Summary of Shift Actions

There are a number of things local governments can do to expand access to and use of diverse mobility options. The Shift project evaluates solutions, local feasibility, and how to take near-term, high priority actions. It also set out to create tools in support of those actions. The following tables summarize the findings of the Shift project, each of which are presented in greater detail in later sections.

Mode Shift Strategies

<table>
<thead>
<tr>
<th><strong>Transportation Demand Management (TDM)</strong> - Reduce travel demand, make diverse modes more attractive, boost employee recruitment and retention, and reduce GHGs.</th>
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</thead>
<tbody>
<tr>
<td><strong>Planning</strong></td>
</tr>
<tr>
<td>1. <strong>Model effective commute programs</strong> within local governments by designing programs tailored to local travel options and employee needs.</td>
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<tr>
<td><img src="image" alt="The Mode Shift Needs Assessment provides information on Sonoma County barriers and needs. More info: scta.ca.gov/shift" /></td>
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<tr>
<td><strong>Policy</strong></td>
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<tr>
<td>2. <strong>Develop and adopt local TDM ordinances</strong> to expand programs to more employers.</td>
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<td><img src="image" alt="The Shift Model TDM Ordinance was crafted as a template for local jurisdictions to consider. More info: scta.ca.gov/shift" /></td>
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<tr>
<td>3. <strong>Include considerations</strong> for employers and developers, infrastructure and programs.</td>
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<tr>
<td><strong>Coordination</strong></td>
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<tr>
<td>4. <strong>Coordinate county-wide policy</strong> actions via the SCTA/RCPA.</td>
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<tr>
<td>5. <strong>Coordinate with employers</strong> on the development and implementation of commute programs by engaging with employers, transit agencies, and share mobility programs.</td>
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<tr>
<td><strong>Deployment</strong></td>
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<tr>
<td>6. <strong>Lead by example</strong> with programs for municipal employees.</td>
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<td>7. <strong>Pursue funding</strong> to support expansion of TDM programs.</td>
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<tr>
<td><strong>Education and Awareness</strong></td>
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<tr>
<td>8. <strong>Market TDM programs</strong> to employers and developers through business assistance programs, green business certifications, and commute fairs.</td>
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<tr>
<td>9. <strong>Assist employers</strong> with the development of commute programs and marketing alternative modes of transportation to employees.</td>
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<tr>
<td><img src="image" alt="The Shift Employer Commute Program Toolkit was drafted to support education &amp; implementation. More info: scta.ca.gov/shift" /></td>
</tr>
</tbody>
</table>
Bike Share - Provide a first/last mile option to enable transit based travel, reduce the costs of biking for occasional and new cyclists, make short trips cheaper, easier, and more fun than driving, and boost economic development.

**Planning**

1. **Consider flexible bike share models** with zone-based service areas to minimize costs from start-up or relocating hubs after initial.
2. **Identify areas expected to have highest demand** for initial implementation.
3. **Consider siting** in shared mobility hubs, near transit centers and in peripheral neighborhoods with gaps in transit service.
4. **Consider siting bike share in communities of concern**.
5. **Consider siting bike share in areas with low transit coverage**, regardless of productivity.
6. **Review site requirements** for various site types identified as priorities.

The Shift Bike Share Feasibility Study recommends operating models, priority initial locations, and site design considerations. More info: scta.ca.gov/shift

**Policy**

7. **Dedicate public space for hubs** in areas of high activity, near downtowns & transit hubs.
8. **Require or encourage new bike share infrastructure** in conjunction with other public projects and new infrastructure and development.

**Coordination**

9. **Coordinate countywide implementation** via the SCTA/RCPA.
10. **Include bike share information** on any web-based transit trip planning tools or informational sites.
11. **Consider multi-jurisdictional and/or public private partnerships** to serve travel across city or county lines and along the Sonoma Marin Area Rail Transit (SMART) corridor
12. **Post wayfinding and signage** directing users between bike share and transit hubs.
13. **Advertise bike share at transit hubs and on transit vehicles**.

**Deployment**

14. **Make discounted bike share memberships or payment plans** available for low income residents, coupled with solutions for unbanked customers.
15. **Ensure a way to utilize bike share service without a smart phone**.
16. **Establish more accurate local implementation cost estimates**.
17. **Secure funding for start-up costs** from grants, business sponsors, transit-operators, non-profits, or other partners.
18. **Launch bike share system** or expansion in conjunction with new bicycle infrastructure.

**Education and Awareness**

19. **Support and expand education, safety, and awareness campaigns** to include bike share users.
### Car Share
Make it easier for people not to own a car or for a household to avoid owning multiple cars by providing an option for occasional vehicle trips. It can support transit and multi-modal lifestyles, reduce household transportation costs, and flexibly connect transit users to broader destinations than transit or bike share.

#### Planning
1. Evaluate opportunities for new or expanded car share models, including private operators or non-profit fleet based partnerships.
2. Plan for initial implementation or expansion in areas expected to have highest demand for initial implementation.
3. Consider siting in shared mobility hubs, near transit centers and in neighborhoods with gaps in transit service.
4. Consider siting in communities of concern, regardless of productivity.
5. Consider opportunities to integrate plug-in electric vehicles.

*The Shift Car Share Feasibility Study recommends operating models, priority initial locations, and site design considerations. More info: scta.ca.gov/shift*

#### Policy
6. Ensure parking regulations allow for designation of parking spaces for round-trip fleet-based car share, or free and unlimited parking for one-way cars share.
7. Commit to purchase memberships for municipal employees, as an employee commute benefit or to replace fleet travel.

