

EXISTING TRANSPORTATION DEMAND MANAGEMENT (TDM) PROGRAMS AND GAP ASSESSMENT

The Mode Shift Shared Mobility and TDM Program Needs Assessment (Mode Shift Needs Assessment) assesses existing TDM policies and programs in Sonoma County, identify gaps in policy and service, and identify TDM needs to further encourage mode shift.

Existing TDM Policies and Goals

To examine existing TDM policies and goals, an inventory of various countywide, area, specific, development, and institutional plans was completed. Some of the major themes found in these plans are listed below.

- Create safe bicycle and pedestrian routes within communities
- Reduce congestion
- Improve connections between travel modes
- Coordinate between land use and transportation networks

Existing TDM Programs and Practices

The Mode Shift Needs Assessment includes details about the variety of existing TDM strategies in Sonoma County, including subsidies, marketing and education, ridesharing programs, and State, Regional, and Local TDM Participation.

Figure 1 Current TDM Strategies in Sonoma County

TDM Program	Program Details
Subsidies	
Santa Rosa –Free Ride Program:	Maintenance and expansion of a comprehensive incentive program to reduce single-occupancy vehicles commuting within the Santa Rosa city limits.
<i>Discounted Bus Passes</i>	31-Day CityPass and Sonoma County Transit monthly commuter passes are discounted to \$20 for registered participants.
<i>Guaranteed Ride Home Program</i>	Provides an emergency ride in a taxi when you carpool, walk, ride a bike, or take the bus to work.
<i>Alternative Commute Incentives</i>	Registered participants who walk, ride a bike, or carpool to work are automatically entered in a drawing to win a \$50 gift card.
Student/Youth Discounts:	
<i>Sonoma County Transit</i>	Provides reduced fare and monthly bus passes for Youth.
<i>Santa Rosa CityBus</i>	Provides reduced fare, 10-ticket, and monthly bus passes for Youth.
<i>Petaluma Transit</i>	Provides reduced fare, 10-ticket, and monthly bus passes for Youth and Students. Reduced passes are also available to SRJC students.

Figure 1 **Current TDM Strategies in Sonoma County**

TDM Program	Program Details
Sonoma County Transit – Free Ride Program: <i>College Student Pilot Program</i> <i>Veterans Permanent Program</i>	College students with identification can ride Sonoma County Transit for free. Pilot began in 2015 and was extended through 2016. Veterans with identification can ride Sonoma County Transit for free. Began as pilot in 2015 and became permanent in 2016.
Sonoma County Transit – Summer Youth Pass	Deeply discounted travel for passengers 18 and younger during the months of June, July and August.
Marketing and Education	
Sonoma County Transit Marketing	The ongoing “Try Transit” promotion encourages the public to investigate the County’s various transit offerings as auto alternatives.
Santa Rosa CityBus Marketing	This program provides funds and marketing materials to promote the Free Ride Program, the direct purchase of incentives, and bus pass subsidies to encourage employees at participating employment sites to take public transit instead of personal vehicles to/from work.
Petaluma Transit Marketing Program	An ongoing marketing program that promotes alternate transportation, clean air, and congestion management activities.
SMART Marketing Program	
Center for Climate Protection - ECO2school Program	Program encourages high school students to take greenways to school using low carbon commute options like biking, walking, organizing carpools, or taking public transit.
Safe Routes to School	Safe Routes to School (SRTS) is a national program designed to increase the number of children and families walking and bicycling to school by removing barriers that currently prevent them from doing so.
Rideshare Programs	
Carma	The Carma app (carmacarpool.com) is a dynamic carpool application that allows commuters to search for other users going in their direction and create real-time carpools.
vRide Commuter Vanpooling	vRide vanpools currently provide rides from San Francisco and Novato to Santa Rosa-based Medtronic, from Petaluma to Marin Water, and at stops between Santa Rosa and San Francisco
511 Rideshare	511.org provides information for traditional, dynamic, and casual carpooling. Traditional carpools can be organized through the 511 RideMatch Service.

