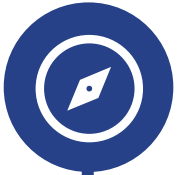




SAN MATEO TDM ORDINANCE

PLANNING COMMISSION MEETING
JULY 11, 2023

AGENDA



Introduction



Work Plan



Potential TDM Measures



Remaining Schedule & What to Expect



INTRODUCTION

WHAT IS TDM?

Transportation demand
management is

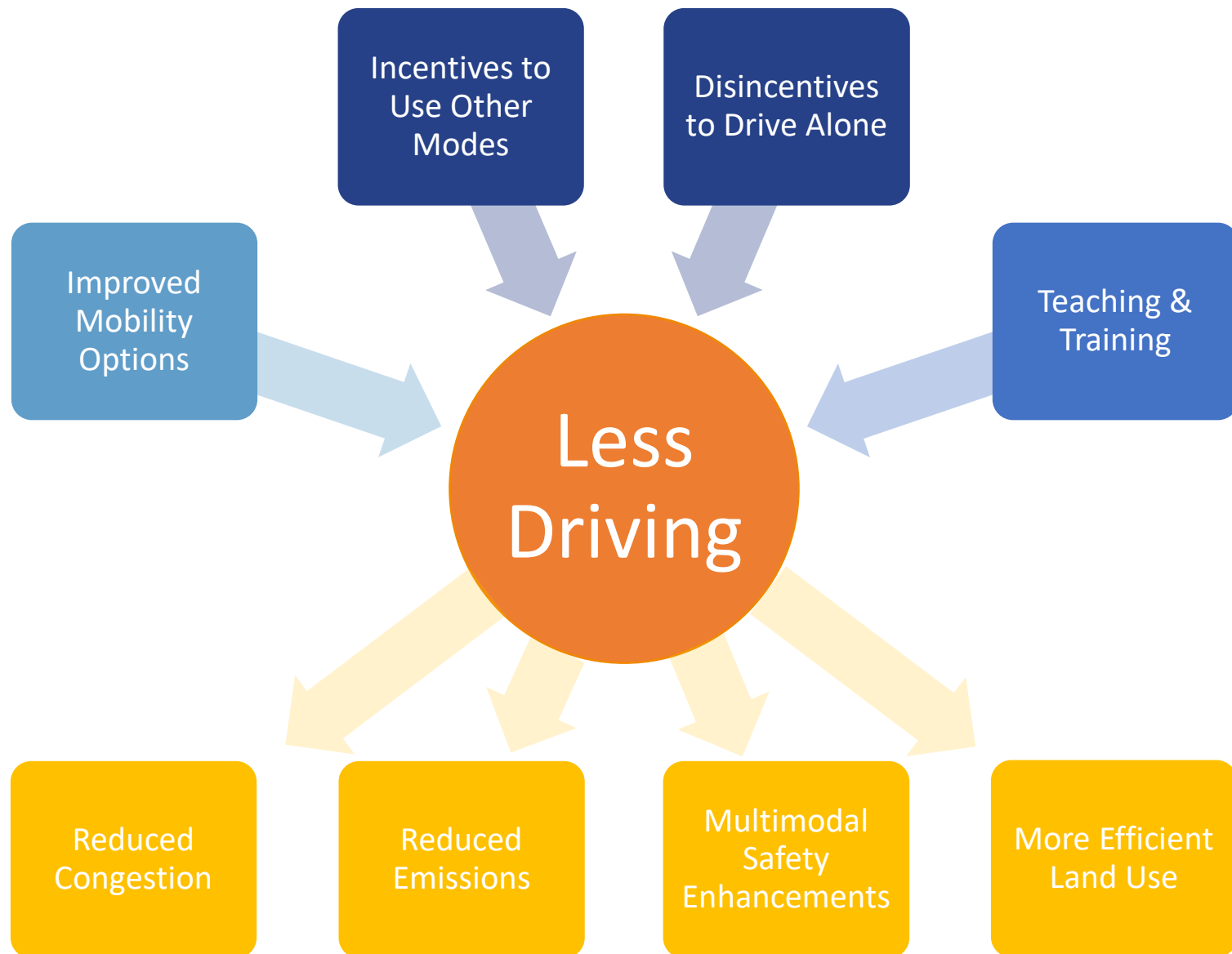
*influencing
people's behavior*



to use the existing
infrastructure

in more efficient ways.

WHAT IS TDM?



