File #: 16-0660, **Version:** 1

REPORT TO PLANNING COMMISSION

SUBJECT

Forward a recommendation to the City Council to Introduce an Ordinance to Add a new Chapter (19.45 - Residential Transportation Demand Management) to the Sunnyvale Municipal Code, Adopt a Resolution Creating the Multi-family Residential Transportation Demand Management Program (Study Issue Planning File 2015-7150), Rescind Council Policy 1.1.15 (Residential Transportation Demand Management), and Find that these Actions are Exempt from CEQA.

REPORT IN BRIEF

In 2014, the Planning Commission sponsored a study issue (**Attachment 2)** to consider creating a Multi-family Residential Transportation Demand Management (TDM) program.

This study reviews the options for requiring TDM components with multi-family residential development projects. TDM programs are widely used as a tool to reduce vehicle trips and traffic impacts in non-residential developments, but less commonly used for residential developments. Some of the tools considered in this study include:

- Use of transit passes to provide residents other commuting options;
- On-site availability of shared automobiles and bicycles;
- Potential trip reduction targets;
- Incentives for developers to seek GreenTRIPs certification (developed by Transform) or a similar program;
- Decreased parking requirements if alternative programs exist, such as unbundled parking, shared parking, etc.;
- On-site design of pedestrian and bicycle amenities, transportation information kiosks, wayfinding information, rideshare matching, bike or car sharing, and other related strategies; and,
- Distribution of transit information and other services to residents.

Attachment 5 is a Multi-family Residential Transportation Demand Management Toolkit which provides background information and parameters for the use of residential TDM. Attachment 4 is a sample residential TDM program with a point system that includes the available tools to ensure that TDM measures effectively reduce vehicle trips and vehicle miles traveled. This report focuses on reducing trips for multi-family residential development projects (including mixed-use projects with a residential component).

Staff recommends that the Commission make a recommendation to the City Council to: introduce an ordinance to add a new Chapter (19.45 - Residential Transportation Demand Management) to the Sunnyvale Municipal Code (SMC) (**Attachment 3**); adopt a resolution creating the Multi-family Residential Transportation Demand Management Program (**Attachment 4**); and, accept the

Sunnyvale Multi-family Residential Transportation Demand Management Toolkit (**Attachment 5**). Creation of the Multi-family TDM program will maintain Sunnyvale's position as a leader in TDM and trip reduction and allow for continued consistency with Council Policies and the Sunnyvale Climate Action Plan's goal to reduce greenhouse gas (GHG) emissions.

BACKGROUND

The City currently approves higher intensity office and industrial development projects (typically projects greater than 35 percent floor area ratio) with a requirement for TDM and specific trip reduction targets. Generally these targets range from 15-30 percent reduction of peak hour trips and tend to be based on the size and intensity of the project, surrounding uses and proximity to transit. The City requirements for TDM programs have evolved since the late 1990s when TDM requirements became standard for higher intensity office/industrial developments. Although all TDM programs have trip reduction, monitoring and reporting requirements as well as penalties for non-compliance the more recent programs have more specificity on the allowable trips, monitoring method and penalty provisions. Per the most recently established TDM program requirements, project-related trip reduction targets are monitored with driveway counts that are paid for by the property owner and conducted by the City.

Residential development projects vary from office and industrial development projects in that residents may have different travel times and patterns and have less opportunity for employer/property owner-run programs like shuttles or transit pass programs.

In 2014, several multi-family residential development projects were considered by the Planning Commission, some of which voluntarily included TDM components, without specific trip reduction targets. In an effort to create consistency and to determine if trip reduction is appropriate for residential development projects, the Planning Commission sponsored this study issue.

Following the ranking of the 2015 Study Issues, staff returned to the City Council for a budget modification to hire a consultant to help with the study. In fall 2015, Nelson\Nygaard Consulting was hired by the City to create a Multi-family Residential TDM toolkit (**Attachment 5**) and to help staff create a Multi-family Residential TDM Program (**Attachment 4**).

