

CITY OF SANTA MONICA

Transportation Demand Management Ordinance



ORDINANCE HISTORY

November, 1991 City Council Adopts TMP Ordinance

The Ordinance is a companion piece to the Circulation Element of the General Plan adopted in October, 1984.

The objective: reduce transportation congestion and improve air quality in the City of Santa Monica through effective management and coordination of transportation demand management.



IMPLEMENTATION TIME LINE

1991: City Staff write the TDM Ordinance

SCAQMD reviews the Ordinance and requests various revisions

Revisions are approved by the SCAQMD

November, 1991: City Council approves the Ordinance

April 1992: The City and the SCAQMD enter into an MOU allowing the City to implement the Ordinance with employers of 100 employees or more in lieu of Regulation XV (Rule 2202)

April 1993: Staff are hired to begin Ordinance implementation

December 1994: The first notifications are sent to employers of 100+

December 1995: The first notices are sent to employers of 50-99

December 1996: The first notices are sent to employers of 10-49

Land Use And Circulation Element (LUCE)

Adopted July, 2010

New LUCE Integrates Land Use & Transportation



- Locates future activity centers on existing or proposed transit corridors
- Creates “Complete Neighborhoods” with mix of uses. Ensures that walking and biking are prioritized to reduce total auto trips
- **Goal: No net new p.m. peak period trips**

Tools for Measuring No Net New Trips

MODEL CONCLUSIONS RE LUCE

- No net new trips achieved, resulting from combination of:
 - Land use/transportation integration (development focused near transit, complete neighborhoods)
 - Expanded transit service/Expo LRT
 - Development of alternative modes (bicycle & pedestrian systems/ complete streets)
 - TDM/trip reduction strategies

- Intersection and corridor travel time impacts at selected locations result from concentration of uses on transit corridors and increases in regional pass-through traffic

- VMT & greenhouse gases reduced per capita



THE TDM ORDINANCE: EMPLOYERS OF 50 OR MORE EMPLOYEES

The City's MOU with the SCAQMD requires the City Ordinance to be at least as stringent as the SCAQMD's trip reduction requirements.

The City requires employers of 50 or more to:

- Submit an annual trip reduction plan that will demonstrate the achievement of an AVR Target of 1.50 within three years.
- Designate and train an Employee Transportation Coordinator (ETC)
- Survey employees in the a.m. window (6-10) and the p.m. window (3-7).
- Include Parking Cash Out as a part of their plan if they lease their parking and subsidize any portion of the parking. Failure to do so will result in a disapproved plan.
- Employers who meet both their a.m. and p.m. AVR Target will receive a discount in their annual fees (currently \$11.57 per employee). Discounts are 40% for the first year, 50% for the second consecutive year and 60% for each consecutive year thereafter.
- Employers who do not meet their AVR Target are required to implement a minimum of 5 marketing strategies and 10 incentives, including a transit incentive.

THE TDM ORDINANCE: EMPLOYERS OF 10 – 49 EMPLOYEES

Employers of 10 to 49 employees are required to submit an annual Worksite Transportation Plan that details how the employer will provide their employees with ridesharing information specific to their worksite, including transit stops and bicycle lanes serving the site.

Employers may use electronic media (e-mail, electronic newsletters, company website) or paper (memos, flyers, bulletin boards, etc.).

Ridesharing information must be in all new hire orientation information.

An On Site Contact must be designated and attend a City-sponsored workshop.

Employers of 10-49 pay an annual fee of \$15.47 per employee

DEVELOPER TDM PLANS

- Parking charges
- Unbundled parking (pending zoning code change)
- Bicycle facilities
- Facility design with ped, transit and bike access
- Transit subsidies
- Carshare vehicles and parking
- Site ETC
- Coordinated ridematching
- Events and promotions
- Participate in TMA
- Funding for shuttles, Expo station improvements



ORDINANCE ENFORCEMENT

First Ordinance Violation in a Plan Year

Results in a Warning Notice that includes an implementation plan

Additional Ordinance Violations in a Plan Year

Results in a fine of \$5.00 per employee per day, possible revocation of Santa Monica business license and action by the City Attorney

STATE LEGISLATION

Legislation that affected Santa Monica's Ordinance

SB437

This bill prohibits air districts and other public agencies from requiring employers to implement a trip reduction program unless the program is expressly required by federal law and the elimination of the program will result in the imposition of federal sanctions.

City Action:

–The City followed the SCAQMD and gave employers the option to purchase Mobile Source Emission Reduction Credits or submit a trip reduction plan. Out of 158 regulated employers, 83% opted for the trip reduction plan.