TDM OPTIONS



PURPOSE & GOALS

The Citywide TDM Ordinance envisions a comprehensive approach to **transportation demand management** by recommending vehicle trip reduction goals for development throughout the City.



Develop a **TDM ordinance** to mitigate development's transportation impacts.



Support citywide goals to **encourage walking, bicycling, and transit use.**



Ensure programs are **tailored to San Mateo's unique context** and **compliant** with regional policies.

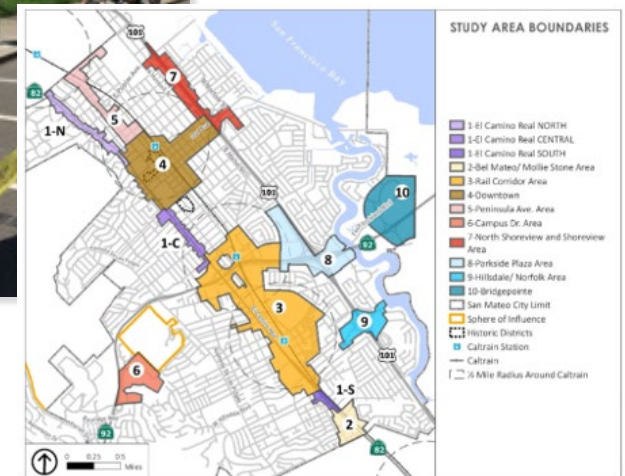
SAN MATEO CONTEXT

Rail Corridor TOD Plan – neighborhood plan that currently requires TDM for development in this area

General Plan (2030, draft 2040) – promotes using TDM throughout the City, with emphasis on Downtown and the Rail Corridor. Draft GP content expands on this.

Municipal Code & TIA Guidelines – Code establishes physical and programmatic requirements for developments and TIA guidelines direct evaluation of transportation impacts.

Transportation Plans - serve as blueprints for expanding and improving multimodal infrastructure



STATE AND REGIONAL CONTEXT

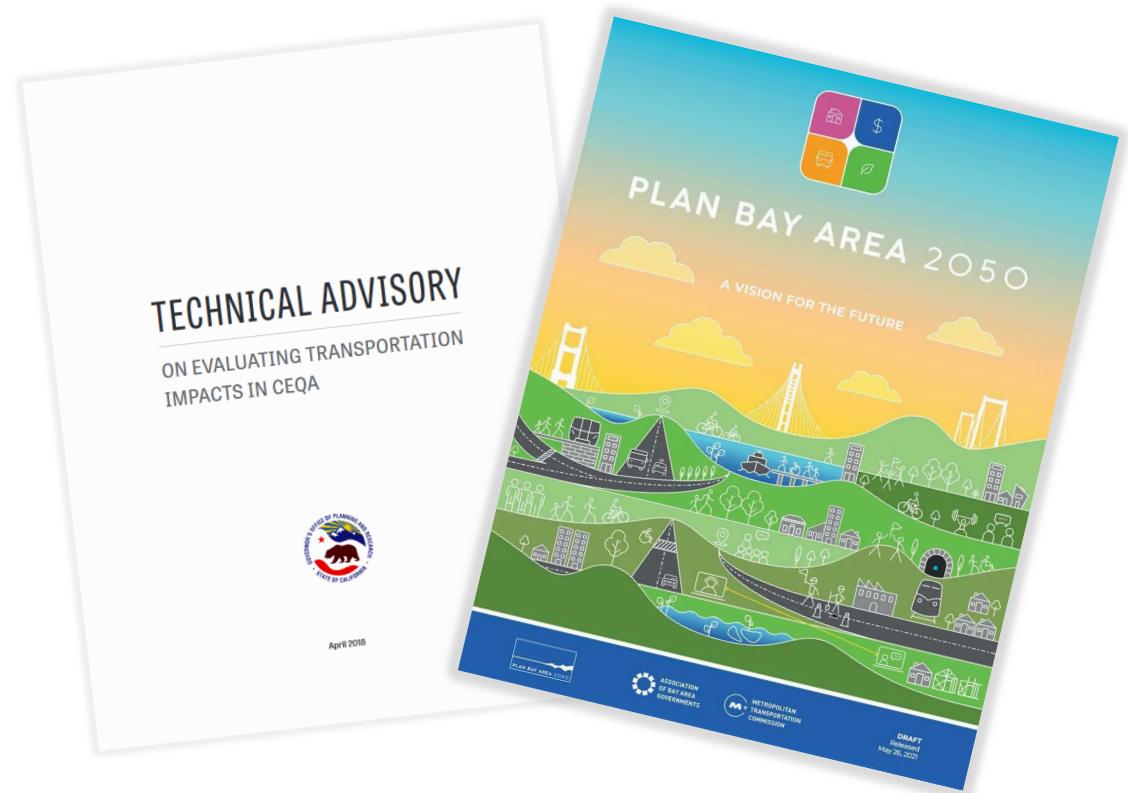
SB 743 (2020) - Ensures CEQA impacts are **measured in VMT**

