

City of Oceanside Bicycle and Pedestrian Committee BikeWalk Oceanside

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Mr. Russ Cunningham, Principal Planner
Mr. Jeff Hunt, City Planner
City of Oceanside
300 N. Coast Highway
Oceanside, CA 92054

RE: Input on Draft TDM Implementing Ordinance for Oceanside Climate Action Plan

Dear Mr. Cunningham and Mr. Hunt,

(I request that the following **INTRODUCTION** paragraph be read into the record.)

INTRODUCTION:

I am writing on behalf of the 75-member Oceanside Bicycle and Pedestrian Committee to express SUPPORT for the staff recommendation on the draft TDM Implementing Ordinance for Oceanside's Climate Action Plan. Implementing the CAP is critical to the future of Oceanside and the state.

Tom Lichterman, Chairman

BACKGROUND:

The Oceanside Bicycle and Pedestrian Committee is a citizen's advisory committee whose role is to advise the City on programs and projects which improve bicycling and walking in the community. The Committee's membership includes over 75 Oceanside residents who are concerned about bicycling and walking infrastructure and opportunities. We are also very concerned about the climate change crisis and have discussed this issue with City staff on numerous occasions, in particular as it relates to cycling and walking as alternative modes to reduce VMT and greenhouse gases.

In our advisory capacity, Committee members attended the City's March 3 Open House on the Climate Action Plan draft implementing ordinances and spoke at length with staff about the draft Transportation Demand Management (TDM) Ordinance. The Committee subsequently discussed this item at our March 9 monthly meeting and provided several recommendations to City staff to strengthen the draft TDM Ordinance.

We are pleased that Staff incorporated two of our key recommendations into the draft Ordinance currently before the Planning Commission, including:

- The draft proposed Ordinance now lowers the "new non-residential development threshold" requiring preparation of a TDM Plan to projects that generate 50 or more daily commute trips, vs. the originally-proposed 100 daily commute trips. Given the limited number of large new, non-residential projects in the future, this change is crucial to ensure real GHG reduction results from this Ordinance.

- The draft proposed Ordinance now calls for TDM Plans to achieve a minimum 20 percent reduction in solo-occupant auto trips, vs. the originally proposed 10 percent reduction. If each employee at a company would just commit to taking alternative modes (or telecommuting) one day a week, that would produce a 20 percent reduction in vehicle miles travelled and associated greenhouse gases. That is a reasonable goal. The current COVID-19 crisis has demonstrated that telecommuting alone is feasible for a far larger percentage of commute trips than had previously been occurring. Furthermore, SANDAG's iCommute program offers employers many resources that will make creation and adoption of a TDM Plan far easier and more feasible.

While the Bicycle and Pedestrian Committee strongly supports the progress the City has made in developing the draft TDM Ordinance, there is still room for improvement, either in the Ordinance itself or as additional actions. Existing employers in Oceanside should be incentivized to also create TDM Plans that help achieve GHG reductions. Again, SANDAG's iCommute program can provide much of the assistance required to establish each employer's TDM plan, if they will permit SANDAG outreach staff to visit their site, conduct a transportation survey, and help identify viable alternative modes and strategies for that site. In fact, the backup materials to the draft Ordinance highlight three large, responsible employers in Oceanside (Genentech, Magnaflow, and Hydranautics) who have already established various TDM programs on their own.

The City should also be setting an example by establishing its own TDM Plan for City employees, not just requiring it of NEW larger employers. This includes demonstrating leadership in strategies to reduce single-occupant auto driving, such as employee incentives to use transit, bicycling or other alternative modes, or telecommuting, and by instituting revised parking policies that incentivize alternative modes such as Dividend Account Parking or other comparable "Parking Cash Out" programs.

The Committee supports the City's effort to establish a Climate Action Plan with quantifiable goals and strategies that support all transportation modes through a stronger TDM ordinance. We thank the Planning Commission for the opportunity to provide input.

Sincerely,



Tom Lichterman
Chairman

cc: Members of the Oceanside Bicycle and Pedestrian Committee