

TRANSPORTATION DEMAND MANAGEMENT SACRAMENTO

City of Sacramento – Transportation Demand Management (TDM) Ordinance Update TDM Community Partner Focus Group Summary 1

Introduction and Purpose

On October 26, 2023, the City of Sacramento hosted the first of two virtual focus group meetings to discuss the Transportation Demand Management (TDM) ordinance update with groups and organizations familiar with the current TDM ordinance, or similar ordinances.

The TDM Ordinance is a tool the city uses to encourage fewer vehicle trips. Some employers and developers are required to establish TDM programs to promote sustainable commute modes such as biking, walking, transit, carpooling, and vanpooling. The City of Sacramento's current TDM Ordinance was established in 1989 and is no longer effective in reaching the City's climate and transportation goals. To achieve adopted climate action goals, the City is updating the TDM Ordinance to encourage a shift towards more efficient travel modes.

The first group of partners was made up of current TDM practitioners in our region, whose feedback is critical in informing the ordinance's update and its effectiveness and success. In this workshop, the project team provided an overview of the background and history of the ordinance and invited partners to give feedback on how they currently interact with the ordinance and opportunities for improvement.

The meeting was held on October 26th at 10 a.m. via Zoom.

Meeting Overview

The meeting began with an orientation given by Katie DeMaio of AIM Consulting. After the presentation, DeMaio led an interactive session, asking partners questions about current TDM strategies and potential improvements for the ordinance update.

Agenda & Objectives

- Team Introductions
- TDM Ordinance Overview
- Project Overview
- Discussion/Menti-Meter Session

Project Team

- Casandra Cortez, Transportation Planner, Project Manager — City of Sacramento
- Leslie Mancebo, Senior Transportation Planner — City of Sacramento
- Jenny Hong, Project Manager — Steer Group
- Julia Ween, Project Director — Steer Group
- Ana Erviti Ferrando, Deputy Project Manager — Steer Group

- Katie DeMaio, President, and Senior Facilitator — AIM Consulting
- Stephanie Guevara, Project Coordinator — AIM Consulting

TDM Ordinance Overview

Cassandra Cortez presented an overview of the Sacramento TDM Ordinance a policy applied to large development projects to help the City meet climate goals by encouraging fewer vehicle trips. As the ordinance is written and implemented today, the developments that are affected by the ordinance today are those that are projected to have at least 100+ employees. These development projects are required to create and implement Transportation Management Plans (TMPs) to promote fewer vehicle commute trips and encourage biking, walking, transit, carpooling, and vanpooling.

Why Update the Ordinance Now

The presentation gave a brief overview of the ordinance, including that it was first established in 1989 and is no longer effective in helping the City reach its updated climate, transportation, and equity goals. Cortez explained that while there are many manners to support and promote active transportation and transit infrastructure, TDM will be a key tool to encourage a shift toward more efficient travel modes helping the City reach its goals.

The City is updating the ordinance to:

- Better respond to the changing transportation needs,
- Integrate new innovative strategies and emerging technologies,
- Align with the City’s Climate Action & Adaptation Plan to achieve carbon neutrality and the General Plan to have 23% of all trips be made by transit, active transportation, and pooled shared modes, both by 2045.

Occupancy Rate Calculation

Potential No. of Employees =

$$\frac{\text{Square Footage}}{1000} \times \text{Density Factor}$$

Density Factor (17.700.050):

- *Zoning Category*
- *Project Location*

TDM Ordinance Applicability and Requirements

Cortez continued the presentation to explain the TDM Ordinance applicability and requirements. The ordinance applies to development projects that a projected to employ 100 or more employees upon completion of the projects based on a calculation from land use and location.

