



City of Sunnyvale

Agenda Item

14-0760

Agenda Date: 1/30/2015

2015 COUNCIL STUDY ISSUE

NUMBER

DPW 15-01

TITLE Review of Transportation Demand Management Program Standards, Measurements and Effectiveness

BACKGROUND

Lead Department: Public Works
Support Department(s): N/A

Sponsor(s):

Councilmembers Hendricks & Martin-Milius

History:

1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What are the key elements of the study?

This study would identify a process to document and monitor Transportation Demand Management (TDM) Program compliance and effectiveness. The City has placed auto trip reduction requirements on a number of land developments across the City over the last several years. These trip reduction requirements are intended to compel property owners and/or tenants to put into place transportation demand programs that encourage or require employees to use alternative modes of travel to the automobile when making trips to and from the work site. The City currently requires reporting on the effectiveness of programs but has relied heavily on self-reporting by the employers implementing the TDM program. This study would establish a formal process for documenting trip reduction compliance and enforcement mechanisms should TDM goals not be met.

What precipitated this study?

This issue was suggested by Council members Hendricks and Martin-Milius as a means to inform the Council on the effectiveness of City TDM requirements and allow the City to monitor and consider modifications to requirements over time as necessary.

Planned Completion Year: 2015

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): Minor

Amount of funding above current budget required: \$ 0

Cost to Implement Study Results

No cost to implement.

EXPECTED PARTICIPATION IN THE PROCESS

Council-approved work plan: No

Council Study Session: No

Reviewed by Boards/Commissions: No

STAFF RECOMMENDATION

Position: Drop

Explanation: This is an operating issue that is currently being pursued by staff. Staff is working on a process to standardize and unify TDM monitoring. More recent conditions of approval on projects require the effectiveness of TDM programs to be measured through traffic counts conducted by the City. Staff is currently organizing this program and researching which development projects it will apply to. As a result, this study is effectively underway, and there is no need for Council to rank or wait for a formal study issue. Staff expects to be able to report the results from initial monitoring efforts by the end of this fiscal year.

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Reviewed By: Robert A. Walker, Assistant City Manager

Approved By: Deanna J. Santana, City Manager