Other Cities

Staff reached out to several surrounding cities and developers who have submitted projects to those cities to discuss Residential TDM and trip reduction requirements. In discussions with Mountain View, Santa Clara, San Jose and San Mateo, staff found that these cities have required some form of TDM or trip reduction on a few residential development projects; however, none of these jurisdictions have a comprehensive TDM program. In these cities, TDM requirements have been included on an individual project basis. The developers noted that not all of the projects they have in each of the above-mentioned cities include TDM components or trip reduction requirements. In most cases, TDM or trip reduction requirements have been placed on residential development projects that are in close proximity to transit and/or in areas that are designated for higher density development.

The City Council is scheduled to consider this item on September 13, 2016.

EXISTING POLICY

COUNCIL POLICY

1.1.15 - Residential Transportation Demand Management (for full text see **Attachment 6**). *Adopted*

in 2005
New development and redevelopment in High Density and Very High Density zoning districts in targeted areas (*i.e., Downtown, El Camino Real corridor, Tasman Crossing*) are required to implement TDM techniques. Further, it is strongly encouraged that practicable TDM techniques be incorporated in all High and Very High Density residential development throughout the city. In addition, all types of attached housing development within 1/3 of mile of major transit stops shall implement TDM design techniques. These requirements are applicable to Condominium Conversion projects and mixed-use development as well.

1.2.2 - Transportation Impact Mitigation (for full text see **Attachment 6**). *Adopted in 1981*
It is the policy of the City to provide adequate transportation facilities and encourage alternative modes of transportation to reduce air pollution and conserve energy. Further, it is the policy that those creating negative impacts on the transportation system should pay an equitable amount of the cost of providing those facilities.

GENERAL PLAN
Land Use and Transportation Element
Policy LT-1.9b - Promote modes of travel and actions that reduce single-occupant vehicle trips and trip lengths.

Policy LT-5.1e - Promote the reduction of single occupant vehicle (SOV) trips and encourage an increase in the share of trips taken by all other forms of travel.

Policy LT-5.5 - Support a variety of transportation modes.

Community Vision
Vision: It is the aspiration of the people of Sunnyvale to build upon the attributes which the City currently enjoys, so that Sunnyvale of the future will become…

> **A regional leader in environmental sustainability…** advocating to reduce dependence on non-renewable resources by providing greater transportation options, reducing waste, protecting our natural resources, and promoting alternative energy usage and research. We take environmental preservation and protection seriously and consider how each action will affect Sunnyvale for future generations.

Goal II. Environmental Sustainability: To promote environmental sustainability and remediation in the planning and development of the city, in the design and operation of public and private buildings, in the transportation system, in the use of potable water, and in the recycling of waste.

Goal XI. Balanced Transportation: To provide and maintain a balanced multi-modal transportation system which provides choice, convenience, and efficiency for the movement of people and goods.

CLIMATE ACTION PLAN
There are no specific policies in the Climate Action Plan that pertain specifically to Residential TDM; there are, however, many policies that promote TDM concepts applicable to multi-family residential development. Reduction of vehicle trips, by requiring TDM features and strategies in residential development projects, will help reduce GHG emissions, which is the goal of the Climate Action Plan.

SUNNYVALE MUNICIPAL CODE (SMC)

Chapter 10.60 TRANSPORTATION DEMAND MANAGEMENT *Adopted 1990; updated 1994*

The purpose of this chapter of the SMC is to promote the development of transportation demand management programs at employer work sites in order to reduce traffic impacts and improve air quality. Staff is already applying the new TDM implementation and penalty guidelines. Staff anticipates that Council will consider a more formalized TDM penalty structure sometime this fall along with a possible update to this chapter of the municipal code.

Section 19.22.035 Requirements for high-intensity industrial development *Adopted 2003; updated 2012 and 2013*

This section requires a Transportation Demand Management Plan for specified higher intensity industrial developments.

