

# Parking & Transportation Demand Management (PTDM) Policy Development Guide

This step-by-step guide is intended to support city/county staff in taking steps to develop a Parking and Transportation Demand Management (PTDM) Policy either by staff or with a third-party consultant.

## Why consider a Parking and Travel Demand Management (PTDM) Policy?

Key reasons for developing a PTDM Policy, as described in the next section, include:

- Supporting a jurisdiction's compliance with Senate Bill 743 and the adoption of related vehicle miles traveled (VMT) thresholds and screens for transportation impacts, potentially serving as a CEQA VMT impact mitigation strategy
- Requiring land use development to encourage travel by transit, walking, and bicycling through implementation of supportive on-site infrastructure and design, as well as through benefits and programs for project employees and/or residents.
- Right-sizing parking requirements to reduce the cost of construction and commercial or residential rents and ensure more efficient use of land and other community resources.
- Supporting the jurisdiction's designation as a Connected Community PDA (CC-PDA) and access to related MTC funding opportunities, if adopted in concert with a VMT impact or in-lieu fee (VMTF)

## What is a PTDM Policy?

A Parking and Transportation Demand Management (PTDM) Policy requires new land use developments to implement measures that can reduce automobile trips and vehicle miles traveled (VMT). PTDM strategies support travel by transit, walking, and bicycling and discourage drive-alone trips. PTDM Policies generally apply to all new developments in a jurisdiction, with different levels of VMT or trip reductions required based on the characteristics of individual development projects and their location or context to maximize the benefits of a more multimodal and sustainable transportation system.

PTDM strategies should align with broader planning goals for improving mobility access, safety, and affordability. Measures may include provision of subsidized transit passes, subsidized car share and bike share membership, access to end-of-trip bicycle facilities, parking cash-out programs, and unbundled parking. Right-sizing parking requirements can also lower the cost of construction and commercial or residential rents and ensure more efficient use of land and other community resources. Jurisdictions can also develop a VMT fee to complement a PTDM Policy by providing a funding mechanism for off-site VMT-reducing transportation improvements like transit, bicycle, and pedestrian projects.

Senate Bill 743 (SB 743) requires lead agencies not to use measures of vehicle delay (such as Level of Service or LOS) as environmental impact criteria, and instead to use vehicle miles traveled (VMT) to better align transportation impact criteria with State environmental, economic, and public health goals. The PTDM Policy supports compliance with SB 743 and adoption of VMT thresholds and screens. VMT mitigation requires reducing the number and distance of vehicle trips generated by a particular project and may take the form of PTDM measures. PTDM Policies can list the measures for CEQA mitigation, some of which, depending on the fee structure, may be addressed with an associated VMT fee. For more information on VMT policies, find resources by county here: <https://abag.ca.gov/technical-assistance/vmt-policy-adoption-technical-assistance-sb743>.

Core elements of PTDM Policy development include, but are not limited to:

- Establishment of performance targets associated with VMT, potentially varying by location and project characteristics
- Identification of PTDM measures available to project applicants, including site-specific programs and on-site infrastructure improvements
- Establishment of monitoring criteria to ensure program success
- Assessment of how the jurisdiction's existing off-street parking requirements and policies may be modified to support the goals of the PTDM Policy

Jurisdictions with a Connected Community Priority Development Area (CC-PDA) may use a PTDM Policy and complementary VMT impact fee or in-lieu fee for off-site improvements to satisfy MTC's VMT reduction planning requirements for CC-PDAs.

