings in the Minneapolis Metropolitan Area who are actively implementing TDM Plans.</td>
<td>On average, TDM plans led to a 30 percent reduction in traffic generation rates and a 10 percent reduction in required parking stalls.</td>
<td>Trip generation and parking counts during peak hours.</td>
</tr>
<tr>
<td>Evaluated Strategies</td>
<td>Location</td>
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<td>Results</td>
<td>Evaluation Method</td>
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<tr>
<td><strong>Subsidized Transit Pass</strong></td>
<td>University of Washington</td>
<td>In order to manage parking and traffic congestion on campus, University of Washington has set up the U-PASS, which provides faculty, staff and students with a variety of low-cost transportation options—from buses, commuter train service and light rail, to vanpooling and discounted impromptu carpooling (University of Washington).</td>
<td>In 2010 U-PASS members were more than three times as likely as those without a U-PASS to be transit users (80% and 25% respectively). Use of U-PASS for Metro fares has remained very high (90%) and stable since the survey was implemented in 1996.</td>
<td>Survey designed to collect information on mode shift; transit utilization; carpool parking; U-PASS utilization.</td>
</tr>
<tr>
<td><strong>Transit Marketing and Promotion</strong></td>
<td>Alameda, CA</td>
<td>TravelChoice is an innovative program to reduce driving and congestion while promoting healthy physical activity. TravelChoice used targeted outreach tactics to connect interested residents with information and incentives to add more walking, bicycle riding, public transit, and carpooling into their daily routines (City of Seattle. Department of Transportation.).</td>
<td>Drive-alone trips were reduced 14 percent, primarily due to a 34 percent increase in transit usage and a 5 percent increase in carpooling.</td>
<td>Survey data on travel mode.</td>
</tr>
<tr>
<td><strong>Transit Marketing and Promotion</strong></td>
<td>Government of Western Australia, Perth, Aus.</td>
<td>TravelSmart™ is “a social marketing program that identifies individuals who want to change the way they travel, motivates them to think about their travel options and provides them with information about how to use transit, bike, walk, or carpool for some of their trips.” (Socialdata Australia Pty. Ltd)</td>
<td>The pilot program achieved a 10 percent reduction in car travel and a 21 percent increase in public transit use.</td>
<td>Travel diaries and surveys.</td>
</tr>
<tr>
<td><strong>Carsharing</strong></td>
<td>San Francisco, CA</td>
<td>Study looks at the effects of the Carshare program on vehicle ownership and VMT (Cervero R., Tsai Y.).</td>
<td>Two thirds of participants avoided purchasing another car, resulting in an average member VMT reduction of 47 percent.</td>
<td>Survey of Carshare members.</td>
</tr>
<tr>
<td>Evaluated Strategies</td>
<td>Location</td>
<td>Program/ Mechanism</td>
<td>Results</td>
<td>Evaluation Method/ Monitoring</td>
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<tr>
<td>Parking Pricing</td>
<td>Redwood City, CA</td>
<td>Used demand based meter rates to increase parking availability and improve parking space turn-over (City of Seattle. Department of Transportation.).</td>
<td>Since March 2007, the City successfully maintains an average 18 percent availability meter rate and average parking stay of 72 minutes among downtown spaces that were previously always full all the time.</td>
<td>Parking occupancy and turnover.</td>
</tr>
<tr>
<td>Parking Generation – Traffic Generation</td>
<td>Perth, Australia</td>
<td>Perth Parking Policy introduced in 1999: Maximum levels of private parking based on land area; long term public parking restricted to peripheral areas; all parking bays (other than residential) licensed; license fees applied to off and on-street bays (Richardson).</td>
<td>Trends since policy introduced (1999-2010): 10 percent reduction in parking bays; major increase in parking price; change in mode share for access to city (1990: car driver 50%, transit 35% / 2005-2010: car driver 35%, transit 50%). Employment with the city core grew by 30 percent, transit more than doubled and car access reduced. Also footpaths have been widened and there is less delay for pedestrians.</td>
<td>Quantify before and after parking rates, number of parking bays, change in vehicle and transit ridership mode share.</td>
</tr>
<tr>
<td>Congestion Pricing Area-Wide Value Pricing Projects</td>
<td>Singapore, Norway, United Kingdom (London), Germany (Stuttgart)</td>
<td>Relieve congestion during peak periods, in part through mode shift (John E. Evans IV, Kiran U. Bhatt, and Katherine F. Turnbull).</td>
<td>Singapore, mode shift of up to 30 percent for buses and 11 percent for carpools. In Trondheim, Norway, transit mode share increased by about 7 percent. In London, transit in peak periods increased by 14 percent. In Stuttgart, Germany, one-year simulation resulted in 5 – 15 percent mode shift to transit.</td>
<td>Changes in mode share measured using combination of data related to: Vehicle and/or passenger counts taken over time and survey data.</td>
</tr>
<tr>
<td>Bike Parking</td>
<td>London, England</td>
<td>Survey of 348 London students about mode choice after the installation of bicycle parking racks (Transport for London).</td>
<td>61 percent of school cyclists (i.e. those who had cycled to school within the past month) said the new cycle racks have encouraged them to cycle to school more often.</td>
<td>Survey to quantify before and after bicycle trips to school.</td>
</tr>
<tr>
<td>Promotional Programs – Ten Toe Express</td>
<td>City of Portland Transportation Options</td>
<td>Ten Toe Express is a city-sponsored initiative designed to encourage walking trips (City of Portland Office of Transportation).</td>
<td>More than half of the respondents reported taking more than one new trip per week by walking instead of driving. Of new walking trips, 16 percent were for shopping, 22 percent for errands, and 13 percent to a friend’s house.</td>
<td>Travel journals and surveys. Individual trip patterns.</td>
</tr>
</tbody>
</table>
Appendices
A. Resources

In addition to the identified and referenced national and international TDM plans, programs, and strategies discussed and sources presented in the Works Cites section, there are a number of regional resources and references available for use by local agencies and TDM professionals. While the list is not comprehensive, it does provide a starting point for research and documentation of the various TDM and TDM related plans and guidelines.

Program Support

2050 Regional Transportation Plan and Sustainable Communities Strategy - The 2050 RTP lays out a plan for investing an estimated $214 billion in local, state, and federal transportation funds expected to come into the region over the next 40 years. The largest proportion of the funds will go toward transit, which will receive 36 percent of the funds in the first 10 years, with 34 percent going to highway improvements (largely for the addition of HOV lanes to existing freeway corridors), and 21 percent to local roads and streets. The percentage dedicated to transit will grow each decade, up to 44 percent from 2021 to 2030, 47 percent in the third decade, and 57 percent in the last decade of the plan.

Along with the 2050 RTP, the Board adopted the Sustainable Communities Strategy (SCS). The SCS details how the region will reduce greenhouse gas emissions to state-mandated levels over time. The inclusion of the SCS is required by Senate Bill 375, and the San Diego region is the first in California to produce a regional transportation plan with an SCS.

The 2050 RTP includes plans for additional planning resources to support local jurisdictions with TDM related planning and implementation to include an Early Action Plan for active transportation projects, Complete Streets Guidelines, a Safe Routes to Transit Study and First and Last Mile Solutions to Transit studies and pilot projects.

