CARLSBAD TDM ORDINANCE

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Why a TDM Ordinance?
Climate Action Plan

1. Reduce Driving Alone
   - General Plan
   - Climate Action Plan

2. Reduce Vehicle Miles Traveled
   - Reduce Congestion
   - Improve Quality of Life

3. Reduce Greenhouse Gases
   - Transportation Demand Management
CAP Measure K-2 requires TDM ordinance for non-residential projects
Chapter 18.14 Transportation Demand Management

18.14.10 Purpose
This chapter establishes policies and guidelines for Transportation Demand Management in the City of Carlsbad that implements the Carlsbad Climate Action Plan (the "CAP"). The purpose of this chapter is to:
1. Reduce single-occupancy vehicle trips and increase alternative mode share among Carlsbad workers to levels indicated in the CAP to meet 2035 greenhouse gas reduction targets.
2. Support job-located efforts to promote multi-modal travel and neighborhoods consistent with the mobility element of the general plan including vehicles, streets, and sidewalks.
3. Minimize the effects of increased traffic on city infrastructure and maintain adequate provision of public facilities consistent with the City’s Growth Management Plan and local roadway Management Plan.
4. Provide more viable travel options and improve health, quality of life, and safety for City of Carlsbad residents and employees.

18.14.20 Authority
The City Engineer or designee shall administer this chapter.

18.14.30 Incorporation of Transportation Demand Management Manual by Reference
The City Engineer shall establish rules and procedures as necessary to administer this chapter. Such rules and procedures shall be referred to as the Transportation Demand Management Handbook ("TDM Handbook") and is incorporated by reference into this chapter. The City Engineer is hereby authorized to modify the TDM Handbook as necessary provided such amendments are consistent with this chapter and that tax.

18.14.40 Findings
This chapter implements the CAP. The requirements of this chapter will help to reduce greenhouse gas emissions associated with motor vehicle through application of strategies and policies to reduce travel demand by shifting single occupancy vehicle trips to alternative modes.

18.14.50 Definitions
"Alternative Modes" means all modes of transportation that do not include single-occupancy vehicle trips, including transit, walking, biking, micromobility, and others.

"Commuter Survey" means paper or electronic survey that includes questions about commuter behavior, preferences, motivations, and barriers. A commuter survey is typically conducted to establish and monitor mode share at a worksite.

"Mode share" means percentage of commuters who use different modes of transportation, such as drive-alone, transit, bike, walking, etc.

"Single-Occupancy Vehicle (SOV)" means one occupant per vehicle. SOV trips can be used interchangeably with drive-alone or solo driving trips.

"TDM Plan" means strategies and investments to reduce SOV mode share tailored to a specific worksite, including facilities improvements, programs, incentives/incentivized, education, marketing, and outreach.

"Transportation Demand Management (TDM)" means strategies, policies, and programs that reduce demand on roadway infrastructure by reducing single-occupancy vehicle trips.

18.14.60 Applicability
This chapter, together with the TDM handbook, shall apply to all non-residential development projects where employees produce a minimum of 120 average daily trips (ADT). Trip generation rates determined as according to the TDM handbook. All projects that are subject to this ordinance shall submit a TDM plan in accordance with the TDM handbook.

18.14.80 Enforcement
A. The city manager, or designee, shall investigate and enforce this chapter. Any city authorized personnel or enforcement officer may exercise any enforcement power as set forth in Chapters 1.04 and 1.05 of the Carlsbad Municipal Code.

B. Upon approval of the city council, the city manager, or designee, may delegate to or enter into a contract with a local agency or other person to implement and administer any of the provisions of this chapter on behalf of the city.

C. TDM amendments approved and integrated pursuant to the provisions of this chapter shall be maintained in accordance with the policies and requirements of the TDM Handbook. Failure to do so may be subjected to the provisions of this section.

18.14.90 Fees
An applicant for a project subject to this chapter shall include with the application, all fees established by the city council by resolution to cover the city’s cost to review an application, any required TDM documentation package, and any other documents that the city staff review pursuant to the requirements of this chapter and the TDM Plan and TDM Handbook.
TDM Ordinance

• Applies to non-residential development that:
  Generate 110 or more average daily employee trips (~30 employees)
• Requires a city approved project-based TDM plan through the planning or building permit process
• Points to TDM Handbook
TDM Handbook

- Defines a non-residential development
- Establishes TDM plan requirements
- Provides guidance on TDM strategies
Most Importantly...

The ordinance creates a connection between the city and employers.
RESOURCES

- Staff (direct and indirect)
- Budget
- Time
- Consultants (external help)
- Internal/External Stakeholders