

CITY OF ELK GROVE

TRANSPORTATION DEMAND MANAGEMENT PLAN GUIDELINES

1. INTRODUCTION

The Transportation Demand Management (TDM) Guidelines document has been developed to assist with development of TDM plans for applicable projects as part of the City's Climate Action Plan (CAP) Checklist. As part of the CAP Checklist, new nonresidential and mixed-use projects with $\geq 50,000$ square feet of nonresidential use may be required to develop TDM Plans that promote the use of alternative transportation modes and reduce single-occupancy vehicle trips by employees. The requirement for TDM Plans for applicable new nonresidential development projects in the City supports implementation of measure TACM-3 (Intracity Transportation Demand Management) in the City's 2019 CAP. CAP measure TACM-3 focuses on implementing various TDM strategies to reduce the use of single-occupancy vehicle trips specifically for intracity (local) trips and vehicle miles traveled (VMT) associated with new development in the City. The TDM strategies included in this document focus on helping applicants design projects and implement on-site TDM measures which encourage employees at new nonresidential land uses to develop commute patterns and behaviors that do not rely on the use of single-occupancy vehicles.

Development of a TDM Plan

All required projects (nonresidential projects with $\geq 50,000$ square feet of nonresidential use) that have not demonstrated consistency with option (i) or (ii), in Section C.8 of the Checklist, shall develop and submit a TDM Plan prior to building permit issuance. The TDM Plan would be reviewed by City staff and shall be finalized and approved prior to certificate of occupancy issuance. The required TDM measures are identified by categories in the tables below (i.e., Marketing and Promotion, Bike Facilities, Transit Benefits, Commuter Benefits, and Parking Facilities). For each TDM measure, the following is also provided:

Measure Requirements. Each measure is described in a level of detail which allows the applicant to adhere to the requirements of the measure while providing flexibility for implementation for individual projects. The measure includes a description of the transportation amenity being provided, the amount/frequency of this amenity, and the property owner's responsibilities.

Compliance Requirements. Compliance information is provided that specifies the required actions and obligations of the applicant or property owner's for compliance with the TDM measure during the development review phase of the project.

TDM Plan Requirements. To develop a successful TDM strategy, a TDM Plan should include a variety of measures which work in conjunction to form a comprehensive strategy. The TDM Guidelines include a variety of both required and optional measures to be included in the final TDM Plan. The required measure shall be included in all TDM Plans submitted to the City. Each optional TDM measure is assigned a point value based on its importance and effectiveness. **TDM Plans submitted to the City shall include all required measures and a set of optional measures that total a minimum of 10 points.**

TDM Plan Annual Progress Report

Property owners or the TDM coordinator for individual projects are required to submit annual progress reports on implementation of the TDM plan beginning one year after the date of TDM plan approval by the City. If the responsible party fails to submit an annual report demonstrating implementation of the TDM plan within sixty days following the established date for annual report submittal, an administrative citation will be issued pursuant to EGMC Chapter 1.12. Projects which have made a

good faith effort to carry out the provisions of the plan as determined by the TDM administrator and/or have achieved significant VMT reductions shall be recognized for their accomplishments by the City.

The required items to be included in the Annual Progress Report are:

1. Contact information of TDM coordinator
2. Sample of marketing materials provided to new employees about the TDM program
3. Number of employees participating in each TDM measure offered to employees
4. Commute mode share of employees at the project site
5. Other information demonstrating implementation of specific TDM measures

Provided below are existing resources in the Sacramento region that should be considered for inclusion in the TDM plan.

- The [Sac Region 511 website](#) provides useful information on commute choices, ride matching and carpooling services, and commuter incentives.
- The [Sacramento Transportation Management Association](#) (TMA) website provides information on options, incentives to try them, and programs to support your choice to change the way you get to work.
- The [TDM Program at the Sacramento Area Council of Governments \(SACOG\)](#) has launched several **competitive grants** and is currently re-designing its program to include pots of traditional, innovative, and performance measurement activities.
- SACOG has developed a [May is Bike Month online tool kit](#), which includes logos, draft social media posts, newsletter text, and other resources to get the word out.

The following resources should be considered in developing and implementing the TDM plan.

- [Travel Demand Management](#) resources provided by the U.S. Department of Transportation, Federal Highway Administration
- [Online TDM Encyclopedia](#) developed by the Transport Policy Institute is a comprehensive, up-to-date resource on transportation demand management strategies, including information on TDM planning, implementation and evaluation
- Mobility Lab provides various [TDM planning resources](#) for plan development and implementation.
- The [Association for Commuter Transportation](#), (ACT), is an international association and leading advocate for commuter transportation and transportation demand management and provides various resources on their website.

1. MARKETING AND PROMOTION

This measure category focuses on ensuring that employees are informed of the TDM Plan being implemented and understand all the available transportation amenities, services, and/or incentives.

