

Transportation Demand Management (TDM) Program Guidelines

The intent of the TDM guidelines is to provide options for the City and to encourage the use of creative ways to mitigate the traffic impact of new development projects. City staff will review these guidelines with the project applicant and determine if a combination of acceptable options/measures will reduce the net number of trips that the project is anticipated to generate on the City's circulation network to a non-significant level.

For projects that would create between 0.5 second and 1.0 second of delay to any of the impacted study intersections (with unmitigated significant traffic impacts) an exemption from the EIR review process may be granted if the project applicant is able to develop and implement acceptable TDM measures satisfactory to the City's Transportation Division.

For projects within the M-2 area including a proposed change of land use, a Transportation Demand Management program developed to the satisfaction of the City's Transportation Division may be used to reduce the peak hour vehicle trips generated by a project in determining the need for a Transportation Impact Analysis, per the City's Guidelines.

A list of recommended potential Transportation Demand Management Measures and their associated trip credit is maintained by C/CAG as part of the San Mateo County Congestion Management Program. The most current version of the Program is included below and is available:

<http://ccaq.ca.gov/programs/transportation-plans/congestion-management/>

City staff may consider additional TDM Measures and associated credits beyond those listed, if proposed, satisfactory to the City's Transportation Division.

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<u>Transportation Demand Management Measure</u>	<u>Number of Trips Credited</u>	<u>Rationale</u>
Secure bicycle storage	One peak hour trip will be credited for every 3 new bike lockers/racks installed and maintained. Lockers/racks must be installed within 100 feet of the building.	Experience has shown that bicycle commuters will average using this mode one-third of the time, especially during warmer summer months.
Showers and changing rooms.	Ten peak hour trips will be credited for each new combination shower and changing room installed. An additional 5 peak hour trips will be credited when installed in combination with at least 5 bike lockers	10 to 1 ratio based on cost to build and the likelihood that bicycle utilization will increase.
Operation of a dedicated shuttle service during the peak period to a rail station or an urban residential area.	One peak hour trip will be credited for each peak-hour round trip seat on the shuttle. Increases to two trips if a Guaranteed Ride Home Program is also in place.	Yields a one-to-one ratio (one seat in a shuttle equals one auto trip reduced); utilization increases when a guaranteed ride home program is also made available.
Alternatively the development could buy into a shuttle consortium.	Five additional trips will be credited if the shuttle stops at a child-care facility enroute to/from the worksite.	

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Charging employees for parking.

Two peak hour trips will be credited for each parking spot charged out at \$20 per month for one year. Money shall be used for TDM measures such as shuttles or subsidized transit tickets.

Yields a two-to-one ratio

Subsidizing transit tickets for employees.

One peak hour trip will be credited for each transit pass that is subsidized at least \$20 per month for one year.

Yields a one-to-one ratio (one transit pass equals one auto trip reduced).

One additional trip will be credited if the subsidy is increased to \$75 for parents using transit to take a child to childcare enroute to work.

Subsidizing pedestrians/bicyclists who commute to work.

One peak hour trip will be credited for each employee that is subsidized at least \$20 per month for one year.

Yields a one-to-one ratio (One pedestrian/bicyclist equals one auto trip reduced).

Creation of preferential parking for carpoolers.

Two peak hour trips will be credited for each parking spot reserved.

Yields a two-to-one ratio (one reserved parking spot equals a minimum of two auto trips reduced).

Creation of preferential parking for vanpoolers.

Seven peak hour trips will be credited for each parking spot reserved.

Yields a seven-to-one ratio (one reserved parking spot equals a minimum of seven auto trips reduced).

Implementation of a vanpool program.

Seven peak hour trips will be credited for each vanpool arranged by a specific program operated at the site of the development. Increases to ten trips if a Guaranteed Ride Home Program is also in place.

The average van capacity is seven.

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Operation of a commute assistance center, offering on site, one stop shopping for transit and commute alternatives information, preferably staffed with a live person to assist building tenants with trip planning.

