

**AGENDA:** December 7, 2006

**TO:** Regional Transportation Commission

**FROM:** Cory Caletti and Tegan Speiser, Senior Transportation Planners

**RE:** Transportation Demand Management Analysis (TDM) Status Report

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## **RECOMMENDATION**

Staff recommends that the Regional Transportation Commission (RTC):

1. Accept this status report and timeline regarding conducting an analysis of transportation demand management (TDM) programs and needs; and
  2. Direct staff to notify TDM providers of upcoming grant opportunities that the RTC will administer and encourage them to apply for funding through these programs.
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## **BACKGROUND**

Due to the loss of Congestion Mitigation and Air Quality Improvement (CMAQ) Program funds to the region, the Commission received a report on options for funding the local Transportation Management Associations (TMAs) and a brief overview of transportation demand management (TDM) programs in the County at the September 2006 Transportation Policy Workshop. At that time, the RTC directed staff to have funding of the local TMAs considered through the established system of reviewing the regions' transportation needs as a whole and programming new funds through a competitive grant process; to work with the entities that promote alternative transportation programs in the County to analyze local transportation demand management needs, strategies, and services; and to provide recommendations on how best to coordinate, improve and implement TDM programs.

By making more efficient use of existing transportation infrastructure and facilities, transportation demand management (TDM) measures help improve the overall functioning of the transportation system. Effective TDM strategies include encouraging the use of alternatives to single occupancy vehicles such as carpooling, vanpooling, using transit, bicycling, walking, telecommuting, and alternative work hours. TDM programs, in addition to being low cost, can complement capital improvement projects such as infrastructure modifications and road capacity increases. Both approaches, TDM measures and capital improvements, have long been supported by the RTC in its Regional Transportation Plans and through its work program.

## **DISCUSSION**

While Commission staff originally anticipated starting the analysis of TDM needs and programs in November 2006, time sensitive tasks related to RTC autonomy, and staffing

constraints in hiring the new Administrative Services Officer, resulted in a delay to beginning this project.

Many organizations in Santa Cruz County actively work to provide and promote alternative transportation programs and services and their relationships are numerous and complicated. The comprehensive analysis envisioned by RTC staff will take a concentrated look at the breadth of TDM organizations' activities and community needs in order to identify gaps in service, redundancy, the providers best suited to provide various services, and make recommendations for effective coordination and implementation tactics.

### **TDM Analysis Preliminary Timeline**

In September 2006, the RTC responded to the time sensitive issue of funding options for the local TMAs by reviewing the TMA's programs and their competitiveness, receiving information on the various funding sources controlled by the RTC, identifying constraining characteristics and approving consideration of funding for the TMA's through the established RTC competitive programming process. Staff recommends that the broader RTC directive to conduct a comprehensive TDM analysis be initiated in March 2007 with a September 2007 deadline for delivery of a finished report to the RTC. The intervening months will be spent identifying goals and scope, developing the far reaching analysis, and transitioning program management duties of the Commission's Commute Solutions program.

### **Upcoming Funding Cycles**

While approximately \$1.5 million in Congestion Mitigation and Air Quality Improvement (CMAQ) Program funds will be lost to the region annually, to soften the loss of these resources, a short-term "CMAQ Phase-Out" grant program was recently approved making approximately \$1.2 million available to the region for the next two years. Programming of these funds will be integrated into the Commission's programming of State Transportation Improvement Program (STIP) and Regional Surface Transportation Program (RSTP) funds and will be brought to the Commission for action on January 11, 2007.

**Staff recommends that the RTC direct staff to notify TDM providers of the CMAQ/RSTP/ STIP application process and funding opportunities and encourage them to apply. For TDM providers that are not local jurisdictions, public agency sponsorship is required.**

### **SUMMARY**

Staff recommends that the RTC receive this status report regarding a timeline for an analysis of TDM programs and direct Commission staff to notify TDM providers of the upcoming CMAQ Phase-Out/STIP/RSTP grant funding opportunity and encourage them to apply.