



DEVELOPER TRANSPORTATION DEMAND MANAGEMENT GUIDE

Executive Summary

The ultimate purpose of this developer guide is to reduce vehicle miles traveled (VMT) that new projects generate. Enclosed actions are directly related to various jurisdiction Climate Action Plan (CAP) goals and/or Land Use Circulation Element objectives. Developer implementations reduce: environmental impacts, vehicle traffic congestion, risks for bicyclists and pedestrians, and improve the overall efficiency of the region's transportation network. The Back 'N' Forth Club program works with developers to provide more on-site amenities that will encourage smarter travel options, so that tenants, employees, residents and visitors can get around more easily without a personal vehicle. The following are examples of Transportation Demand Management (TDM) measures:

- Fewer parking spaces relative to surrounding neighborhoods
- More bicycle parking and amenities
- Subsidized transit passes and commuter incentives

SLO Regional Rideshare (RIDESHARE) is the region's TDM organization and is a division of San Luis Obispo Council of Governments (SLOCOG), the region's Metropolitan Planning Organization (MPO). TDM emphasizes the movement of people and goods, giving priority to more efficient modes of transportation. Rideshare oversees a number of TDM programs, catered for developers, employers, commuters, K-12 schools, and residents.

The following pages contain a menu of potential TDM implementations. Additional explanations follow the table summary. Credits for implementations may vary by jurisdiction policy. Please work with your city contact to adopt a mutually beneficial strategy.

Developer TDM Menu

Implementation strategies are sorted into six categories, including:

- Tools for Transportation Choice
- Active Transportation Amenities
- Car Share Availability
- High Occupancy Vehicle Options
- Policy Adoptions
- Program Implementations

Further details about these various tools are found in the Developer Menu Details section following this table.

Category	Order	Title	Description
Tools for Transportation Choice	INFA-1	Transportation Board	Allocate space and install a 2.5' x 3' transportation board, provided and stocked by RIDESHARE.
	INFA-2	Ride Matching Board	Allocate 2.5'x 6" wall space for a site ride matching board, provided by RIDESHARE.
	INFA-3	Passenger Loading Zone	Provide signed passenger loading curb space for shuttle, micro transit, and/or ride-hailing pickup/drop off.
	INFA-4	On-Site Amenities	Incorporate food service, mail drop, dry cleaners, copy shop, childcare, banking, or other services on site.
	INFA-5	Multimodal Way Finding Signage	Provide directional signage or a digital transit screen for locating and accessing transportation services and amenities.
	INFA-6	Innovation	Any other physical site-improvement at the worksite to reduce single-occupancy vehicle trips will be considered.
Active Amenities	BKPD-1	Shower and Lockers	Provide on-site shower and lockers so commuters can travel by active modes.
	BKPD-2	Covered Bike Parking	Provide a secure, weather-protected bike cage or bike room for employees/residents.
	BKPD-3	Public Bike Parking	Provide a secure bicycle rack.
	BKPD-4	Bicycle Repair Station	Provide on-site tools and space for bicycle repairs.
	BKPD-5	Bicycle Repair Service	Provide repair services through an on-call mechanic or vouchers to a local bike shop.
	BKPD-6	Bike Share	Maintain a fleet of bikes that gives employees/residents the option to bike for business or personal trips.

	BKPD-7	Micro Mobility Service Credits	Provide daily or monthly credits to building occupants for the use of micro mobility services (ex: bikeshare, scooters, etc.)
	BKPD-8	Bicycle and Pedestrian Connections	Improve pedestrian and bicycle connectivity, providing access to direct routes from public sidewalk to each building in the project.
Car Share	CSHR-1	Implement Car Share	Partner with Zip Car or similar; or provide a private fleet for employee business trips and/or personal use.
	CSHR-2	Car Share Parking	Provide preferential parking for car share vehicles close to the building entrance, covered, or otherwise preferable.
Telework	Tele-1	Community Work Space	Provide a community work space on site.
	Tele-2	Tele/Data/Power Receptacles	Install conference table/floor connectivity boxes for resident/employee use.
High Occupancy Vehicle	HOV-1	Carpool/Vanpool Parking	Stripe parking spots to prioritize carpool and vanpool vehicles.
	HOV-2	Transit Shelter Additions or Improvements	Add or improve transit stops by adding shelters, providing seating, and ensuring accessibility.
	HOV-3	Shuttle Service	Participate in/subsidize/promote any shuttle service available in your area in order to provide first and last-mile solutions, and enhanced connectivity within the transportation network.
	HOV-4	Start a Vanpool	Coordinate schedules and commuters to form a vanpool. RIDESHARE will subsidize 50% of monthly costs.
Policy	PLCY-1	Require TDM Policy	Require tenant to draft and maintain a TDM policy that incorporates all implemented elements of this menu.
	PLCY-2	TDM in Leases and Purchase Agreements	Establish requirements in leases and unit purchase agreements that bind tenants to provide TDM services.
	PLCY-3	Unbundle Parking	Lease or sell parking spaces separately from residential units or office space.
Program	PRGM-1	Designated Transportation Coordinator (TC)	Designate an on-site TC responsible for ensuring compliance with TDM plan requirements.

