

TRANSPORTATION DEMAND MANAGEMENT

“The [CMP] program shall contain...A travel demand element that promotes alternative transportation methods, including, but not limited to, carpools, vanpools, transit, bicycles, and park-and-ride lots; improvement in the balance between jobs and housing; and other strategies, including, but not limited to flexible work hours, telecommuting, and parking management programs.”

California Government Code Section 65089.(b)(3)

4.1 Purpose of the Transportation Demand Management (TDM) Program

Transportation Demand Management (TDM) programs are designed to reduce automobile trips, especially during congested commute times. TDM strategies include a wide range of activities to encourage alternatives to the automobile including public transit, ridesharing, bicycling, walking, and making trips at less congested times or not making trips at all. These activities and how they are currently implemented in Ventura County are described in section 4.3, page 74, except for public transit and related activities which are described separately in Chapter 5. The TDM program in this CMP facilitates and encourages the **voluntary** development and implementation of TDM projects and strategies as explained in this chapter.

TDM programs and activities can reduce congestion and improve air quality without having to make capital improvements to highways and local roads. TDM projects and activities are, therefore, important and integral to the overall strategy to reduce congestion and improve air quality in Ventura County.

4.2 Transportation Control Measures (TCMs)

Transportation Control Measures (TCMs) are required by the federal Clean Air Act Amendments (CAAA) to help meet the attainment of national air quality standards. TCM projects are essentially TDM projects because they also aim to reduce motor vehicle emissions by reducing vehicle trips, vehicle use, vehicle miles traveled, vehicle idling, and traffic congestion. Examples of TCM measures include ridesharing, bike lanes, traffic flow improvements, land use programs and public transit. These activities are fully described in section 4.3, page 74.

Because Ventura County is classified as a serious non-attainment area for the pollutant ozone, the federal government recommends that TCM activities be included in the Air Quality

Management Plan (AQMP) adopted by the Ventura County Air Pollution Control District (VCAPCD). This is important to the Congestion Management Program because the federal government requires the Regional Transportation Improvement Program (RTIP), adopted by VCTC and the Southern California Association of Governments (SCAG), to be consistent with the AQMP. Projects must be included in the RTIP to be eligible to receive federal funds. TCMs included in the RTIP are required to be implemented by project sponsors in a timely manner, or if no longer feasible, be replaced through a formal substitution process. Both VCTC and VCAPCD staff are available to assist project sponsors through the federal TCM project programming process to avoid a lapse in federal funds to Ventura County.

4.3 TDM Projects

Some of the more common TDM projects are summarized in Exhibit 21 under the five categories included in the AQMP. TDM projects commonly implemented in Ventura County and currently available to the general public are summarized in sections 4.3.1 through 4.3.5 (pages 75 through 80) by each of the measures listed in Exhibit 21.

Exhibit 21 TCM Project Categories

A. Ridesharing Measures Carpooling, Vanpooling, Park and Ride Lots, Ride Matching Services, Incentive Programs, Satellite Work Centers, Guaranteed Ride Home Programs, Station Cars, Onsite Services
B. Non-Motorized Measures Bicycle Paths/Facilities, Pedestrian Paths/Facilities, Telecommuting, Flexible Work Schedules, Bicycle and Pedestrian Programs
C. Traffic Flow Improvement Measures Signal Synchronization, Intersection Improvements, Incentive/Disincentive Programs, HOV Lanes, Intelligent Transportation Systems, Ramp Metering
D. Land Use Measures Transportation Demand Management Ordinances, Smart Growth/Sustainable Community Projects, Mixed Use Development, Parking Management and Standards, Congestion Management Plan, TDM Strategies
E. Transit Measures Bus Fleet Expansion, Shuttles and Paratransit Vehicles Expansion, Transit Stations and Facilities, Express Busways, Passenger Rail Service, Rail Stations and Facilities, Real-Time Transit Information Systems, Transit Subsidies

