



## **SACOG Board of Directors**

**Item #16-6-26  
Receive & File**

June 9, 2016

### **Transportation Demand Management Strategic Plan Update**

SACOG staff, external stakeholders, and interested Board members have been working on updating the strategic plan for the Transportation Demand Management (TDM) program to inform future program funding guidelines to implement a program that is performance-based and clear in outcomes.

During April and May, staff circulated an administrative draft of the TDM Strategic Plan to stakeholders and Board Committees for comment. Based on the feedback received on the administrative draft, staff have made edits in tracked changes to develop a final draft version of the Strategic Plan. The final draft version was sent as Attachment A to this item for the committee cycle. Most of the edits are corrections or administrative or clarifying statements about the intent of the plan and the research within it. The most substantial addition is a program self-assessment section at the end of Chapter 6. This summarizes information gathered from staff and TMO/TMA outreach partners through interviews and meetings to identify programs that are working well, and opportunities for programs, technologies, and partnerships that could be changed, expanded or improved.

This revised final draft was shared with the Transit Coordinating Committee, air districts, Regional Planning Partnership, Planners Committee, Bicycle and Pedestrian Advisory Committee, TDM Task Force, and other partners that have been involved with the planning process. Any additional comments received will be shared with Board Committees.

The document provides high-level goals and strategies for the TDM program. Next steps involve working with our broad list of stakeholders and interested parties throughout the summer to develop an implementation plan that identifies specific actions and budgets that align with the strategies and goals in the plan.

Staff received Committee feedback on the revised draft, and direction that the Board prefers to wait to approve a Plan that includes the more detailed implementation steps. Staff anticipates bringing the full strategic plan with implementation steps back to the Board in the fall for discussion and approval.

MM:SB:ds

Key Staff: Matt Carpenter, Director of Transportation Services, (916) 340-6276  
Sharon Sprowls, Senior Program Specialist, (916) 340-6235  
Sabrina Bradbury, Associate Analyst, (916) 340-6211