Current requirements include:

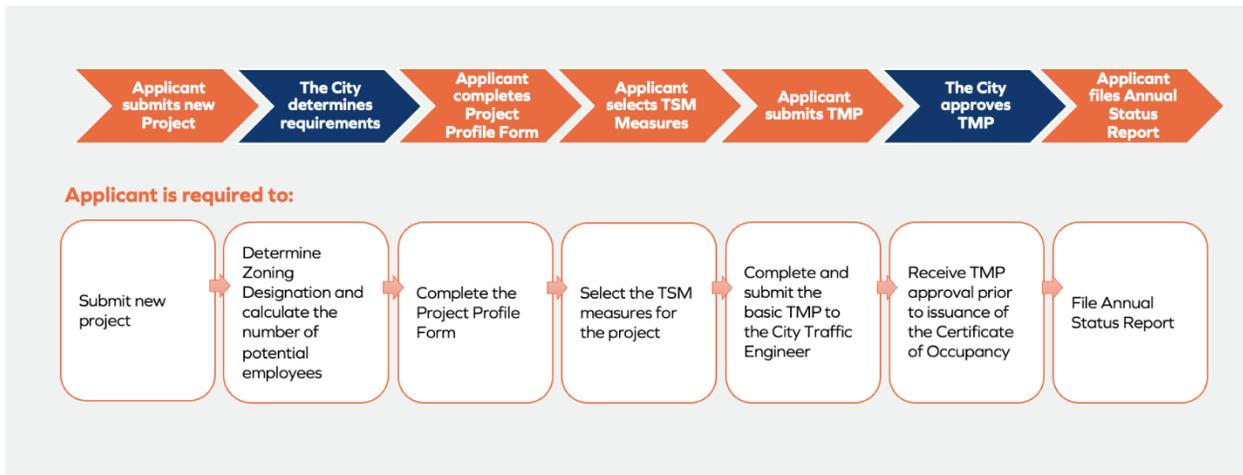
- Submit a TMP that meets 35% alternative commute mode goal
- Designate a trained Transportation Coordinator
- Post alternative commute mode information

- Coordinate with appropriate transit agencies to maintain and provide current transit information.

Cortez finished presenting the TDM Ordinance process timeline that includes such milestones as:

- Applicant submits a new project
- The city determines the requirements
- Applicant completes Project Profile Form
- Applicant selects TSM Measures and submits a TMP prior to the issuance of the Certificate of Occupancy

TDM Ordinance Process



Project Overview

Jenny Hong with Steer gave an overview of the current project and its timeline. Hong explained that the goal of the project is to analyze current TDM services and travel patterns in Sacramento and recommend a policy approach for businesses to provide TDM programs, services, and amenities at their sites.

Key milestones of the project include:

- Review existing conditions, including an analysis of current travel patterns starting and/or ending in the City of Sacramento
- Define program vision and goals
- Recommend TDM strategies
- Update TDM Ordinance

Hong explained that the project is currently in the learning and discovery phase and the City is seeking feedback from businesses and community leaders about their experience with the TDM Ordinance. No recommendations have been made so far; recommendations will be built based on the feedback received.

Hong reviewed the current TDM Ordinance update process and timeline which includes such key milestones as understanding existing conditions, analyzing travel patterns, identifying strategies, and developing an implementation plan for the ordinance.

Discussion

Katie DeMaio of AIM Consulting led the interactive discussion which included a mixture of chat box answers and verbal comments.

Questions and Comments Before the Interactive Session:

Chat Box Comments:

- A question was asked if the City is considering any land use measures to promote active transportation.
- A link was shared to the [Handbook for Analyzing GHG Emission Reductions](#) which compiles research about programmatic (and other) strategies and their potential effectiveness.

Verbal Comments:

- “We have a strong interest in the impacts of teleworking.”
- “From our perspective, the ordinance itself has helped us to assist our member companies in altering commute modes over the long term. The area of concern for us has been access to existing TMP documents themselves, as well as a definitive enforcement component that has been lacking.”
- “We’re interested in knowing how infrastructure needs that are above and beyond the entitlements required as part of the building could be included in the ordinance.”

Interactive Session:

The following is a breakdown of the focus group meeting activity and compilations of the input gathered. Partners were asked to participate in an interactive discussion activity, using Menti-Meter (online polling software) as an exercise.

