

Appendix B – Draft TDM Ordinance for the City of Glendale

Objectives and Goals

Adopted policies, through the General Plan and other commitments, have affirmed the desire of the City of Glendale to reduce traffic congestion, improve air quality, and improve overall mobility for residents, employees, and visitors. These goals apply to travel within Glendale, regional travel with origins or destinations within the City, as well as travelers passing through the City.

This ordinance establishes a quantitative trip reduction goal for new and existing development in the City of Glendale, defines what types of development are subject to the requirements of the ordinance, and identifies specific facilities, programs and strategies that must be implemented by employers and property managers to pursue this goal.

Definitions of Terms

For the purpose of this section, certain words and terms are defined as follows:

Carpool. A vehicle carrying two to five persons to and from work on a regular schedule.

Development. The construction of new non-residential floor area.

Gross Floor Area. That area in square feet confined within the outside surface of the exterior walls of a building, as calculated by adding the total square footage of each of the floors in the building, except for that square footage devoted to vehicle parking and necessary interior driveways and ramps.

Preferential Parking. Parking spaces, designated or assigned through use of a sign or painted space markings for Carpools or Vanpools, that are provided in a location more convenient to the entrance for the place of employment than parking spaces provided for single-occupant vehicles.

Transportation Demand Management (TDM). The alteration of travel behavior through programs of incentives, services, and policies, including encouraging the use of alternatives to single-occupant vehicles such as public transit, cycling, walking, carpooling/ vanpooling and changes in work schedule that move trips out of the peak period or eliminate them altogether (as in the case in telecommuting or compressed work weeks).

Trip Reduction. Reduction in the number of work-related trips made by single-occupant vehicles.

Vanpool. A vehicle carrying six or more persons to and from work on a regular schedule, and on a prepaid basis.

Vehicle. Any motorized form of transportation, including but not limited to automobiles, vans, buses and motorcycles.

Applicability

The TDM ordinance shall apply to the following developments (hereafter referred to as Tier 1):¹

1. All new non-residential development in the City of Glendale to exceed 25,000 square feet or gross floor area or having 25 employees.
2. Any expansion of existing non-residential development exceeding 25,000 square feet of gross floor area or having more than 25 employees, either prior to or subsequent to the expansion.
3. Any change of use for an existing non-residential development that currently has a nonconforming use, and for which the new use will require a conditional use permit, variance, or amendment to the zoning code or General Plan.
4. All new residential development with 100 or more units, or mixed-use projects with 50 or more residential units and 25,000 gross square feet or more of non-residential floor area.
5. All new development with multiple employers on one site that in combination have more than 25 employees, with the TDM ordinance thereby applying to the property manager of that site.
6. All projects meeting the above criteria or any other project that joins a Business Improvement District in the City of Glendale.
7. Other projects to which the ordinance shall be applicable, based on a covenant, development agreement, or other such binding agreement with the City or another governing organization.

Developments greater than 50,000 square feet in gross floor area or an expansion resulting in a development greater than 50,000 square feet shall be subject to further requirements defined by this ordinance (Tier 2).

Furthermore, this ordinance defines additional requirements of development exceeding 100,000 square feet, or an expansion resulting in a development greater than 100,000 square feet (Tier 3).

Requirements

New or existing development, for which the TDM ordinance is considered applicable according to the above criteria, shall incorporate each of the listed facilities into the design of the project, and implement each of the listed programs.

Facilities shall be maintained in clean, functional condition for the duration of the project, and programs shall continue to be implemented except by arrangement with the Director of Planning for the City to define alternate strategies expected to be more effective at achieving the goals of this ordinance.

¹ These criteria are a synthesis of requirements in the cities of Burbank, Pasadena, and Los Angeles. The criteria for other cities include a threshold of expected daily trips, an applicant's desire to develop at higher densities, or companies with a fewer number of employees (see Figure 1).

Transportation Demand Management Plan

Prior to obtaining a development agreement or other permits for a project subject to this ordinance, a Transportation Demand Management plan must be developed, with a detailed list of facilities and programs that will be implemented, to meet the requirements of this ordinance, as indicated below. A schedule of implementation for TDM programs, and budget for both programs and facilities, must be included with the Plan. All programs shall be implemented within one year of initial occupancy.

Transportation Management Association / Organization

All projects subject to this Ordinance shall become dues paying members of the designated Transportation Management Association (TMA) or Transportation Management Organization (TMO), and eligible for participation in the programs and activities of the TMA/TMO. Rates shall be set by the Board of the TMA/TMO and adopted by the City Council, with the provision that they may be increased annually, based on changes to the Consumer Price Index. Prior to the issuance of a certificate of occupancy, annual dues for the first year of membership shall be paid to the City and then transferred to the designated TMA/TMO. Performance Standards

The City shall define performance standards for the designated TMA/TMO, to ensure effective administration of the TMA/TMO and communication with and between members of the TMA/TMO. These standards shall include:

1. Completion of an annual AVR survey for all member organizations, with a report provided to the City documenting the results of this survey
2. Assurance that all members of the board are decision makers or their designees, for the organizations they represent
3. At least four (4) meetings of the Board each year, with a quorum of at least 50% at all meetings.

