



# Managing Transportation Demand through Regional Partnerships

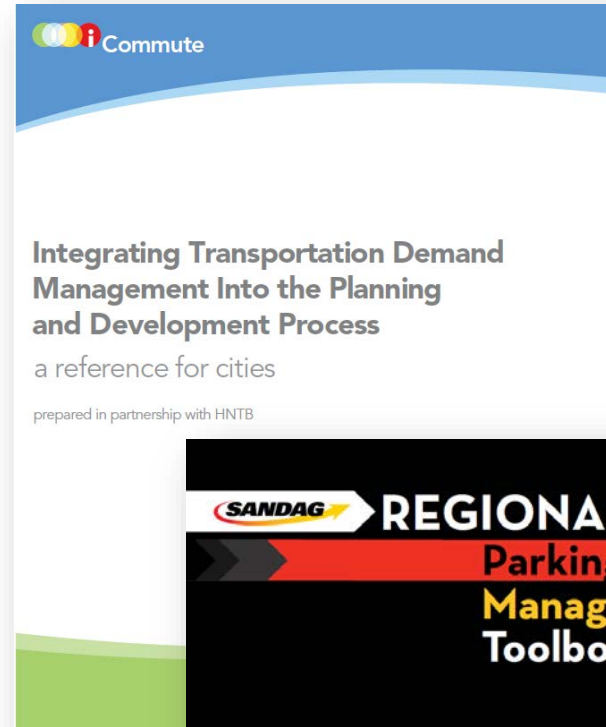
# TDM in San Diego Forward: The Regional Plan

- 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



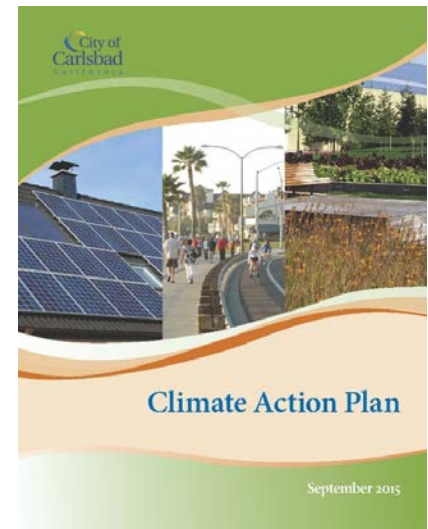
# TDM Resources for Local Jurisdictions

- 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



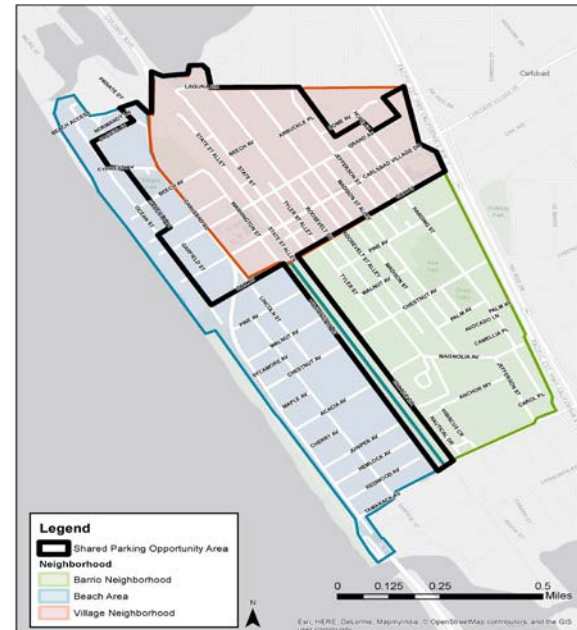
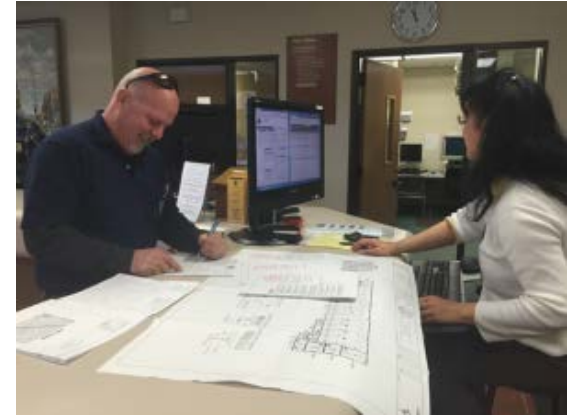
# City of Carlsbad Mobility Goals

- 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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