Menti-Meter Questions:

1. From your perspective what are the main transportation challenges in Sacramento (word cloud)
2. What is your current experience with TDM?
3. Follow-up: What are some opportunities for improvement?
4. Which TDM strategies are most utilized or helpful for tenants and employees (ranking)
 - a. On-site amenities (ATM, childcare, restaurants, gym facilities)
 - b. Transportation website with resources
 - c. Bike parking
 - d. Shared bike or scooter fleet
 - e. Transit subsidy
 - f. Guaranteed Ride Home
5. How can we maximize our partnership with you to support long-term mode shift and other TDM goals? (discussion)
6. What is the most important outcome you think this ordinance should focus on? (ranking)
 - a. Reduced traffic congestion
 - b. Improved air quality and public health
 - c. Climate change mitigation and reduced greenhouse gas emissions
 - d. Reduced transportation costs
 - e. Reduced parking demand
 - f. More people walking, biking, and taking transit
 - g. Increased access to destinations

- Work to promote TDM strategies as mitigation options for transportation projects
- None!
- Difficulty obtaining copies of employers' TMPs
- When employer plans include ongoing funding for TMAs or services, the impact is most effective.

Question 3: Follow up: What are some opportunities for improvement?

16 responses from Menti-Meter (on-screen):

- NEED enforcement mechanism
- A public database of trips, both general and employer.
- Have a dedicated TDM team
- Parking is #1. Must regulate parking supply if TDM is going to be effective
- Online access to / organizing of existing TMPs.
- Enforcement
- All past, present, and future TMPs online.
- How is the city currently tracking and enforcing the TDM ordinance?
- Restrict parking associated with building projects
- The last mile ... Safety, etc.
- Give developers/landlords an option to join TMA as an alternative to implementing themselves
- Application to small employers. In aggregate, the small-employer employees could make a difference
- Cargo bikes for deliveries!
- Collect data from stoplights to see what's happening.
- Long-run funding sources for solutions outlined in the studies
- New developments should require having a transportation coordinator
- The political will to enforce

Additional Comments Included:

Chat Box Comments:

- More information on how TDM will be enforced (repeated several times answer)
- Online access to / organizing of existing TMPs

Verbal Comments:

- "Need more accurate real-time transit data available through an app or website. For our TMA, the goal of TMP access is to provide the ability to educate property owners/managers regarding the TMA obligation to their tenants.

Question 4: Which TDM strategies are most utilized or helpful for tenants and employees (ranking)



Menti-Meter Ranking Results (in order)

1. Transit Subsidy
2. Bike Parking
3. Transportation website with resources
4. Shared bike or scooter fleet
5. On-site amenities (ATM, childcare, restaurants, gym facilities)
6. Guaranteed ride home

Additional Comments Included:

Chat Box Comments

- There is a whole different set of strategies for retail-based employers vs. shift workers vs. white-collar/office workers.
- We have 24/7 operations and our employees' commute looks different.
- First-mile/last-mile connections
- Communication and Education
- Strategies with TEETH!
- Park and rides at schools
- Improvements to Alternative Work Arrangements, such as improved access to high-speed data lines at responsible rates for reliable telework
- A lesson learned from COVID and remote work is that folks value their time and work/life balance. This creates a challenge to get folks in transit
- Partner shared a link to the [2022 Employer Survey Report](#) from SACOG + Valley Vision which has some employer feedback on transportation needs.
- More shared bike/scooter fleets

Verbal Comments:

- “For us, being able to offer subsidies for all modes (telework, bicycling, walking, carpooling, EV) is important”
- “There is also a difference between what might be most utilized and what might be most effective. Perceptions vs. reality of effectiveness. It’s important to focus on what’s shown to be effective at creating mode shift, rather than what people as for, per se.”

Question 5: How can we maximize our partnership with you to support long-term mode shift and other TDM goals? (discussion)

5 responses from the Menti-Meter (on-screen):

- Hate to type it again but enforcement support
- Educational materials would be great for those smaller businesses and organizations that are just coming into this world of TDM
- Improve the Unmet Needs process at RT
- Partnering on the implementation of established goals
- Include TMA’s in the ordinance communication with developers about the TDM options

Additional Comments Included:

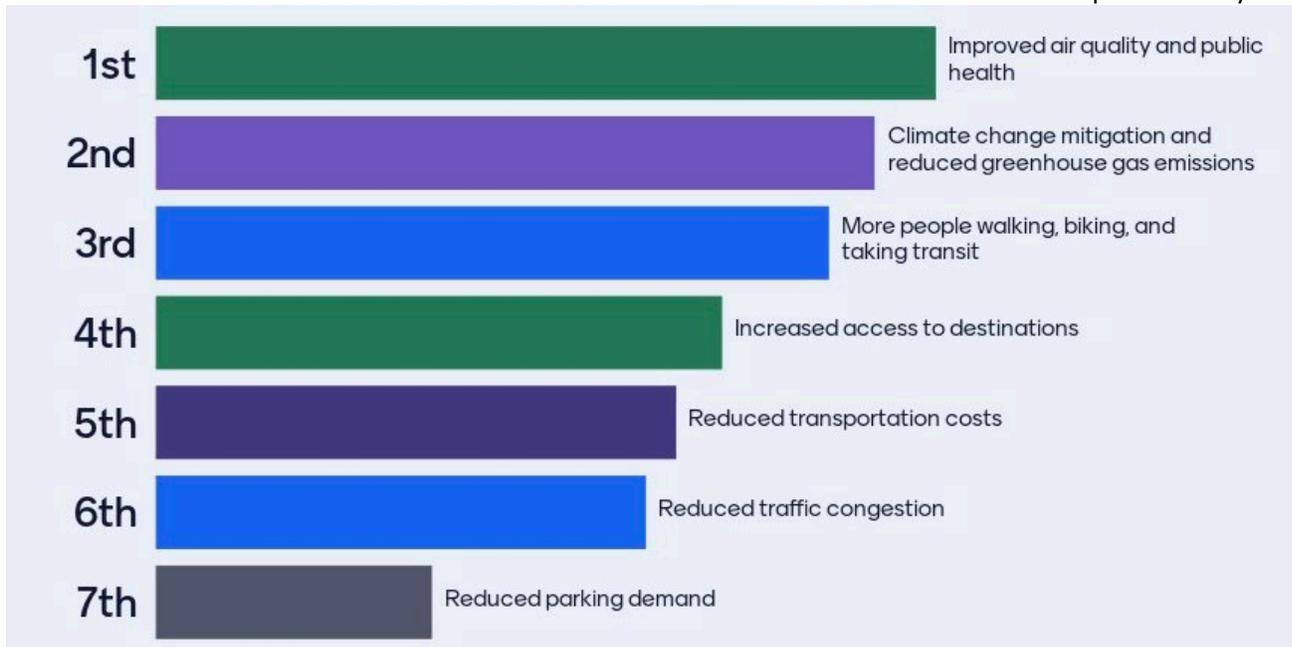
Chat Box Comments:

- Enforcement support
- From SMUD’s perspective, we are also curious if there may be a consideration for incorporating EV strategies.
- We incentivize EV use, residential charger installation, and purchase of E-bikes currently and there has proven to be significant demand year over year.
- Having to report with simple metrics could be a good strategy to keep people engaged, instead of having to develop a long report.
- How will the City start enforcing entities that already exist and that should have had to comply with the existing ordinance?

Verbal Comments:

- “The ordinance needs to be more explicit and clarify items like; what is the repercussion of not meeting the ordinance, annual report requirements, etc. “
- “Have all the ordinances in one location to be able to look at them when needed.”
- “For our TMA, our annual report/meeting provides detailed information about our progress within the last calendar year.”
- “Mode shift will only be achieved if the City builds a culture around it. The message should be positive and should be focused on the benefits. It’s more effective to talk about ‘sustainable transportation’ instead of ‘alternative transportation’.”

Question 6: What are the most important outcomes you think this ordinance should focus on? (Choose two)



Menti-Meter Ranking Results (In order of top two choices)

1. Improved air quality and public health
2. Climate change mitigation and reduced greenhouse gas emission
3. More people walking, biking, and taking transit
4. Increased access to destinations
5. Reduced transportation costs
6. Reduced traffic congestion
7. Reduced parking demands

Additional Comments Included:

Chat Box Comments:

- Being able to locate and disseminate TMPs for properties when requested. Two participants agreed.

Verbal Comments:

- A participant commented that they would like to see a survey that they could give to their employees to determine what they may want the ordinance to prioritize, including a follow-up report.
 - The participant added that she's concerned there won't be enough outreach/input from the community members who would utilize alternative transport the most.

Next Steps

Cortez explained the next steps for the project. These include a post-meeting survey that would be distributed via email, an upcoming website with educational information, and a second round of partner meetings in early 2024. Participants were encouraged to stay in touch with the project team via Cortez's contact information below.

Cassandra Cortez, Transportation Planner
City of Sacramento, Department of Public Works

cncortez@cityofsacramento.org
(916) 808-6725