Menu of Policy Options to Support the Transit Network (Technical Appendix N of the Urban Area Transit Strategy in the 2050 RTP and SCS) - This technical report of the Urban Area Transit Strategy identifies a “menu” of policies and strategies that influence transit ridership and mode share. The menu is organized into three categories: parking, land use, and funding. The report also includes information on transit fares, services, and facilities to help maximize the effectiveness of the region’s transit network.

- 2050 RTP and SCS
  http://www.sandag.org/2050rtp

- Urban Area Transit Strategy

Healthy Communities Atlas – The purpose of the Atlas is to compile, visualize and analyze conditions related to health and wellness in the San Diego Region. Existing data were used to develop health-related indicators at the Census block group level. A GIS tool accompanies the Atlas to allow local jurisdictions to perform customized queries and geographic analysis. The Atlas Map and GIS tool can be used to identify areas that already support health and areas that need further investment in infrastructure, programs and policies.

- Healthy Communities Atlas

Regional Commuter Assistance Program

iCommute – iCommuteSD.com is the San Diego Regional TDM program and the gateway to commute choices and resources in the region. The program is managed by SANDAG as part of the regional 511 transportation information program. iCommute assists commuters and employers by providing free carpool and ridematching services, a subsidized
vanpool program, transit promotion, regional support for bicycling, the Guaranteed Ride Home program, SchoolPool ridematching services for parents, and technical support for employers and agencies to establish a commuter benefit programs. iCommute offers an Employer Starter Kit to assist with developing a commuter policy and benefit program. iCommute staff works directly with employers to launch and grow their commuter program. iCommute staff also provides jurisdictions with technical support on TDM planning and policy development.

**iCommute:**
http://www.iCommuteSD.com

**Parking Tools**

Trip Generation for Smart Growth and Parking Strategies for Smart Growth provide planning tools for the San Diego Region to identify trip generation rates and parking demand associated with smart growth developments. Trip Generation for Smart Growth is accompanied by an interactive Excel spreadsheet tool designed to assist users in calculating trip reduction rates for individual smart growth developments or smart growth planning areas. The spreadsheet can be fully completed with data (by the user), or data can be provided by SANDAG Service Bureau for a fee.

- **Trip Generation for Smart Growth:**

- **Parking Strategies for Smart Growth:**

- **Smart Growth Trip Generation Spreadsheet Tool:**

**Land Use Tools**

The SANDAG Smart Growth Concept Map and Smart Growth Visualization Tool use an interactive map for planners to locate smart growth areas around the region, view photos of existing smart growth projects in these locations (where available), and answer questions such as how the map will be used, how it was prepared, and how it will be updated. Visual simulations of smart growth are also available and illustrate how communities could be transformed by smart growth development and transit-friendly designs.

- **Smart Growth Concept Map and Smart Growth Visualization Tools:**

**Design Guidelines**

There are a number of design guidelines available to local agencies to review as part of their refinements or updates to existing planning and design guideline documents. The design guideline documents provide examples of the various design topics, using text, photos, sketches, and criteria for consideration. For example, chapter 7 of the Regional Bicycle Plan presents bicycle facility design guidelines and a best practices manual to serve as a guide for planners, engineers, and designers.

- **Planning and Designing for Pedestrians - Model Guidelines for the San Diego Region:**

- **Smart Growth Design Guidelines:**
• The Regional Bicycle Plan:

Funding Opportunities for Capital and Planning Projects

Smart Growth Incentive Program: The TransNet Smart Growth Incentive Program (SGIP) funds transportation and transportation-related infrastructure improvements and planning efforts that support smart growth development. The SGIP awards two percent of the annual TransNet revenues (approximately $4.8 million in FY 2009) from 2008-2048 to local governments through a competitive grant program to support projects that will help better coordinate transportation and land use in the San Diego Region. The TransNet Smart Growth Incentive Program operates on a biennial funding cycle.

• SGIP Guidelines and Information:

Active Transportation Grant Program (Formerly the TDA and TransNet Bicycle and Pedestrian Projects Grant Program): The SANDAG Board of Directors allocates funds under the Transportation Development Act (TDA) and TransNet local sales tax program to support bicycle and pedestrian transportation projects in the San Diego Region through a competitive process on an annual basis.

• Active Transportation Grant Program Guidelines and Information

B. Participating in TDM Outside of the Planning and Development Process

iCommute provides free assistance and tools to help jurisdictions design and implement a customized TDM program that can be implemented at the agency and community levels.

Commuter policies and benefit programs: A commuter benefit program provides agency employees with an array of alternative commute choices, as well as incentives for using them. It starts by bundling together various commuting-related programs relevant to the needs of your agency and employees, and then including them in your overall benefits package. Most will save your employees money, reduce stress, and help improve the environment.

A commuter program stands side-by-side with your agency’s health benefits, helping to attract and retain talented staff, as well as improve overall employee satisfaction. Your custom plan could include everything from helping connect employees who want to carpool or vanpool with one another, to offering flexible work schedules and telework options, to providing free or reduced-cost transit passes. Some of the programs are offered free by SANDAG. Others are inexpensive or come with subsidies. For example, SANDAG provides a $400 per month subsidy for qualifying vanpools, a Guaranteed Ride Home program, and a Carpool Incentive Program.

The Commuter Benefit Starter Kit for Employers, available through iCommute, provides your agency with the tools to get started, including an overview of your options, sample policies, promotional materials, and tax benefit information. Additionally iCommute staff is available to assist agencies with developing and implementing the programs that meet your needs.
The iCommute online system offers employees free and convenient ridematching and trip tracking tools. The site also allows your agency to create customized incentive programs for rideshare participants. Its convenient reporting feature details how many of your employees are participating and measures the individual’s and agencies’ financial and environmental savings.

**TDM in the community:** There are many ways that agencies can educate the public and encourage alternatives to driving alone in their communities:

- Provide information on commuting resources. Install a kiosk with information on commute alternatives and provide information on Web sites and newsletters. Include links to iCommutesd.com.

- Encourage large employers to participate in iCommute programs and services. Provide businesses and business organizations, such as Chambers of Commerce, with information on iCommute.

- Participate in and promote annual regional events and campaigns that encourage commute alternatives to driving alone such as Bike to Work Month, Dump the Pump, Rideshare Week, and Walk and Bike to School Day.

- Promote and encourage participation in the regional SchoolPool program. SchoolPool is a free and secure online ridematching service for parents of children who attend the same school anywhere in the San Diego Region. SchoolPool is coordinated by iCommute and is a resource for schools and districts that have lost transportation resources.

**Case Study – City Sponsored TDM Programs**

**Agency sponsored commuter benefit program, City of Escondido, CA:** According to a 2009 survey of employers conducted by SANDAG, the City of Escondido offers a commuter program that includes subsidized transit passes, preferred parking spots for car- or vanpool, bike racks, showers on-site, teleworking, and flexible work schedules.