TDM MEASURE	MEASURE REQUIREMENTS	COMPLIANCE REQUIREMENTS	MEASURE POINTS
Transportation Marketing Services	<p>The building owner, in coordination with the building tenants, shall administer a comprehensive marketing and communication campaign which provides all tenants and employees at the project site with information about available transportation amenities, services, and/or incentives. Marketing services shall be provided by a TDM coordinator or a communications professional.</p> <p>Marketing services shall include, at a minimum, the following activities:</p> <ol style="list-style-type: none"> 1. Promotions. The TDM coordinator or communications professional shall develop and deploy promotions to encourage the use of sustainable transportation modes. Marketing materials may include targeted messaging, communications campaigns, incentives (e.g., subsidized transit passes, employee parking cash out options), contests, and other creative strategies for existing and new employees. 2. Welcome Packets. New employees at the project site shall be provided with marketing information about the available transportation amenities, services, and/or incentives. For employees, the packet shall reflect options for major commute origins and offer one-on-one consultations. 	<p>The applicant or property owner shall provide the contact information for the provider of TDM marketing services, a description of qualifications, and a sample TDM Plan. City staff shall contact the designated provider and/or review the plan to verify that the applicant or property owner is prepared to offer marketing services in the time frame specified for project approval.</p>	Required Measure

2. BIKE FACILITIES

This measure category encourages employees to use active modes of transportation to commute to and from work by providing convenient on-site amenities tailored to bike commuters.

TDM MEASURE	MEASURE REQUIREMENTS	COMPLIANCE REQUIREMENTS	MEASURE POINTS
Short-Term Bicycle Parking	For new office buildings, provide secure bicycle parking for five percent of the vehicular parking spaces being added, with a minimum of one space. Acceptable parking facilities shall be conveniently located near the building entrance and meet the requirements in 23.58.090 (D)(1) of the Elk Grove Municipal Code.	The applicant or property owner shall submit plans during the development review stage that identify the location and number of short-term bicycle parking spaces.	1
Long-Term Bicycle Parking	For new office buildings, provide secure bicycle parking for five percent of the vehicular parking spaces being added, with a minimum of one space. Acceptable parking facilities shall be conveniently located near the building entrance and shall meet one of the following: <ol style="list-style-type: none"> 1. Covered, lockable enclosures with permanently anchored racks for bicycles; 2. Lockable bicycle rooms with permanently anchored racks; or 3. Lockable, permanently anchored bicycle lockers. 	The applicant or property owner shall submit plans during the development review stage that identify the location and number of long-term bicycle parking spaces.	2
Improved Access to Bike Network	The project shall design features which improve pedestrian and bicycle connectivity consistent with the City’s Bicycle, Pedestrian, and Trails Master Plan and related planning efforts. The applicant shall provide pathways that are a minimum of 10 feet in width that allow pedestrians and cyclists to connect from adjacent roadways, bike lanes and sidewalks to the main entrance of a building(s). Applicants shall demonstrate, as part of the site design plans, that the proposed project includes pedestrian and bicycle infrastructure and connections to existing facilities.	The applicant or property owner shall submit plans during the development review stage that identify improved access to the City’s bike network in the site designs.	1
Showers and Locker Rooms	For new office buildings, projects shall provide at least one shower and six clothes lockers for every 30 Bicycle Parking spaces, but no fewer than one shower and six clothes lockers.	The applicant or property owner shall submit plans during the development review stage that identify the location and number of showers and clothes lockers. City staff shall review the proposed plan to ensure that the included showers and clothes lockers meet the measure requirements.	3

3. ON-SITE AMENITIES

This measure category provides a set of on-site design features and amenities that assist employees in reducing single-occupancy vehicle trips during the workday.

TDM MEASURE	MEASURE REQUIREMENTS	COMPLIANCE REQUIREMENTS	MEASURE POINTS
On-Site Cafe	For new office buildings, projects shall provide an on-site café with full coffee and lunch menu services to help reduce coffee break and lunchtime vehicle trips.	The applicant or property owner shall submit information about the potential providers for the on-site cafe and a description of the services that would be offered at the project site. Information shall be submitted during the development review stage.	3

4. TRANSIT MEASURES

This measure category incentivizes employees that use transit as their primary commute mode. Transit measures shall only be included in the TDM Plan if the project site is located within 1/2 miles from a transit stop.

TDM MEASURE	MEASURE REQUIREMENTS		MEASURE POINTS
Subsidized Transit Passes	Provide free or subsidized monthly transit passes for on-site employees. Transit pass subsidies shall provide a minimum of \$50 of monthly transit costs per employee. Publicize the availability of free or subsidized transit passes to employees through the new employee welcome package.	The applicant or property owner shall provide information on the method in which employees would be reimbursed or compensated for monthly transit costs and how this process would be managed for building tenants. This information will be verified by City staff before certificate of occupancy issuance.	3

5. COMMUTER BENEFITS

This measure category provides a set of commuter services and incentives that encourage employees to commute using modes other than single-occupancy vehicles.

