



**CITY OF SAN ANTONIO
OFFICE OF THE CITY COUNCIL
COUNCIL CONSIDERATION REQUEST**

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17 SEP 13 PM 1:14

TO: Mayor and City Council
FROM: Councilwoman Ana Sandoval and Councilman Rey Saldana
COPIES TO: Sheryl Sculley, City Manager; Leticia Vacek, City Clerk; Andy Segovia, City Attorney; John Peterek, Assistant to the City Manager; Christopher Callanen, Assistant to City Council
SUBJECT: Creation of staff position to develop commuting alternatives
DATE: Sept. 12, 2017

Issue Proposed for Consideration

I ask for your support for the inclusion of the following item on the agenda of the earliest available meeting of the Governance Committee:

Creation of a City program for developing and executing strategies to increase the use of mass transit, carpools, and other alternatives to the one person-one vehicle daily commute. The basis for the program will be an assessment of commuting patterns in San Antonio, which will help establish goals for increasing multi-passenger commutes to work.

Brief Background

Cities and regional partnerships are working to resolve some of our greatest, most pressing challenges in the United States today. Our urban centers experiment, and they embrace innovation. We turn to our cities for practical solutions to modern problems.

Transportation Demand Management (TDM) is part of this fast-developing tradition. Its objective is to create partnerships with private-sector employers and incentives for commuters to ease traffic congestion, increase safety, move masses of commuters between work and home, *and*, at the same time, reduce the vehicle emissions that damage our air quality.

Mobilitylab.org, a transportation research initiative, defines TDM as:

... a program of information, encouragement and incentives provided by local or regional organizations to help people know about and use all their transportation options to optimize all modes in the system... These are both traditional and innovative technology-based services to help people use transit, ridesharing, walking, biking, and telework.

These are worthy goals – *necessary* goals – for the City of San Antonio. But we can only achieve them by having staff dedicated to developing and executing strategies to encourage



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commuters to take the bus or join a carpool, and holding the staffer accountable for the program's success.

According to Mobilitylab.org, some of the components to successful TDM strategies include:

- Timely, reliable information
- Marketing business benefits to employers, and assistance in the coordination of employer tailored approaches and ride matching
- Comprehensive programs with mutually reinforcing services, such as transit, carpool/vanpool, bike, walk, transit stores, and other
- Incentives for transit and alternate commute modes

The gas shortage that has plagued our city over the last week has highlighted our vulnerability to both fuel-supply disruptions and high prices at the pump. Disrupted commutes have been an inconvenience for workers, employers, and families. We will experience further challenges with our anticipated population growth – more than one million new residents by 2040. We will need a long-term, multi-pronged strategy to achieve sustainability. A TDM approach will also help us address our city's parking needs, help us address transportation affordability, and help employers increase their competitiveness with excellent commuter benefits. The SA Tomorrow master plan is a good starting point. What we are proposing falls in naturally with the plan's goals.

In our view, the creation of a City commute coordinator would be a practical, opportune step toward reducing the hassle of rush hour and its economic and environmental costs.

Submitted for Council consideration by:


Councilman Rey Saldana, District 4


Councilman Ana E. Sandoval, District 7

Supporting Councilmembers' Signatures

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3.



District

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