



SB 375 and TDM

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SB 375 & TDM



- Reduce Greenhouse Gas Emissions.
- TDM reduces demand.

Transportation Demand Management

- Carpools
- Vanpools
- Transit
- Bikes
- Walking
- Telecommuting
- Alternative Work Schedules
- Rideshare Information
- Rideshare Incentives
- Parking Management
- Walking/biking infrastructure
- Ridematching
- Guaranteed ride home



Barriers

- Perceptions and attitudes
- Pricing policy
- Understanding value of TDM
- Land use policies
- Site characteristics
- Parking policy



Approach



- Create win-win projects
- Maximize economic incentives
- Creative employee transportation programs
- Utilize viable commute options
- On-street and off-street systematic approach to parking

Retail Parking: Cost of free employee parking

- Employee parking (2 hour shuffle) = 1 hour free per day or **\$6,000** per year in lost employee time (\$20/hr)
- Assume turnover: 10 sales per space & \$50 profit per sale = \$500/per day
- 300 days of sales = **\$150,000/per year**



Parking



- Value of parking spaces
- Cost savings
- Reduce vehicle miles traveled and emissions
- Link to alternative modes
- Potential use of parking spaces (customer first)

TDM & Sustainability



Downtown Boulder



- Parking pricing
- Free transit for downtown employees
- Carpooling
- Bicycle program
- Pedestrian mall
- Linkage from parking to destinations



Claremont Village: New Development Project

- Reduce traffic impacts
- TDM Infrastructure
- Use incentives to encourage use of alternative transportation
- TDM support programs
- Parking management



Development Project Description



- 34,000 square feet
- 13,500 square feet of retail
- 90 apartments

Claremont TDM Recommendations

- Transit center and passes
- Rideshare information center
- Guaranteed ride home program
- Residential bike loaner program
- Residential and commercial bicycle storage facilities
- Pedestrian lighting, signage and linkages
- Telecommuting infrastructure in residential units
- Shared parking facility



Bend Oregon –TDM



- Transportation demand management
- Market based incentives
- Best use of transportation and parking resources



Policy Recommendations

- Adopt Guiding Principles
- Adopt 85% Rule
- Develop business based funding program
- Create Parking/Transportation Coordinator Position
- Implement employee/customer information campaign



TDM Recommendations

- Create discount carpool parking program for zone 1 & 2
- Build sidewalks to link zone 3 & 4
- Develop transit standards
- Enforce bike code



Lloyd District - 5,243 employees from 35 businesses

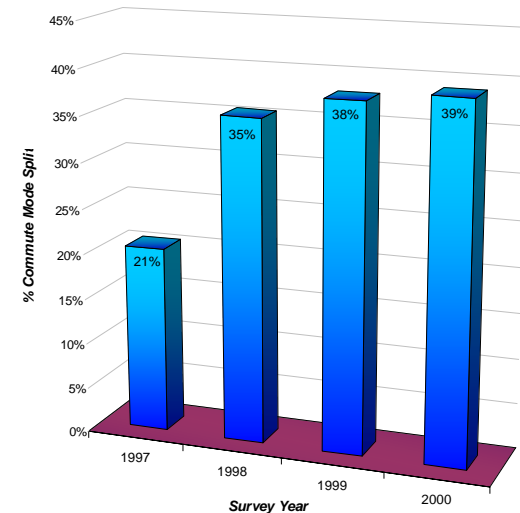
LLOYD DISTRICT IMPROVEMENTS/REINVESTMENT SINCE 1989



Lloyd District Results

- 3.9 million annual VMT reduction since 1997 = 1 lane of peak hour road capacity 7 miles long.
- Reduction in SOV from 72% to 45%.
- Transit mode split up from 8% in 1996 to **41% in 2005**.
- Bicycles up from 1% to 5%.
- 1,433 vehicles removed from peak hour commute; reduction in parking spaces = **\$35 million in parking development costs**
- Standard parking lease down from 3.5/1,000 SF (1994) to 1.95/1,000 SF (2005).

*Lloyd District Transit Mode Split
Based on Annual District Survey*



Pasadena Prideshare Program

- Solo Commute Fee (\$35/month)
- Rideshare Information
- Guaranteed Ride Home
- Commuter Assistance
- Preferential Parking
- Bicycle Program
- Compressed Work Week
- Vanpool Program



Pasadena Prideshare Program

- 1.72 AVR (1.38)
- Trips Saved Per Week:
1,556.42
- Annual VMT Savings:
1.6 million
- Annual Employee Fuel Savings Cost: \$323,736
(\$4/20 miles/gallon)
- City Hall – parking cost savings: \$8.989 million



Questions?

