



# CITY OF SAN MATEO

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## Agenda Report

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**TO:** Planning Commission

**FROM:** Azalea Mitch

**PREPARED BY:** Public Works Department

**MEETING DATE:** July 11, 2023

**SUBJECT:**  
Citywide Transportation Demand Management Ordinance Update

**RECOMMENDATION:**  
Receive informational update on the Citywide Transportation Demand Management (TDM) Ordinance effort.

**BACKGROUND:**  
The purpose of this agenda report is to familiarize Planning Commission with the current practice of transportation demand management (TDM) in San Mateo, and the effort to develop a Citywide TDM Ordinance. This information will also be shared with the Sustainability and Infrastructure Commission at their July 12, 2023 meeting.

Transportation demand management, or TDM, is focused on helping people utilize the transportation infrastructure in place for transit, ridesharing, walking, biking, etc. Programs typically consist of information, encouragement, built infrastructure, and incentives to help make users aware of and use all transportation options available to optimize all modes. Currently, the City requires the development of TDM plans for development projects in the Rail Corridor Transit-Oriented Development (TOD) area to reach a trip reduction goal of 25%. Additionally, policy from the City/County Association of Governments of San Mateo County (C/CAG) requires that projects with 100 net new daily trips must prepare a TDM plan and meet certain trip reduction requirements by implementing these programs. However, outside of the Rail Corridor TOD area, the City lacks required trip reduction goals or TDM implementation. Based on past practice, staff has strongly encouraged projects outside of the Rail Corridor TOD area to incorporate TDM plans despite the lack of a minimum trip reduction requirement.

Aligned with City Council priorities to reduce traffic congestion, Public Works and Community Development staff sought grant funding through the Metropolitan Transportation Commission (MTC)'s Priority Development Area (PDA) technical assistance grant program to pursue development of a Citywide TDM Ordinance. Staff was notified in May 2021 that the application was successful, and MTC awarded the City \$150,000 in technical assistance for the effort. Staff began working with MTC in June 2021 to develop the scope of work for the project work.

The Citywide TDM Ordinance envisions a comprehensive approach to transportation demand management by recommending trip reduction goals throughout the City, expanding on the requirements currently in place in the Rail Corridor TOD area. The project will propose updates to the San Mateo Municipal Code and develop Program Guidelines to provide detail and guidance for staff and the development community to implement trip reduction goals for projects in San Mateo. The project aims to provide the City Council with options for a systematic approach to trip reduction for development projects to support the multimodal transportation network by providing education, incentives, and encouragement to utilize other transportation modes. This project will establish trip reduction goals to support VMT reduction and reduced parking requirements, both in areas where Assembly Bill (AB) 2097 applies and other portions of

the City. The development of a Citywide approach to TDM will align with the General Plan 2040 Update, Climate Action Plan, and regional policy, including the MTC Transit-Oriented Communities (TOC) policy, to help maintain the City's eligibility for future grant funding.

City staff, in collaboration with a consultant team led by Fehr and Peers, will be evaluating methodologies and potential thresholds that meet the needs of the City and its community while complying with the requirements of SB 743. The staff presentation at this meeting will include information regarding:

- Purpose and Goals for the San Mateo TDM Ordinance
- TDM Policy Framework Objectives
- Project Work to Date
  - o Existing Conditions Summary
  - o Best Practices Findings
  - o Stakeholder Engagement and Feedback to Date
- Project Schedule and Future Updates

Following this informational meeting, staff and the consultant team will continue project work to develop a recommended TDM policy framework with key policy considerations. Staff will return to the Commission later in the project to present the framework and draft Ordinance and guidelines.

**BUDGET IMPACT:**

There is no budget impact associated with hearing this informational update. The Citywide TDM Ordinance is fully funded through a technical assistance grant from the Metropolitan Transportation Commission (MTC).

**ENVIRONMENTAL DETERMINATION:**

This Citywide Transportation Demand Management (TDM) Ordinance update is not a project subject to CEQA, because it is an organizational or administrative activity that will not result in direct or indirect physical changes in the environment. (CEQA Guidelines Section 15378(b)(5))

**NOTICE PROVIDED**

All meeting noticing requirements were met.

**ATTACHMENTS**

Att 1 – Existing Conditions Memorandum

Att 2 – Best Practices Findings

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