

AGENDA: December 6, 2007

TO: Regional Transportation Commission (RTC)
FROM: Tegan Speiser, Senior Transportation Planner
SUBJECT: Transportation Demand Management in Santa Cruz County: An Assessment

RECOMMENDATIONS

Staff recommends that the Regional Transportation Commission (RTC):

1. Review and accept with comments as appropriate the Draft Assessment of Transportation Demand Management activities in Santa Cruz County ([Attachment 1](#)); and
 2. Approve the recommendations for both the Commission and the RTC's Commute Solutions Program found on pages 43-45 of the report.
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BACKGROUND

One of the goals of the RTC as listed in the 2005 Regional Transportation Plan (RTP) is to “preserve and maintain the existing transportation system, emphasizing safety and efficiency.” To implement that goal the RTC administers and funds a number of Transportation Demand Management (TDM) strategies. TDM focuses on moving people and goods and includes a wide range of strategies, policies and programs that help a community make the most efficient use of its transportation facilities and resources. The loss of Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds, a key funding source for some of Santa Cruz County's TDM programs, led staff to recommend in the fall of 2006 that a current inventory and assessment of TDM programs in place in Santa Cruz County be conducted with recommendations for how best to coordinate and implement local TDM programs.

DISCUSSION

The Draft TDM 2007 - Transportation Demand Management in Santa Cruz County: An Assessment (Draft TDM Assessment) prepared by RTC staff is included as [Attachment 1](#). The Draft TDM Assessment is based on interviews with key providers of TDM programs, a brainstorming session on TDM with the RTC's Interagency Technical Advisory Committee (ITAC) and a review of successful TDM measures around the US and internationally. The Draft TDM Assessment includes historical information about TDM, a list of entities implementing TDM program in Santa Cruz County and the services being provided, a history of funding provided by the RTC for TDM measures, information on evaluation and performance measures, gaps and opportunities for TDM services and recommendations. Staff hopes that in addition to providing information regarding TDM strategies and implementing entities, the TDM Assessment will assist the RTC in developing a fresh strategy and clear objectives to focus, organize and guide its TDM policy and funding decisions in the future.

Staff recommends that the RTC review and accept with comments as appropriate the Draft Assessment of Transportation Demand Management activities in Santa Cruz County (Attachment 1) and approve the recommendations listed on pages 43-45 of the report.

SUMMARY

Over the past year RTC staff has been preparing an assessment of TDM in Santa Cruz County. The Draft TDM Assessment is attached and staff recommends RTC review and approval of the recommendations found in pages 43-45.

Attachment 1: Draft TDM 2007 - Transportation Demand Management in Santa Cruz County:
An Assessment

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