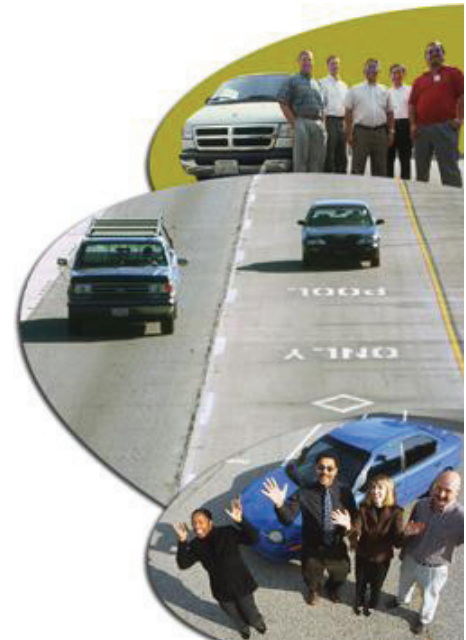
4.3.1 Ridesharing Measures

Ridesharing measures include activities such as carpooling, vanpooling, park and ride lots, ride matching services, incentive programs, satellite work centers, guaranteed ride home programs, station cars, and onsite services. Rideshare measures available to the general public in Ventura County are summarized below:

Ride Matching Services & Carpooling

Rideshare matching services in Ventura County are provided by VCTC's Commuter Services Department who assists the public to find carpooling opportunities, provide information on the location of Park and Ride lots in Ventura County, and register carpoolers in the free Countywide Guaranteed Ride Home Program. These services are available by calling 1-800-438-1112 or on the web at www.goventura.org.

In addition, *CommuteSmart.info.*, a web-based ride matching service jointly sponsored by five regional transportation agencies in Southern California including VCTC, provides one-stop ride matching services including **vanpooling** to Southern California commuters. The database includes thousands of interested ridesharers. All information provided by users is kept confidential. This service is available at www.ridematch.info/service.asp



Guaranteed Ride Home Program

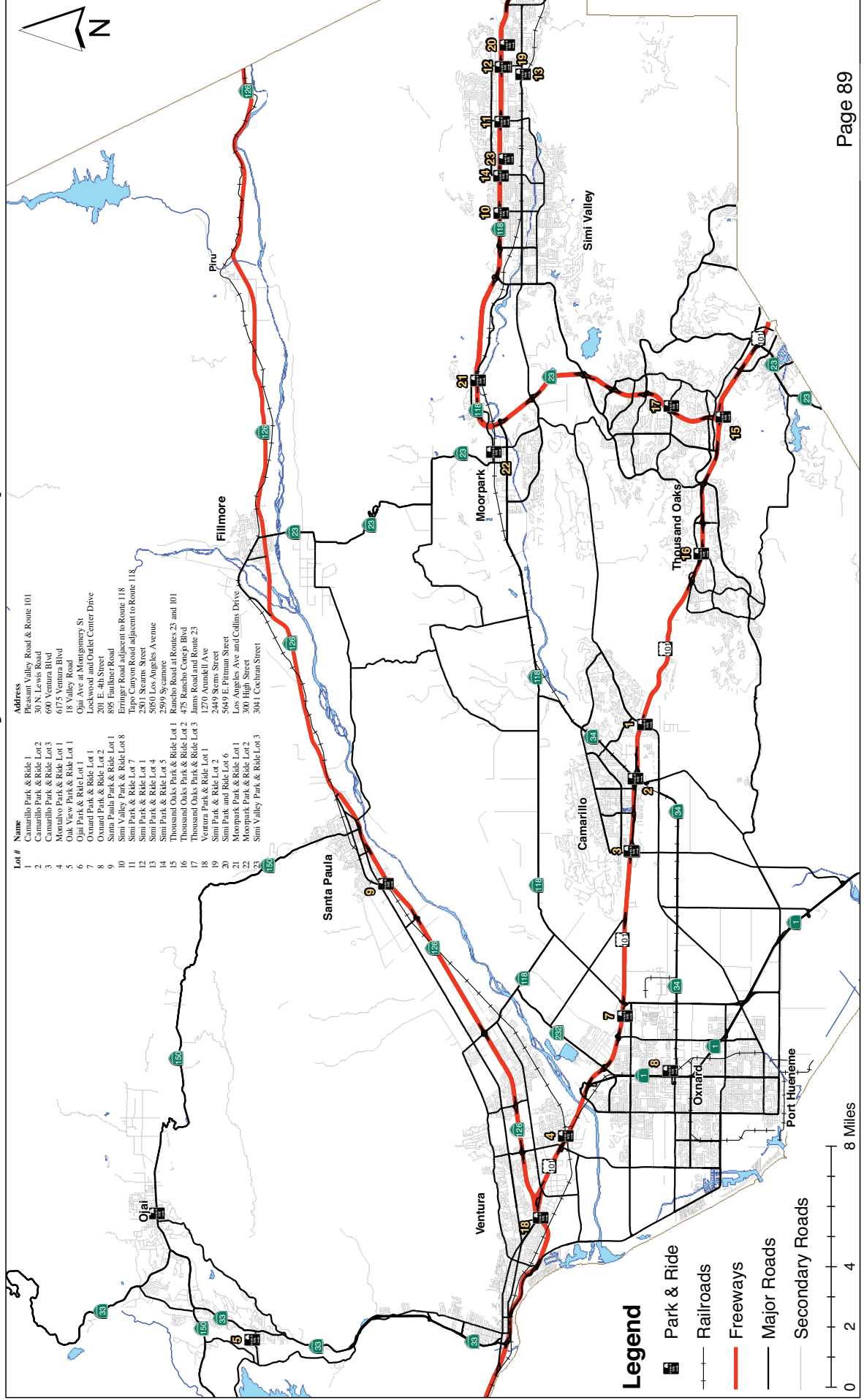
For persons who work in Ventura County, VCTC's Guaranteed Ride Home Program provides a free taxi ride or rental car to all registered with the Program who carpool, vanpool, take the bus or train to work in the event of an emergency. Additional Program information is available on the VCTC web site at www.goventura.org or by calling 1-800-438-1112.