OTHER APPLICABLE LAWS AND POLICIES

State and Bay Area legislation and policies generally encourage communities to reduce single-occupant vehicle travel and create better links between transportation and land use development. Relevant legislation includes the following, with further explanation provided in **Attachment 7**:

- California Global Warming Solutions Act of 2016 (AB 32);
- Sustainable Communities Act of 2008 (SB 375);
- Plan Bay Area, 2013;
- SB 743 Changes to Environmental Review;
- Draft New CEQA Guidelines, 2016; and
- AB 744 Planning and Zoning: Density Bonuses, 2015.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section, Section 15061(b)(3) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. In addition, the action is categorically exempt pursuant to CEQA Guidelines Section 15308 because it is an action taken for the protection of the environment.

Projects that are subject to the requirements of the new regulations will be evaluated pursuant to CEQA on an individual basis.

DISCUSSION

Overview

Transportation demand management (TDM) is the use of various strategies for reducing demand for travel by single-occupant vehicles. TDM is more commonly associated with commuting to work or school, however it can be used to affect all other types of trips--shopping, socializing, health care, etc. TDM concepts and programs have been around for several decades; in fact Sunnyvale first adopted TDM regulations in 1990 and started routinely requiring TDM in the late 1990s for higher intensity industrial developments. In more recent years TDM programs and requirements have become more standard and more research is available to help the regulation, preparation and monitoring such programs. Past efforts focused on employer based TDM programs rather than residential based TDM programs.

Since the 2005 adoption of Council Policy 1.1.15, regarding residential TDM (Attachment 6), there have been about 12 residential developments approved where the policy applies. These developments are located in the Tasman Crossing area, in Downtown, on El Camino Real and at Lawrence Expressway and Elko Drive. These projects have included site design techniques such as new pedestrian paths, additional bicycle parking, bicycle support facility, information kiosks, and reduced vehicle parking. This study explores TDM requirements for all multi-family residential densities and locations. The study also includes a toolkit with residential TDM measures.

Travel demand from a residential development can be affected by different issues, including:

- Project location in relation to needed goods and services and high quality transit.
- The proximity of transit-supportive land use densities (over 24 units per acre) and mixed land use patterns (within a half mile of retail).
- The implementation of TDM concepts, such as:
    - On-site design of pedestrian and bicycle amenities,
    - Transportation information kiosks,
    - Wayfinding information,
    - Rideshare matching,
    - Bike or car sharing, and others.

TDM research and literature suggest that multi-family TDM programs can be beneficial for several reasons. The following summary of benefits comes from the Association for Commuter Transportation and the City's consultant, based on their case studies.

- *Enhancing Livability* - Population and economic growth have the potential to generate transportation impacts; however, development, employment and population growth also provide opportunities for more: livable patterns of urban form, efficient and safe transportation options, and can add to the diversity and vitality of communities. Incorporation of TDM or trip reduction concepts on development can be instrumental in maintaining and enhancing the quality of life for Sunnyvale residents by encouraging community members to move away from single-occupant vehicles (SOVs) and into other modes of transportation for household trips or commute trips or both.
- *Improving Transportation Efficiency* - TDM is a key element in encouraging and supporting more efficient and sustainable forms of urban development and transportation. TDM strategies provide opportunities for people to walk, cycle, ride transit or drive cars with multiple passengers for all types of trips. With population and employment growth, shifting commute trips to alternative modes of transportation helps to reduce congestion on existing streets, highways, and freeways.
- *Facilitating Economic Growth* - Sunnyvale lies at the heart of Silicon Valley, the technological engine of the world. The city and surrounding region boasts numerous technology start-ups and some of the world's most successful technology companies. With rapid growth of the economy, there is strong demand for new commercial, R&D and residential development throughout the City. TDM strategies and trip reduction requirements allow economic and population growth to occur while minimizing traffic-related impacts on the surrounding community.

