

TRANSPORTATION DEMAND MANAGEMENT SACRAMENTO

City of Sacramento – Transportation Demand Management (TDM) Ordinance Update Partner Focus Group Summary 2

Introduction and Purpose

On October 26, 2023, the City of Sacramento hosted the second of two virtual focus group meetings to discuss the Transportation Demand Management (TDM) ordinance update with community partners and advocates.

The TDM Ordinance is a tool the city uses to encourage fewer vehicle trips. Some employers and developers are required to establish TDM programs to promote sustainable commute modes such as biking, walking, transit, carpooling, and vanpooling. The City of Sacramento's current TDM Ordinance was established in 1989 and is no longer effective in reaching the City's climate and transportation goals. To achieve adopted climate action goals, the City is updating the TDM Ordinance to encourage a shift towards more efficient travel modes.

The focus group was made up of identified community partners in our region whose feedback is critical in informing the ordinance's update and its effectiveness and success. The goal of the meeting was to gain feedback on methods to encourage more everyday trips to be made by sustainable transportation, including biking, walking, transit, or shared modes, instead of single-occupancy vehicles.

This session provided participants with an overview of the background and history of the ordinance, and the current plan to update it and invited them to give feedback on suggested TDM strategies and opportunities to better meet the City's goals.

The meeting was held on October 26th at 5 p.m. via a virtual platform, Zoom.

Meeting Orientation

The meeting began with a brief meeting orientation given by Katie DeMaio of AIM Consulting. After the presentation, DeMaio led an interactive partner session, asking partners questions about TDM, barriers, and constraints to current transportation options, and improvements for the ordinance update. To start the presentation, DeMaio instructed attendees that they would be able to participate by unmuting themselves, and they could add any questions or comments in the chat box. After the brief orientation, the agenda of the meeting was presented.

Agenda & Objectives

- Team Introductions
- What is TDM
- TDM Ordinance Overview
- Project Overview

- Discussion/Menti-Meter Session

Project Team

- Casandra Cortez, Transportation Planner – City of Sacramento
- Leslie Mancebo, Senior Transportation Planner – City of Sacramento
- Jenny Hong, Project Manager- Steer Group
- Ana Erviti Ferrando, Deputy Project Manager – Steer Group
- Katie DeMaio, Senior Project Manager- AIM Consulting
- Stephanie Guevara, Project Coordinator – Consulting

Participants were next encouraged to introduce themselves, their organization, and their role as it relates to transportation/TDM via chat.

What is TDM

After the introductions, the presentation was handed over to Casandra Cortez with the City of Sacramento. Cortez started the presentation with a brief overview of what TDM is, explaining that it is a suite of policies and programs that support and encourage the use of active transportation, transit, carpool, vanpool, and alternative schedules for work, school, errands, and other trips. She went on to explain that TDM strategies include incentives, education, and policies that connect travel with transportation choices. Some proven benefits of TDM include a reduction in congestion, reduced parking demand, support for active and healthy lifestyles, and improved air quality.

She presented current examples of TDM tools including:

- Bike Facilities
- Unbundled Parking
- Transit Subsidies
- Emergency Ride Home
- Flexwork Programs

Finally, Cortez explained that the transportation sector is the largest contributor to greenhouse gas (GHG) emissions. TDM will be a key strategy to reaching the current Sacramento Climate Action and Adaptation Plan (CAAP) Goals by 2045. These goals include reaching zero GHG emissions and having non-drive-alone modes make up the majority of all trips.

TDM Ordinance Overview

Next Cortez presented an overview of the Sacramento TDM Ordinance. The TDM Ordinance is a policy that is applied to large development projects to help the City meet the climate goals mentioned above by encouraging fewer vehicle trips. As the ordinance is written and implemented today, she explained that the developments that are affected by the ordinance today are those that are projected to have at least 100+ employees. These development projects are required to create and implement Transportation Management Plans (TMPs) to promote fewer vehicle commute trips and encourage biking, walking, transit, carpooling, and vanpooling.

