



Memorandum

TO: MAYOR LICCARDO
SUBJECT: BUDGET DOCUMENT

FROM: Vice Mayor Chappie Jones
DATE: 05/25/21

Approved *Chappie Jones*

Date May 25, 2021

RECOMMENDATION

That the following recommendation be enacted.

Proposal

Program/Project Title: Transportation Demand Management Coordinator

Amount of City Funding Required: \$ 253,000

This change is:

One-time Ongoing

Cost Estimate Number (if applicable): #84

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

According to Envision San Jose 2040 and Climate Smart San José’s goals, by 2040 only four out of ten commute trips in San José will be taken in single occupancy vehicles. Evaluating changes to the City’s Transportation Demand Management (TDM) requirements will help us achieve this goal. According to General Plan Goal TR7, the City currently prioritizes the implementation of a TDM program that includes minimizing vehicle trips and vehicle miles traveled. The General Plan also says the City will lead by example. However, there is no staff member dedicated to managing the program at this time. The goal specifically includes updating and enhancing “the existing TDM program for City of San José employees. This program includes the expansion of transit pass subsidies, free shuttle service, preferential carpool parking, ridesharing, flexible work schedules, parking pricing, car-sharing, bicycle sharing, and other measures.”

In light of COVID-19 and in joining Bay Area Quality Management District’s Cut the Commute Campaign, the City of San José has successfully invested in making large-scale remote work feasible and

productive during the current pandemic. The City will continue to do so as we transition through the State's COVID-19 Framework and into a hybrid work environment. Therefore, there is an opportunity to advance the reduction of vehicle miles traveled.

Just as the pandemic has highlighted inequalities across all sectors of our society, one must not ignore the impact and equity considerations of telecommuting on different occupations. Several studies have shown disproportionate opportunities for telecommuting between different occupations. Thus, for those who do not have the flexibility to work from home, the City should encourage and promote alternatives to driving alone in accordance with the Bay Area Commuter Benefits Programs. A TDM coordinator is needed to fulfill this role.

Our employees' commute is the second largest contributor to the City's Municipal Green House Gas Inventory. As we work towards achieving our Climate Smart and General Plan goals, it would be a reasonable action for the City of San José to ensure employees contribute to emissions reductions in advancement of our stated goals.

Funding Source

* Essential Services Reserve:

*Other (Please specify program/project/fund): This project could also be funded by resources from the Construction Excise Tax Fund within the Traffic Capital Program; however, inclusion may require a rebalancing of the 2022-2026 Five-Year CIP.

Department or Organization Contact

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

Name and Title: Ramses Madou, Division Manager

Department or Organization: Department of Transportation

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