Residential TDM Program Considerations

The following should be considered when establishing a Residential TDM program:

- ***The effects of TDM strategies tend to be synergistic.*** Individual strategies will perform more effectively in combination with others than they will alone. For this reason, choosing several TDM concepts to implement in one development project is generally the best approach to maximize trip reduction.
- ***Providing a range of choices is valuable.*** While not all TDM strategies will appeal to all residents across the City, residential TDM programs help to provide high quality choices to those who prefer car-free or car-light lifestyles.
- ***Vehicle trip reduction is important to TDM.*** Even if trip reduction is not *required* as part of program enforcement, trip reduction can be measured in order to understand the effects of residential TDM concepts on mode shift within a development.
- ***TDM effects can have diminishing returns.*** Research has assessed the effects of different TDM strategies and noted the effects are not necessarily additive; this means that there can be also be diminishing returns when incorporating multiple TDM concepts. To be most effective TDM programs should include multiple strategies for users to select.

Multi-family Residential TDM Toolkit

A multi-family residential TDM toolkit (**Attachment 5**) provides information to assist in the development and review of a Multi-family Residential TDM Program. Except in the case of mixed-use developments, the toolkit does not address commercial, industrial, and office developments. The toolkit is intended as a long term resource document and includes a few strategies that are not currently enabled in the SMC or existing Council policies (e.g., unbundled parking, reduced parking, shared parking). Even though not all of the items contained in the toolkit will be implemented immediately, this robust toolkit can be used to consider and implement future change related to TDM programs.

The toolkit presents three main components to accomplish the goals of TDM:

- City supportive policies;
- Site design; and
- Ongoing programs, operations and communication.

In the toolkit, a program description, benefits and best practice elements are described for each TDM strategy. In some cases, best practice elements are also described based on the GreenTRIP program. The GreenTRIP program is a certification program offered by TransForm, which describes itself as a Bay Area transportation non-profit organization that promotes “walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable and help solve our climate crisis.” The GreenTRIP certification is for residential projects that reduce vehicle trips, excessive parking and greenhouse gases, while making transportation more affordable to residents. A link to additional information on the GreenTRIP program can be found in **Attachment 8**.

Performance Targets and Monitoring for Residential TDM

There are three primary types of performance targets (or output): trip reduction, vehicle miles traveled reduction or mode split (number or percent of occupants not traveling by single-occupant vehicle).

Trip Reduction

Trip reduction sets a goal on the number or percent of trips to be reduced from a development.

Broadly speaking it can be expressed in terms of the expected trips based on averages from buildings of a similar size and style (the method that Sunnyvale uses for office developments) or it can be based on the number of employees actually working in the building.

Monitoring actual trips entering or leaving a site is usually the simplest way to determine whether a development is successful in managing travel demand and reducing vehicle trips. If monitoring of a TDM program is required, specific trip reduction targets should be based on the number of residential units and other surrounding uses. In addition, the targets should be set relative to a baseline, such as the Institute of Transportation Engineers (ITE) Trip Generation Manual or other industry standard. One disadvantage of using trip generation as a performance metric in a residential setting is that trip generation can vary dramatically between different households and therefore enforcement of trip reduction goals at the community level may be unpopular and inequitable. For example, if a home daycare operates within the neighborhood, this function could reduce vehicle miles traveled from surrounding households but elevate peak hour trips overall.

Vehicle Miles Traveled
Another metric to assess changes in travel behavior and the success of a TDM program is Vehicle Miles Traveled (VMT). Objective data on VMT has the challenge of requiring residents to supply information on total annual miles travelled without sufficient industry data to use for a baseline comparison. Employers can track VMT based on the addresses of their employees and surveys of travel behavior. Many agencies are adopting policies and programs to focus on VMT on a regional or city-wide basis, but are not yet requiring measurement on a project basis.

Mode Split
Mode split reports the percentage of people using different types of travel (walking, bicycling, carpooling, bus/train, etc.). It may only report those not traveling by single-occupant vehicle. Output is typically measured by surveys. There is potential to survey residents on mode of travel, but it could become complex if more than commutes to work and school are included and may be difficult for a residential development to handle.

Monitoring a residential TDM program could prove to be more complicated than office and industrial developments where travel patterns tend to be similar across employees.

