



City of San Antonio

Legislation Details (With Text)

File #: 18-3908

Type: Staff Briefing - Without Ordinance

In control: Transportation Committee

On agenda: 6/19/2018

Title: Briefing on the Transportation Demand Management (TDM) initiative and City Department efforts to promote and execute TDM in San Antonio including the use of the downtown parking system managed by Center City Development & Operations. [Peter Zaroni, Deputy City Manager; Art Reinhardt, Assistant Director, Transportation & Capital Improvements; Lori Houston, Assistant City Manager; John Jacks, Director, Center City Development & Operations]

Sponsors:

Indexes:

Code sections:

Attachments: 1. TDM Top 12 Ideas Summary, 2. TDM Parking Division, 3. TDM PPT for June 2018 Transportation Committee_061918

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

DEPARTMENT HEAD: Mike Frisbie, P.E.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT: Transportation Demand Management

SUMMARY:

A briefing on the Transportation Demand Management (TDM) initiative and the Transportation & Capital Improvements Department's (TCI) the continuing efforts to promote and execute TDM in San Antonio.

BACKGROUND INFORMATION:

As a result of the September 12, 2017 Council Consideration Request (CCR) submitted by Councilmembers Rey Saldana (District 4) and Ana Sandoval (District 7), TCI recommended establishing a working group with partner agencies to review the feasibility of creating a TDM program for San Antonio. In addition, the working group was to 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. Lastly, the working group process was anticipated to last six months with TCI reporting initial progress in April 2018 to

the City Council Transportation Committee with findings and recommendations in June 2018.

The TDM Working Group met three times and consisted of transportation professionals, professionals from influential San Antonio organizations, technology professionals, and several alternate commuters. As part of the process, many ideas and strategies were developed, consolidated, and prioritized to achieve the objective of reducing dependency on single occupancy vehicles. The ideas generally fall within three categories - Infrastructure/Investment, Employer/Employee, Policy/Regulation.

- Infrastructure/Investment - Focuses on better transit options to move more people, including dedicated lanes that would provide incentive to transit riders and carpoolers.
- Policy/Regulation - Includes tax incentives, removing minimum parking requirements, and unbundling parking costs from rent prices. These items would involve significant private sector developer discussions, as well as discussions regarding impact to public tax revenue.
- Employee/Employer - Focuses on building upon and enhancing existing practices such as the Commute Solutions Program through Alamo Area Council of Governments (AACOG) and Alamo Area Metropolitan Planning Organization (AAMPO).

ISSUE:

In April 2018, TCI presented to the Transportation Committee sharing ideas and findings of the TDM Working Group with the intent on presenting final recommendations in June 2018. As a result of feedback and direction from the April 2018 Transportation Committee briefing, TCI met with select stakeholders to focus on developing a short-term TDM pilot program with key employer(s) located in Downtown San Antonio. Agency partners with experience in the practice of TDM were engaged to provide information on what tools and programs are working to enhance commutes for their employees. The intent of the small stakeholder meetings was to bring the identified strategies to Downtown employers to find an opportunity initiate a pilot program.

TCI's recommendation is to implement the first TDM pilot program with the City of San Antonio downtown employees. The current limited commuter benefits can be greatly enhanced by promoting additional programs such as carpool, VIA Vanpool, transit, and the education of employees regarding the options and availability of commuter alternatives. The intent is to learn from this pilot and expand the commuter options for other Downtown employers. Collaborations such as large employers receiving preferred commuter parking in City owned downtown garages can leverage the current supply to promote alternative transportation and reduce congestion. As part of the pilot, TCI will also coordinate with Center City Development & Operations (CCDO) to review opportunities to implement preferred parking and incentivized rates for carpoolers.

ALTERNATIVES:

There are no alternatives associated with this briefing.

FISCAL IMPACT:

There is no fiscal impact associated with this briefing.

RECOMMENDATION:

There is no action associated with this briefing.