



## **CITY COUNCIL PASSES TRANSPORTATION DEMAND MANAGEMENT (TDM) ORDINANCE**

*July 2018*

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On July 9th, West Hollywood City Council approved a Transportation Demand Management (TDM) policy for businesses. Based on the collective feedback during this process including a “listening session” with members of the business community, City staff presented a scaled down the focus of the ordinance.

For nearly a year, the West Hollywood Chamber aggressively advocated a program that would not adversely affect businesses and ensure that there was no onerous burden on the small businesses in our community. We were successful in our efforts and therefore the TDM ordinance which passed earlier this month has no employer thresholds required but instead, the ordinance will be focused on the role of new development in reducing vehicle trips.

The structure of the program is based on a point system with a menu of transportation options for developers to choose from for residential and commercial projects. A menu of these TDM options and the point system adopted can be accessed above.

A target AVR (Average Vehicle Ridership) will be established as the measure of success, consistent with the current TDM ordinance. The ordinance will focus on implementing TDM standards in the following types of development:

1. New structures with five thousand or more square feet of commercial floor area
2. Substantial remodels to existing structures of five thousand or more square feet of commercial floor area
3. Additions of five thousand or more square feet of commercial floor area
4. New structures with 10 or more dwelling units

Existing and new businesses of 10 or more employees required participation will be limited to:

- Providing TDM marketing materials to employees
- Designating a point of contact for City staff for TDM-related issues
- Annual survey regarding employee commute patterns (online, in coordination with City staff)

This approach will allow the City to provide information to employers on the transportation options available for workers while gathering baseline data on commuting patterns and what incentives employers are offering their employees. City staff will take the lead in ensuring that employers have the proper marketing materials and the support needed for this endeavor.

The basic structure of the ordinance as proposed is unchanged - the point system and the menu of transportation strategies allow the developer flexibility to choose the TDM strategies that work best for their development size, budget, and user type.

While the West Hollywood Chamber still raises concerns about the program and the actual impact this will have towards a solution to get cars off the road, we are pleased with our success in helping to avoid additional negative impact to our business and further stress on limited resources which businesses face today.