	PRGM-2	Tailored Transportation Marketing Services	Provide residents/employees with information about travel options.
	PRGM-3	Ride-matching Services	Utilize existing ride-matching platform such iRideshare.org or Waze Carpool.
	PRGM-4	Employer Transit Subsidy or Pre-Tax Option	Require employers in development to implement a pre-tax option or full, set-cost, or percentage subsidy for bus and vanpool services.
	PRGM-5	Other Commuter Incentive	Offer a daily, weekly, or monthly incentive to commuters that walk, bike, carpool, vanpool, or take transit.
	PRGM-6	Innovation	Any other program strategies to reduce single-occupancy vehicle trips to the worksite will be considered. Strategies that have been implemented successfully at other developments, including other geographies, are encouraged.

Developer Menu Details

Tools for Transportation Choice

INFA-1 Transportation Board

Allocate space and install a 2' x 5' transportation board, provided and stocked by RIDESHARE. Board should be located in a central common area, easily accessible by people on-site. Ideally, a point of contact should be available to notify RIDESHARE when materials are low or outdated.

Plan Guidance: Indicate the location of transportation board on the project site. If practical, include location on the site map.

INFA-2 Ride-Matching Board

Allocate 2.5'x 6" wall space for a site ride matching board, provided by RIDESHARE. Board should be located in a central common area, easily accessible by people on-site. Ideally, a point of contact should review posted opportunities to make sure they are not appropriate and not outdated.

Plan Guidance: Indicate the location of ride-matching board on the project site. If practical, include location on the site map.

INFA-3 Passenger Loading Zone

Provide signed passenger loading curb space for passenger drop off that includes shuttle, microtransit, and/or ride-hailing pick-up/drop off.

Plan Guidance: Describe location of and denote loading zone on building/site plan.

INFA-4 On-Site Amenities

Provide access to on-site amenities such as on-site childcare, restaurants and shops, wellness centers, and other employee/resident convenience services that reduce the need to drive for errands.

Plan Guidance: Discuss the on-site amenities that will be located at the development and explain how these offerings will mitigate trips rather than serve as trip-generators. Discuss discounts available to tenants if applicable. Provide a map showing the location of these amenities.

INFA-5 Multimodal Way Finding Signage

Provide multimodal way finding signage that can withstand weather elements (e.g., wind, rain) in key locations. Alternatively, provide a digital transit screen with way finding program, as available from TransitScreen or Bishop Peak Technology. The signs should be located in externally and/or internally so that the residents, tenants, employees, and visitors are directed to transportation services and infrastructure, including, but not limited to:

- Transit
- Bike share
- Car-share parking
- Bicycle parking and amenities (including repair stations and fleets)
- Showers and lockers
- Ridehailing services (taxi/Uber/Lyft)
- Shuttle/carpool/vanpool pick-up/drop-off locations

Way finding signage should meet City standards for any on-street way finding signage, in particular for bicycle and car-share parking, and shall meet best practices for any interior way finding.

Plan Guidance: Indicate general locations on project site for proposed signage and/or screens.

INFA-6 Innovation (Infrastructure-Based)

Any other physical site-improvement at the worksite with the purpose to reduce single-occupancy vehicles will be considered. Improvements that have been implemented successfully at other developments, including other geographies, are encouraged.

Plan Guidance: Work with City and RIDESHARE to define a strategy and determine point value.