**TDM in the community – In Motion, King County, WA:** In Motion programs have been rolled out in ten neighborhoods in King County. Residents register and pledge to eliminate a set number of drive-alone trips each week by using some other mode. The participants log the trips they make by taking the bus, walking, bicycling, or carpooling instead of driving alone. Registrants earn points for each SOV trip saved, and win prizes such as gift certificates to neighborhood businesses or vouchers for use toward transit fare. All registrants receive information, maps, and free bus tickets to encourage trying new travel modes to explore their community.
C. Sample Trip Reduction Ordinance – Cambridge, MA

Chapter 10.18 - PARKING AND TRANSPORTATION DEMAND MANAGEMENT PLANNING; PARKING SPACE REGISTRATION

Sections:
- 10.18.010 - Purpose
- 10.18.020 - Definitions
- 10.18.030 - PTDM Planning Officer
- 10.18.040 - Registration of All Parking Spaces
- 10.18.050 - Parking and Transportation Demand Management Plans
- 10.18.060 - Reduction in Minimum Parking and Maximum Distance Requirements
- 10.18.070 - Requirements Applicable to Small Projects
- 10.18.080 - Enforcement
- 10.18.090 - Evaluation

10.18.010 - Purpose

(a) It is the purpose of this Chapter to regulate and control atmospheric pollution from motor vehicles by formalizing parking and transportation demand management planning, programs, and coordination which have been ongoing for a number of years. This Chapter will reduce vehicle trips and traffic congestion within the City, thereby promoting public health, safety, and welfare and protecting the environment. This Chapter requires parking and transportation demand management (PTDM) plans for commercial parking facilities and other types of non-residential parking facilities over a specified size as set forth in 10.18.050 and 10.18.070. This Chapter also establishes a process whereby City officials will be able to track the number, use and location of off-street parking spaces in the City.

(b) A Parking and Transportation Demand Management Planning Officer will be designated by the City Manager with the responsibility for reviewing, conditioning, approving and/or denying PTDM plans. Any project subject to the requirements of this Chapter shall not be qualified to receive a permit from the Planning Board, a commercial parking permit from the Commercial Parking Control Committee, a special permit or variance from the Board of Zoning Appeal, a building permit from the Commissioner of Inspectional Services, a certificate of occupancy from the Commissioner of Inspectional Services, or an operating license from the License Commission absent written approval of its PTDM plan from the PTDM Planning Officer or evidence of registration of its parking spaces with the Department of Traffic, Parking, and Transportation.

(1211, Added, 11/16/1998)

10.18.020 - Definitions

"Commercial Parking Space" means a parking space available for use by the general public at any time for a fee. The term shall not include (i) parking spaces which are owned or operated by a commercial entity whose primary business is other than the operation of parking facilities, for the exclusive use of its lessees, employees, patrons, customers, clients, patients, guests or residents but which are not available for use by the general public; (ii) parking spaces restricted for the use of the residents of a specific residential building or group of buildings; (iii) spaces located on public streets; or (iv) spaces located at a park-and-ride facility operated in conjunction with the Massachusetts Bay Transportation Authority.

"Commercial Parking Facility" means a parking facility owned or operated by a commercial entity whose primary business is the operation of a parking facility and at which there are at least five (5) Commercial Parking Spaces.

"Commercial Parking Permit" means a (i) permit issued under chapter 10.16 of the Cambridge Municipal Code, authorizing the use of a designated number of parking spaces at a specified location as Commercial Parking Spaces; (ii) a permit or approval issued prior to the effective date of this Chapter pursuant to the Procedures, Criteria, and Memorandum of Agreement dated November 15, 1984; (iii) a Controlled Parking Facility Permit that expressly authorizes use of the parking facility for Commercial Parking Spaces; or (iv) a letter from the Director confirming the number of spaces at a specified location that were in existence and being used as Commercial Parking Spaces as of October 15, 1973.
“Controlled Parking Facility Permit” (CPFP) means a permit issued by the Director prior to the effective date of this Chapter, which authorized the construction or operation of a parking space or the construction, operation, or modification of a parking facility.

“Determination of Exclusion” means a determination made by the Director that a parking facility or a parking space did not require a controlled parking facility permit.

“Director” means Director of the Cambridge Department of Traffic, Parking, and Transportation.

“Effective Date” means November 16, 1998, the original date of final adoption of this Chapter of the Cambridge Municipal Code.

“Existing Parking Facility” shall mean a parking facility for which (i) a certificate of occupancy was issued by the Commissioner of Inspectional Services; (ii) an operating license was issued by the License Commission; or (iii) the Director issued a letter confirming the number of spaces at that location which spaces were in existence and being used as commercial parking spaces as of October 15, 1973 (a “Director’s Letter”).

“New Project” means a project to construct or operate parking spaces within a new facility or an existing parking facility which will cause such facility to have a net increase in the number of spaces for which a certificate of occupancy, operating license, variance, special permit, or Director’s Letter has not been issued as of the effective date of this Chapter and which is not a park-and-ride facility operated in conjunction with the Massachusetts Bay Transportation Authority.

“Parking Facility” means any lot, garage, building or structure or combination or portion thereof, on or in which motor vehicles are parked, except any such facility used in association with or by a municipal police or fire station, and in the case of university or college campuses, the stock of parking spaces maintained within the City by the university or college which supports university or college activities within the City.

“Person” means and includes a corporation, firm, partnership, association, executor, administrator, guardian, trustee, agent, organization, any state, regional or political subdivision, agency, department, authority or board, and any other group acting as a unit, as well as a natural person.

“Planning Officer” means the City official responsible for PTDM plan reviews.

“PTDM” means Parking and Transportation Demand Management.

“Small Project” means a project to construct or operate five (5) to nineteen (19) non-commercial, non-residential parking spaces within a new facility or an existing parking facility which will cause such Facility to have a net increase in the number of spaces for which a certificate of occupancy, operating license, variance, special permit, or Director’s Letter has not been issued as of the effective date of this Chapter. To qualify as a Small Project, the total number of non-commercial, non-residential parking spaces at the parking facility must remain at or below nineteen (19).

(Ord. 1287, Amended, 09/12/2005; 1252, Amended, 09/24/2001; 1211, Added, 11/16/1998)

10.18.030 - PTDM Planning Officer.

Within thirty (30) days of the effective date of this Chapter, the City Manager shall designate a Parking and Transportation Demand Management Planning Officer who shall have responsibility for reviewing, conditioning, approving, and/or denying PTDM plans and who shall report to the City Manager. Said officer shall be a Cambridge resident within six months of employment in this position. Prior to rendering his/her determination(s), the Planning Officer shall consult with the PTDM plan applicant, the Director and the Assistant City Manager for Community Development.

(1211, Added, 11/16/1998)

10.18.040 - Registration of All Parking Spaces.

(a) No person shall build, expand, or reconfigure a parking facility for non-residential parking spaces resulting in a net increase in the number of parking spaces or a change in the use of such spaces based on the categories of use listed below at paragraphs (v) and (vi), without first submitting a parking registration form to, and obtaining acceptance from, the Director.

(b) The registration form shall be prepared by the Director and shall be available at the offices of the Department of Traffic, Parking and Transportation. The form will require the following information:
(i) Name and address of parking facility owner;

(ii) Name and address of parking facility operator;

(iii) Address of parking facility;

(iv) Total number of existing parking spaces;

(v) Number of existing parking spaces in each of the following categories:
   - Residential
   - Commercial
   - Non-commercial
   - Customer
   - Employee
   - Patient
   - Student
   - Client
   - Guest

(vi) Number of parking spaces proposed to be added to the parking facility in each of the following categories:
   - Residential
   - Commercial
   - Non-commercial
   - Customer
   - Employee
   - Patient
   - Student
   - Client
   - Guest

(vii) Identification of any existing parking permits for the parking facility; and

(viii) Explanation of any enforcement actions against the parking facility.