One peak hour trip will be credited for each feature added to the information center; and an additional one peak hour trip will be credited for each hour the center is staffed with a live person, up to 20 trips per each 200 tenants. Possible features may include:

- Transit information brochure rack
- Computer kiosk connected to Internet
- Telephone (with commute and transit information numbers)
- Desk and chairs (for personalized trip planning)
- On-site transit ticket sales
- Implementation of flexible work hour schedules that allow transit riders to be 15-30 minutes late or early (due to problems with transit or vanpool).
- Quarterly educational programs to support commute alternatives

This is based on staff's best estimate. Short of there being major disincentives to driving, having an on site TDM program offering commute assistance is fundamental to an effective TDM program.

Survey Employees to examine use and best practices.

Three peak hour trips will be credited for a survey developed to be administered twice yearly

This is based on staff's best estimate with the goal of finding best practices to achieve the mode shift goal.

Implementation of a parking cash out program.

One peak hour trip will be credited for each parking spot where the employee is offered a cash payment in return for not using parking at the employment site.

Yields a one-to-one ratio (one cashed out parking spot equals one auto trip reduced).

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Implementation of ramp metering.	Three hundred peak hour trips will be credited if the local jurisdiction in cooperation with CalTrans, installs and turns on ramp metering lights during the peak hours at the highway entrance ramp closest to the development.	This is a very difficult and costly measure to implement and the reward must be significant.
Installation of high bandwidth connections in employees' homes to the Internet to facilitate home telecommuting	One peak hour trip will be credited for every three connections installed. This measure is not available as credit for a residential development.	Yields a one-to-three ratio.
Installation of video conferencing centers that are available for use by the tenants of the facility.	Five peak hour trips will be credited for a center installed at the facility.	This is based on staff's best estimate.
Implementation of a compressed workweek program.	One peak hour trip will be credited for every 5 employees that are offered the opportunity to work four compressed days per week.	The workweek will be compressed into 4 days; therefore the individual will not be commuting on the 5 th day.
Flexitime: Implementation of an alternate hours workweek program.	One peak hour trip will be credited for each employee that is offered the opportunity to work staggered work hours. Those hours can be a set shift set by the employer or can be individually determined by the employee.	This is based on staff's best estimate.
Provision of assistance to employees so they can live close to work.	If an employer develops and offers a program to help employees find acceptable residences within five miles of the employment site, a credit of one trip will be given for each slot in the program.	This assumes that a five-mile trip will generally not involve travel on the freeways.

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Implementation of a program that gives preference to hiring local residents at the new development site.	One peak hour trip will be credited for each employment opportunity reserved for employees recruited and hired from within five miles of the employment site.	This assumes that a five-mile trip will generally not involve travel on the freeways.
Provision of on-site amenities/accommodations that encourage people to stay on site during the workday, making it easier for workers to leave their automobiles at home.	Five peak hour trips will be credited for each feature added to the job site. Possible features may include: <ul style="list-style-type: none">bankinggroceryshopping clothescleaningexercise facilitieschild care center	This is based on staff's best estimate.
Provide use of motor vehicles to employees who use alternate commute methods so they can have access to vehicles during breaks for personal use.	Five peak hour trips will be credited for each vehicle provided.	This is based on staff's best estimate.
Provide use of bicycles to employees who use alternate commute methods so they can have access to bicycles during breaks for personal use.	One peak hour trip will be credited for every four bicycles provided.	This is based on staff's best estimate.
Provision of child care services as a part of the development	One trip will be credited for every two child care slots at the job site. This amount increases to one trip for each slot if the child care service accepts multiple age groups (infants=0-2yrs, preschool=3&4 yrs, school-age=5 to 13 yrs).	This is based on staff's best estimate.