Why Update the Ordinance Now

Cortez then presented the background of the ordinance, including that it was first established in 1989 and is no longer effective in helping the City reach its updated climate, transportation, and equity goals. She explained that while there are many strategies to support and promote active transportation and transit

(infrastructure), TDM will be a key tool to encourage a shift toward more efficient travel modes helping the City reach its goals.

The City is updating the ordinance to:

- Better respond to the changing transportation needs,
- Integrate new innovative strategies and emerging technologies,
- Align with the City's CAAP to achieve carbon neutrality and the General Plan to have 23% of all trips be made by transit, active transportation, and pooled shared modes, both by 2045.

Occupancy Rate Calculation

Potential No. of Employees =

$$\frac{\text{Square Footage}}{1000} \times \text{Density Factor}$$

Density Factor (17.700.050):

- *Zoning Category*
- *Project Location*

TDM Ordinance Applicability and Requirements

Cortez continued the presentation to explain the TDM Ordinance applicability and requirements. The ordinance applies to development projects that are projected to employ 100 or more employees upon completion of the projects based on a calculation from land use and location.

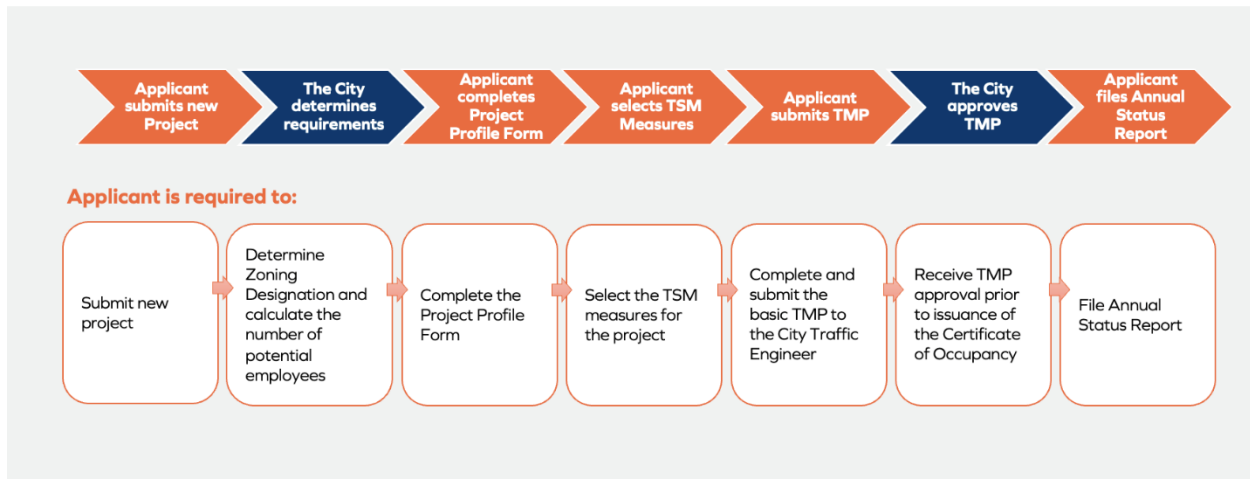
Requirements include:

- Submit a TMP that meets 35% alternative commute mode goal
- Designate a trained Transportation Coordinator
- Post alternative commute mode information
- Coordinate with appropriate transit agencies to maintain and provide current transit information.

Cortez presented the TDM Ordinance process timeline that includes such milestones as:

- Applicant submits a new project
- The city determines the requirements
- Applicant completes Project Profile Form
- Applicant selects TSM Measures and submits a TMP prior to the issuance of the Certificate of Occupancy

TDM Ordinance Process



Project Overview

Cortez next turned the program over to Jenny Hong with Steer to give an overview of the current project and to dive deeper into a review of the TDM strategies mentioned above. Hong explained that the goal of the project is to analyze current TDM services and travel patterns in Sacramento and recommend a policy approach for the City to work with businesses to provide TDM programs, services, and amenities at their sites.

