



## Climate Action Plan/CAP Consistency Checklist

### Transportation Demand Management (TDM)

TDM standards are detailed in Section 3047 of the City's Zoning Ordinance.

#### Common TDM Measures

- ◆ Carpool/Vanpool
- ◆ Telecommuting
- ◆ Transit Passes
- ◆ Shuttle Service
- ◆ Parking Cash-Out
- ◆ Bicycle Facilities
- ◆ Flexible Schedules
- ◆ Guaranteed Rides



As part of an effort to reduce greenhouse gas (GHG) emissions associated with single-occupancy vehicle (SOV) trips, the City of Oceanside requires that **new non-residential development generating more than 100 daily vehicle trips** prepare and implement a transportation demand management (TDM) plan that reduces SOV commute trips by at least 10 percent. Rather than prescribing TDM measures, the City allows applicants to select measures best suited to their workforce, operations, and project site. Applicants can utilize off-the-shelf TDM resources (e.g., **SANDAG's Mobility Management Toolbox**) or work with a qualified transportation consultant to choose preferred measures, calculate estimated trip reduction, and develop a monitoring and reporting program. To support applicants subject to TDM requirements, the City has prepared a **TDM plan template** that can be accessed on the [City's website](#).

*Transportation Demand Management (TDM) refers to programs and strategies that reduce single-occupancy vehicle trips by encouraging other modes of transportation. In addition to easing traffic congestion, TDM can improve air quality, reduce transportation costs, increase worker productivity, and enhance public health.*

#### The TDM Process





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#### Local Businesses Encouraging Sustainable Commuting Choices...



**Genentech** covers nearly 100 percent of the transportation costs of employees who chose alternative commute options:

- \$170 monthly subsidy for any type of public transportation
- Ride-hailing subsidy for first-mile/last-mile connections
- Fully subsidized vanpool
- Forthcoming incentives for active transportation



**Magnaflow** provides a variety of incentives and site improvements to urge employees to commute sustainably:

- Pre-tax savings plan for transit costs
- Telework and alternative work schedules
- Designated electric vehicle parking
- Bike racks



**Hydranautics** encourages employees to explore alternative commute options through:

- Designated vanpool and electric vehicle parking
- Bike to Work Day and Rideshare Week promotions
- Shuttle service to transit stations
- Bike racks, showers, and locker rooms

All of the businesses highlighted above have coordinated their TDM efforts with SANDAG's **iCommute** program, which provides resources for commuters, employers, and local governments seeking to reduce SOV commute trips. Local businesses subject to the City's TDM requirements are encouraged to contact **iCommute** staff to learn about rideshare subsidies, commuter benefit programs, trip planning services, and other ways to make sustainable commuting a viable option for employees.



To better understand the basis for the City's TDM requirements, see Emission Reduction Measure TL-5 in the City's [Climate Action Plan](#).