Implementation Targets
Implementation targets (or input) address what measures are planned to affect travel behavior. While the focus is on the elements put into the program, the expectation is that trips and miles traveled will be reduced. Given the sensitivities outlined above, implementation targets may be preferable to performance targets for residential development. Researchers have assigned expected trip reduction values for residential TDM programs and caution that actual trip reduction can vary widely based on project size and location or other factors. Despite these potential differences in performance, implementation targets based on the assigned values in the toolkit form a credible foundation for an implementation-based program.

Implementation targets should be proposed during the project permitting phase, by offering a checklist of items that can be expected to achieve different levels of trip reduction. Developers and property managers may then select elements they feel are most likely to be effective and offer the greatest benefit to the future residents. The program could be structured to allow future substitution of elements with approval by the City.

Options to Consider

There are many options that could be considered when deciding on the best way to implement TDM concepts to reduce trips in multi-family residential developments. Below are three main options.

Option A: Adopt a Multi-family Residential TDM Program (Staff Recommendation)

This option creates a Multi-family Residential TDM Program (**Attachment 4**) which allows developers and owners to select which measures to use to attain a minimum number of points for each individual residential or mixed-use development project. Points can be gained based on proximity to transit, density of development, on-site amenities that encourage the use of alternative transportation modes (such as bike storage and repair facilities), and other features. A menu of TDM concepts with assigned point values would be provided by the City (and updated periodically) and project applicants, tenants and/or property owners would commit to one or many of the concepts to meet their point total requirement. The draft program includes points for each measure included in the plan. Examples of points available include:

- One to eight points based on a project's proximity to transit;
- One to three points based on a project's proximity to commercial uses; and
- Two to ten points for offering Valley Transportation Authority (VTA) or Caltrain passes to residents.

In the recommended program, residential or mixed-use projects that include 100 units or more would be required to obtain a minimum of 10 points. For projects smaller than 100 units, fewer points would be required. Projects with fewer units would require proportionally fewer points, as shown below:

No. of Units	% of Points Required	Points Required
100 units or more	100%	10
83 units	83%	8.5
67 units	67%	6.5
49 units	49%	5
20 units	20%	2

Because the point values assigned to each TDM strategy are relatively equal to the percentage of trip reduction associated with each concept, it can be estimated that a 100 unit residential development project has the potential to reduce trips by 10 percent by using the concepts in the TDM program. Because residential TDM has not been monitored or tested in Sunnyvale, additional study and monitoring would be necessary to confirm the effectiveness in achieving the projected levels of trip reduction.

Under this option, the multi-family residential TDM program elements would be adopted by resolution and would be referenced in the SMC through a zoning code amendment (**Attachment 3**).

Pros:

- Ensures that all multi-family residential development projects will incorporate TDM components.

- Supports the Council “Residential Transportation Demand Management” Policy.
- Creates a consistent way for the City to require TDM strategies for multi-family residential development projects, and in turn, helps to reduce the number of trips generated by these developments.
- Creates the first multi-family residential TDM program of its kind in Santa Clara County.
- Allows project applicants to choose which TDM concepts work best for their development.
- Completes staff review of the TDM program at the time of building permit issuance or final construction inspection.

Cons:

- No guarantee of specific outcomes such as trip reduction, as program excludes monitoring and penalties for non-compliance.
- Smaller multi-family projects may have on-site space limitations or difficulty implementing some of the TDM concepts.

Option B: Require Multi-family Residential TDM Program, Assign Trip Reduction Targets and Monitor Results for Multi-Family Residential Projects

This option would assign specific trip reduction goals to each development project and monitor those developments with driveway counts. This would be similar to the existing practice of TDM requirements for new office and industrial projects.

In this option, similar to the office and industrial TDM model, no adopted menu of options would be necessary because it would be the property owner or tenant’s responsibility to create the TDM plan and specify what types of concepts they would use to ensure their trip reduction goal is reached. This option would also impose financial penalties if development projects are unable to meet their trip reduction target, which is also similar to the office and industrial TDM approach.

