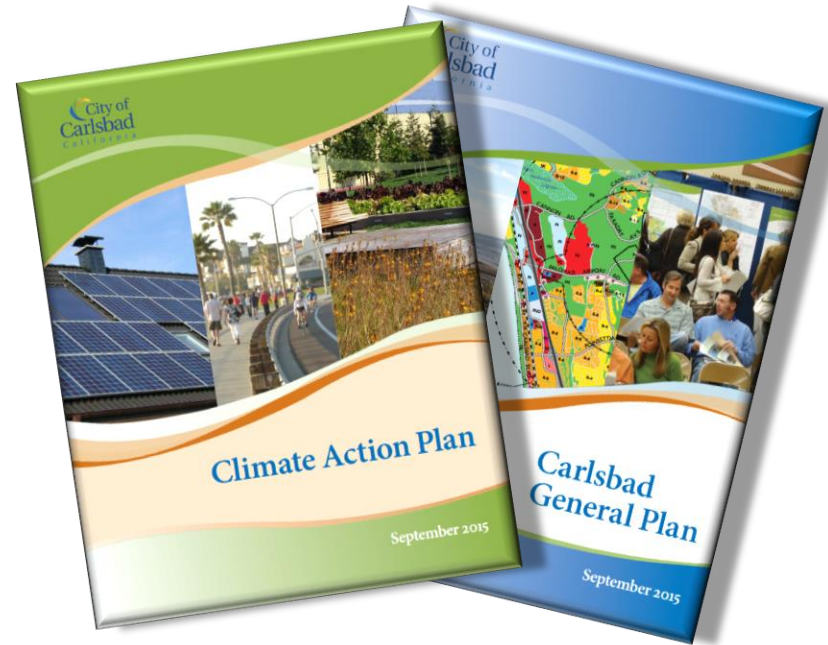


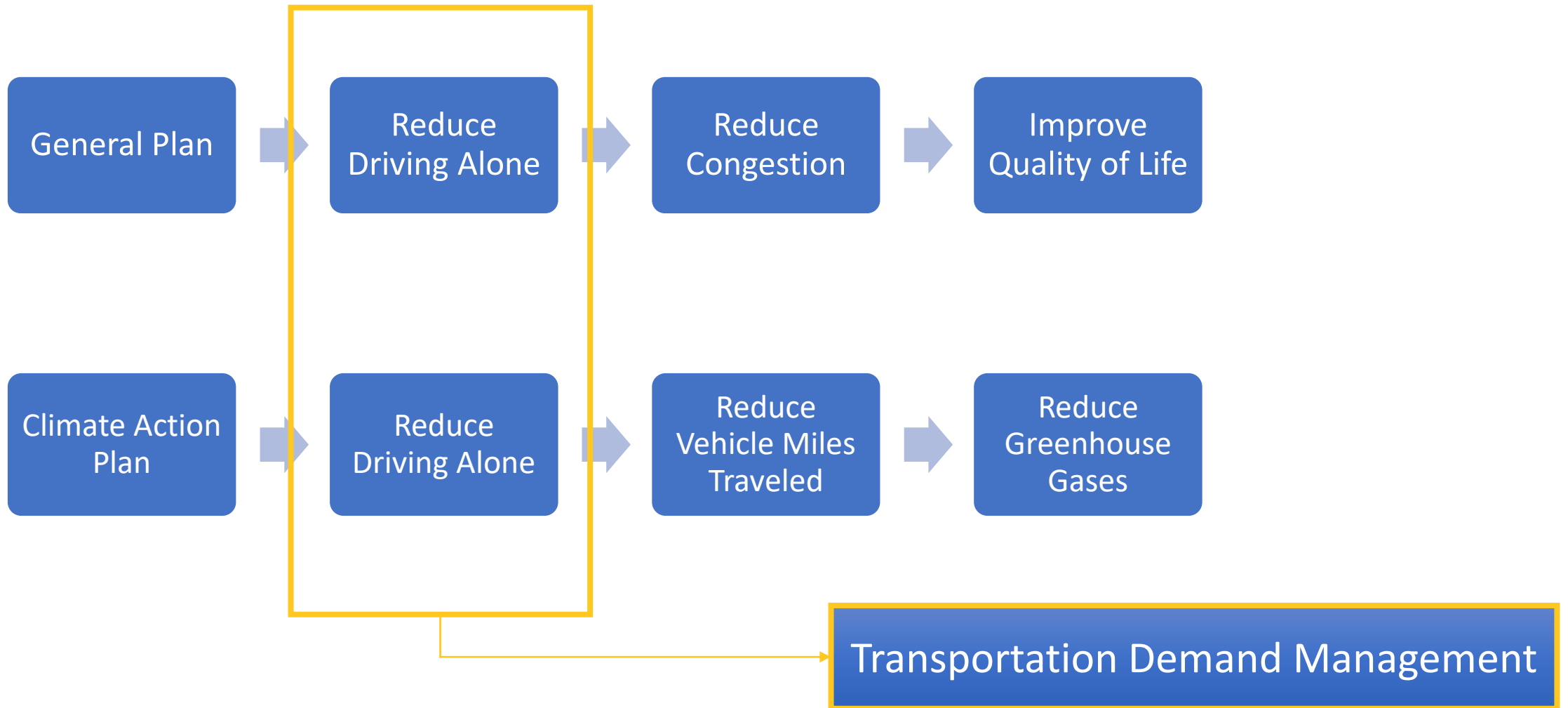
# CARLSBAD TDM ORDINANCE



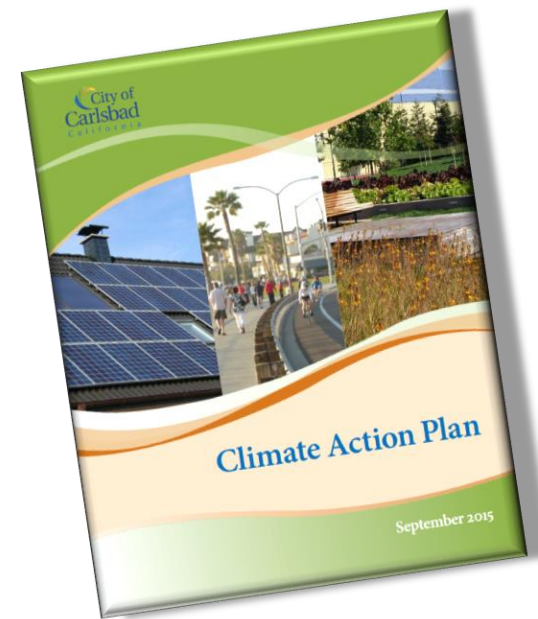
Jason Geldert  
City Engineer

# Why a TDM Ordinance?





CAP Measure K-2 requires TDM ordinance for non-residential projects



# Ordinance

## Chapter 18.51 Transportation Demand Management

### 18.51.10 Purpose

This chapter establishes policies and guidelines for Transportation Demand Management in the City of Carlsbad that implements the Carlsbad Climate Action Plan (the "CAP"). The purpose of this chapter is to:

1. Reduce single-occupancy vehicle trips and increase alternative mode share among Carlsbad workers to levels indicated in the CAP to meet 2035 greenhouse gas reduction targets.
2. Support citywide efforts to promote multi-modal streets and neighborhoods consistent with the Mobility Element of the General Plan including Livable Streets Guide.
3. Mitigate the effects of increased traffic on city infrastructure and maintain adequate provision of public facilities consistent with the City's Growth Management Plan and Local Facilities Management Plan.
4. Provide more viable travel options and improve health, quality of life, and safety for City of Carlsbad residents and employees.

### 18.51.20 Authority

The City Engineer or designee shall administer this chapter.

### 18.51.30 Incorporation of Transportation Demand Management Manual by Reference

The City Engineer shall establish rules and procedures as necessary to administer this chapter. Such rules and procedures shall be referred to as the "Transportation Demand Management Handbook" ("TDM Handbook") and is incorporated by reference into this chapter. The City Engineer is hereby authorized to modify the TDM Handbook as necessary provided such amendments are consistent with this chapter and state law. Should any provisions of the TDM Handbook conflict with any provisions of this chapter, the provisions of this chapter shall control.