(c) The Director shall accept or return a registration form to the registrant with a request for additional information within thirty (30) days after the form was filed.

(d) The License Commission shall not issue a license and the Commissioner of Inspectional Services shall not issue a building permit or certificate of occupancy for a parking facility subject to this section without evidence (i) that the registration form has been accepted by the Director; and (ii) if required, that the facility has a PTDM Plan approved by the Planning Officer.

(1252, Amended, 09/24/2001; 1211, Added, 11/16/1998)

10.18.050 - Parking and Transportation Demand Management Plans

(a) No person shall build, expand, or operate a parking facility subject to the Parking and Transportation Demand Management (PTDM) Plan requirements of this Chapter absent a PTDM Plan approved by the Planning Officer.

(b) The PTDM requirements of this Chapter shall apply to each of the following:

   (i) Any commercial parking facility for which a certificate of occupancy or operating license, variance or special
permit was not obtained prior to the effective date of this chapter;

(ii) An existing commercial parking facility at which the number of parking spaces is increased after the effective date of this chapter;

(iii) Any parking facility at which the use of existing or permitted parking spaces is changed to commercial use after the effective date of this chapter;

(iv) Any new project to build or create by change of use twenty or more non-residential parking spaces; and

(v) Any new project to expand an existing parking facility resulting in a total number of non-residential parking spaces of twenty (20) or more.

(c) The PTDM Plan shall be designed to minimize the amount of parking demand associated with the project and reduce single-occupant vehicle trips in and around Cambridge. The PTDM Plan shall be based on the following facts, projections and commitments:

(i) Facts and Projections:
   - Nature of development and property use;
   - Proximity of project to public transit and other non-Single-Occupant Vehicle facilities;
   - Availability of and accessibility to offsite parking spaces which could serve the project;
   - Number of employees and their likely place of origin; and
   - Type and number of patrons/users of proposed parking supply and their likely place of origin.
   - Number of vehicle trips expected to be generated by the project and description of measures to reduce associated traffic impacts on Cambridge streets; and
   - Other factors published by the Planning Officer.

(ii) Commitments:
   - Commitment to work with the Cambridge Office of Work Force Development;
   - Commitment to implement vehicle trip reduction measures including some or all of the following:
     Subsidized MBTA passes and other incentives; shuttle services; ride-sharing services; bicycle and pedestrian facilities; flexible working hours; preferential parking for Low Emission Vehicles/Zero Emission Vehicles/bicycles/carpools/vanpools (Note: this list is not meant to preclude implementation of other types of vehicle trip reduction measures). This commitment must be accompanied by a detailed description of the measures proposed to be implemented; and

   Commitment to establish and make reasonable efforts to achieve a specified, numeric reduction (or percent reduction) in single-occupant vehicle trips in and around Cambridge. The percent reduction will be based on PTDM practices successfully implemented in reasonably comparable environments and as identified in professional and academic literature and based on analysis of existing trip reduction measures in Cambridge.

Each PTDM Plan shall identify the total number of existing and proposed parking spaces at the facility and specify how many existing and proposed spaces fall within each of the following categories (explain how many spaces are used for multiple purposes):

- Residential
- Commercial
- Non-commercial
- Customer
- Employee
- Patient
Where the parking facility includes or proposes a combination of commercial and non-commercial parking spaces, the Plan shall specify how the parking facility will prevent commercial use of the non-commercial parking spaces.

Each PTDM Plan shall contain the following certification signed by an authorized corporate officer:

"I hereby certify that a commercial parking permit has been obtained for each space being used for commercial parking. None of the other existing or proposed parking spaces at this parking facility have been or will be available as commercial parking spaces until a commercial parking permit therefor has been obtained."

(d) The Planning Officer shall review, condition, approve and/or deny the PTDM Plan based on the above-listed facts, projections, and commitments. The Planning Officer shall issue his/her decision in writing within 60 days of receipt of the proposed PTDM Plan. The required time limit for action by the Planning Officer may be extended by written agreement between the proponent and the Planning Officer. Failure by the Planning Officer to take final action within said sixty (60) days or extended time, if applicable, shall be deemed to be approval of the proposed PTDM plan. If the project proponent elects to make a request pursuant to 10.18.060, the decision of the Planning Officer shall be expanded to include a recommendation about whether offsite parking should be allowed at distances greater than those allowed in the Zoning Ordinance and/or whether fewer parking spaces than the minimum required in the Zoning Ordinance should be allowed. Decisions of the Planning Officer may be appealed by the project proponent to a review committee composed of the City Manager, or his designee, and two other City staff members designated by the City Manager none of whom may have participated in the initial review of the Plan.

(e) The Planning Officer shall also make available sample PTDM plans which a project proponent may adapt for their project, such to approval by the Planning Officer.

(f) No permit, commercial parking permit, special permit, variance, building permit, certificate of occupancy, or operating license shall be issued for any project subject to 10.18.050 by the Planning Board, Commercial Parking Control Committee, Board of Zoning Appeal, Commissioner of Inspectional Services, or License Commission absent a written decision indicating approval from the Planning Officer of the project proponent’s PTDM Plan. Any such permit or license shall be consistent with, and may incorporate as a condition, the decision of the Planning Officer and shall include written notice of the requirements of 10.18.050 (g) and (h), below. Nothing in this ordinance shall be construed to limit the power of the Planning Board or Board of Zoning Appeal to grant variances from or special permits under the provisions of the Zoning Ordinance. No project proponent shall be required by the Planning Officer to seek such relief under the Cambridge Zoning Ordinance.

(g) Approvals issued by the Planning Officer shall be automatically transferrable by and among private parties, provided that the proposed new owner (the "Transferee") shall continue to operate under the existing PTDM Plan and shall submit to the Planning Officer within thirty (30) days of the title transfer a certification that the existing PTDM plan will remain in effect. The certification shall be submitted on a form issued by the Planning Officer and shall certify that such Transferee commits to implement the existing PTDM plan, as approved; and acknowledges that failure to implement the plan is subject to the enforcement provisions of this Chapter. Where such certification is submitted, the approved plan shall remain in effect as to the Transferee. The Transferee may elect instead to and consult with the Planning Officer within thirty (30) days of title transfer regarding appropriate revisions to the existing plan. Based on such consultation, the Planning Officer may require information from the Transferee concerning proposed changes in use of the parking facility and associated buildings and the relevant facts and projections regarding the proposed changes. Within thirty (30) days of receipt of such information, the Planning Officer may issue a written approval of the revised plan and obligations to the Transferee or the Planning Officer may require submittal of a new PTDM Plan from the Transferee for review, condition, approval and/or denial. Until such time as a new or revised plan has been approved, the existing PTDM plan shall remain in effect.