Pros:

- Penalties and monitoring of development projects should incentivize property owners to meet their trip reduction goal.
- As with non-residential programs, this type of program would be simple to review the initial program. Monitoring, could be simple for City staff if residents are in control of collecting the data (as it would be based on a single piece of data-trip counts). Developers and future property owners would create a project specific TDM program.
- Creates consistency in how TDM programs are run for all types of development projects in Sunnyvale.

Cons:

- Significant research has not been conducted on residential TDM programs, so it may be challenging for the City to determine the appropriate trip reduction goal for a development project.
- Local data on the effectiveness of approaches is not available. Other cities in Santa Clara County have encouraged and required TDM concepts as a part of project approval; however, monitoring and penalties have not been introduced.
- Penalties for non-compliance could further raise the cost of housing and could result in disputes between residents and the City.

- Smaller residential communities will not have the staff or residents with sufficient training to manage on-going TDM programs for effectiveness and to identify changes to assure compliance with target trip reductions.
- There would be additional staff workload to coordinate driveway counts and collect the associated fees from the residential development. Ownership developments would need to program the costs into their Homeowner Association dues; rental developments would need to factor in these costs in the operating budgets.

Option C: Maintain the Status Quo
This option would allow the Planning Commission and City Council to require certain TDM strategies on high and very-high density multi-family residential projects in support of Council Policy 1.1.15; however, it would not create a TDM program for multi-family residential projects and would continue to assess development projects on an individual basis.

Pros:
- This option, per the Council Policy, allows the City to require TDM concepts on high and very-high density projects, on a case by case basis.
- Residential TDM programs will still be provided, evidenced by some developers voluntarily including a broad range of TDM concepts in their development project.

Cons:
- Creates potential for perceived inconsistencies between projects when TDM concepts are required for one project but not another.
- The Council Policy recommends TDM concepts be included in multi-family residential projects located near major transit stops; however, it does not include projects that are further from transit and therefore more dependent on single-occupancy vehicles. Those projects (and the surrounding community) would also benefit from TDM requirements.
- The status quo does not require TDM concepts and many development projects may not voluntarily incorporate these items into their design or development project.

Future Steps
Update program in several years to assess whether performance targets are appropriate.

Additional Code Changes
As clean-up items, in connection with the proposed addition of residential TDM requirements in a new Chapter 19.45 of the Sunnyvale Municipal Code, the existing section on TDM in high-intensity industrial development (SMC Section 19.22.035) will be moved to Chapter 19.45. In addition, references to green building incentives will be added to reflect TDM requirements in SMC Section 19.39.030(c) (Green Building Regulations). The proposed changes relocate the provisions to a new Chapter dedicated to TDM and add a purpose statement. Although rephrased for better understanding there are no changes to the requirements themselves.

Existing Council Policy 1.1.15
With the adoption of a new residential TDM program, the existing Council Policy 1.1.15 (Residential Transportation Demand Management) is superseded and can be rescinded.

FISCAL IMPACT
The modifications recommended by staff to the SMC and the resolution to adopt the new residential

transportation demand management program would have no fiscal impacts. If the option to require monitoring and penalties is chosen, additional time will be required to facilitate the monitoring, and additional fees may be raised through penalties. It is not possible to estimate penalties collected from residential TDM compliance since the requirements are new and untested.

If there is a desire for information on actual trip reduction performance for projects there would be a cost to conduct those studies.

PUBLIC CONTACT

Public contact regarding this item was made through the following ways:

1. Posting the Agenda for Planning Commission on the City's official-notice bulletin board outside City Hall and by making the agenda and report available at the Sunnyvale Public Library and on the City's website;
2. Publication in the *Sun* newspaper, at least 10 days prior to the hearing;
3. E-mail notification of the hearing dates sent to all interested parties and neighborhood associations; and
4. One community outreach meeting held to discuss the study issue on February 22, 2016.