## **What kinds of communities should consider developing a PTDM Policy?**

- Communities with substantial demand for new development
- Communities interested in supporting non-automobile travel through project design and on-site improvements at new land use developments
- Communities where new development projects are likely to result in significant CEQA impacts related to VMT

## Checklist of Recommended Actions

Focus Area	Action
1. Establish Leadership and Clarify Policy Objectives (page 4)	<input type="checkbox"/> Identify a Champion
	<input type="checkbox"/> Convene a Working Group
	<input type="checkbox"/> Identify and Contact Stakeholders
	<input type="checkbox"/> Determine Whether the PTDM Policy Will Be Used as a CEQA Mitigation Strategy
2. Solicit Consultant Services If Desired (page 4)	<input type="checkbox"/> Develop and Release an RFP
	<input type="checkbox"/> Review Proposals and Choose a Consultant
	<input type="checkbox"/> Finalize the Contract
3. Develop the Policy (page <b>Error! Bookmark not defined.</b> )	<input type="checkbox"/> Develop a Stakeholder Engagement Plan
	<input type="checkbox"/> Collect Data and/or Facilitate Access to Data Sources
	<input type="checkbox"/> Review Existing Conditions, Plans, and Policies and Understand Connections to New Plans and Policies
	<input type="checkbox"/> Establish Performance Targets for Development Projects
	<input type="checkbox"/> Identify Toolbox of PTDM Strategies and Methods for Estimating and Monitoring Effectiveness
	<input type="checkbox"/> Establish Monitoring Requirements
	<input type="checkbox"/> Develop the Policy Document
4. Implement the Policy (page 6)	<input type="checkbox"/> Identify the Regulatory Platform
	<input type="checkbox"/> Draft Staff Reports to Support Council Action
	<input type="checkbox"/> Monitor Progress and Update the Policy

## 1. Establish Leadership and Clarify Plan Objectives

Action	Description
Identify a Champion	The champion is someone with decision-making power and/or influence who believes in the need for a policy and can help advance the project from inception through final adoption. Examples include a City Manager or Mayor's Office representative. It is ideal for a potential steward to have some understanding of existing development review practices, transportation planning, and VMT-reduction work related to SB 743.
Convene a Working Group	The working group is the original project team responsible for working closely with the consultant and/or City staff to guide and develop the PTDM Policy. This group is smaller than the larger stakeholder pool, consisting primarily of internal jurisdiction staff from relevant departments, and takes on greater implementation and decision-making responsibility. Some departments to involve in the working group include Planning, Transportation, Public Works, and the City Council. A kickoff meeting is the best way to initialize and formalize the roles and responsibilities.
Identify and Contact Stakeholders	One of the working group's first action items should be to identify and contact stakeholders outside of the working group with a vested interest in parking and transportation policies to gather input on development issues and/or conditions that need to be accounted for in the PTDM Policy. Due to the highly technical nature of PTDM Policy studies, outreach activities geared toward the general public typically result in modest levels of engagement.
Determine Whether the PTDM Policy Will Be Used as a CEQA Mitigation Strategy	In consultation with city/county champions, the legal counsel for the agency, and stakeholders from different levels of government, consider whether the PTDM Policy will be used as a CEQA mitigation strategy. If used as CEQA mitigation, there will be a tighter focus on the level of quantitative evidence available to support the VMT reductions associated with specific PTDM strategies, and fewer strategies will meet that bar. See guidance in the MTC-ABAG Technical Assistance Portal about implementing <a href="#">SB 743</a> and establishing PTDM strategies to achieve VMT reductions.

## 2. Solicit Consultant Services If Desired

Action	Description
Develop and Release an RFP	Work in consultation with city/county staff and champions to develop an RFP that reflects the work and budget necessary to achieve desired outcomes. See <a href="#">PTDM Policy Request for Proposals (RFP) Template</a> .
Review Proposals and Choose a Consultant	Review proposals with an eye toward hiring a consultant that can provide the desired services in a timely and cost-effective manner, whether that means having ample experience with specific types of plan development, local knowledge and experience, and/or access to unique tools resources that facilitate plan development.
Finalize the Contract and Issue a Notice to Proceed	After a consultant has been selected, finalize the contract and issue an explicit notice to proceed according to the proposed project schedule. Ensure all back-of-house resources and contacts are in place so the city/county project team and consultant are ready to communicate, share resources and data, and proceed with the work efficiently and effectively.

