



City of San Antonio

Legislation Details (With Text)

File #: 17-6550

Type: Staff Briefing - Without Ordinance

In control: Governance Committee

On agenda: 12/12/2017

Title: A briefing and possible action on a Council Consideration Request from Councilmembers Rey Saldana (District 4) and Ana Sandoval (District 7) on creating a City program for developing and executing Transportation Demand Management (TDM) strategies to increase use of mass transit, carpools, and other alternatives to the "one-person one-vehicle" daily commute pattern. [Peter Zaroni, Deputy City Manager; Mike Frisbie, Transportation & Capital Improvements]

Sponsors:

Indexes:

Code sections:

Attachments: 1. CCR Sandoval and Saldana - City Commute Alternatives

| Date | Ver. | Action By | Action | Result |
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DEPARTMENT: Transportation & Capital Improvements

DEPARTMENT HEAD: Mike Frisbie, PE, Director/City Engineer

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Transportation Demand Management

SUMMARY:

On September 12, 2017, Councilmembers Rey Saldana (District 4) and Ana Sandoval (District 7) submitted a Council Consideration Request (CCR) on creating a City program for developing and executing Transportation Demand Management (TDM) strategies to increase use of mass transit, carpools, and other alternatives to the "one-person one-vehicle" daily commute pattern.

BACKGROUND INFORMATION:

The US Department of Transportation (UDOT) defines Transportation Demand Management (TDM) as a set of strategies aimed at maximizing traveler choices. While traditional TDM programs have previously been defined

as commute ridesharing, more recent programs have expanded in scope to focus on incentivizing a variety of transportation choices for commuters and visitors. TDM programs are implemented by a variety of agencies throughout the US including regional councils of government, state departments of transportation, transportation management associations, and local municipalities.

The City of San Antonio's Multimodal Transportation Plan and Sustainability Plan include goals to reduce Vehicle Miles Traveled (VMT) per capita as well as strategies focused on incentivizing transportation alternatives and reducing travel demand. While the City and several partner agencies have some established programs that focus on promoting alternative transportation options, a singular, robust program focused on TDM does not exist. Examples of current programs include the following:

- City of San Antonio's San Antonio Bikes program improves cycling and pedestrian safety by focusing on infrastructure accessibility, directness, and continuity while raising awareness about "muscle-powered" transportation. This is achieved through a coordinated effort of planning, engineering, policy development, and public education.
- Alamo Area Metropolitan Planning Organization's (MPO) Active Transportation Program's objective is to improve pedestrian and bicycle mobility within the MPO's planning area. Infrastructure improvements are reviewed by a Bicycle Mobility Advisory Committee and the Pedestrian Mobility Advisory Committee with a purpose to **plan for a safe, effective, and accessible network of bicycle and pedestrian amenities throughout the region.**
- Alamo Area Council of Government's Commute Solutions Program promotes ridesharing, public transit, telecommuting, compressed and flexible work schedules, walking, bicycling, trip chaining, and other transportation-related methods to reduce traffic congestion and improve air quality within the San Antonio-New Braunfels Metropolitan Statistical Area.

Each of these programs aims to encourage the use of alternative modes of transportation, reduce vehicle miles traveled, and coordinate to include alternative transportation options into larger transportation related projects throughout San Antonio.

In addition to these established programs, the City's Smart City vision (SmartSA) focuses on building a connected, inclusive, and resilient community that supports a high quality of life for San Antonio. In FY 2018, the SmartSA strategy focuses on addressing two challenges: Mobility/Transportation and Access to Services. Addressing these challenges needs a collaborative effort across agencies that will serve as the foundation of shared data and technology infrastructure. The City has begun leveraging existing innovation and technology relationships between the City, CPS Energy, SAWS, VIA Metropolitan Transit, and the San Antonio River Authority.

On November 25th, SmartSA held a work session with these entities and three focus areas were identified for initial collaboration: mobility and transportation, energy and sustainability, and digital access to services. Three mobility and transportation initiatives were discussed. One of the short-term initiatives is the development of an application that will provide ride-sharing and carpooling options for employees. The second, mid-term focus is to pilot autonomous shuttle services on military bases to extend VIA Metropolitan Transit's reach across the transportation network. The third, and longer-term initiative, is a single application that can be used by all residents and visitors to plan their start-to-end travel needs across the region including all modes of transportation.

ISSUE:

As mentioned above, several established programs are focused on improving alternative transportation options in San Antonio. Additionally, San Antonio has implemented capital improvements that provide new transportation options for residents and visitors, such as additional bike infrastructure and sidewalks. San Antonio also is financially partnering with VIA Metropolitan Transit for the first time ever to expand bus service. However, approximately 80% of San Antonio drivers still continue to drive alone to work.

In order to reduce the dependency on single occupancy vehicles, a singular, robust TDM program should be established. The program should be a collaboration of public and private sector employers, property owners, and other users with the objective to improve mobility in their communities while promoting smart commuting options like carpooling, vanpooling, riding the bus, bicycling, walking and teleworking. Some benefits of forming a San Antonio based TDM program include:

- Pooling of resources of many employers, thereby increasing their impact
- Providing a way for businesses to help solve local transportation challenges
- Allowing public and private entities to work together
- Implementing programs to alleviate traffic congestion and improve air quality

In order to establish a TDM, a working group should be established to develop and review a set of policy options.

ALTERNATIVES:

There are no alternatives associated with this briefing.

FISCAL IMPACT:

There is no fiscal impact associated with this briefing.

RECOMMENDATION:

TCI recommends establishing a working group with partner agencies that are focused on alternative transportation to review the feasibility of creating a singular TDM program for San Antonio. Potential partners include VIA Metropolitan Transit, Alamo Area Metropolitan Planning Organization, Alamo Area Council of Governments, Texas Department of Transportation, Chambers of Commerce, Independent School Districts, staff from the Office of Innovation's SmartSA program, several large employers, and other transportation providers. The working group also will examine existing challenges and opportunities, as well as future coordination efforts and the additional resources needed for implementing a comprehensive TDM program in San Antonio. The working group process is anticipated to last six months. TCI will report initial progress in March/April 2018 to the City Council Transportation Committee with findings and recommendations in June 2018.