Key milestones of the project include:

- Review existing conditions, including an analysis of current travel patterns starting and/or ending in the City of Sacramento
- Define program vision and goals
- Recommend TDM strategies
- Update TDM Ordinance

Hong explained that the project is currently in the learning and discovery phase and the City is seeking feedback from businesses and community leaders about their experience with the TDM Ordinance. No recommendations have been made so far; recommendations will be built based on the feedback received.

Finally, Hong concluded the presentation by reviewing the current TDM Ordinance update process and timeline which includes understanding existing conditions, analyzing travel patterns, identifying strategies, developing an implementation plan for the ordinance, and education and communications.

Discussion

Katie DeMaio of AIM Consulting led the interactive discussion which included a mixture of chat box answers and verbal comments.

Clarifying Questions

- No clarifying questions were asked

Interactive Session:

The following is a breakdown of the focus group meeting activity and compilations of the input gathered. Partners were asked to participate in an interactive discussion activity, using Menti-Meter (online polling software) as an exercise.

Menti-Meter Questions:

1. From your perspective what are the main transportation challenges in Sacramento (word cloud)
2. What is the most important factor when deciding how to travel for work? (ranking)
 - a. Travel cost/Distance
 - b. Cost
 - c. Convenience
 - d. Parking availability (car and bike)
 - e. Weather
 - f. Safety
 - g. Childcare or additional stops during the trip
3. What are some barriers to walking more to get to destinations? (multiple choice)
 - a. Safety
 - b. Distance
 - c. Weather conditions
 - d. Health conditions
 - e. Lack of signage and wayfinding
 - f. Lack of supportive infrastructure (curbs, lights, pedestrian pathways)
4. What are some barriers to biking more to get to destinations? (multiple choice)
 - a. Don't own a bike or the necessary gear
 - b. Don't know how to ride a bike
 - c. Don't feel safe biking
 - d. Not familiar with the bike routes
 - e. Not physically able to bike
 - f. I need my car to transport my children
5. What are some barriers to taking transit more to get to destinations? (multiple choice)
 - a. No access within walking distance of my home and/or work
 - b. Don't know how to use the transit system in Sacramento.
 - c. Takes too much time.
 - d. Too expensive
 - e. Doesn't run frequently enough.
 - f. Doesn't run when I need it.
6. What types of support would help encourage or support people to take alternative modes of travel? (ranking)
 - a. Information about transportation options
 - b. Transit subsidies
 - c. Contests and rewards for taking alternative modes.
 - d. Information about how and where to safely ride a bike.
 - e. Bike facilities (parking, lockers, showers)
 - f. On-site services (childcare, café)
7. What are the most important outcomes you'd like to see come out of the ordinance? (ranking)
 - a. Reduced congestion
 - b. Improved air quality
 - c. Reduced transportation costs

- d. Reduced parking demand
- e. More people walking, biking, and taking transit
- f. Increased access to transportation options

Question 1: From your perspective what are the main transportation challenges in Sacramento (word cloud)?



Top Answers from Menti-Meter Word Cloud

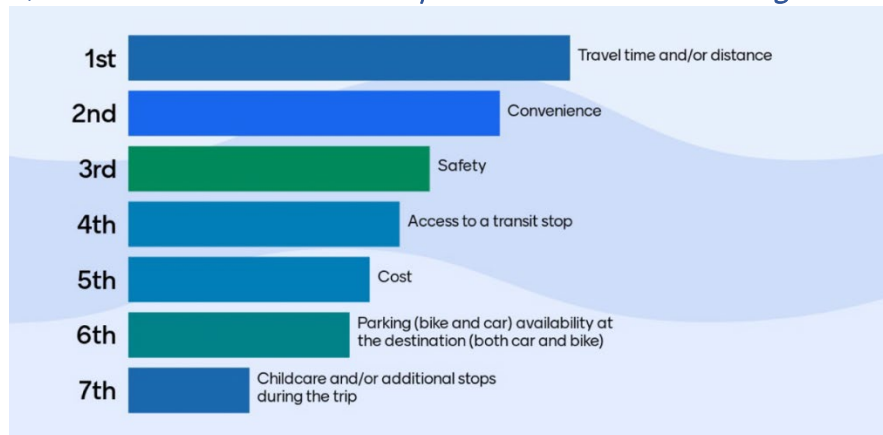
- Safety
- Public Transit Routes
- Transit Frequency
- Resources
- Parking
- Heat

Other Comments Included:

Verbal Comments:

- “Residential transit lite was referring to the lack of infrastructure.”