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Developer/property owner may join an employer group to expand available child care within 5 miles of the job site or may provide this service independently	One trip will be credited for each new child care center slot created either directly by an employer group, by the developer/property owner, or by an outside provider if an agreement has been developed with the developer/property owner that makes the child care accessible to the workers at the development.	This is based on staff's best estimate.
Join the Alliance's guaranteed ride home program.	Two peak hour trips will be credited for every 2 slots purchased in the program.	Experience shows that when a Guaranteed Ride Home Program is added to a TDM program, average ridership increases by about 50%.
Combine any ten of these elements and receive an additional credit for five peak hour trips.	Five peak hour trips will be credited.	Experience has shown that offering multiple and complementary TDM components can magnify the impact of the overall program.
Work with the Alliance to develop/ implement a Transportation Action Plan.	Ten peak hour trips will be credited.	This is based on staff's best estimate.
The developer can provide a cash legacy after the development is complete and designate an entity to implement any (or more than one) of the previous measures before day one of occupancy.	Peak hour trip reduction credits will accrue as if the developer was directly implementing the items.	Credits accrue depending on what the funds are used for.
Encourage infill development.	Two percent of all peak hour trips will be credited for each infill development.	Generally acceptable TDM practices (based on research of TDM practices around the nation and reported on the Internet).

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Encourage shared parking.

Five peak hour trips will be credited for an agreement with an existing development to share existing parking.

Generally acceptable TDM practices (based on research of TDM practices around the nation and reported on the Internet).

Participate in/create/sponsor a Transportation Management Association.

Five peak hour trips will be credited.

Generally acceptable TDM practices (based on research of TDM practices around the nation and reported on the Internet).

Coordinate Transportation Demand Management programs with existing developments/employers.

Five peak hour trips will be credited.

This is based on staff's best estimate.

For employers with multiple job sites, institute a proximate commuting program that allows employees at one location to transfer/trade with employees in another location that is closer to their home.

One peak hour trip will be credited for each opportunity created.

Yields a one-to-one ratio.

Pay for parking at park and ride lots or transit stations.

One peak hour trip will be credited for each spot purchased.

Yields a one-to-one ratio.

Additional Measures for Residential Developments

Develop schools, convenience shopping, recreation facilities, and child care centers in new subdivisions.	Five peak hour trips will be credited for each facility included.	This is based on staff's best estimate.
Provision of child care services at the residential development and/or at a nearby transit center	One trip will be credited for every two child care slots at the development/transit center. This amount increases to one trip for each slot if the child care service accepts multiple age groups (infants, preschool, school-age).	This is based on staff's best estimate.
Make roads and streets more pedestrian and bicycle friendly.	Five peak hour trips will be credited for each facility included.	This is based on staff's best estimate.
Revise zoning to limit undesirable impacts (noise, smells, and traffic) instead of limiting broad categories of activities.	Five peak hour trips will be credited.	This is based on staff's best estimate.
Create connections for non-motorized travel, such as trails that link dead-end streets.	Five peak hour trips will be credited for each connection made.	This is based on staff's best estimate.
Create alternative transportation modes for travel within the development and to downtown areas - bicycles, scooters, electric carts, wagons, shuttles, etc.	One peak hour trip will be credited for each on-going opportunity created (i.e. five bicycles/scooters/wagons = five trips, two-seat carts = two trips, seven passenger shuttle = seven trips).	This is based on staff's best estimate.
Design streets/roads that encourage pedestrian and bicycle access and discourage automobile access.	Five trips will be credited for each design element.	This is based on staff's best estimate.

Additional Measures for Residential Developments

Install and maintain alternative transportation kiosks.

Five trips will be credited for each kiosk.

This is based on staff's best estimate.

Install/maintain safety and security systems for pedestrians and bicyclists.

Five trips will be credited for each measure implemented.

This is based on staff's best estimate.

Implement jitneys/vanpools from residential areas to downtowns and transit centers.

One trip will be credited for each seat created.

Yields a one-to-one ratio.

Locate residential development within one-third mile of a fixed rail passenger station.

All trips from a residential development within one-third mile of a fixed rail passenger station will be considered credited due to the location of the development.

This is based on staff's best estimate.