AB 2097 (2022) - Prohibits most **minimum automobile parking requirements** within ½-mile of major transit stops

Plan Bay Area 2050 (2021) – provides a Regional Growth Framework to **coordinate transportation, housing, and land use planning**

MTC's Transit-Oriented Communities (TOC) Policy - prioritizes **development, bus transit, active transportation and shared mobility** within and to/from transit-rich areas

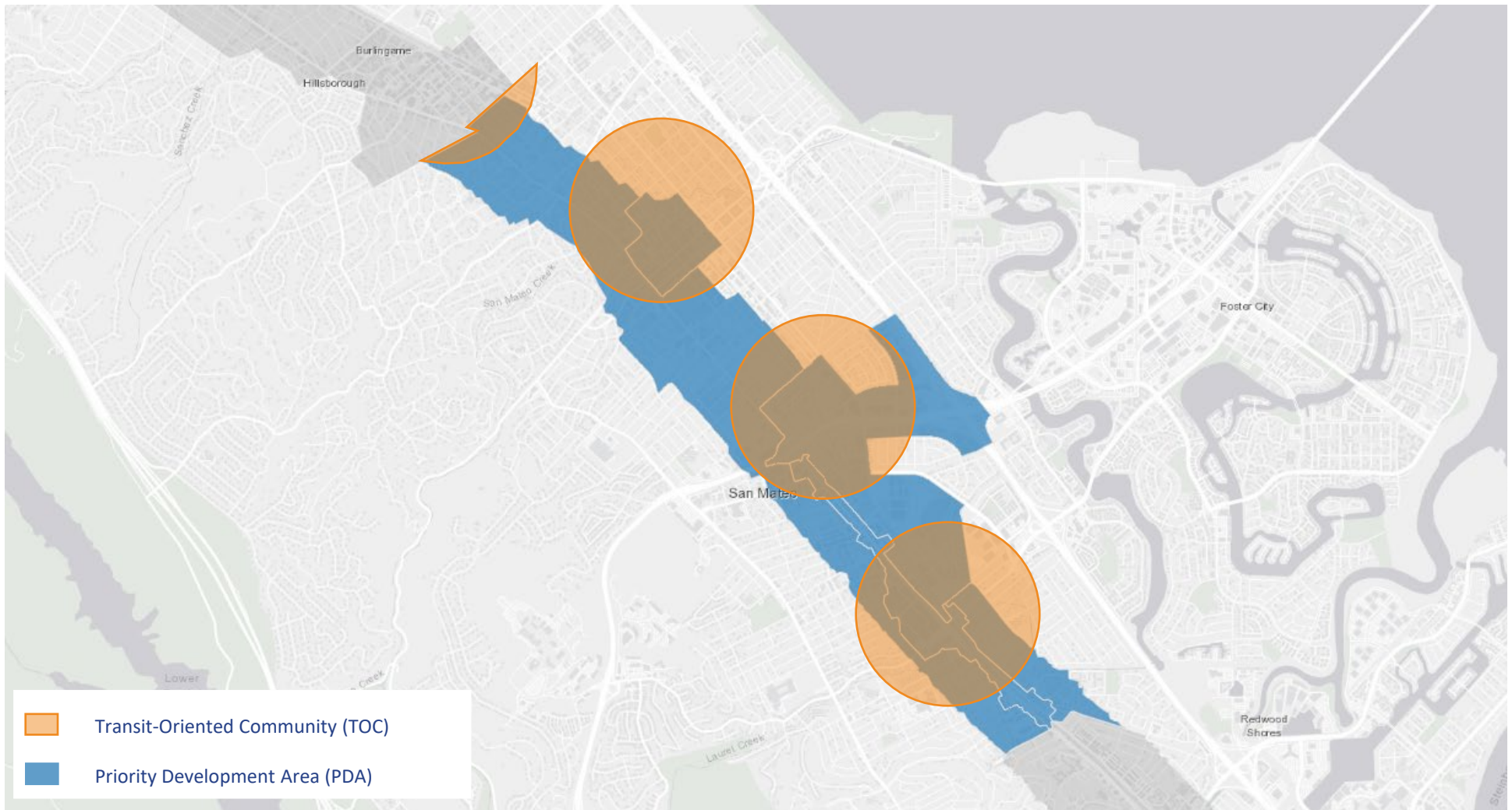
C/CAG Congestion Management Program and TDM Policy - identifies strategies and sets requirements to **reduce automobile dependence**



STATE AND REGIONAL COMPLIANCE

MTC's Plan Bay Area and TOC Policies

San Mateo must achieve MTC's TDM requirements in these priority areas.