### 18.51.40 Findings

This chapter implements the CAP. The requirements of this chapter will help to reduce greenhouse gas emissions associated with motor vehicles through application of strategies and policies to reduce travel demand by shifting single occupancy vehicle trips to alternative modes.

### 18.51.50 Definitions

"Alternative Modes" means all modes of transportation that do not include single-occupancy vehicle trips, including transit, walking, biking, ridesharing and others

"Commuter Survey" means paper or electronic survey that includes questions about commuter behaviour, preferences, motivations, and barriers. A commuter survey is typically distributed to establish and monitor mode share at a work site.

"Mode share" means percentage of commuters who use different modes of transportation, such as drive-alone, transit, bike, walking, etc.

"Single-Occupancy Vehicle (SOV)" means one occupant per vehicle. SOV trips can be used interchangeably with drive-alone or solo driving trips.

"TDM Plan" means strategies and investments to reduce SOV mode share tailored to a specific work-site, including facilities improvements, programs, incentives/disincentives, education, marketing, and outreach.

"Transportation Demand Management (TDM)" means strategies, policies, and programs that reduce demand on roadway infrastructure by reducing single-occupancy vehicle trips.

### 18.51.60 Applicability

This chapter, together with the TDM Handbook, shall apply to all non-residential development projects where employees produce a minimum of 110 average daily trips (ADT). Trip generation rates determined as according to the TDM handbook. All projects that are subject to this ordinance shall submit a TDM plan in accordance with the TDM handbook.

### 18.51.80 Enforcement

A. The city manager, or designee, shall investigate and enforce this chapter. Any city authorized personnel or enforcement officer may exercise any enforcement power as set forth in Chapters 1.08 and 1.10 of the Carlsbad Municipal Code.

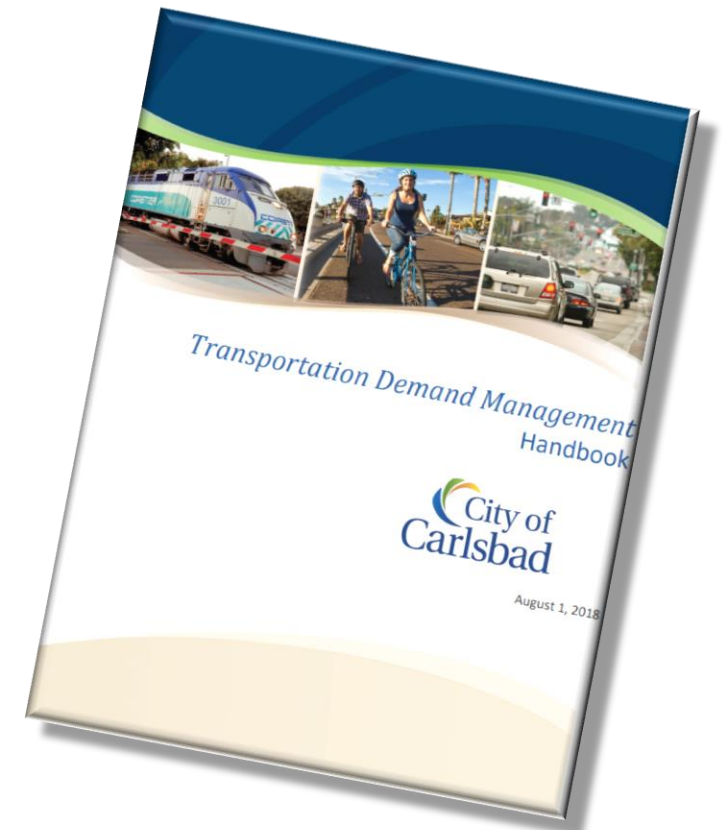
B. Upon approval of the city council, the city manager, or designee, may delegate to or enter into a contract with a local agency or other person to implement and administer any of the provisions of this chapter on behalf of the city.