Park and Ride Lots

Park and ride lots have made carpooling and vanpooling easier for commuters as they provide a central place to carpool or to ride public transit where available. Existing park and ride lots open to the general public in Ventura County are shown in Exhibit 22, page 76. Maps showing the location of the park and ride lots in closer detail are available on the VCTC web site at www.goventura.org

Ventura County Park & Ride Map

Exhibit #22



4.3.2 Transit Measures

There several local and regional bus and rail systems that have been implemented by governmental agencies throughout the County to provide mobility and relieve congestion. These transit systems are described in Chapter 5; and transit performance is described in Chapter 6.

4.3.3 Non-motorized Measures

Non-motorized measures include bicycle paths and facilities, pedestrian paths & facilities, telecommuting, flexible work schedules, and bicycle and pedestrian programs.

Bicycle Lanes

Bicycle lanes provide an important alternative to the automobile. Exhibit 23, page 81, presents a map of current designated bike lanes in Ventura County. Unsigned routes on state highways that permit bicycles are not included in Exhibit 23. Detailed bike maps by city that also show the unsigned state highways that permit bicycles are available on the VCTC web page at www.goventura.org. The three types of bike lanes shown in Exhibit 23 are:

- Class 1: Bike Path or Trail – A separate right-of-way for bicycles, often fenced and found along flood control channels and the beach.
- Class 2: Bike Lane – A restricted right-of-way, usually designated by a painted line and signs on the road.
- Class 3: Bike Route – A travel lane shared by bicycles and motor vehicles designated by signs only.

Pedestrian Sidewalks & Crossings

Sidewalks and street crossings also help to reduce vehicle miles traveled by encouraging people to walk instead of driving. Local agencies require pedestrian friendly environments such as sidewalks to be included in new developments as part of local TDM and development ordinances.

4.3.4 Traffic Flow Improvement Measures

Traffic flow improvement measures include Signal Synchronization, Intersection Improvements, Incentive/Disincentive Programs, HOV Lanes, Intelligent Transportation Systems (ITS), and Ramp Metering. A list of ITS and other highway management devices on state highways is presented in Attachment 5 and 6. A map showing the location of call boxes is provided in Exhibit 24, page 82.

A project to add part-time HOV lanes on US 101 between Mussel Shoals in Ventura County and Casitas Pass Road in Santa Barbara County, is currently in the environmental project development phase. Construction is anticipated to begin in 2011. The project proposes to add part-time HOV lanes in each direction, increasing the number of lanes from 4 to 6 through the La Conchita area. The purpose of the project is to relieve congestion and improve air quality primarily during the morning and evening commute peak periods, and weekends.