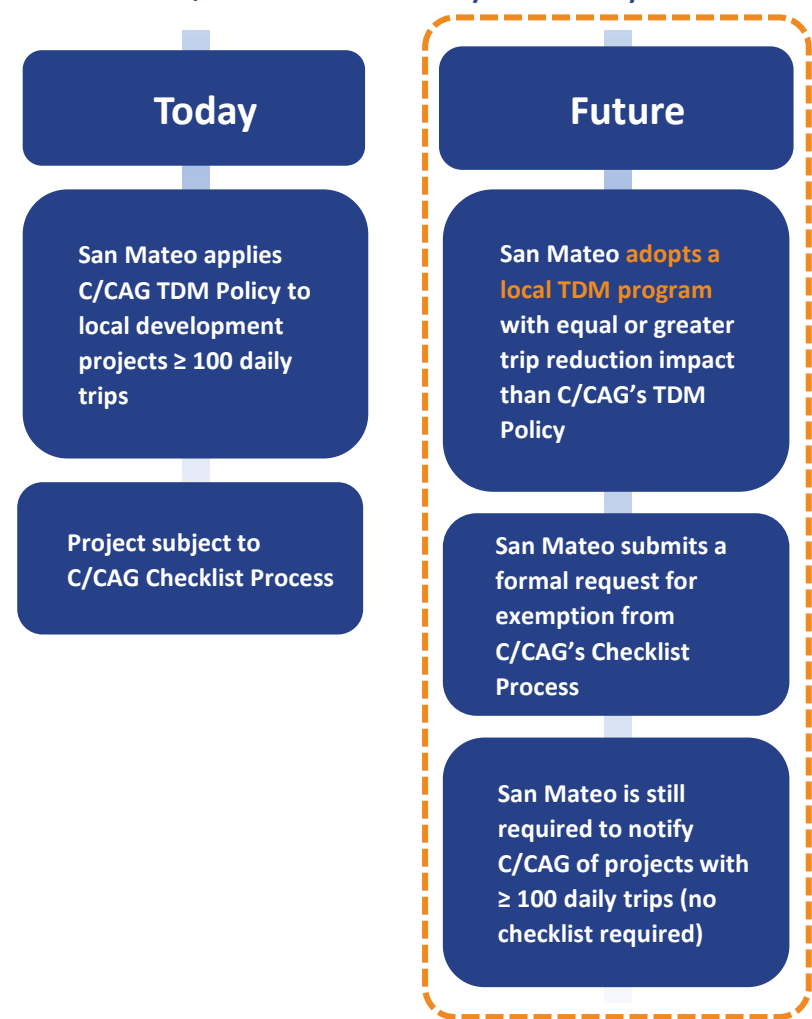


STATE AND REGIONAL COMPLIANCE

C/CAG's TDM Policy

San Mateo must adhere to C/CAG's TDM Policy to reduce development's VMT impacts.

C/CAG TDM Policy Pathways



San Mateo's TDM Ordinance, if exemption is allowed, would provide relief from C/CAG's checklist requirement.

C/CAG TDM Checklist
cagtdm.org

Non-Residential (Office, Industrial, Institutional) Land Use:
500+ ADT, ~50,000+ sq ft

Page 1 of 2

About this Form
Any new development project anticipated to generate at least 100 average daily trips is subject to the C/CAG TDM Policy and must complete a TDM Checklist and implement associated measures to mitigate traffic impacts. [Read more at cagtdm.org](#)

Questions?
[support@cagtdm.org](#)

A Applicant Information

Project Address:
Contact First and Last Name:
Parcel Number:
Application Date:
Contact Phone Address:
Project Jurisdiction:
Contact Email Address:

B Trip Reduction Target Select one option based on your project's distance to high quality transit. [Read more about high quality transit at cagtdm.org/high-quality-transit](#)

Identify your project type

☐ **TOD**
Less than 1/2-mile from high quality transit service
25% Trip Reduction Required