(h) Each PTDM Plan approval issued by the Planning Officer shall contain, at a minimum, the following conditions:

(i) The parking facility owner and operator each commit to implement all elements of the PTDM Plan, as approved, including annual reporting requirements, and to maintain records describing implementation of the Plan;

(ii) The City shall have the right to inspect the parking facility and audit PTDM implementation records; and
(iii) The parking facility owner and operator each commit to notify and consult with the Planning Officer thirty (30) days prior to any change in ownership, use or operation of the facility.

(1252, Amended, 09/24/2001; 1211, Added, 11/16/1998)

10.18.060 - Reduction in Minimum Parking and Maximum Distance Requirements

(a) A project proponent may elect to request that the Planning Officer include as an element of its PTDM Plan a plan for fewer parking spaces that the minimum set forth in the Zoning Ordinance. Upon the written request of the project proponent, based on an evaluation of the facts, projections, and commitments listed at 10.18.050 (c), the Planning Officer may make a written recommendation about the maximum number of parking spaces for the project. This recommendation shall remain subject to review and approval by the Planning Board or Board of Zoning Appeal as appropriate.

(b) A project proponent may elect to request that the Planning Officer include as an element of its PTDM Plan a plan for utilizing off-site parking spaces that are farther from the project site than the maximum distance requirements set forth in the Zoning Ordinance. Upon the written request of the project proponent, based on an evaluation of the facts, projections, and commitments listed at 10.18.050 (c), the Planning Officer may make a written recommendation about how many parking spaces serving the project may be appropriately located at an off-site location and at what distance from the project site. This recommendation shall remain subject to review and approval by the Planning Board or Board of Zoning Appeal as appropriate.

(1211, Added, 11/16/1998)

10.18.070 - Requirements Applicable to Small Projects

The owner or operator of each Small Project shall implement at least three (3) PTDM measures and maintain records of such implementation. A list of acceptable types of measures may be obtained from the Traffic, Parking and Transportation Department, the Inspectional Services Department, the Community Development Department, or the License Commission. The Planning Officer shall create and periodically update this list, which shall include: T-pass subsidies; bicycle parking; changing facilities; carpools/vanpools; financial incentives not to drive alone; or other similar measures.

(1252, Amended, 09/24/2001; 1121, Added, 11/16/1998)

10.18.080 - Enforcement

(a) The Director shall enforce the provisions of this Chapter. If the Director has reason to believe that any provision of this Chapter is being violated, the Director shall investigate the possible violation. If after investigation the Director determines that any provision of this Chapter is being violated, s/he shall provide a first written notice of violation to the person charged with the violation, or the duly authorized representative thereof, of the determination of violation and shall order that the violation cease within thirty (30) days of the issuance of the first written notice. If the violation is not cured within the thirty (30) days after issuance of the determination of violation, the Director may proceed to assess the fines established in this chapter as well as any other remedies available to the city. In addition to all other remedies, if the violation has not ceased within thirty (30) days after the first written notice, then the Director may order shutdown of the parking facility. Second or subsequent written notices to a facility for the same violation shall be immediately effective and shall not provide the thirty (30) day opportunity to cure contained in the first written notice. A determination and order of the Director may be appealed to the City Manager by the person charged with the violation within thirty (30) days of issuance of the Director’s determination and order.

(b) In addition to other remedies available to the City, any person who builds or modifies a parking facility without complying with the provisions of this Chapter shall be subject to a fine of up to $10.00 per day per parking space for every day that such parking space was operated without a registration accepted by the Director or without a PTDM Plan approval issued by the Planning Officer or in non-compliance with an approved PTDM Plan. On a determination, after investigation, by the Director that this Chapter is being violated, and the exhaustion of any appeal to the City Manager in accordance with (a) above, the Director shall take steps to enforce this chapter by causing complaint to be made before the district court and/or by applying for an injunction in the superior court.

(c) In addition to other remedies available to the City, a determination that a facility is operating in violation of the provisions of this Chapter shall be ground for revocation by the Director of the facility’s parking permit or other form of approval.
(d) The Planning Officer shall have independent authority to inspect a parking facility and audit its records to determine whether it is in compliance with its PTDM Plan. The Planning Officer shall issue a finding of non-compliance in writing and provide copies to the parking facility owner and operator and to the Director.

(1211, Added, 11/16/1998)

10.18.090 - Evaluation

The PTDM Planning Officer shall prepare a report annually on the status and effectiveness of the implementation of this Ordinance.

(1300, Amended, 09/11/2006; 1252, Amended, 09/24/2001; 1211, Added, 11/16/1998)

D. Sample Employer Trip Reduction Ordinance – Santa Monica

TRANSPORTATION MANAGEMENT ORDINANCE 1604 - SUMMARY

The City of Santa Monica’s Transportation Management Ordinance #1604 was enacted by the City in 1990 in an effort to reduce traffic congestion and improve air quality. The Ordinance affects employers with ten employees or more and focuses on reducing the number of employee commute trips generated by Santa Monica employers.

Employer Requirements:

Employers are required to submit annual transportation plans to the City. Employers are notified by mail each year before their plan due date and provided with all necessary plan forms.

Employers of 10 - 49 employees are required to attend a City-sponsored workshop and submit a worksite Transportation Plan (WTP) to the City each year. The WTP outlines how the employer will provide all employees with ridesharing information.

Employers of 50 employees or more are required to designate a certified Employee Transportation Coordinator (ETC) and submit an annual Emission Reduction Plan which implements one of the following options:

Employee Trip Reduction Plan This option is an incentive-based plan which focuses on reducing employee trips to and from the worksite. Employers must survey their employees to establish commute patterns for the morning (6:00 a.m. to 10:00 a.m.) and for the evening (3:00 p.m. to 7:00 p.m.). A 75% employee response rate is required. After surveying and establishing an Average Vehicle Ridership (the number of employees per car that arrives at the worksite), employers choose the incentives and marketing strategies that will encourage their employees to rideshare to and from work rather than drive alone. Employers must submit a plan that they believe will result in an AVR of 1.5 employees per vehicle.

Emission Reduction Plan (ERP) Mobile Source Emission Reduction Credits (MSERC) Employers may purchase Mobile Source Emission Reduction Credits from a certified Broker in lieu of an ETRP. Employers may survey employees to determine their Average Vehicle Ridership (AVR) and purchase MSERCs to bridge the shortfall between their AVR and their target AVR of 1.5 or not survey and purchase MSERCs for an AVR of 1.0

Average Vehicle Ridership (AVR):

AVR is a measure of persons per vehicle calculated by dividing the number of employees arriving or departing the worksite by the number of vehicles used to commute to and from the worksite. AVR is calculated using information about employee commute patterns collected over a one-week survey period. The AVR attainment goal is 1.5 persons per vehicle for the morning commute period (6:00 a.m. to 10:00 a.m.) And the evening commute period (3:00 p.m. to 7:00 p.m.)

Certified Training Requirements

Employers of 10 to 49 employees will be notified by mail to attend a City-sponsored training workshop. Each employer must attend one initial training workshop.

Employers of 50 to 249 employees must designate an employee to attend a workshop provided by a City-certified trainer.
Employers of 250 or more employees must receive certification by the South Coast Air Quality Management District. Training dates and registration information is available at: http://www.aqmd.gov/trans/training.html

**Consultants:**

Employers may hire a City-approved consultant to act as the Employee Transportation Coordinator. Contact the City’s Transportation Management Office for a list of City-approved consultants.