Active Transportation Amenities

BKPD-1 Showers and Lockers

Provide showers, day use storage lockers, and changing rooms for employees/residents who use active transportation.

Plan Guidance: Indicate the number of showers, day use storage lockers, and changing rooms. Include where they will be located on the site/building plan and map.

BKPD-2 Covered Bike Parking

Provide bike lockers or a secure, weather-protected bike cage, or bike room for long-term parking for employees/residents.

Plan Guidance: Indicate the number and type of long-term bike parking spaces to be provided, how they will be accessed, and where they will be located on the project site. If practical, include location on the site map.

BKPD-3 Public Bike Parking

Provide public bike racks near the building entrances for all bicyclists, including retail customers and visitors.

Plan Guidance: Indicate the number of short-term and the type of bike rack to be provided, and where they will be located on the project site. If practical, include location on the site map.

BKPD-4 Bicycle Repair Station

Provide on-site tools and space for bicycle repair. Bike repair stations should include repair stands, air pumps, and other tools and resources necessary to quickly repair a bike.

Plan Guidance: Describe what items will be included in the bicycle repair station and where it will be located within the project site.

Car Share Availability

CSHR-1 Implement Car Share

Work with third party vendors to procure car share vehicle(s) or provide vehicle(s) that will be shared at the worksite.

Plan Guidance: Identify the number of car share vehicles that will be provided on-site and if these vehicles will be provided by an existing car share operator or by the employer/property owner. Indicate whether membership will be fully or partially subsidized for employees/tenants. Indicate the number of reserved spaces to be provided for car share vehicles and where they will be located on the project site.

CSHR-2 Parking for Car Share Vehicles

Provide preferential parking for car share vehicles that is close to the building entrance, covered, or otherwise preferable. The number of spaces designated can fluctuate based on demand, but at no point can be less than one.

Plan Guidance: Indicate the number of reserved spaces to be provided for car share vehicles and where they will be located on the project site.

Telework Resources

Tele-1 Community Works Space

Create an onsite community workspace. Workspace can include separate work stations, meeting rooms, bathroom, break area, office equipment (printer, copier, fax machine, etc.).

Plan Guidance: Identify on plans where the workspace will be and what will be included.

Tele-2 Tele/Data/Power Receptacles

Install tele/data/power receptacles that include USB, HDMI, Ethernet, power ports, etc. for residents/employees to use.

Plan Guidance: Identify on plans where tele/data/power receptacles are being installed.

High Occupancy Vehicle Options

HOV-1 Parking for Car/Vanpools

Provide preferential parking for car and vanpool vehicles that is close to the building entrance, covered, or otherwise preferable. Building owners must have an enforcement policy in place to assure only carpoolers and vanpoolers use the spaces. The number of spaces designated can fluctuate based on demand, but at no point can be less than one.

Plan Guidance: Indicate the number of carpool and vanpool reserved spaces to be provided and where they will be located on the project site map.

HOV-2 Transit Shelter Additions or Improvements

Add or improve transit stops by adding shelters, providing seating, and ensuring that they are easily accessible from building entrances.

Plan Guidance: Describe the location of transit stops and what types of additions/improvements are being proposed.

HOV-3 Shuttle Service

Participate in, subsidize, and/or promote any shuttle service available in your area in order to provide first and last-mile solutions and enhanced connectivity within the transportation network.

Plan Guidance: Submit a conceptual service plan describing the hours of operation, stop location(s), routes, and headways for the shuttle service. The property owner shall also submit plans that identify the location and dimensions of potential shuttle stops at the project site and the proposed destination(s) stops. The plan should identify any other relevant information that may be helpful in understanding potential conflicts at the proposed shuttle stop locations (e.g., proximity to transit stops, crosswalks, etc.)

HOV-4 Start a Vanpool

Implement an employer or building manager-sponsored vanpool program, coordinated by RIDESHARE staff. Vanpool must stay on the road for at least three months to qualify for credit.

Plan Guidance: Work with RIDESHARE staff to identify vanpool provider and create lease agreements.

Policy Adoptions

PLCY-1 Require a TDM Policy

Employers or site managers shall draft a formal policy incorporating all of the transportation tools, incentives, and services available. This document clearly defines all aspects of the program, and ensures longevity of any implementations.