☐ **Transit Proximate**
1/2 to 3 miles from high quality transit service
35% Trip Reduction Required

☐ **Non-Transit Proximate**
More than 3 miles from high quality transit service
35% Trip Reduction Required

C Required Measures You must select all measures that apply for your project type. ☒ Click on each measure's title for more information

Measure	Project Types	Percentage	Yes
1 M1 - Free/Preferential Parking for Carpools Provide free or preferential parking, including reserved spaces or spaces near an entrance or other desirable location, to incentivize ride-sharing.	ALL	1%	<input type="checkbox"/>
2 M3 - TDM Coordinator/Contact Person Provide TDM coordinator/ liaison for tenants. May be contracted through 3rd party provider, such as Commute.org.	ALL	0.5%	<input type="checkbox"/>
3 M4 - Actively Participate in Commute.org or Transportation Management Association (TMA) Equivalent Obtain certification of registration from Commute.org or equivalent TMA incorporation documents.	TOD & Non-transit Proximate	6.5%	<input type="checkbox"/>
4 M5 - Carpool or Vanpool Program Establish carpool/vanpool program for tenants and register program with Commute.org.	ALL	2%	<input type="checkbox"/>
5 M6 - Transit or Ridesharing Passes/Subsidies Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 35% of value or \$50 - whichever is lower.	ALL	10%	<input type="checkbox"/>
6 M7 - Pre-Tax Transportation Benefits Offer option for tenants to participate in a pre-tax transit program to encourage the use of sustainable transportation modes and leverage pre-tax income to pay for commute trip costs.	ALL	1%	<input type="checkbox"/>
7 M8 - Secure Bicycle Storage Comply with CalGREEN minimum bicycle parking requirements.	ALL	1%	<input type="checkbox"/>
8 M9 - Design Streets to Encourage Bike/Ped Access Design adjacent streets or roadways to facilitate multimodal travel.	ALL	1%	<input type="checkbox"/>
9 M25 - Showers, Lockers, and Changing Rooms for Cyclists These amenities serve as and of trip facilities for employees arriving by bike or other active transportation forms.	ALL	2%	<input type="checkbox"/>
10			

Total from Required Measures
(Measure from rows 1-9)

%

Form Continues on Page 2 →

C/CAG Large Non-Residential Project Checklist



WORK PLAN



TDM FRAMEWORK QUESTIONS

The project team will leverage best practices research and stakeholder engagement to answer key questions and develop a framework for the TDM Ordinance.



What performance metrics should be targeted?



What mandatory elements must be included?



How can TDM be tailored to the geographic context?



How often should monitoring occur?

