**NUMBER** CDD-1

## PROPOSED COUNCIL STUDY ISSUE

**For Calendar Year:** 2004

**Continuing** ☐

**New** ☐

**Previous Year (below line/defer)** ☒

**Issue:** Transportation Demand Management (TDM) Program for Higher Density Residential Projects

**Lead Department:** Community Development and Public Works

**General Plan Element or Sub-Element:** Land Use and Transportation Element

### 1. What are the key elements of the issue? What precipitated it?

The City currently has a number of industrial/office sites with mandatory TDM programs. A voluntary transportation management association exists for Moffett Park. Generally, TDM programs have been successful in the industrial/office areas in the City, and now there is an interest in studying the expansion of this concept to apply to Higher Density Residential Projects in the City. The purpose of TDM programs is to reduce traffic impacts related to development. There is limited experience in residential TDM programs.

Last year this item was ranked 1 out of 5 by the Planning Commission and ranked 3 out of 12 for CDD by the City Council. This item fell below the line for the 2003 Council Study Issues.

For 2004 the Bicycle and Pedestrian Advisory Committee has ranked this item 8 out of 14.

### 2. How does this relate to the General Plan or existing City Policy?

**Land Use and Transportation Element**

C3.1.7: Minimize the total number of vehicle miles traveled by Sunnyvale residents and commuters.

C3.5.1: Promote alternate modes of travel to the automobile.

C3.6.2: Promote public and private transportation demand management.

### 3. Origin of issue:

**Councilmember:** Walker & Howe

**General Plan:**

Staff: _____

**BOARD or COMMISSION**

| | | | |
|---|---|---|---|
| Arts | ☐ | Library | ☐ |
| Bldg. Code of Appeals | ☐ | Parks & Rec. | ☐ |
| CCAB | ☐ | Personnel | ☐ |
| Heritage & Preservation | ☐ | Planning | ☐ |
| Housing & Human Svcs | ☐ | | |

Board / Commission Ranking/Comment:

_____ Board / Commission ranked _____ Of _____

4. Due date for Continuing and Mandatory issues (if known): _____

5. Multiple Year Project? Yes ☐ No ☒ Expected Year of Completion 2004

6. Estimated work hours for completion of the study issue.
   (a) Estimated work hours from the lead department 150
   (b) Estimated work hours from consultant(s): _____
   (c) Estimated work hours from the City Attorney's Office: 20
   (d) List any other department(s) and number of work hours:
   Department(s): Public Works Dept., Traffic 45

   Total Estimated Hours: 215

7. Expected participation involved in the study issue process?
   (a) Does Council need to approve a work plan? Yes ☐ No ☒
   (b) Does this issue require review by a Board/Commission? Yes ☒ No ☐
   If so, which Board/Commission? Planning & BPAC

**(c) Is a Council Study Session anticipated?** Yes ☒ No ☐

**(d) What is the public participation process?**

Contact residential developers and standard noticing procedures.

8. **Estimated Fiscal Impact:**

| | |
|---|---|
| **Cost of Study** | **$** |
| **Capital Budget Costs** | **$** |
| **New Annual Operating Costs** | **$** |
| **New Revenues or Savings** | **$** |
| **10 Year RAP Total** | **$** |

9. **Staff Recommendation**

☐ **Recommended for Study**

☐ **Against Study**

☒ **No Recommendation**

**Explain below staff's recommendation if "for" or "against" study. Department director should also note the relative importance of this study to other major projects that the department is currently working on or that are soon to begin, and the impact on existing services/priorities.**

*reviewed by*

*Department Director* — 10/31/03 *Date*

*approved by*

*City Manager* — 11-7-03 *Date*