Figure 1 Current TDM Strategies in Sonoma County

TDM Program	Program Details
State, Regional and Local TDM Participation	
Sonoma County Jurisdiction Trip Reduction Ordinances	Mandatory for employers with 100 or more employees, voluntary for employers with less than 100 employees. Includes distribution of information on commute alternatives and their impact, appointment of transportation manager and coordinator, annual employee survey and report. Some ordinances require development of a trip reduction program.
Bay Area Commuter Benefits Program	This Program requires employers with 50 or more full-time employees within the jurisdiction of the Bay Area Air Quality Management District to offer employees one or more of the following commuter benefit options.
<i>Pre-Tax Benefit</i>	Employers allow employees to exclude transit or vanpool expenses from their taxable income. A maximum amount is set by federal law.
<i>Employer-Provided Subsidy</i>	Employer provides a transit or vanpool subsidy to cover or reduce the employee's monthly transit or vanpool costs, up to \$75 per month.
<i>Employer Provided Transit</i>	Employer provides free or low-cost transit for its employees. The available service is operated by or for the employer. Currently provided by Sonoma County (employees ride Sonoma County Transit for free) and Sutter Health (employees ride shuttle for free).
<i>Alternative Commuter Benefit</i>	Employer may propose an alternative commuter benefit that would be as effective in reducing single-occupancy commute trips (or vehicle emissions) as any of the other above Commuter Benefit Programs above.

Policy and Program Gaps

TDM policies and programs include trip reduction, transit, rideshare, bicycling, and walking incentives and education, parking management, and network improvements. While existing TDM programs in the county cover many of these areas, there are additional programs and policies that could support mode shift and reduce vehicle trips. **Figure 2** summarizes programs and policies that could be implemented by the county, local jurisdictions, developers, property managers, or employers.

Figure 2 TDM Policy and Program Gaps

TDM Program or Policy	Implementation Level	Description	Benefit
Transit			
University/College Pass Program	Local Jurisdiction and Employer	Provides unlimited rides for students, faculty and staff on all transit operators in a given area	<ul style="list-style-type: none"> ▪ Promotes the use of transit to access universities and other areas of a city ▪ Discourages vehicle ownership for university students, faculty, and staff

Figure 2 TDM Policy and Program Gaps

TDM Program or Policy	Implementation Level	Description	Benefit
Transit Pass Program	Employer/ Developer	Provides discounted transit passes to residential or employee groups provided a pass is purchased for each resident or employee in a development/community/business park	<ul style="list-style-type: none"> ▪ Encourages transit ridership on area operators ▪ Ensures transit affordability for residents and employees
Real Time Transit Information	Developers, Transit Operators, Local Jurisdictions	Provides real time transit information in heavy retail, commercial, and mixed-use areas	<ul style="list-style-type: none"> ▪ Makes relying on transit more convenient ▪ Reduces the perception of wait time ▪ Improves comfort of transit experience and trip planning
Key Destination Shuttles and Circulators	County, Local Jurisdiction, Employer/ Developer	Provide frequent, peak-demand shuttles in downtown areas and/or in neighborhoods near heavy retail and commercial areas	<ul style="list-style-type: none"> ▪ Provide convenient and fast service to provide attractive alternative to driving alone
Improve Transit Network	Regional, County or Local Transit Operator	Implement transit improvements that improve accessibility to key land uses, encourage multimodal access, and facilitate convenient transfers	<ul style="list-style-type: none"> ▪ Makes transit more accessible ▪ Improves travel times and overall passenger experience
Active Transportation			
Minimum Bicycle Parking Requirements	Local Jurisdiction and Developer	Establishes minimum bicycle requirements for residential and business developments based on the total available parking supply	<ul style="list-style-type: none"> ▪ Ensures the availability of bicycle parking in residential, commercial, and business areas ▪ Eliminates barriers to relying on bicycling as a mode choice
Active Transportation Facilities	Employers	Encourages employers to provide showers and lockers	<ul style="list-style-type: none"> ▪ Reduces barriers to relying on active transportation to work ▪ Promotes healthy and active lifestyles
Bicycle and Pedestrian Network Improvements	County or Local Jurisdictions	Creates safe and convenient bicycle and pedestrian networks	<ul style="list-style-type: none"> ▪ Improve the public realm with pedestrian scale and safety features to make the pedestrian and bicycle environment safe and inviting