4.3.5 Land Use Measures

Land use measures include Transportation Demand Management Ordinances, Smart Growth/Sustainable Community Projects, Mixed Use Development, Parking Management and Standards, Congestion Management Plan, and other TDM Strategies.

TDM Ordinances

VCAPCD Rule 211: In August 1998, the VCAPCD adopted Rule 211 - Transportation Outreach Program. The Transportation Outreach Program encourages companies to voluntarily participate in reducing vehicle trips to improve air pollution and reduce traffic congestion. Rule 211 requires employers, with 100 or more employees reporting to a worksite, to register with the VCAPCD annually and collect survey data on their employees' commute practices every two years.

District staff tabulates the survey data and uses it to calculate the emission reductions achieved by their employees' use of alternative transportation modes for their work commute. Rule 211 is a voluntary mobile source emission reduction program that requires the VCAPCD to report to United States Environmental Protection Agency (EPA) on the actual emission reductions achieved by the program.

The transportation outreach program allows the VCAPCD to devote resources and efforts to assist employers, in conjunction with VCTC's TDM staff, with their voluntary trip reduction efforts. The program offers the following services:

- Presentations to employees about air quality, transportation, health effects of air pollution, and the benefits of various commute options.
- Distribution of educational materials highlighting individual choices that can improve air quality.
- Provide transportation demand management expertise.
- Acknowledge exceptional voluntary efforts through a VCAPCD recognition program.

- Collect and tabulate survey data for rideshare matching.

Employers who must register with the District but have less than 50 employees reporting to the worksite between 6:00 a.m. and 10:00 a.m. weekdays are exempted from conducting biennial commute surveys.

Local TDM Ordinances: Although voluntary, the CMP continues to encourage the adoption of local TDM ordinances to reduce vehicle trips by facilitating other modes of travel. In 1993, VCTC and the CMP Update committee established guidelines to assist with the development of local TDM ordinances aimed at providing TDM amenities at new development sites. The voluntary guidelines include the following seven basic elements that are recommended to be included in local TDM ordinances:

1. Standards for the number, size and location of preferential carpool and vanpool parking spaces.
2. Standards for the number and location of bicycle racks and/or lockers.
3. Requirements for the provision, where feasible and appropriate, of transit stop improvements (i.e., bus pullouts, bus pads, shelters, etc.).
4. Requirement for the provision of a transportation information center at non-residential developments serving 50 or more employees.
5. Safe and convenient access for pedestrians and bicyclists from the external circulation system to on-site buildings or internal streets/sidewalks.
6. A formal role for transit operators in the local jurisdiction's environmental and development review processes.
7. Requirements for large developments to address the provision of needed services in close proximity to either jobs or housing.

In addition to the seven elements, VCTC advisory committees developed a model ordinance to provide an example of how the elements could be treated within an ordinance. The sample local TDM ordinance is provided in Attachment 4.

The following cities in Ventura County have adopted local TDM Ordinances: Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Thousand Oaks, and Ventura. The table in Exhibit 25, page 80, summarizes common and main TDM elements included in each of the local ordinances.