### 3. Develop the Plan

Action	Description
Develop a Stakeholder Engagement Plan	Develop a stakeholder engagement plan to help identify priorities for the PTDM Policy. Depending on the unique planning context, stakeholder engagement may include a series of advisory team meetings, community workshops, surveys, and/or online engagement.
Collect Data and/or Facilitate Access to Data Sources	<p>As needed, serve as liaison between the consultant and other city/county departments to ensure access to information in a timely fashion. Data and/or information required may include, but is not limited to, existing and projected VMT metrics and jurisdiction mode share, transportation infrastructure and service conditions, local and regional sample TDM policies or calculator tools, local parking and loading policies, and development review practices.</p> <p>See the <a href="#">PTDM Policy RFP Template</a> for a more detailed list of data needs.</p>
Review Existing Conditions, Plans, and Policies and Understand Connections to New Plans and Policies	<p>Review existing land use and transportation conditions that will inform how and where PTDM measures might apply or vary in effectiveness.</p> <p>Identify all plans and policies that need to be reviewed in preparation for plan development. This includes plans and policies that would be affected by the new plan, identify related improvement plans, and/or influence the nature and implementation of PTDM strategies. This may include, but is not limited to, the jurisdiction's General Plan updates and housing elements, off-street parking requirements for new developments, local SB 743 Policy, and MTC's Transit-Oriented Communities (TOCs) Policy. See <a href="#">Sample PTDM Existing Conditions Review</a>.</p> <p>If the PTDM Policy is being developed as part of seeking designation as a CC-PDA, investigate how the design of the PTDM Policy will interact with and affect the design of the VMT impact or in-lieu fee.</p>
Establish Performance Targets for Development Projects	Set performance targets for development projects to meet with the implementation of project-specific PTDM Policies. Performance targets may be expressed in a variety of ways, including target vehicle trip generation rates or target automobile mode share, but should result in development projects that generate lower per-capita VMT than similar existing land uses. Mode share targets are more flexible to changes in underlying travel demand, but vehicle trip targets are easier to monitor.
Identify Toolbox of PTDM Strategies and Methods for Estimating and Monitoring Effectiveness	<p>Develop the universe of measures and policies that might reduce VMT, using the updated California Air Pollution Control Officers Association (CAPCOA) <a href="#">Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity</a> to document the range of VMT reductions that could be achieved.</p> <p>Provide guidance on how project applicants should identify and estimate the effectiveness of selected PTDM strategies. This may be tailored to subareas, such as PDAs or downtown areas, where some strategies may be appropriate but not feasible or effective in other areas. See the list of <a href="#">County-specific VMT reduction calculators and/or resources</a> for more information.</p>

Action	Description
Establish Monitoring Requirements	Describe the monitoring required for development projects and consequences for failing to meet performance targets to ensure that programs are implemented and progress is made towards the performance objectives. This is typically conducted through annual monitoring reports lasting for a specified minimum number of years and/or until performance targets are met. See <a href="#">Sample PTDM Policies and Ordinances</a> for examples of monitoring practices.
Develop the Policy Document	Develop a report summarizing the work performed related to existing plans and policies, performance targets, PTDM measures, and effectiveness and monitoring requirements. See <a href="#">Sample PTDM Policies and Ordinances</a> .

#### 4. Implement the Plan

Action	Description
Identify the Regulatory Platform for the PTDM Policy	<p>In close consultation with the agency's legal counsel, identify the PTDM Policy regulatory platform, which may include an ordinance, a guidelines document, a General Plan amendment, or other options. The enforceability of different options and consequences for determination of CEQA mitigation adequacy should be discussed with the legal counsel.</p> <p>If a VMT impact or in-lieu fee (VMTF) is being pursued as part of the jurisdiction's effort to be designated a CC-PDA, this step should involve consideration of what regulatory platform for the PTDM Policy best supports and/or is compatible with the future VMTF.</p>
Draft Staff Reports to Support Council Action	Draft staff reports that provide elected officials with the information they need to review and respond to draft and final plans. See <a href="#">Sample PTDM Policy Staff Report</a> .
Monitor Progress and Update the Policy	Based on the monitoring reports provided by development projects, the PTDM Policy should be periodically reviewed to assess whether the included strategies have been effective in achieving the targeted changes to travel behavior. Strategies should also be assessed for whether they continue to represent PTDM best practices.