Figure 2 TDM Policy and Program Gaps

TDM Program or Policy	Implementation Level	Description	Benefit
Bike Share Program	County, Local Jurisdiction, or Employer/ Developer	Establishes a bicycle share network around the county or within a city	<ul style="list-style-type: none"> ▪ Increases access to bicycling as a mode share ▪ Eliminates financial barrier to bicycling by reducing purchase and maintenance costs ▪ Provides a last-mile solution
Parking			
Unbundled Parking Requirements	Local Jurisdiction and Developer	Requirement that parking spaces be leased or sold separately from the rent or sale price of a residential unit or office/business complex	<ul style="list-style-type: none"> ▪ Provides a financial incentive to drive less or own fewer cars per household ▪ Encourages employers to increase transit commute rates among employees
Priority Parking Programs	Local Jurisdiction	Reserves most convenient parking spaces in retail, commercial, or business districts for carpool and vanpool	<ul style="list-style-type: none"> ▪ Incentivizes carpool/vanpool by ensuring convenient and reliable parking ▪ Discourages single occupancy vehicles by moving parking farther away from destinations
Shared Parking Agreements for Mixed-Use Areas	Local Jurisdiction	Allows for multiple land uses, with different peak hour trips, to use the same parking supply	<ul style="list-style-type: none"> ▪ Improve efficiency of the existing parking supply ▪ Establish more space for infill developments to promote TOD ▪ Promotes park-once behaviors
Parking Cash-Out	Employers	Offers employees the option of “cashing out” a subsidized parking space and taking transit, biking, walking, or carpooling to work	<ul style="list-style-type: none"> ▪ Provides a financial incentive to employees who chose to walk, bike, or take transit to work by allowing them to “pocket” the cash from not paying to park
Parking Maximums	Local Jurisdiction and Developer	Imposes limits on the number of parking spaces to be provided at new developments through off-street parking requirements	<ul style="list-style-type: none"> ▪ Encourages transit use and private automobile alternatives

Figure 2 TDM Policy and Program Gaps

TDM Program or Policy	Implementation Level	Description	Benefit
Trip Reduction			
Countywide Guaranteed Ride Home (GRH) Program	County	Provides free rides home in the event of an emergency for employees who walk, bike, take transit, or carpool to work	<ul style="list-style-type: none"> ▪ Reduces barriers to relying on alternative transportation modes ▪ Provides sense of security for employees who rely on alternative travel modes
Car Share Program	County or Local Jurisdiction	Establishes a network of cars for rent on a short term basis	<ul style="list-style-type: none"> ▪ Encourages car free homes ▪ Provide vehicle access for members without a car
Vanpool/Shuttle	Employer, Developer, Transit Operator, Local Jurisdiction	Provides shuttle service between key transit stations and employers and/or residential developments	<ul style="list-style-type: none"> ▪ Provides convenient alternative to driving for employees ▪ Provides last-mile connection to transit
Telework	Employer	Provides opportunities for employees to work remotely rather than commute	<ul style="list-style-type: none"> ▪ Reduces commute trips
Other			
Encourage Mixed-Use and Infill Developments	Local Jurisdiction	Encourages high density developments that include residential-supporting retail services to promote walkability and activate public space	<ul style="list-style-type: none"> ▪ Supports transit oriented developments ▪ Reduces the need for vehicle trips ▪ Promotes walking as a mode share and encourages park-once behavior
Transportation Management Association	County or Local Jurisdiction	Group of citizens, firms, or employers that organize to address transportation issues in a locale	<ul style="list-style-type: none"> ▪ Added support in promoting rideshare, transit, or other measures ▪ Assist in brokering transportation services to private employers

NEXT STEPS

The existing TDM programs in Sonoma County include subsidies, carpooling, incentives and marketing. These efforts are important tools to increase awareness of alternative travel modes and transit ridership, but have not resulted in a significant move toward mode shift goals. The TDM gap assessment outlined above provides an overview of potential programs, policies, and network improvements that would support a larger mode shift in the county.