Chapter 4: TDM

2009 Ventura County Congestion Management Program

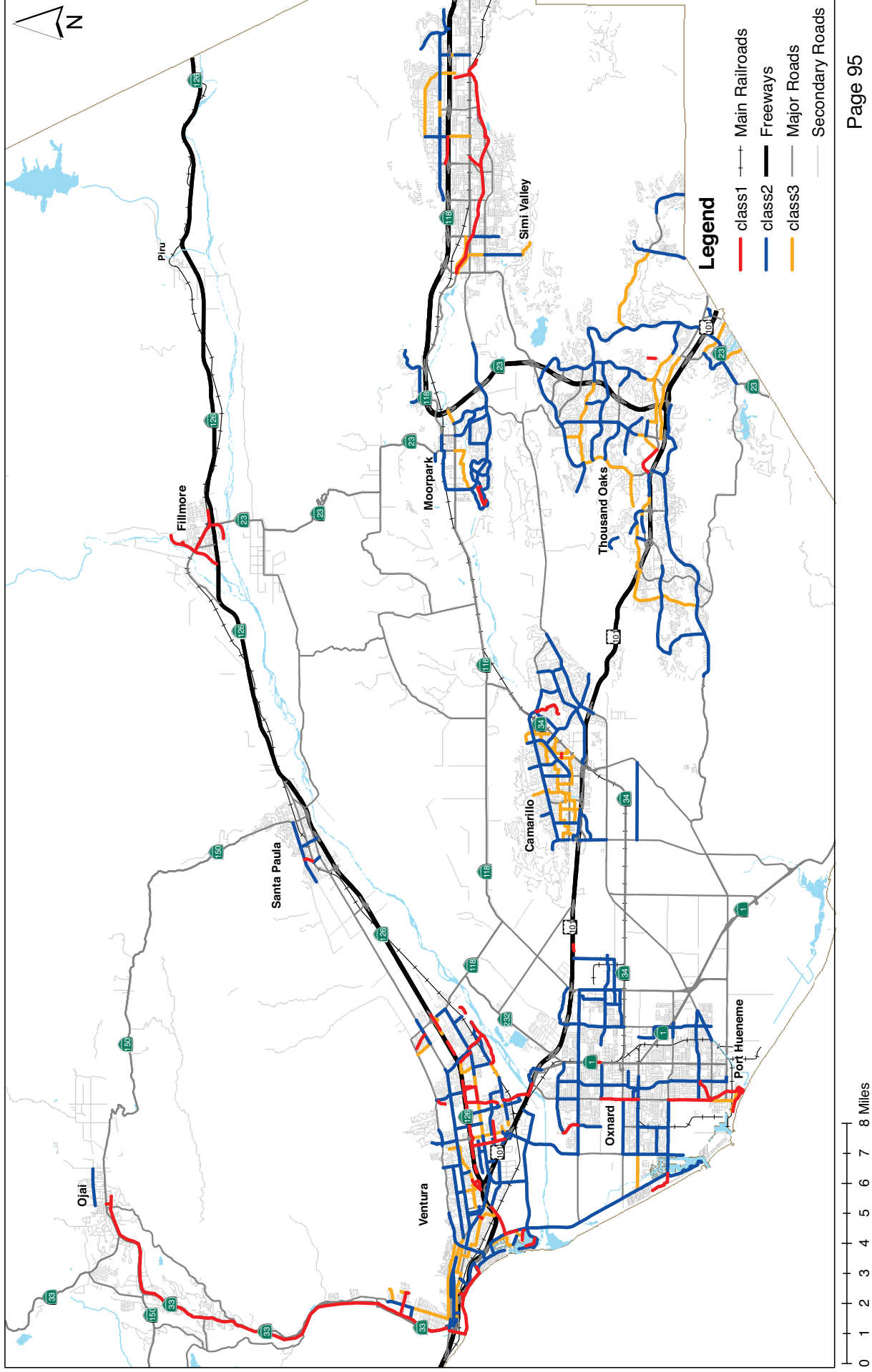
Adopted July 10, 2009

Exhibit 25
Common Elements of Local TDM Ordinance

TDM Ordinance Elements	Local Agencies with Adopted TDM Ordinances						
	Moorpark	Ojai	Oxnard	Port Hueneme	Santa Paula	Thousand Oaks	Ventura
Standards for the number, size and location of preferential carpool and vanpool parking spaces.	√	√	√	√	√	√	√
Standards for the number and/or location of bicycle racks and/or lockers.	√	√	√	√	√	√	√
Requirements for the provision, where feasible and appropriate, of transit stop improvements (i.e., bus pullouts, bus pads, shelters, etc.).	√	√	√	√	√	√	√
Requirement for the provision of a transportation information center at non-residential developments serving 50 or more employees.	√	√	√	√	√	√	√
Safe and convenient access for pedestrians and bicyclists from the external circulation system to on-site buildings or internal streets/sidewalks.	√	√		√	√	√	√
A formal role for transit operators in the local jurisdiction's environmental and/or development review processes.		√		√	√	√	√
Requirements for large developments to address the provision of needed services in close proximity to either jobs or housing.	√	√		√	√	√	√

Ventura County Bike Lanes Map

Exhibit #23



Ventura County Call Box Map

Exhibit #24