#### Coordination
8. Coordinate countywide implementation via the SCTA/RCPA.
9. Partner with existing car share providers operating in Sonoma County.
10. Facilitate partnerships with large local businesses and employers.
11. Include car share information on any web-based transit trip planning tools, employer, and tourism sites.
12. Coordinate discounts or giveaways on car share membership or transit passes with purchase of one of the two products.

#### Deployment
13. Include attractive in-kind services within a request for proposals from car share providers.
14. Provide free on-street or public garage parking spaces, especially at or near transit hubs.
15. Secure funding for start-up costs from grants, business sponsors, transit-operators, non-profits, or other partners.

#### Education and Awareness
17. Post wayfinding and signage directing users between car share and transit hubs.
18. Advertise car share at transit hubs and on transit vehicles.
**Electric Vehicles** - EVs using renewable power can nearly eliminate the pollution associated with driving. They are fun to drive, easy to maintain, quiet, and cheaper to fuel than gas or diesel vehicles. EVs can also help operate a clean and reliable utility grid.

**Planning**

1. Evaluate Sonoma County drivers' habits and attitudes about electric vehicles.
2. Develop a strategy to increase EVs in municipal fleets.

   *The Shift EV Fleet Guide can help inform decision making about EVs and fleets. More info: scta.ca.gov/shift*

**Policy**

4. Establish a countywide goal of 100,000 EVs by 2030.
5. Establish consistency in local government policies in Sonoma County to support electric vehicle adoption.

   *The Shift EV Policy Toolkit provides a template for local policy consideration. More info: scta.ca.gov/shift*

6. Incorporate EV readiness policies into general plans
7. Establish EV purchasing policy that directs the jurisdiction to purchase EVs for fleet applications compatible with EVs.

**Coordination**

8. Participate in regional and state collaborations to share knowledge on EV technology and policy
9. Continue to convene and participate in the Sonoma County Local Government EV Partnership to collaborate on policies and programs.
10. Create and convene a public EV Coordinating Council for Sonoma County.

**Deployment**

11. Lead by example by incorporating EVs into local government fleets.
12. Implement “electric first” guidelines when purchasing vehicles.
13. Deploy EVs into transit fleets.
14. Leverage fleet purchasing power and participate in bulk procurement initiatives.
15. Promote and expand local incentive programs such as Sonoma Clean Power's Drive EverGreen and the Northern Sonoma County Air Pollution Control District's 3-2-1 Go Green!

**Education and Awareness**

16. Create an EV ombudsman service for Sonoma County.
17. Create a local EV knowledge base and website.
18. Increase knowledge of EVs and local opportunities through local government trainings.
19. Increase community awareness of EVs by leading or supporting Ride and Drive events.
20. Coordinate with local car dealers.
Charging Infrastructure - Necessary to accommodate current and forecast EV driver needs. Home charging is essential to make EVs viable for most drivers. Charging at work enables longer commutes and daytime charging aligned with solar energy production. Ubiquitous and visible publicly accessible charging stations give drivers comfort in taking longer trips and help more drivers believe EVs can work for them.

**Planning**

1. Use local data, tools, knowledge and relationships to plan for the scale and geographic distribution of charging needed to accommodate 100,000 EVs by 2030.
2. Create a map that highlights priority areas for multi-family, workplace, and opportunity charging.

*The Shift EV Charging Infrastructure Siting Framework provides insights into priority charging areas in Sonoma County. More info: scta.ca.gov/shift*

3. Work with planning departments, electric utilities, EV drivers, and other groups to establish siting criteria that affect the desirability of specific charging sites.
4. Conduct a survey of local EV drivers to better understand charging habits.
5. Create an online Electric Vehicle Supply Equipment (EVSE) siting database that tracks key potential charging locations.

**Policy**

6. Establish consistency in local government policies in Sonoma County to facilitate EV charging, including for access to publicly owned charging stations.
7. Incorporate EV readiness policies into general plans.
8. Adopt policies that require or encourage Level 2 EVSE in new residential construction.
9. Develop policies and incentives to support installation of Level 2 EVSE in existing residential properties.
10. Adopt requirements that exceed CalGreen Building Code requirements for charging infrastructure in multifamily and commercial buildings.
11. Adopt an expedited permit process for EVSE, including a permitting checklist and guidelines for residential installations.
12. Allow EV parking to count towards minimum parking requirements.

*The Shift EV Policy Toolkit includes model policies for consideration. More info: scta.ca.gov/shift*
### Charging Infrastructure (continued)

#### Coordination

13. Participate in regional and state collaborations to share knowledge about EV charging infrastructure.

14. Participate in state agency proceedings that affect the expansion of EV charging infrastructure.

15. Encourage utilities, charging network operators, and other third parties installing EVSE to utilize the Sonoma County siting framework and site database.

#### Deployment

16. Develop and implement a municipal workplace and fleet charging program.

17. Install EVSE on public sites in high priority locations.

18. **Promote local incentive programs** such as Sonoma Clean Power's Clean Charge, the Northern Sonoma County Air Pollution Control District's 3-2-1 Go Green, and the Bay Area Air Quality Management District's Charge! Program.

19. **Encourage smart charging and facilitate use of renewable energy.**

20. Investigate next-generation charging technologies and systems.

#### Education and Awareness

21. Develop and share updated siting guidance for charger installations.

22. Educate property developers about incentives for EVSE in new residential construction.

23. Promote workplace charging to employers.

24. Train permitting and inspection officials in EVSE installation.

### Implementation

The actions recommended in the Shift Sonoma County Low Carbon Transportation Action Plan will require a number of actors from various Sonoma County jurisdictions, non-governmental partners and private industry.

Please visit scta.ca.gov/shift to learn more about ongoing coordination efforts to implement the Shift Plan or call the SCTA/RCPA office during business hours at 707-565-5373.