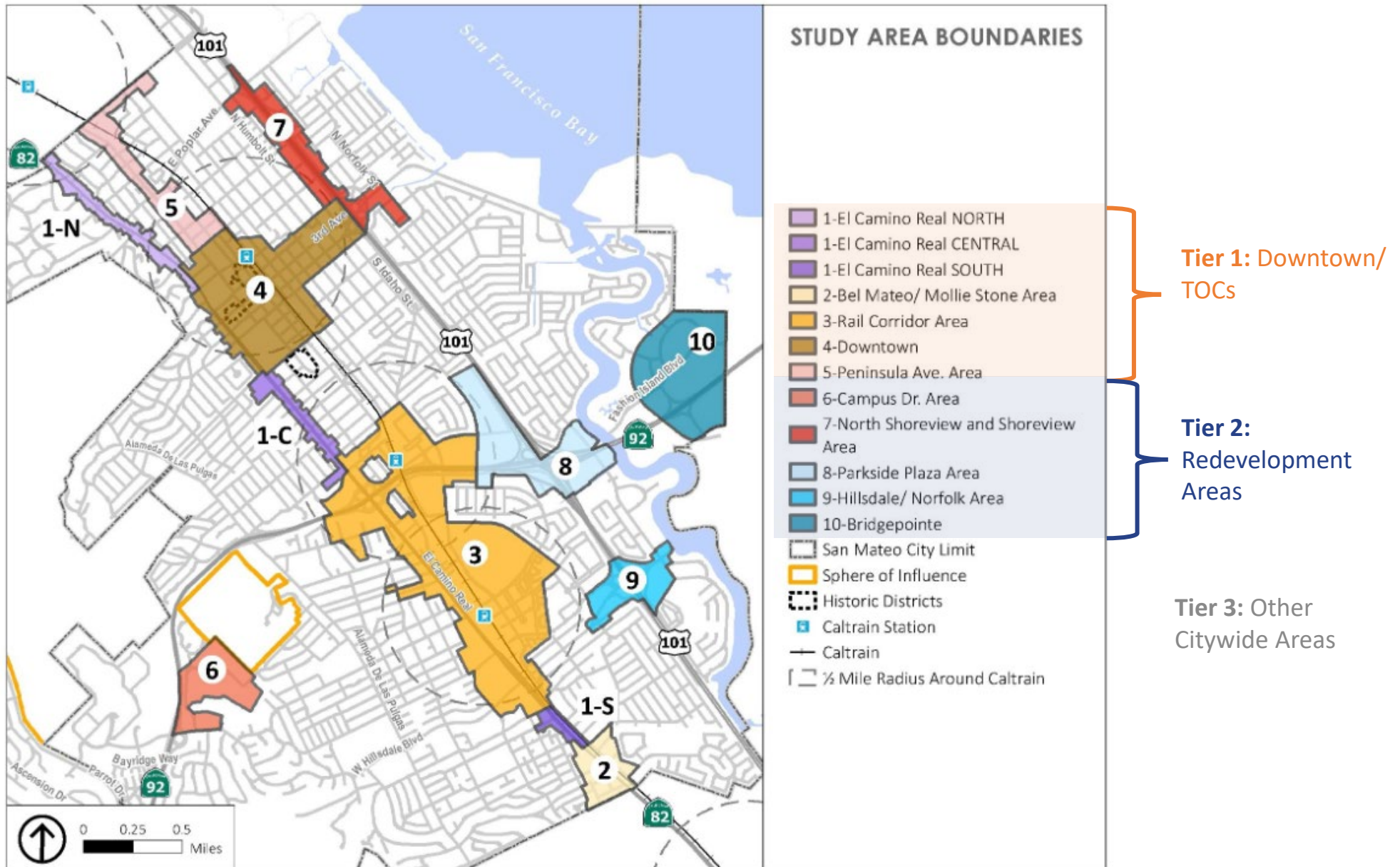


What team will manage ongoing monitoring?



What does the compliance look like?

CONTEXT SENSITIVE REQUIREMENTS



STAKEHOLDER GROUPS

Who do we need to talk to?



Small & Local Business
Owners



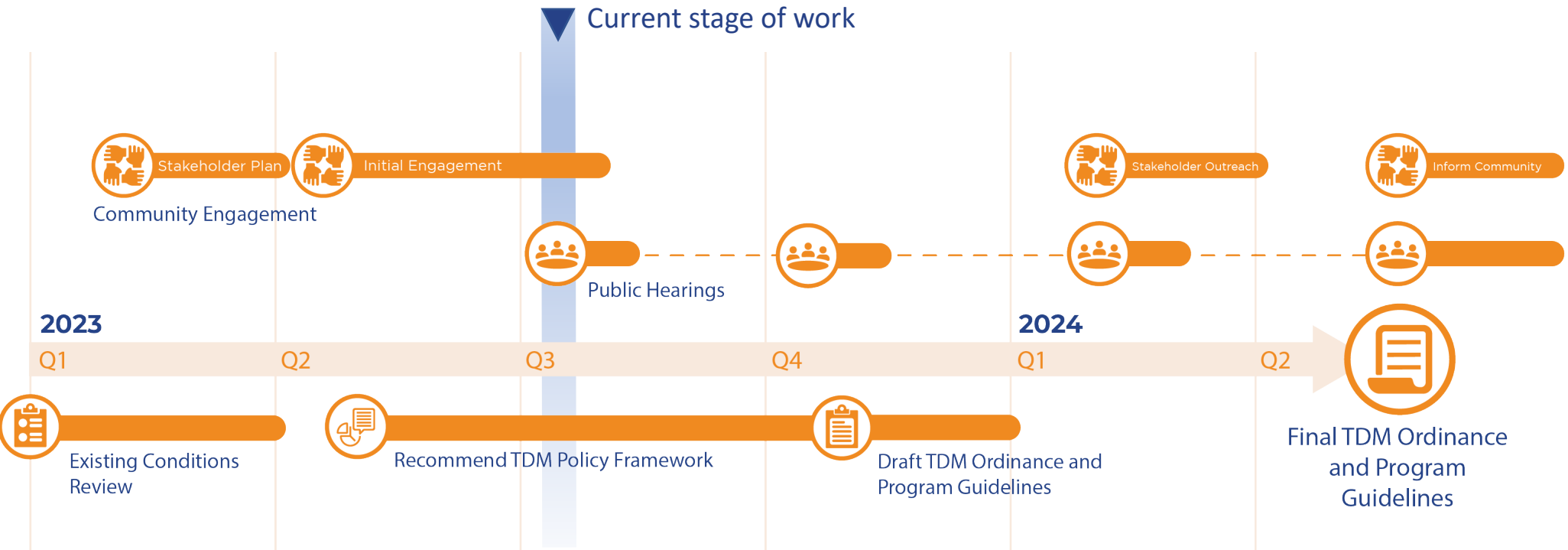
Transportation
Providers & Regional
Agencies