**Annual Transportation Impact Fees:** Employers are required to pay a per employee fee. For purposes of calculating fees, the following employees are considered exempt:

- Part-time employees working fewer than 4 hours per week
- Temporary employees
- Contract employees
- Seasonal employees
- Employees who are based in Santa Monica but report to other worksites outside of the City

Employers of 10-49 employees pay a specific fee per employee.

Employers of 50 or more employees: Employers who meet and maintain an AVR of 1.50 for the morning and evening windows receive a fee discount of 40 to 60 percent.

Employers of 50 or more employees filing an MSERC plan pay a specific fee.

**Multi-site Employers:**

Employers with more than one worksite located within the City of Santa Monica may file one multi-site Emission Reduction Plan or Worksite Transportation Plan.

Employers of 250 or more with one worksite in the City of Santa Monica and one or more worksites of over 250 employees located outside of Santa Monica but within the South Coast Air Basin may choose to comply with the City’s Ordinance 1604 or the South Coast Air Quality Management District’s Rule 2202. Employers choosing to comply with Rule 2202 must file an exemption with the City.

**Parking Cash Out**

Employers who fall under the purview of AB2109 (Parking Cash Out), must implement a parking cash out plan as part of their Emission Reduction Plan. Employers who fail to do so will have their Emission Reduction Plan disapproved.

**Enforcement**

Employers who do not comply with the requirements of the Transportation Management Ordinance will be subject to the following enforcement:

The first violation of a plan year will result in a warning notice. Each subsequent violation in a plan year will result in a violation notice. A violation notice carries a fine of $5.00 per employee per day and possible revocation of a City of Santa Monica business license.
6. Works Cited


HEALTHY WORKS℠/COMMUNITIES PUTTING PREVENTION TO WORK
“HEALTHY COMMUNITIES ATLAS”

**Introduction**

SANDAG has been working with the County of San Diego Health and Human Services Agency (HHSA) since March 2010 on the Healthy Works/Communities Putting Prevention to Work Project. The objective of the project is to address rising obesity rates in the San Diego region through built environment strategies that promote increased rates of physical activity and improved access to healthy food and nutrition. The project is funded by a $373 million nationwide program of the U.S. Centers for Disease Control and Prevention through the federal American Recovery and Reinvestment Act of 2009. HHSA received $16.1 million through this program and has contracted with SANDAG for about $3 million to implement six projects (Attachment 1).

One of these projects is to develop planning tools that can analyze health benefits and impacts of proposed projects, policies, and programs. As part of this project, SANDAG has hired a consultant to assemble and map conditions in the built environment that affect health outcomes and disparities. These built environment conditions, or “determinants of health,” range from access to parks and grocery stores to air quality and pedestrian safety. Significant research and evidence in the field of public health supports the link between these determinants of health and actual health outcomes.

The Healthy Communities Atlas (Atlas) was developed with input from HHSA and the Public Health Stakeholder Group. Copies of the Atlas have been posted to the SANDAG Web site at www.sandag.org/healthyworks. Underlying Geographic Information System (GIS) data for the Atlas as well as the research and analysis methodologies will be made available by SANDAG to local jurisdictions for use in local planning and policy projects. These projects may range from general plan updates and zoning codes to capital improvement programs.

**Discussion**

A final draft of the Atlas was presented to the Regional Planning Technical Working Group on March 8, 2012. It is being presented to the Cities/County Technical Advisory Committee as well, as significant portions of the Atlas are related to the region’s transportation system. In particular, development of the Atlas enabled SANDAG to compile the first comprehensive sidewalk inventory for the region’s urbanized area. Among other things, this inventory was used to compute accessibility for pedestrians to public transit and key land uses. In addition, the transportation system is important because it can support improved public health by encouraging travel by active modes, or detract from it by presenting barriers to walking and bicycling. The Atlas addresses both of these considerations in a variety of ways.
The Healthy Communities Atlas is an evidence-based guide to San Diego County’s “health landscape.” The Atlas compiles and maps existing health-related data on a variety of indicators relating to the following health and built environment themes:

- Physical Activity and Active Transportation
- Injury Prevention
- Nutrition
- Air Quality

Existing data was used to develop measures of health and built environment conditions at the Census block group level. Most of the indicators are related to physical activity promotion and obesity prevention, the focus of the Healthy Works Project. Using block groups as a consistent geography allows comparison between indicators. It also allows layering, querying, and mapping of multiple indicators in order to illustrate phenomena of spatial clustering or convergence of numerous factors. The Atlas includes a number of composite maps, which query multiple indicators to identify areas of the region where multiple factors converge to support or conversely detract from positive health outcomes.

Reviews of the academic literature were used to identify and support the indicators included in the Atlas. In the case of the composite maps, the indicators included in each composite map were identified in the research as having a connection to the outcome being examined. Although it is evidence-based, the mapping in the Atlas is purely descriptive and has not been subjected to statistical validation in the San Diego region. With the exception of a regional sidewalk inventory, the scope of the Atlas did not include the collection of any original data. The list of indicators was therefore, limited by data availability.

A GIS-based tool called the Healthy Communities Framework accompanies the Atlas. This tool can be used by SANDAG, HHSA, and other regional and local partners to perform customized queries and geographic analyses. The maps in the Atlas and in the Healthy Communities GIS Framework can be used to identify areas in the region that currently support health or need investments to improve health outcomes. The Atlas also can be used by cities and the County as a starting point for more detailed health analysis as input into local planning and implementation projects.

**Next Steps**

The Healthy Communities Atlas is available through the SANDAG Web site at www.sandag.org/healthyworks. Access to the sidewalk inventory is available through the SANDAG Technical Services department. Training on the use of the GIS tool will be offered to local agency staff in the coming months. For more information about this data and the tool, please contact Stephan Vance at Stephan.Vance@sandag.org, or (619) 699-1924.

Attachment: 1. Healthy Works Fact Sheet - Communities Putting Prevention to Work

Key Staff Contact: Stephan Vance, (619) 699-1924, Stephan.Vance@sandag.org
HEALTHY WORKS
FACT SHEET

COMMUNITIES PUTTING PREVENTION TO WORK (CPPW) is a $372 million nationwide grant program of the U.S. Center for Disease Control and Prevention to combat obesity and tobacco use. Under this program, the County of San Diego’s Health and Human Services Agency (HHSA) received $16.1 million to fight obesity through projects that support physical activity and access to healthy food and nutrition. Collectively, these projects fall under the county’s Healthy Works: Paths to Healthy Living initiative.

HHSA has partnered with SANDAG to implement regional planning, active transportation, and Safe Routes to School projects that address the design of the built environment. This work is supported by $3 million in grant funds.

Program Schedule
The grant program is funded through the federal American Recovery and Reinvestment Act and must be completed by March 2012.

There are several opportunities for local agencies and organizations to get involved in the program. A Public Health Stakeholder Group and Safe Routes to School coordination team have been formed to help SANDAG with the following projects.