C. TDM amenities approved and installed pursuant to the provisions of this chapter shall be maintained in accordance with the policies and requirements of the TDM Handbook. Failure to do so may be subject to enforcement to the provisions of this section.

### 18.51.90 Fees

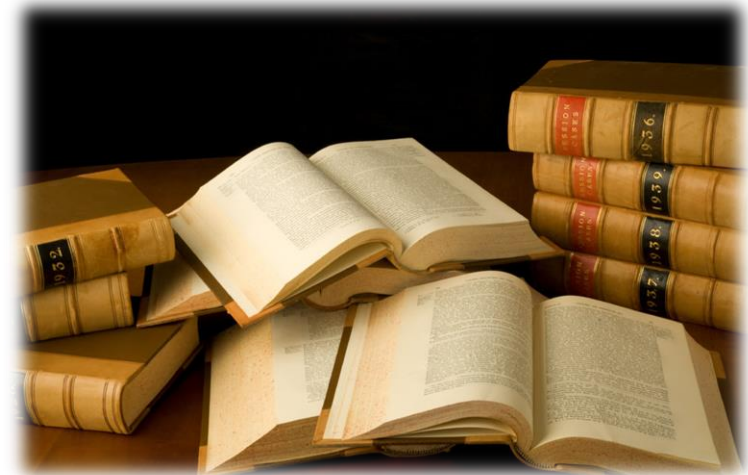
An applicant for a project subject to this chapter shall include with the application, all fees established by the city council by resolution to cover the city's cost to review an application, any required TDM documentation package and any other documents that the city staff reviews pursuant to the requirements of this chapter and the TDM Plan and TDM Handbook.

# Handbook



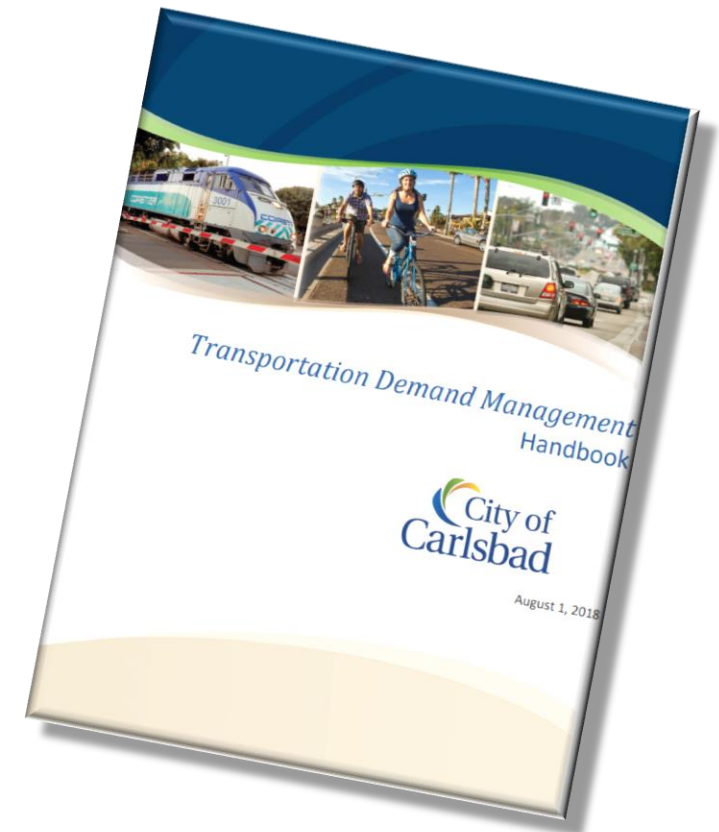
# TDM Ordinance

- Applies to non-residential development that:
  - Generate 110 or more average daily employee trips (~30 employees)
- Requires a city approved project-based TDM plan through the planning or building permit process
- Points to TDM Handbook



# TDM Handbook

- Defines a non-residential development
- Establishes TDM plan requirements
- Provides guidance on TDM strategies





Most Importantly...

The ordinance creates a connection  
between the city and employers





# RESOURCES

- Staff (direct and indirect)
- Budget
- Time
- Consultants (external help)
- Internal/External Stakeholders