Local Developers



PROJECT SCHEDULE





POTENTIAL TDM MEASURES

BEST PRACTICE CASE STUDIES

Nelson\Nygaard led the investigation of **best practices for TDM programs** implemented by other Bay Area cities and national best practice examples.

Research included both **well-established strategies** and approaches as well as **new and innovative examples**.



TDM MEASURES

Marketing

Common Elements:

- TDM Coordinator
- Email Blasts
- One-on-one commute planning
- Tchotchkes



TDM MEASURES

Subsidies & Transit Passes

Common Elements:

- Free Transit Passes
- Pre-Tax Benefits
- “Eco-Cash”
- Bulk pass purchasing

Example: Clipper BayPass Pilot program



TDM MEASURES

Shuttles & Transit

Common Elements:

- Last Mile Shuttles
- Enhanced Transit Shelter
- Point-to-Point Shuttles (“Tech Bus”)



TDM MEASURES

Bicycle & Pedestrian

Common Elements:

- Bicycle Parking
- Showers/Lockers
- Bike-to-Work Days
- Bicycle Repair Stations
- On-Site and Frontage Design



TDM MEASURES

Ridesharing/Carpooling

Common Elements:

- Matchmaking through online database
- Vanpool Programs/Subsidies
- Preferential Parking
- One-Time Incentives (Gas Card)

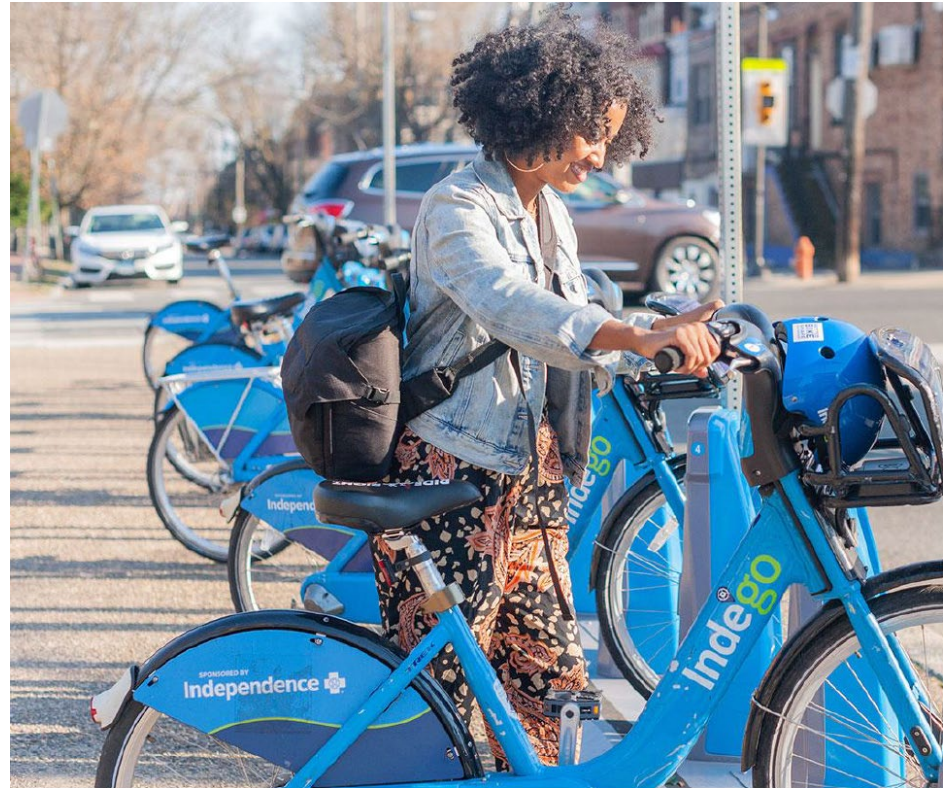


TDM MEASURES

Shared Mobility

Common Elements:

- Bikeshare membership
- Carshare parking
- Uber/Lyft subsidies/wallet

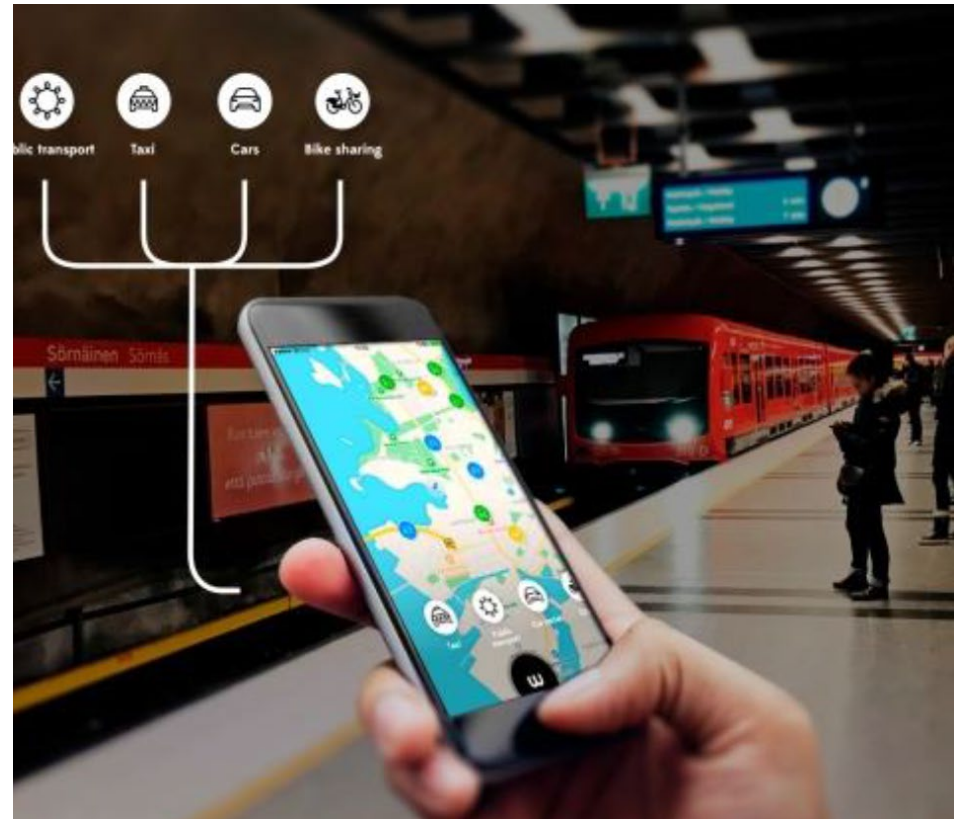


TDM MEASURES

Tech-Assisted Approaches

Common Elements:

- Mobility Wallet/App (Luum)
- Real-time Ridematch
- Lyft Line/Shared Uber Rides



TDM MEASURES

Parking & Pricing

Common Elements:

- Reduced Parking Supply
- Paid Parking
- Parking Cash-out
- Unbundled Parking



TDM MEASURES

Electric Vehicles

Common Elements:

- Charging Stations
- Incentive Programs
- Preferential Parking



TDM MEASURES

Land Use, Density, Diversity & Location

Common Elements:

- Proximity to Transit
- Density/Diversity of Use
- Pedestrian-Scale Design





REMAINING SCHEDULE & WHAT TO EXPECT

WHAT TO EXPECT



Now through Fall 2023

- Narrow list of TDM measures
- Evaluate TDM effectiveness
- Develop Compliance and Monitoring Requirements
- Test ordinance with completed projects
- Develop TDM Policy Framework



Fall 2023 – Present to City Council

- Introduction and progress review
- Receive feedback on Framework



Winter 2023

- Develop TDM Ordinance & Program Guidelines



Winter & Spring 2024 – Present to this Commission and City Council

- Review the TDM Ordinance & Program Guidelines

QUESTIONS FOR THIS COMMISSION



Do you have any general questions for us?



What unique opportunities or challenges within San Mateo should the TDM ordinance consider?



Are there any creative TDM measures that you would suggest be considered?



THANK YOU

MAIN CONTACTS:

SUE-ELLEN ATKINSON
PRINCIPAL TRANSPORTATION PLANNER
SEATKINSON@CITYOFSANMATEO.ORG

RENDELL BUSTOS
SENIOR PLANNER
RBUSTOS@CITYOFSANMATEO.ORG