TDM MEASURE	MEASURE REQUIREMENTS		MEASURE POINTS
Vanpool Program	The property owner shall implement an employer or building manager-sponsored vanpool program. The vanpool program would provide service between the project site and general locations where vanpool users live. The property owner shall purchase or lease vans for employee use and pay for mileage and maintenance of the vehicles. See Sac Region 511 website for vanpool incentives.	The applicant or property owner shall provide information on the method in which employees would be reimbursed or compensated for monthly vanpool costs and how this process would be managed for building tenants. This information will be verified by City staff before certificate of occupancy issuance.	4
Carpooling Program	Promote and provide discounts for employees who use rideshare services such as Waze Carpool, UberPOOL, and LyftLine	The applicant or property owner shall provide information on the method in which employees would be reimbursed or compensated for discounts when using rideshare services and how this process would be managed for building tenants. This information will be verified by City staff before certificate of occupancy issuance.	3
Bikeshare Program	Promote and provide discounts for employees who use bike or scooter share services, such as Gotcha, JUMP, SPIN, Lime, or other such services. Provide docks or other designated parking/storage area for the service on-site.	The applicant or property owner shall provide information on the method in which employees would be reimbursed or compensated for discounts when using these services and how this process would be managed for building tenants. This information will be verified by City staff before certificate of occupancy issuance.	1

TDM MEASURE	MEASURE REQUIREMENTS		MEASURE POINTS
Shuttle Bus Service	<p>The applicant shall provide a service plan describing the hours of operation, stop location(s), routes, and headways for the shuttle service. The applicant or property owner shall also submit plans that identify the location and dimensions of potential shuttle stops at the project site and the proposed destination(s) stops. The plans shall identify any other relevant information that may be helpful in understanding potential conflicts at the proposed shuttle stop locations (e.g., proximity to transit stops, crosswalks).</p>	<p>The applicant or property owner shall submit a detailed service plan for the shuttle bus service which must be finalized and approved by the City before certificate of occupancy issuance.</p>	5
Guaranteed Ride Home	<p>The applicant shall submit a service plan describing the services provided by a Guaranteed Ride Home program. See Sacramento TMA for opportunity to participate in an existing program. Participants must pre-register in the program at no additional cost to the employee or employer and are eligible to use the Guaranteed Ride Home program as long as they have used a qualified commute alternative on the day they need assistance.</p> <ol style="list-style-type: none"> 1. Qualified commute alternatives include carpool, vanpool, shuttles, transit, bicycling, and walking, and commute apps that are specifically for carpooling (such as Scoop and Waze Carpool). 2. Non-qualified commute alternatives include driving alone, motorcycles, and Transportation Network Companies/ride-hailing apps (such as Uber or Lyft) 3. Emergency-related side trips – such as picking up a sick child from school or getting a prescription filled at a pharmacy – are permitted. 4. Participants can be reimbursed a maximum of six times per calendar year (January-December). 	<p>The applicant or property owner shall submit a detailed service plan for the Guaranteed Ride Home program which must be finalized and approved by the City before certificate of occupancy issuance.</p>	4

6. PARKING FACILITIES

This measure category focuses on discouraging trips made by private vehicles (particularly single occupancy vehicles) by controlling the supply of accessory parking spaces. Parking Facility measures shall only be included in the TDM Plan if the project site is located within 1/2 miles from a transit stop.

TDM MEASURE	MEASURE REQUIREMENTS		MEASURE POINTS
Parking Cash Out Program	Any tenant employer that subsidizes parking for its employees shall provide all employees with a choice of forgoing any subsidized/free parking for a cash payment equivalent to the cost of the parking space to the employer. Employers shall promote the program to all employees eligible to receive parking at a subsidized level.	The applicant, property owner, or TDM coordinator shall provide City staff with a signed letter agreeing to distribute the TDM Plan, including provisions for the Parking Cash Out Program, via new employee packets, tenant lease documents, and/or deeds. This information shall be submitted during the development review stage.	3
Unbundled Parking Requirement	50 percent of project parking spaces shall be leased or sold separately as part of the tenant or lease agreement rental so that tenants have the option of renting or buying a parking space at an additional cost, and would, thus, experience cost savings if they opt not to rent or purchase parking.	The applicant, property owner, or TDM coordinator shall submit a signed letter agreeing to distribute the TDM Plan, including provisions for the unbundled parking requirements as part of tenant lease documents, and/or deeds. This information shall be submitted during the development review stage.	3