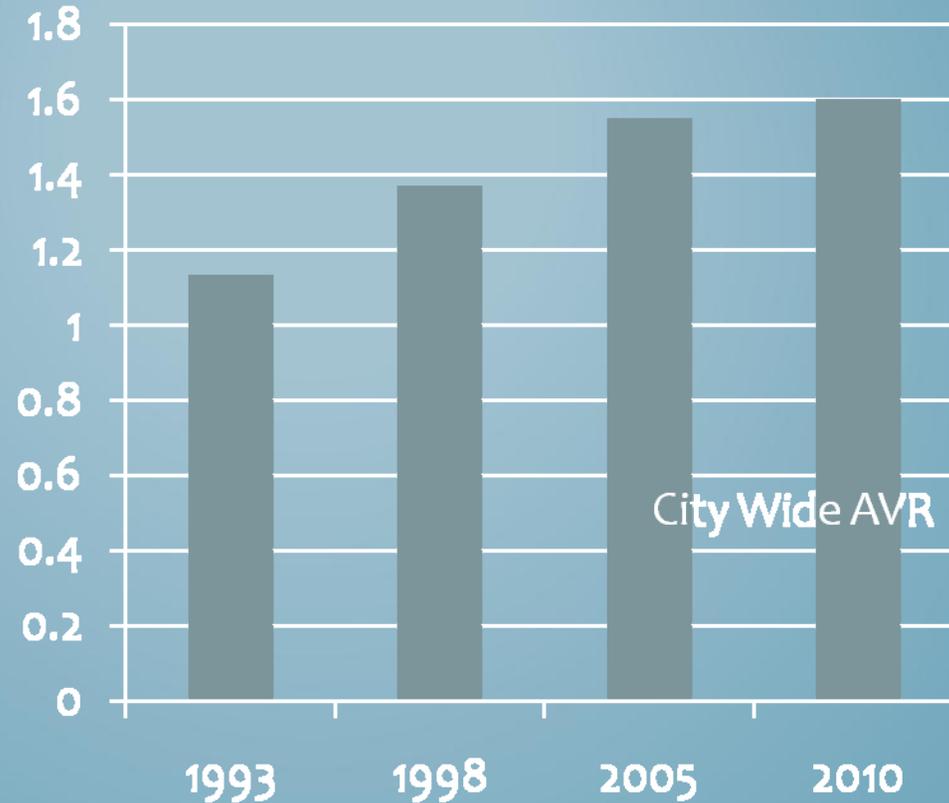
AB1336

Multi-Site employers located in Santa Monica with 250 employees or more may opt out of the City's TMD Ordinance and comply with the SCAQMD's Rule 2202 if the employer has a site outside of Santa Monica that is complying with SCAQMD Rule 2202.

–Five Employers have opted out of the City plan and currently file plans with the SCAQMD.

TRACKING OUR PROGRESS

City Wide AVR



Current Regulated Employers

10-49: 530

50-249: 153

250 +: 18

Current Trip Reductions: Over 3,500 peak trips in the morning (6-10) and evening (3-7) commute

A WEALTH OF DATA

- The first 10 years of ordinance implementation data was kept to track AVR, trip reductions, and to comply with the terms of the SCAQMD MOU.
- Over the last 8 years, the focus has been in looking at mode split, employee population, commute patterns, etc.
- Data is requested by and shared with a variety of City departments and other government agencies.



EMPLOYER CHALLENGES

Lack of Management Support

ETC is not given the time and/or resources to effectively develop and market the plan

Not understanding the AVR data and how to use it to reduce trips

Developing and implementing a plan that doesn't connect with the employees



EMPLOYER OPPORTUNITIES THE KEYS TO SUCCESS

Networking

- Team up with other employers
- Share resources and ideas
- Match employees—form vanpools

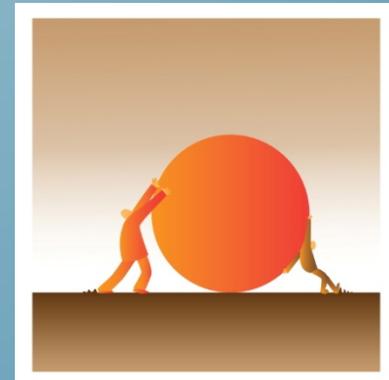
The “Green” Trend

- Green Business Certification in Santa Monica
- Employer support
- Employee Support
- Good for Business



THE CITY'S CHALLENGES

- *Limited Staff*
- *Limited Resources*
- *Changing attitudes among employers*
- *Negative Employer View of Ordinance: Too Much Government*
- *Working with employers—assist first, then enforce*



WHAT'S BEEN EFFECTIVE

Trip Reduction Plans

Incentives are seen as a benefit by employees

Fee Discount for Meeting AVR Target

An effective incentive for employers

Parking Cash Out

A benefit valued by employees as well as a way for employers to reduce trips parking demand.

City Staff Availability

Staff is available to assist employers in developing plan incentives, marketing strategies and goal setting

Partnering With Other Departments

Sustainable Works

Planning

Big Blue Bus

Where We're Headed

Develop Organizational Commitment and Capacity through TMAs

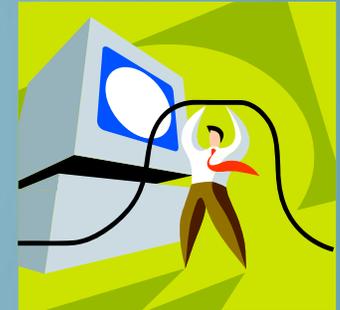
For Employers and Schools:

- Provide support to employers who demonstrate commitment
- Bike racks and lockers at job sites, SMC and schools
- Fare subsidies and incentives for trial use of transit
- For residents:
 - Through neighborhood associations provide
 - Bike baskets,
 - Rolling shopping carts



METRO TDM "TOOL KIT" GRANT – CITY-WIDE NEW RESOURCES

- *\$800,000 project, Metro funding available starting FY 2011/12*
- *On-line multi-modal Santa Monica-oriented travel website*
 - *Information, on-line forms and filing for employers*
 - *Multi-modal travel and local destination information*
 - *Car and vanpool matching for SM origins and destinations*
 - *Integrate and leverage existing resources such as Metro and BBB*
- *Technical assistance to non-regulated employers such as schools that lack resources to develop an initial employee trip reduction plan but can commit to maintain it*
- *“Green Commute” handbook*
- *Marketing and program materials*
- *Incentives to provide through TMA’s and other organizations to promote ridesharing*



THANK YOU

*JACQUILYNE BROOKS DE CAMARILLO
TRANSPORTATION MANAGEMENT COORDINATOR
CITY OF SANTA MONICA*

E-MAIL: JACQUILYNE.BROOKS@SMGOV.NET

