



Managing Transportation Demand through Regional Partnerships

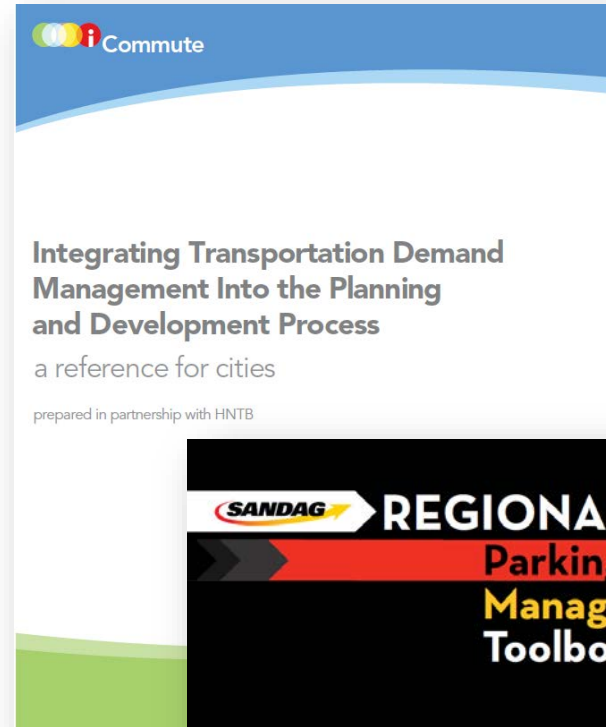
TDM in San Diego Forward: The Regional Plan

- A robust TDM strategy that reduces greenhouse gas emissions by 33 percent by 2050 (vanpool, carpool, telework, shared mobility, mobility hubs)
- TDM strategy supports local jurisdictions
 - TDM planning and policy development
 - Outreach and education
 - Parking management



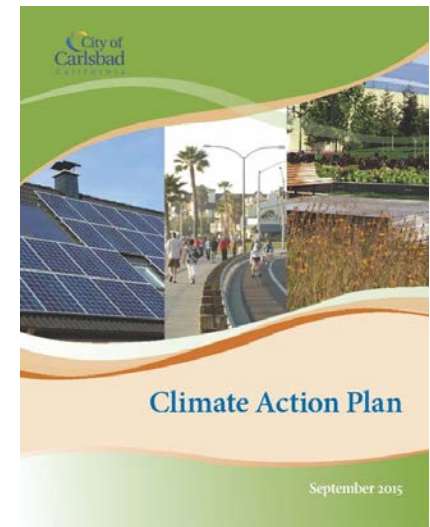
TDM Resources for Local Jurisdictions

- Integrating TDM in planning and development
 - Guidebook
 - Workshop training series
- Parking management
 - Interactive, web-based parking management toolbox
 - Customized for San Diego region
 - Technical support



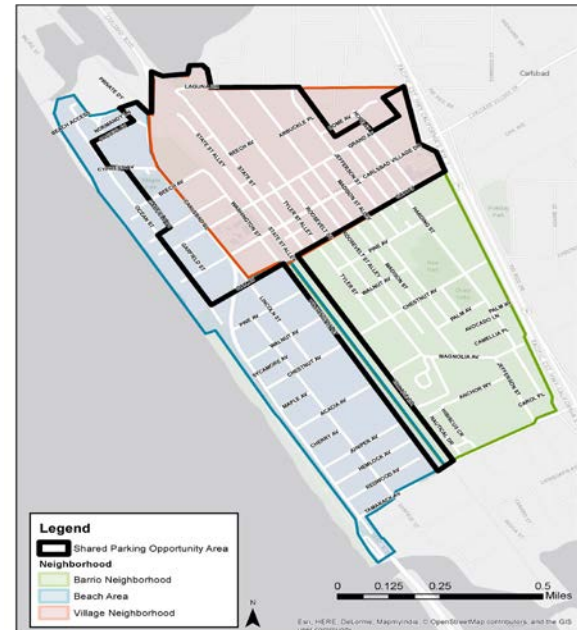
City of Carlsbad Mobility Goals

- General Plan and Climate Action Plan propose TDM to meet local GHG reduction targets by 2035
 - 10 percent increase in alternative mode share by workers in Carlsbad
 - 40 percent alternative mode share by workers in new non-residential buildings
 - 30 percent alternative mode share by workers in existing non-residential buildings



TDM Ordinance and Parking Management Plan

- Demonstration projects in partnership with SANDAG
 - Develop an ordinance that requires developers and employers to implement and monitor TDM
 - Conduct a parking study and develop a data driven parking management plan that reduces parking demand





Questions?

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