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REPORT TO COUNCIL

SUBJECT

Update on Review and Monitoring of Transportation Demand Management Measures

COUNCIL PILLAR

Promote and Enhance Economic, Housing and Transportation Development

BACKGROUND

Transportation Demand Management (TDM) measures are infrastructure and activities that reduce single occupancy vehicle trips. The City of Santa Clara's existing Climate Action Plan (CAP), draft CAP update under preparation, and adopted Transportation Analysis Policy, establish goals related to reductions in Vehicle Miles Traveled (VMT) regarding new development or expansion projects. These VMT reduction goals for individual projects are often achieved through the inclusion of TDM measures such as the project's inclusion of multimodal supportive infrastructure or offerings such as bicycle racks, showers with changing rooms, repair facilities, transit vouchers, remote work offerings, shuttles, or guaranteed ride home programs.

Determining TDM measures is a multistep process and monitoring compliance occurs over the life of the project. First, VMT reduction requirements are established through conditions of approval or through the California Environmental Quality Act process during entitlement. Next, projects identify specific TDM measures to achieve VMT reduction requirements prior to the issuance of the Building Permit. Projects then begin implementation of the TDM measures after occupancy and demonstrate compliance with annual monitoring throughout the life of the project.

TDM measure review and compliance monitoring for a single project spans multiple years and involves City oversight by Community Development staff and technical support by Public Works staff. In previous years, TDM measures were a relatively infrequent requirement for land use entitlements, but have now become a standard requirement for new development. Staff has identified 50 projects

with TDM requirements. As a result, there is an increasing demand for the staff resources needed to review and oversee their compliance.

During the August 17, 2021 City Council check-in on annual priority setting, Councilmember Jain requested the City hire a consultant to develop a TDM template and requirements for developments to submit TDM measures. He estimated the cost to be \$150,000. The City's review and oversight of TDM measures are not currently funded by entitlement or building permit fees.

DISCUSSION

Research of neighboring cities indicates that there is not an established approach to the imposition and monitoring TDM requirements as practices vary considerably from city to city. For overall conduct of the program some cities have consultant support and others rely on city staff. Those that rely on city staff acknowledge that current resources provided may not be adequate to cover the work required. The City of Santa Clara did not add staff commensurate with the Council approved TDM requirements and, therefore, the City does not currently have staff capacity or expertise to take on this new activity.

City staff is preparing a Request for Proposals (RFP) to be released in Spring 2022 to seek consultant services for ongoing review and administration of TDM requirements for development projects. The proposal will include a scope of work for a consultant to track compliance of TDM measures for the City's 50 development projects approved with TDM requirements and all applicable projects approved in the future. The scope of work will also request the consultant create a menu of TDM measures with identified VMT reduction percentages available to be selected for pending and future projects. Given the State of California's recent laws intended to streamline housing development, the RFP will also request services to research and recommend ordinance or policy changes to insure incorporation of TDM measures for streamlined projects that would be limited to ministerial approvals by the City.

Based on the responses to the RFP relating to consultant cost for services, staff will also propose new fee(s) added to the City's fee schedule to address cost recovery review of TDM measures proposed and for ongoing compliance review.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

There is no fiscal impact to the City, other than city staff time researching and releasing an RFP to find consultant services to review and monitor TDM requirements. After responses are received from the RFP, a cost recovery approach will be presented to fund the consultant services through the creation of new fees for applicable development.

COORDINATION

This report has been coordinated with the City Attorney's Office.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board

outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>>.

RECOMMENDATION

Note and file report.

Reviewed by: Andrew Crabtree, Director of Community Development
Approved by: Deanna J. Santana, City Manager