Question 2: What is the most important factor when deciding to travel to work (ranking question)



Menti-Meter Results in Ranking Order

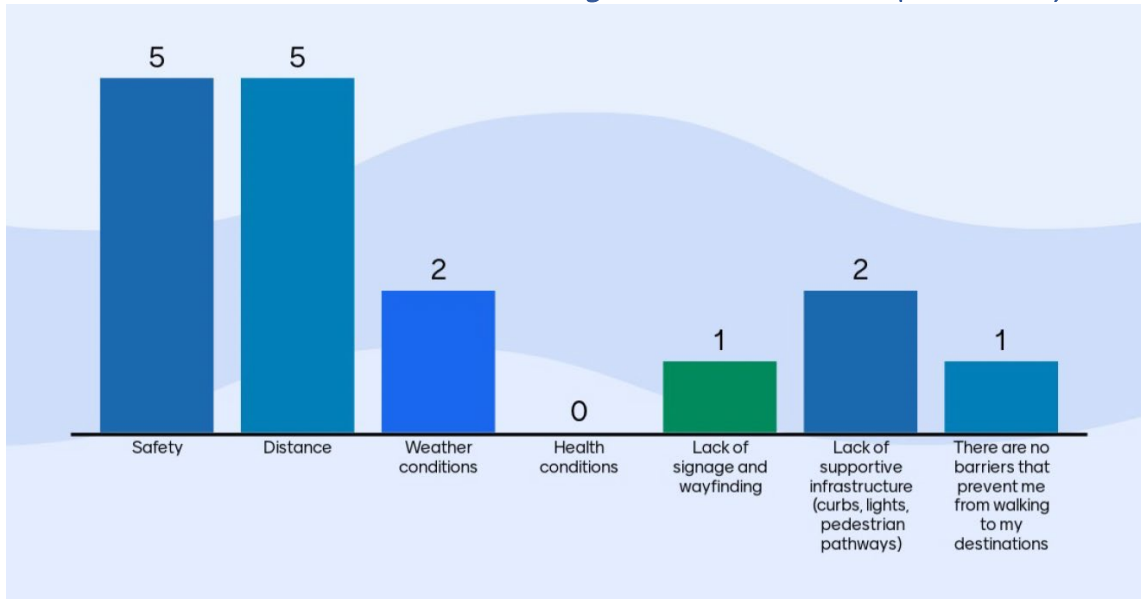
- Travel time and/or distance
- Convenience
- Safety
- Access to a transit stop
- Cost
- Parking (bike and car) availability at the destination
- Childcare and/or additional stops during the trip

Additional Comments Included:

Verbal Comments:

- “Having a car is expensive. Would rather have more options for travel, but for now a car is my best option”
- “This graph would look different if the people answering questions were parents from a school, for example, childcare is ranked last”

Question 3: What are some barriers to walking to more destinations? (Choose two)



Menti-Meter Results in Order of Preference:

- Safety (5 votes)
- Distance (5 votes)
- Weather conditions (2 votes)
- Lack of supportive infrastructure (2 votes)
- Lack of signage and wayfinding (1 vote)
- There are no barriers that prevent me from walking to my destinations (0 votes)

Additional Comments Included:

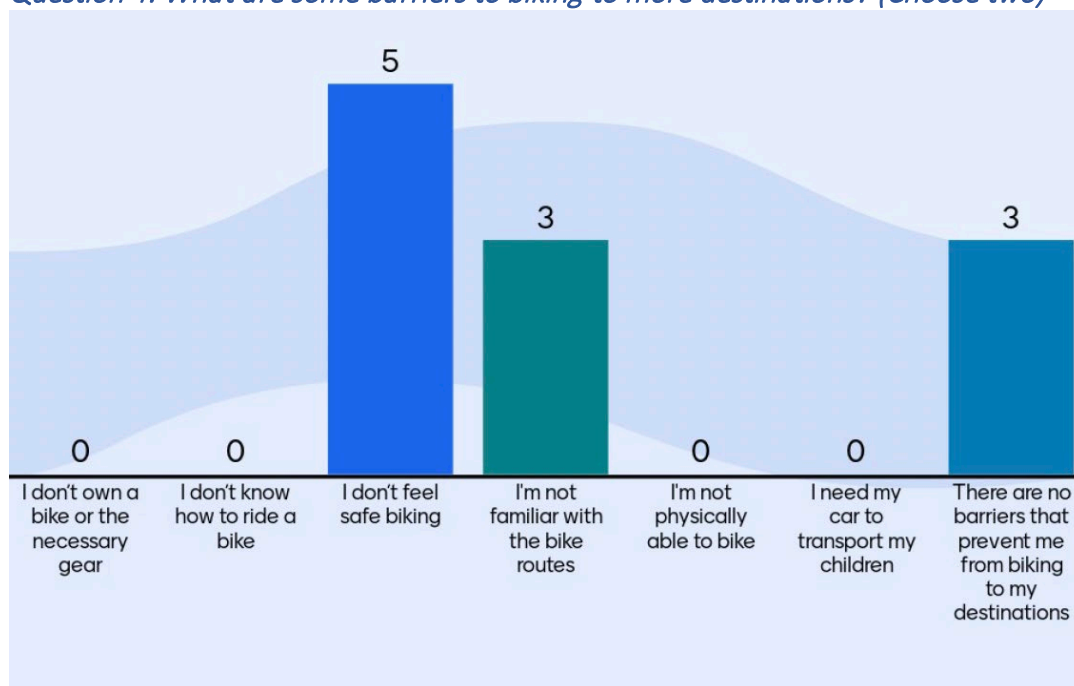
Chat Box Comments:

- There is a demand for bike racks around the district.
- We desperately need more transit options, period.
- Many people don't live where they work, and cars seem to be the only option for them.

Verbal Comments:

- “The heat is a factor in deciding to not walk or bike. It’s hard for people to take transit as there are not many transit options.”
- “Safety is the number one for our partners. They are focused on lighting projects to improve safety, for example.”
- “I feel more comfortable riding a bike with fast-moving traffic rather than walking on a sidewalk next to fast-moving traffic”
- “There are probably a lot more older folks who would struggle to use other transportation outside of cars. When I was growing up, that was the culture: you couldn’t wait to get your car. You never wanted to take a bus or a train.” Two others echoed this sentiment.
 - The question we should be asking is, “How can I convince my parents to want to walk/bike somewhere when they’ve been driving as their sole transportation for the majority of their lives.”

Question 4: What are some barriers to biking to more destinations? (Choose two)



Menti-Meter Results in Order of Preference

1. I don't feel safe biking (5 votes)
2. I'm not familiar with the bike routes (3 votes)
3. There are no barriers that prevent me from biking to my destinations (3 votes)

Additional Comments Included:

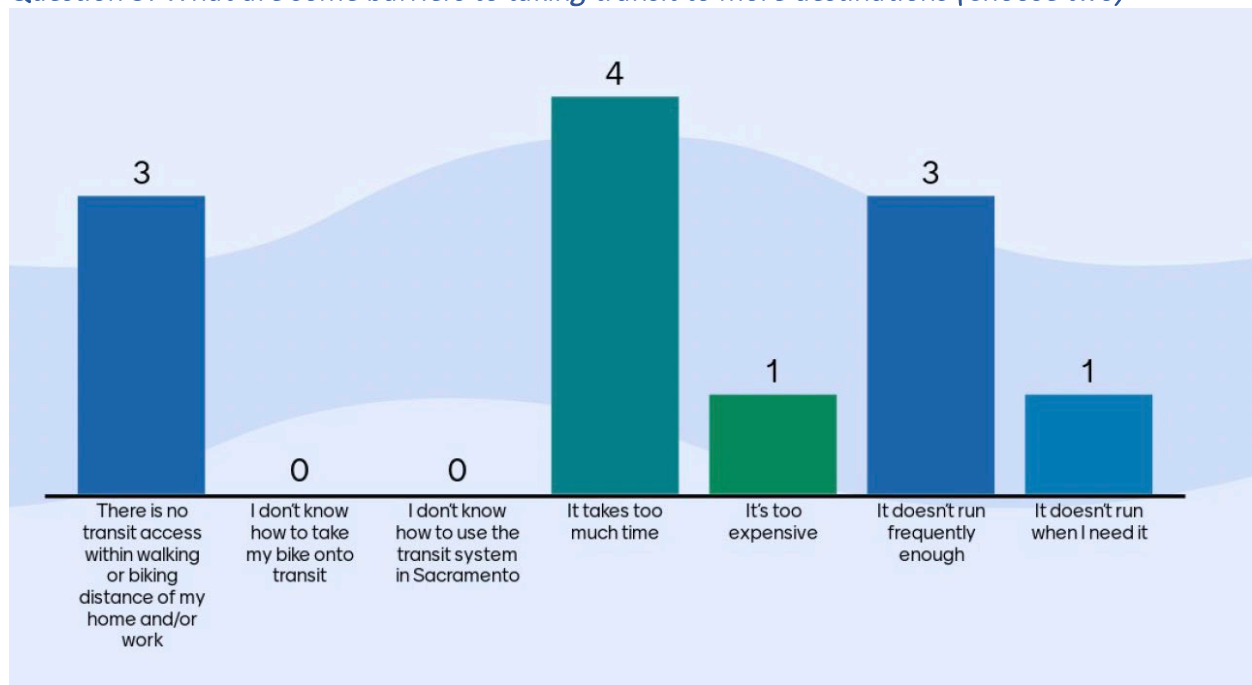
Chat Box Comments:

- Safety and not being familiar with the routes are barriers.
- Basic bike racks are not safe enough. Bike lockers seem to be a good alternative, but most businesses don't want to add bike lockers.

Verbal Comments:

- “People don’t know if there will be a safe place to park the bike - that’s a barrier for biking. I would never park my bike somewhere I couldn’t see it in Sacramento”
- “Access to secure bike parking is also a constraint. Sacramento is not a safe place for bikers. If your property is outside in the public, it seems to be open to the public and to theft.”
- “Distance is a barrier and there isn’t a culture of biking in Sac.”
- “The demographics of the people in the district (River District) is a factor for people not biking because of a high proportion of elderly and disabled population.”
- “To encourage more biking, provide information on the location and numbers of bike racks and ensure that bike racks are secured different needs from the community regarding biking, so we need to be conscious of the need for flexibility.”

Question 5: What are some barriers to taking transit to more destinations (Choose two)



Menti-Meter Results in Order of Preference

- It takes too much time (4 votes)
- There is no transit access within walking or biking distance of my home and/or work (3 votes)
- It doesn’t run frequently enough (3 votes)
- It’s too expensive (1 vote)
- It doesn’t run when I need it (1 vote)

Additional Comments Included:

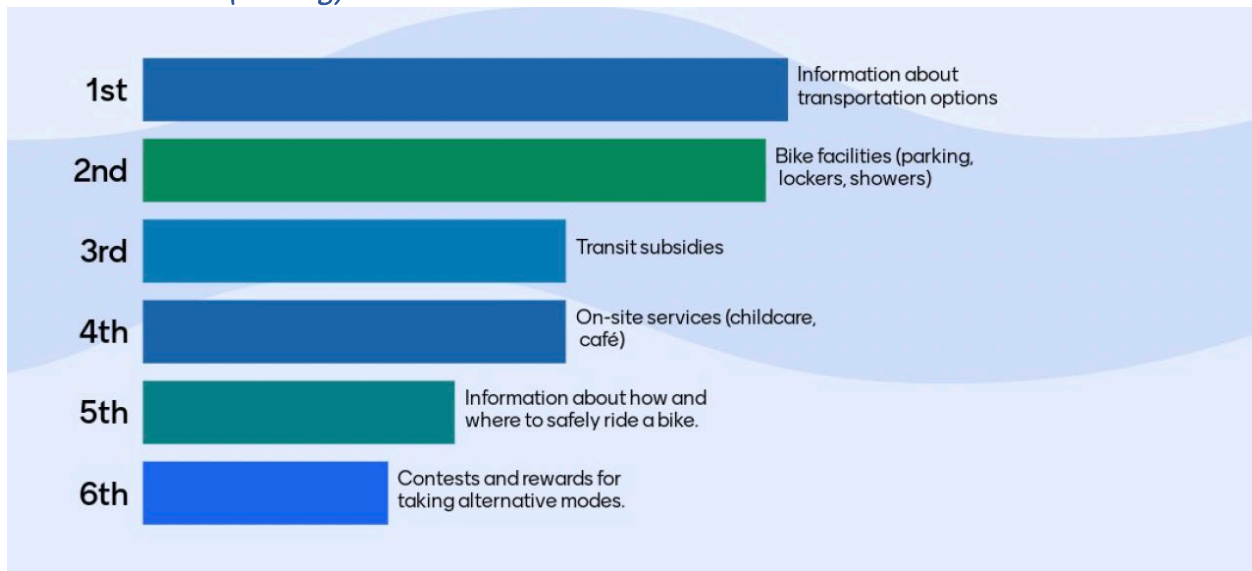
Chat Box Comments:

- It’s dangerous to walk to transit stations
- There is no transit connection between the airport to the city. Providing a connection will reduce vehicle trips.

Verbal Comments:

- “Personal safety is missing from the list. Some stations have been taken by unhoused people.”
- “Two safety concerns happening here: personal safety issues and traffic safety issues”
- “I have a transit system near my house, but I will never use it because walking to it is insane. It’s too dangerous to walk. Not going to drive half a mile to the transit station. It’s easier to simply drive.”
- “One measure for me about how friendly the city is is if you can easily access transit after arriving at the airport. If we had a connection from the airport to the city, it would be convenient and welcoming.”

Question 6: What types of support would help encourage or support people to take alternative modes of travel? (ranking)



Menti-Meter Results in Ranking Order

1. Information about transportation options
2. Bike facilities (parking, lockers, showers)
3. Transit subsidies
4. On-site services (childcare, café)
5. Information about how and where to safely ride a bike
6. Contests and rewards for taking alternative modes of travel

Additional Comments Included:

Chat Box Comments:

- Offer free transit for kids. This could be a part of transit education
- Break up trips with services to buy coffee or food

Verbal Comments:

- “Promoting TOD will encourage sustainable transportation”
- “Developing residential facilities near existing transit lines to make it easy for people to live and travel together”

Question 7: What are the most important outcomes you'd like to see come out of the ordinance (ranking)



Menti-Meter Results in Ranking Order

1. More people walking, biking, and taking transit
2. Reduced traffic congestion
3. Improved air quality and public health
4. Increased access to destinations
5. Climate change mitigation and reduced greenhouse gas emissions
6. Reduced parking demand
7. Reduced transportation costs

Additional Comments Included:

- No additional comments

Next Steps

The meeting concluded at 6 p.m. with Casandra Cortez thanking the partners for their participation and reviewing the next steps for the project. These include a post-meeting survey that would be distributed via email, an upcoming website with educational information, and a second round of partner meetings in early 2023. Participants were encouraged to stay in touch with the project team via Cortez's contact information below.

Casandra Cortez, Transportation Planner, Project Manager
 City of Sacramento, Department of Public Works
ncortez@cityofsacramento.org
 (916) 808-6725