

Proposed 2010 Council Study Issue

DPW09-01 School Transportation Demand Management Opportunities

Lead Department Public Works
Element or Sub-element Land Use and Transportation Element
New or Previous Previous
Status Pending **History** 1 year ago Below the line 2 years ago Below the line

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

This study would look at appropriate levels of resources for the City to invest in encouraging Transportation Demand Management (TDM) for schools within the City. The study would look at interfaces between school district and City operations, and opportunities for the City to invoke regulations or encourage TDM to school commuters. The outcome of the study would be recommendations for policy, actions, and resources for a transportation demand management program targeted at City schools.

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

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

3. Origin of issue

Council Member(s)
General Plan
City Staff
Public
Board or Commission Bicycle and Pedestrian Advisory Committee

4. Multiple Year Project? Yes Planned Completion Year 2011**5. Expected participation involved in the study issue process?**

Does Council need to approve a work plan? No
Does this issue require review by a Board/Commission? Yes
If so, which?
 Bicycle and Pedestrian Advisory Committee
Is a Council Study Session anticipated? No
What is the public participation process?
 Outreach meetings with parents and school administrators. BPAC public hearing, and Council public hearing

6. Cost of Study

Operating Budget Program covering costs
 115 Transportation and Traffic
Project Budget covering costs
Budget modification \$ amount needed for study
 \$90,000.00
Explain below what the additional funding will be used for

Professional engineering and Transportation Demand Management (TDM) expertise, facilitated public outreach.

7. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range \$51K - \$100K
Operating expenditure range \$51K - \$100K
New revenues/savings range None

Explain impact briefly

Should a TDM program be adopted, this could involve capital improvements to direct traffic or improve alternative transportation routes to schools. An ongoing program involving elements such as ridematching, walking school buses, or bike safety courses would require resources to manage the program, provide educational and promotional materials, etc.

8. Staff Recommendation

Staff Recommendation Defer

If 'For Study' or 'Against Study', explain

There are currently no funds available for conducting this study issue, which would include hiring of engineering, TDM and/or public outreach consultants to assist with the work.

9. Estimated consultant hours for completion of the study issue

150

Managers	Role	Manager	Hours	
Lead	Witthaus, Jack	Mgr CY1:	60	Mgr CY2: 0
		Staff CY1:	140	Staff CY2: 0
Interdep	Carrion, Christopher	Mgr CY1:	40	Mgr CY2: 0
		Staff CY1:	0	Staff CY2: 0
Interdep	Moretto, Douglas	Mgr CY1:	60	Mgr CY2: 0
		Staff CY1:	0	Staff CY2: 0

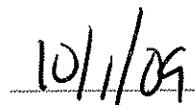
Total Hours CY1: 300

Total Hours CY2: 0

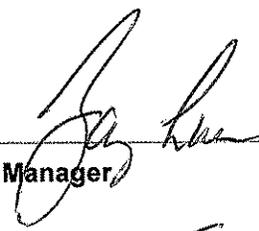
Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by

 Department Director


 Date

Approved by



City Manager

10-14-09

Date

STUDY ISSUE DPW09-01

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 2 years ago
Arts Commission			
Bicycle and Pedestrian Advisory Committee	2	6	6
Board of Building Code Appeals			
Board of Library Trustees			
Child Care Advisory Board			
Heritage Preservation Commission			
Housing and Human Services Commission			
Parks and Recreation Commission			
Personnel Board			
Planning Commission			

Board or Commission ranking comments

B. Council

Council Rank (no rank yet)
Start Date (blank)
Work Plan Review Date (blank)
Study Session Date (blank)
RTC Date (blank)
Actual Complete Date (blank)
Staff Contact