Plan Guidance: Developer will require and approve a formal policy provided by the tenant employer or property manager. The document should be several pages in length, covering all available site resources and program incentives. A copy of the policy shall be readily available to employees and/or tenants.

PLCY-2 TDM in Leases & Purchase Agreements

Establish requirements in leases and unit purchase agreements that bind tenants to provide key TDM supporting roles. Require employers in development to participate in a Trip Reduction Plan (TRP) process, administrated by RIDESHARE staff every other year.

Plan Guidance: Provide language that will be included in the lease that will allow for TDM supporting roles. Language must include a strategy to create the Transportation Coordinator role, including annual training. For employers, this language shall also include how employers shall be required to complete a biennial TRP.

PLCY-3 Unbundle Cost of Parking from Lease Agreement

Lease or sell accessory parking spaces separately from the rental or implement purchase fees for use for the life of the development project, so that residents or tenants have the option of renting or buying a parking space at an additional cost.

Plan Guidance: Indicate parking ratios and the number of spaces that will be unbundled, requiring an additional fee.

Program Implementations

PRGM-1 Designated Transportation Coordinator (TC)

Designate an onsite TC responsible for ensuring that amenities are maintained, policies and programs are implemented, and partnerships are kept. This requirement is indefinite and must be in place prior to issuance of the certificate of occupancy. If a property changes hands or a new property manager is hired, a new TC must be designated.

Plan Guidance: Provide the name, title, and contact information for the TC.

PRGM-2 Tailored Transportation Marketing Services

The development project shall provide individualized, tailored marketing and communication campaigns, which may include incentives, to encourage the use of sustainable transportation modes. Marketing services shall either be provided by the TC or a communications professional. Marketing services shall include, at a minimum, the following activities:

1. Promotions: the TC shall develop and deploy promotions to encourage use of sustainable transportation modes. This includes targeted messaging and communications campaigns, incentives and contests, and other creative strategies. These campaigns may target existing and/or new residents, employees, and tenants.
2. Welcome packets: new residents and employees shall be provided with tailored marketing information about sustainable transportation options associated with accessing the project site (e.g., specific transit routes and schedules; bicycle routes; carpooling programs, etc.). For employees, the packet should reflect options for major commute origins. New residents and employees shall also be offered the opportunity for a one-on-one consultation about their transportation options.

Plan Guidance: Provide a description of the marketing resources to be provided, and how those resources shall be distributed.

PRGM-3 Promote Ride Matching Services

Utilize an existing ride-matching platform such as iRideshare.org and Waze Carpool to help tenants and/or employees find carpool and vanpool options.

Plan Guidance: Provide a description of how tenant will be required to promote existing ride-matching platforms, such as iRideshare.org and Waze Carpool.

PRGM-4 Transit Subsidy or Pre-Tax Option

Under Tax Code IRS 132(f), require employers in development to: offer a pre-tax transit benefit (allowing employees to set aside non-taxable income for bus or vanpool services) or implement a non-taxable full, set-cost, or percentage transit subsidy.

Plan Guidance: Indicate what employers will be in the development and what type of transit pre-tax option or subsidy they will be providing.

PRGM-5 Other Commuter Incentives

The developer (or subsequent property owner) will offer contributions or incentives to each dwelling unit and/or employee. If requested by a resident or employee, the property owner will pay for contributions or incentives equivalent to the cost of a monthly local bus pass. Implementation of this incentive program is flexible, and may incorporate rewarding tenants/employees that walk, bike, carpool, vanpool, or take transit. RIDESHARE will fully coordinate implementation and administer this program.

Plan Guidance: Specify the level of contribution or incentive and how it will be provided.

PRGM-6 Innovation (Non Infrastructure-Based)

Any other nonphysical site-improvement with the purpose to reduce single-occupancy vehicles will be considered. Improvements that have been implemented successfully at other developments, including other geographies, are encouraged.

Plan Guidance: Work with the city and RIDESHARE to define a strategy and determine point value.

Contact Information

The intention of this guide is to help developers creatively reduce single-occupant vehicle outputs associated with the development. Many of these items are intentionally flexible, because each development may be unique based on location and purpose. RIDESHARE is willing to discuss all items in more detail to create a solution that best serves the future residents and employees.

SLOCOG/RIDESHARE

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