

Appendix C

Transportation Demand Management (TDM) Plan

The following Transportation Demand Management (TDM) plan presents a qualitative list of measures based on best practices to cost-effectively reduce vehicle miles traveled (VMT) for residents and visitors. The program can be expanded or contracted to meet a desired VMT reduction threshold if desired.

Education, Outreach & Marketing

Transportation Coordinator

The designation of a person dedicated part-time to overseeing and managing the TDM plan will be helpful in ensuring the ongoing success of these programs. This would not be a distinct position, but instead would be a role that is integrated into the on-site manager. The duties can include:

- Create and distribute resident transportation information welcome packets
- Maintain and update a bulletin board or other physical source of transportation information
- Distribute Walk & Bike Mendocino maps and other information
- Monitor bicycle parking facilities
- Promote the ride-matching program

Welcome Packets for New Residents

New residents should be provided with a welcome packet containing relevant transportation information. The packet could include walking and biking maps of the area, suggested walking routes and crossings to the Downtown, information from Mendocino Transit and Amtrak, information on the residential organization's ride-matching services, and an overview of the site's unbundled parking policy.

Monitor Performance

It is important to continually monitor the performance of a TDM program and adjust measures as necessary to ensure its success. The coordinator should conduct mode split and VMT surveys each year to both make adjustments and use as marketing material. Resident satisfaction surveys are also an effective way of ensuring a quality TDM program.

Ridesharing Program

Carpooling is one of the most common and cost-effective alternative modes of transportation and one which commuting residents can adopt part-time. There are numerous benefits to ridesharing. Carpooling can reduce peak-period vehicle trips and increase commuters' travel choices. Further, it reduces congestion, VMT, road and parking facility costs and pollution emissions. Carpooling tends to have the lowest cost per passenger-mile of any motorized mode of transportation, since it makes use of a vehicle seat that would otherwise be empty. Carpooling also provides consumer financial savings by decreasing fuel and parking costs.

The greatest barrier to carpooling is often simply being able to identify and travel with other nearby commuters traveling to the same or nearby destinations. The on-site transportation coordinator can

facilitate a program to make recommendations to residents regarding potential carpooling matches by collecting basic information such as desired destinations and departure/return times. The program could be restricted to only residents of the project site or expanded to other residences if applicable. The most applicable trips which would lend themselves to ridesharing are trips to either commercial centers or jobs in Ukiah or Sonoma County. Regardless, the program would be voluntary for residents to participate.

Unbundled Parking

Typically, the cost of parking that is provided with leased or owned residences is combined with the price of the unit. By doing so, it encourages auto-ownership since residents must pay for parking regardless whether they are using it or not. In order to reduce auto-ownership and auto use, the project site should “unbundle” the cost of parking from the price of residential units by charging separately for parking. In this way, residents can opt to pay for parking based on their need and encourages households with fewer vehicles to locate there based on its affordability.

Bicycle Benefits

Bicycle Parking

The provision of both short-term and long-term bicycle parking is important. Secure long-term parking (e.g. bike storage or lockers) is a critical component in encouraging resident bicycle use as the lack of secure parking is often cited as a deterrent. Short-term parking (e.g. bike racks) can be utilized by residents or visitors and is generally an inexpensive way to accommodate those making short trips.

Bicycle Maintenance Tools

Some multi-family residence communities are now encouraging bicycle use by providing residents and visitors with the basic tools necessary to maintain their bicycles. Often, these tools can be kept in bicycle storage areas and include simple items such as a bike pump and tire patches that are essential for bike travel, but also inexpensive.

Pedestrian and Transit Improvements

As noted in the report’s analysis of alternative modes, the site’s location near downtown Willits provides a greater opportunity for walking, biking, and transit use. However, there are currently gaps in the infrastructure that could limit these modes, including missing sidewalks on Walnut Street and Locust Street, and a lack of shelter for bus patrons at the corner of Locust Street and Holly Street. The provision of necessary sidewalks for pedestrians and a basic bus shelter from the elements both would increase alternative mode use.

Vehicle Miles Traveled

Senate Bill (SB) 743 established a change in the metric to be applied to determining traffic impacts associated with development projects. Rather than the delay-based criteria associated with a Level of Service analysis, the increase in vehicle-miles-travelled (VMT) as a result of a project will be the basis for determining impacts once this new metric is fully vetted and standards of significance have been adopted by the City. While the City has not yet adopted a policy regarding vehicle miles traveled (VMT), the project's VMT was estimated for informational purposes only. Although there is no proposed project, the potential VMT associated with developing the site with residential uses was calculated by multiplying the estimated daily trips and the average home-to-work based trip distance for the Traffic Analysis Zone (TAZ) in which the parcel is located. At 1,208 daily trips and an average distance for the area of 11.89 miles traveled per daily trip, as available from the Caltrans Statewide Travel Demand Model, the estimated VMT for a residential development at the site would be 14,363 vehicle miles traveled. These results are shown in Table 8.

Land Use	Daily Trips	Average Trip Length	Calculated Daily VMT
Residential	1,208	11.89 mi	14,363 mi

Since there is not a specific development proposal to be evaluated, this information is provided for information only. In addition, although a plan to reduce vehicle trips is not required, a sample Transportation Demand Management (TDM) plan has been included in Appendix C that details some of the best practices in reducing vehicle trips to and from residential developments. The site's location near downtown Willits encourages alternative mode use and this plan helps build upon that to maximize walking, biking, and transit connections. Although the introduction of TDM measures would reduce VMT, Table 8 does not reflect any potential reductions given that no thresholds or approved models for VMT reduction have been established by the City. The TDM plan is currently intended to be strictly qualitative in nature, but could be quantified at a later date.