



SACOG Board of Directors

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Update on the Transportation Demand Management Strategic Plan Implementation Work

SACOG staff, external stakeholders, and interested Board members updated the strategic plan for the Transportation Demand Management (TDM) program with the intent of informing future program funding guidelines to implement a program that is performance-based and clear in outcomes. The draft of the Strategic Plan was shared with Board committees during May and June for review and comment. Work is now focused on developing an Implementation Plan.

The following are steps that staff has recently taken and still plan to take to complete the Strategic Plan and accompanying Implementation Plan:

- On July 13, the TDM Task Force met and brainstormed some specific initiatives to help inform two Implementation Plan workshops.
- On July 28, staff convened stakeholders for a first TDM Implementation Plan Workshop. A facilitator led group exercises and discussions focused on prioritizing initiatives and identifying timelines for implementing these initiatives. This stakeholder input will inform the drafting of an implementation plan and budget priorities for the remaining funding that the TDM program has guaranteed for the next two years under the existing Transportation Control Measure, as well as some longer term initiatives.
- On August 26, staff will convene stakeholders for a second TDM Implementation Plan Workshop to gather feedback from stakeholders on the Draft Implementation Plan.

Staff provided the committees with a summary of the initiatives and discussion from stakeholders. Staff received feedback from board members on the strategic direction of these initiatives.

Based on all of this feedback, staff will complete a draft final Implementation Plan and provide an opportunity for stakeholder feedback prior to bringing the final Strategic Plan and Implementation Plan to the committee/board cycle for action. Timing in September or October will depend largely on the amount of changes needed based on stakeholder feedback from the August 26 workshop.

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