Planning Commission Study Session

A study session with the Planning Commission was held on February 22, 2016. The Commissioners comments included:

- An interest in focusing on multi-family projects greater than 20 units;
- Suggestions on the types of TDM strategies that should be included in the program; and
- How implementation and monitoring would work on residential projects, specifically on ownership projects.

In addition, a few members of the public also attended the study session and one spoke in support of residential TDM concepts and a TDM program.

Community Outreach Meeting

Staff conducted an outreach meeting on March 10, 2016. Seven people attended the meeting, five from the development community, a staff member from VTA and one Sunnyvale Planning Commissioner.

The individuals from the development community discussed recently developed projects that incorporated various TDM concepts, including the concept to focus on areas near transit, the difficulty in trying to monitor residential TDM effectiveness and the cost implications that are involved in implementing some TDM concepts. The VTA representative expressed support for the TDM program and reducing trips in residential projects and the Planning Commissioner expressed the need for additional public transportation options in order to reduce trips by significant amounts.

ALTERNATIVES

Recommend to City Council to:

1. Introduce an ordinance to add a new Chapter (19.45 - Residential Transportation Demand Management) to the Sunnyvale Municipal Code and adopt a resolution to adopt the Multi-Family Residential Transportation Demand Management Program.
2. Introduce an ordinance to add a new Chapter (19.45 - Residential Transportation Demand

Management) to the Sunnyvale Municipal Code and Adopt a resolution to adopt the Multi-family Residential TDM Program with modifications to the staff recommendation.

3. Rescind Council Policy 1.1.15 (Residential Transportation Demand Management).
4. Find that these actions are exempt from CEQA.
5. Do not Introduce an ordinance to add a new Chapter (19.45 - Residential Transportation Demand Management) to the Sunnyvale Municipal Code; Adopt a resolution to adopt a Multi-family Residential TDM Program and make no changes to the current Council Policy 1.1.15 and standard of practice concerning Residential TDM.

RECOMMENDATION

Recommend to the City Council Alternatives 1, 3 and 4: 1) Introduce an ordinance to add a new Chapter (19.45 - Residential Transportation Demand Management) to the Sunnyvale Municipal Code, and Adopt a resolution to adopt the Multi-family Residential Transportation Demand Management Program, 3) rescind Council Policy 1.1.15 (Residential Transportation Demand Management), and 4) find that these actions are exempt from CEQA.

Staff is recommending an approach to push the envelope on TDM programs and sustainable practices while being mindful of the challenges with implementation and monitoring of programs. The creation of the new zoning code chapter requiring all multi-family projects to implement a minimum amount of TDM measures, as described in the multi-family residential TDM program, supports several adopted Sunnyvale goals and policies including leadership in sustainability, promoting fewer single-occupant automobile trips and support for a multi-modal transportation system and a variety of transportation modes. Trip reduction and lower vehicle miles traveled also advances the Climate Action Plan goals to reduce greenhouse gas emissions. Sunnyvale will be the first city in Santa Clara County to require a multi-family residential TDM program. These changes will lead to a related reduction in vehicle trips associated with residential development projects, and therefore help to reduce greenhouse gas emissions within the City. The concepts included in the TDM program, trip reduction values and the desire to reduce GHG emissions are supported and encouraged by existing Council Policies, State Legislation and the Sunnyvale Climate Action Plan.

Prepared by: Amber Blizinski, Principal Planner
Reviewed by: Andrew Miner, Planning Officer
Reviewed by: Manuel Pineda, Director, Public Works
Reviewed by: Trudi Ryan, Director, Community Development
Reviewed by: Kent Steffens, Assistant City Manager
Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. *Not Used (for Use with Report to Council)*
2. Study Issue Paper
3. Draft Residential TDM Ordinance
4. Resolution to Adopt the Multi-family Residential Transportation Demand Management Program
5. City of Sunnyvale Multi-family Residential Transportation Demand Management Toolkit
6. Full Text of Council Policies 1.1.15 and 1.2.2
7. Additional Information on State and Bay Area Legislation and Policies pertaining to Transportation Demand Management
8. Link to Additional Information on the GreenTRIP Program