Grant Funded Projects and Opportunities

Health Impact Assessment and Forecasting
» Develop a regional Health Atlas to identify key areas where public health disparities can be addressed with planning and infrastructure investments;
» Add health outcomes as a component to the SANDAG CommunityViz sketch planning tool;
» Support for the update of the SANDAG activity-based regional transportation model to better account for and forecast active transportation trips.

Regional Comprehensive Planning Policies
» Develop recommendations for health and wellness goals, policies, objectives, and implementation actions that may be included in the Regional Comprehensive Plan;
» Develop performance metrics to monitor progress;
» Provide technical assistance and trainings for local agencies on active design, complete streets, and healthy communities planning.

Healthy Communities Campaign
Develop, implement, and support two pass-through grant programs:
» Healthy Communities Planning grants to local agencies and tribal governments to

(Continued on reverse)
add public health components to local planning efforts;
» Active Community Transportation grants to local agencies, school districts, or community-based organizations to develop comprehensive approaches for creating bicycle- and pedestrian-friendly neighborhoods.

In addition, the Healthy Communities Campaign includes the following goals:
» Assess the feasibility of developing comprehensive, evidence-based design guidelines to promote physical activity and healthy communities in the San Diego region;
» Develop a Health Impact and Benefit Assessment (HIA) tool that may be used by SANDAG to integrate health considerations in project development and implementation;
» Provide trainings for agency staff, community-based organizations, health advocates, and education institutions on how to conduct HIAs.

**Safe Routes to School**

Develop a Regional Safe Routes to School Strategic Plan to make walking and bicycling to school safer and more attractive travel choices. The Plan will aim to support local communities in establishing new Safe Routes to School programs, as well as sustaining and enhancing existing efforts.

Two pass-through grant programs are part of this effort:

» Safe Routes School Planning and Capacity Building grants support comprehensive Safe Routes to School planning;
» Safe Routes to School Education, Encouragement, and Enforcement grants fund programs that encourage and educate students, parents, school officials, and other community stakeholders on walking and bicycling to school safely.

**Active Commuter Transportation Campaign**

Through its iCommute program, SANDAG expanded Bike to Work Day promotions through May 2011 and implemented the Walk, Ride, and Roll to School Campaign.

**Regional Bicycle Plan Implementation**

» Develop a bicycle wayfinding signage program for the regional bicycle network to direct bicyclists to useful destinations and encourage biking for practical purposes, such as commuting to work, shopping, and connecting to transit;
» Produce promotional materials about the regional bicycle network to encourage utilitarian bicycling and to communicate the public health, environmental, and quality of life benefits of bicycling.

**For more information**

Contact Stephan Vance at (619) 699-1924, or sva@sandag.org.
SAN DIEGO REGIONAL PLUG-IN ELECTRIC VEHICLE INFRASTRUCTURE READINESS SURVEY AND WORKSHOP

Introduction

The San Diego region is at the forefront of plug-in electric vehicle (PEV) deployment, with the highest per capita amount of PEV purchases and car charging equipment installations in the United States. The region’s early PEV experiences have identified barriers to widespread PEV adoption, which could best be addressed in a strategic and coordinated manner. SANDAG and the California Center for Sustainable Energy (CCSE) are administering two grants from the California Energy Commission (CEC) and the U.S. Department of Energy (DOE) to support strategic planning for PEVs in the San Diego region.

Engaging local government staff is critical to the success of these planning efforts. Two opportunities for participation include a survey and a workshop on PEV readiness. The survey will assess current building, permitting, and installation guidelines for PEV charging equipment installations. The workshop will provide local government staff with the tools and resources to make their communities ready for the deployment of PEVs. David Almeida, CCSE, will provide information about the survey and workshop. Additional details are included in Attachment 1, and a save-the-date for the PEV readiness workshop is included as Attachment 2.

Background

Regional Energy Strategy and Sustainable Communities Strategy

The SANDAG Regional Energy Strategy (RES) serves as the energy policy blueprint for the region. The RES is structured around 11 major energy topics, including transportation fuels. Additionally, the SANDAG Board of Directors identified six priority early action items to implement the RES. One of the early action items is to support planning of electric charging and alternative fueling infrastructure.

The adopted 2050 Regional Transportation Plan and Sustainable Communities Strategy included several actions pertaining to PEVs that SANDAG and local jurisdictions should support, including:

- Implement the RES and the Climate Action Strategy in coordination with state and local jurisdiction efforts
- Support planning and infrastructure development for alternative fueling stations and PEV chargers
- Develop or facilitate a regional approach to long-term planning for alternative fuel infrastructure that includes the continued development of public-private strategic alliances
Plug-in Electric Vehicle Planning Grants

The CEC issued a solicitation to provide funding opportunities under the Alternative and Renewable Fuel and Vehicle Technology Program to help regions develop PEV strategic plans for electric vehicle supply equipment (EVSE), establish best practices for “PEV-ready” building and public works guidelines, and help to streamline EVSE permitting, installation, and inspection processes. In response, SANDAG, in partnership with the CCSE, submitted an application and was subsequently awarded a grant to prepare a regional PEV readiness plan and form the San Diego Regional Electric Vehicle Infrastructure (REVI) Working Group. REVI members include staff from local jurisdictions, regional public agencies, San Diego Gas & Electric, local universities and community colleges, and members of the business community with the goal to develop a regional readiness plan and best-practice materials related to PEV infrastructure.

The California PEV Collaborative submitted one statewide proposal to DOE that included several regional projects. In April and May 2011, early in the proposal preparation, the Energy Working Group and the Executive Committee discussed this grant opportunity for the San Diego region. As a result, SANDAG submitted a letter of intent to DOE stating this region’s interest in addressing barriers to PEV deployment through this grant. Subsequently, a statewide proposal was developed, which was able to enhance each region’s independent projects. SANDAG asked CCSE to serve as lead entity for the DOE proposal, while the agency led submittal of the CEC proposal.

The DOE award provided funding for six regional PEV infrastructure plans in California and the creation of a statewide PEV readiness guidelines document. The DOE and CEC projects are being coordinated together and are intended to complement each other. The activities performed under the CEC and DOE grants will work toward the common objective of preparing the region for an increasing number of PEVs.

Attachments: 1. San Diego Plug-in Electric Vehicle Infrastructure Planning Summary
2. Save the Date: PEV Collaborative Workshop

Key Staff Contact: Allison King, (619) 699-1973, Allison.King@sandag.org
San Diego Plug-in Electric Vehicle Infrastructure Planning Summary

The San Diego region is at the forefront of plug-in electric vehicle (PEV) deployment, with the highest per capita amount of PEV purchases and car charging equipment installations in the United States. The region’s early PEV experiences have identified barriers to widespread PEV adoption, which could best be addressed in a strategic and coordinated manner. SANDAG and the California Center for Sustainable Energy (CCSE) were awarded two grants from the California Energy Commission and the Department of Energy to address these barriers and find solutions to facilitate the expansion of PEV infrastructure throughout the region. As part of these grants, CCSE is distributing a PEV infrastructure readiness survey to staff at each jurisdiction in San Diego County. Additionally, CCSE will be holding a workshop on June 14, targeted to city and county staff involved in PEV infrastructure installation processes.

