

AGENDA: March 20, 2008

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 revised Draft Assessment of Transportation Demand Management activities in Santa Cruz County (Attachment 1); and
 2. Approve the staff recommendations found on pages 59-60 of the report.
-

BACKGROUND

At the RTC's December 20, 2007 Transportation Policy Workshop, staff presented the Commission with the findings from a draft report on local Transportation Demand Management (TDM) programs. In response to discussion and input from Commissioners, staff has revised both the report and the staff recommendations. For your consideration, a revised report is before you today with changes to the text noted in underline-strikethrough format. As requested by Commissioners, a second table, organized by organization (rather than transportation mode or program type) has been added to the report. This new table will be distributed at the meeting.

DISCUSSION

The RTC administers and funds a number of Transportation Demand Management (TDM) activities. 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 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. In addition to providing information regarding TDM strategies and implementing entities, it is hoped that 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.

A revised version of 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.

Staff recommends that the RTC review and accept with comments as appropriate the revised Draft Assessment of Transportation Demand Management activities in Santa Cruz County (Attachment 1) and approve the recommendations listed on pages 59-60 of the report.

SUMMARY

During 2007, RTC staff prepared an assessment of TDM activities in Santa Cruz County and presented a draft report to the Commission in December 2007. Following discussion and input from Commissioners, a revised draft of the TDM Assessment has now been prepared and is attached. Changes to the document presented and discussed at the Commission's December 20th TPW meeting are noted in underline-strikethrough format. Staff recommends that the RTC review and approve the recommendations found on pages 59-60.

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