Facilities

The following facilities shall be implemented as indicated before a certificate of occupancy may be issued for a development.

Bicycle Facilities

- Secure bicycle parking should be provided for all development subject to the bicycle parking ordinance, at the following rates for various land uses:²

	Long-term	Short-term
Single family and residential with private garage	None	None
Multifamily Residential	1 space per 4 units	1 space per 20 units
Retail	1 space per 12,000 sq ft	1 space per 5,000 sq ft
General Food Sales	1 space per 12,000 sq ft	1 space per 2,000 sq ft
Office	1 space per 10,000 sq ft	1 space per 20,000 sq ft

"Long-Term" bicycle facility means a locker, individually locked enclosure or supervised area within a building providing protection for each bicycles therein from theft, vandalism and weather.

"Short-Term" bicycle facility means a rack, stand or other device constructed so as to enable the user to secure by locking the frame and one wheel of each bicycle parked therein. Racks must be easily usable with both U-locks and cable locks. Racks should support the bikes in a stable upright position so that a bike, if bumped, will not fall or roll down.

- Tier 2 development shall also provide a changing room and shower facilities.

² Some cities require bicycle parking as a ratio of automobile parking. However, Nelson\Nygaard recommends against this. A development which reduces its parking supply, in anticipation of generating fewer vehicle trips, might also then reduce its bicycle parking supply, rather than increase it to support a shift from auto to bicycle.

Pedestrian Facilities

- Tier 1 and Tier 2 facilities shall provide full pedestrian access as required by other sections of the zoning code and design guidelines as adopted by the City.
- Tier 3: Sidewalks or other designated pathways following direct and safe routes from the external pedestrian circulation system to each building in the development.

Transit Facilities

- The design of all projects should enable safe and convenient access to nearby transit stops and facilities.
- For Tier 3 projects, if so determined by the Director of Planning for the City, a bus stop with shelter and other amenities may be required.

Auto Facilities

- Preferential parking shall be provided for carpools and vanpools (most proximate to main entrances and/or at a reduced price)
- For Tier 3 projects, and for Tier 2 projects at the discretion of the Chief of Planning, a convenient drop-off point for carpools and vanpools should be provided onsite.

Programs

The following programs shall be implemented within one year of project completion, following the schedule included in the TDM Plan for the project. All employers shall:

- Designate an on-site transportation coordinator to be a point of contact with the City of Glendale and the designated TMA/TMO regarding transportation demand management facilities and programs. For Tier 1 development with multiple employers that in combination have 25 or more employees, the property manager shall designate an on-site transportation coordinator.
- Provide an information board or kiosk in a prominent location for employees, residents, and/or visitors, with information about access to all modes of transportation, as well as the activities of the designated TMA/TMO.
- Tier 2 and 3 employers shall either provide on-site transit pass sales or a pre-tax transit pass program.
- Participate in the Guaranteed Ride Home program of the designated TMA/TMO.
- Demonstrate proof of compliance with the State of California's parking cash out law.
- Develop or participate in a ridesharing program to encourage carpooling and vanpooling.

Monitoring and Enforcement

Each project subject to this ordinance shall strive to achieve an average vehicle ridership (AVR) of at least 1.5. AVR is the ratio of the total number of employees or residents to the average daily number of vehicles used.³

All projects subject to this Ordinance shall submit an annual performance report to the City to validate continue compliance with the requirements of the Ordinance. A statistically-valid

³ http://www.metro.net/riding_metro/commute_services/avr_services.htm

survey shall be conducted of employees and/or residents of the project, to ascertain the level of success in achieving the goals of the Ordinance, including a determination of the AVR for that project. The AVR shall be determined according to the requirements of the South Coast Air Quality Management District (AQMD). The AQMD currently requires such a survey, amongst other requirements, of all employers with 250 or more employees. This ordinance further stipulates that the survey shall be conducted for all projects subject to this ordinance.

The costs to conduct the survey and produce the report shall be borne by the employer, property owner, or homeowners association, as appropriate.

City staff shall confirm to the City Council on an annual basis that all projects subject to this ordinance are in compliance with its requirements. If a project subject to this ordinance is not in compliance, a nominal fine per employee per day shall be assigned by the City until compliance is achieved.

Staff shall also prepare a summary report evaluating the overall success of achieving the goals of the TDM ordinance. If goals are not being met, staff shall propose alternate programs or strategies that could be pursued to achieve these goals. Costs for preparation of staff reports shall be borne by the City.

Furthermore, Tier 2 and Tier 3 projects that fail to achieve an AVR of at least 1.25, the City will work with the designated TMA/TMO and the employer to modify their TDM plan to include programs and strategies that are expected to better support achievement of an AVR of at least 1.25. The City may mandate the implementation of certain programs and strategies until this goal is reached.