PEV Infrastructure Readiness Survey:

This survey is designed to assess PEV readiness in communities across California. CCSE has worked closely with statewide stakeholders during the survey development, but has further refined it for the San Diego region. The survey will collect data on the following key areas:

- Permitting and inspection processes for residential and public charging stations
- Existing/planned updates to building codes to promote PEV infrastructure deployment
- Existing/planned zoning and parking regulations
- Training and education programs for PEV infrastructure and vehicle operations (e.g., emergency first-responder/electrical contractor)

CCSE will send out an e-mail with a link to the survey throughout the month of May to a list of existing stakeholders. However, we also encourage recipients to distribute the survey to interested colleagues.

PEV Readiness Workshop:

In partnership with the statewide PEV Collaborative, CCSE will be hosting a PEV infrastructure readiness workshop for local governments on Thursday, June 14, 2012. This workshop will focus on key community actions related to PEV infrastructure readiness, including: zoning/parking, permitting/inspection, building codes, and existing/desired training and education programs. Please see the save-the-date on the following page for more information and how to register.

When: June 14, 2012 from 10:00 a.m. to 4:00 p.m.
Where: California Center for Sustainable Energy
8690 Balboa Avenue, Suite 100
San Diego, CA 92123

Contact Information:

David Almeida
David.Almeida@energycenter.org
(858) 244-1190

Tyler Petersen
Tyler.Petersen@energycenter.org
(858) 244-4876
Is Your Community Plug-in Electric Vehicle Ready?

Attend a free workshop that will give local governments the tools they need to get their communities ready for plug-in electric vehicles (PEVs), including:

- Building codes
- Zoning and parking policies
- Permitting and inspection
- Training and education
- Outreach to local residents and businesses

Receive a toolkit with specific actions you can take to make your community a model for PEV readiness and a compilation of resources to streamline the process

Hear local building officials share their experiences

- Gain insight to become a PEV leader in your area
- Kick the tires and take a spin in the vehicles now showing up in driveways and garages in your community
- Learn about the charging infrastructure being installed
- Hear drivers talk about “living” with a PEV
- Learn about financial incentives for infrastructure and fleet purchases
- Hear businesses talk about the needs and benefits of workplace charging, and their experience with installations

Who should attend?

- City managers
- County administrative officers
- Planners
- Code officials
- Building inspectors

Six workshops in convenient statewide locations:

**Central Valley**
May 15, 2012 10 a.m. - 4:00 p.m.
Hosted by: San Joaquin Valley APCD
Location: Fresno

**Central Coast**
May 17, 2012 10 a.m. - 4:00 p.m.
Hosted by: Central Coast Clean Cities
Location: Santa Barbara

**Sacramento**
May 18, 2012 10 a.m. - 4:00 p.m.
Hosted by: Sacramento Area COG
Location: Sacramento

**San Diego Area**
June 14, 2012 10 a.m. - 4:00 p.m.
Hosted by: California Center for Sustainable Energy
Location: San Diego

**Los Angeles Area**
June 19, 2012 10 a.m. - 4:00 p.m.
Hosted by: South Coast AQMD
Location: Diamond Bar

**Bay Area**
TBD: June 2012 10 a.m. - 4:00 p.m.
Hosted by: Bay Area AQMD
Location: San Francisco

For additional information on the California Plug-In Electric Vehicle Collaborative, visit www.PEVcollaborative.org

Space is limited. To reserve your space, click on the link below: [http://pevreadinessworkshops.eventbrite.com/](http://pevreadinessworkshops.eventbrite.com/)
1. State-Funded SAFE ROUTES TO SCHOOL (SR2S) Program:

District 11 Received 29 applications for the SR2S -Cycle 10 program requesting a total of $9,975,900 of state funds for a total project cost of $11,865,000. The Financial Distribution based on school enrollment for District 11 is $3,673,696. This means that a minimum of 8 applications will be funded. The District has assembled a Selection Committee to review and score the applications. The Districts will submit final list of projects for funding to HQ on May 15, 2012. HQ will complete an eligibility review and validate the District recommendation by June 15, 2012. Between June 28, 2012 and July 06, 2012, HQ will publish by posting the final list of funded projects on the SRTS website.

2. Upcoming HSIP and HRRR Calls for Projects

Caltrans Division of Local Assistance is expecting to formally announce the next Highway Safety Improvement Program (HSIP) and High-Risk Rural Roads Program (HRRR) call-for-projects before the end of April 2012.

In order to maximize local-participation and overall safety benefits of this call, local agencies are encouraged to begin planning for it now!

Please refer to the attached flyer for further detail.
It’s time to start planning for the 2012 HSIP and HRRR Call-for-Projects!

WHO should apply?
- A city, county or federally recognized tribal government who can assume responsibility and accountability for federal-aid highway funds.

WHAT funding is available?
- This will be Caltrans' largest local safety call-for-projects ever!
- The total available federal funding is expected to be between $100 - $150 million.
- Caltrans will be looking to fund multiple applications from each local agency.
- Highway Safety Improvement Program (HSIP) and High Risk Rural Road Program (HRRR) Federal funds will be combined into one Call-for-Projects.
- The maximum funding an agency can receive from this Call is expected to be the greater of the following two limits:
  o between $1.5-$2 million in federal funding, OR
  o 1.5 to 2 times the ratio of (agency’s population) / (State’s population) times the total funding for the Call.
- The minimum federal funds for each application is expected to be $100,000.

WHEN is the Call going to happen?
- The Call is planned to begin in April 2012
- The applications are expected to be due in July 2012.

WHERE can I find more information?
- Caltrans has posted “lessons learned’ from the last call-for-projects on its website at: [http://www.dot.ca.gov/hq/LocalPrograms/summary-of-results.htm](http://www.dot.ca.gov/hq/LocalPrograms/summary-of-results.htm)
- A new Local Roadway Safety Manual for California Local Road Owners will be posted on the HSIP website by the beginning of the Call-for-Projects. This manual is intended to support the upcoming call-for-projects.
- Caltrans is currently finalizing the Guidelines, Application Form, Application Instructions, HSIP & HRRR websites, and the SafeTREC TIMS-Benefit/Cost Calculator for this Call. These documents will be posted on the websites by the time the Call is announced (before the end of April 2012).

WHY should my agency start preparing now?
- All applications will compete based on their Benefit to Cost ratio (B/C Ratio). Locations/corridors with the highest B/C ratios will likely yield safety projects with the best chances for funding. Local agency safety practitioners need to start analyzing their roadway networks now to identify their high crash locations/corridors.
  - Applications will not be ‘accepted’ for projects with a B/C ratio less than one.
  - The minimum B/C ‘to receive funding’ will be determined after the applications are evaluated on statewide and District basis.
- Agencies that don't have access to crash data or need a way to assess their high crash concentrations, should consider using the UC Berkeley, SafeTREC-TIMS website. [http://tims.berkeley.edu/](http://tims.berkeley.edu/)
- Agencies that have a Safety Program Delivery Flag when the applications are due will not be allowed to submit applications for new funding. The latest status reports are available at: [http://www.dot.ca.gov/hq/LocalPrograms/HSIP/delivery_status.htm](http://www.dot.ca.gov/hq/LocalPrograms/HSIP/delivery_status.htm)
  - Assessing your existing projects and meeting the safety program deliverables now will ensure that you are eligible to apply for HSIP/HRRR funding in July.