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DEPARTMENT OF
PUBLIC WORKS

CITY OF SACRAMENTO
CALIFORNIA

CITY HALL
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915 I STREET
SACRAMENTO, CA
95814-2608

916-449-5307

ROBERT L. LEE
TRANSPORTATION
DIVISION MANAGER

August 15, 1989

Transportation and Community Development Committee
Sacramento, California

Honorable Members in Session

SUBJECT: City of Sacramento Employer Transportation Systems
Management (TSM) Guidelines and Program Implementation.

SUMMARY

This report is to inform the City Council of the completion of the Employer Guidelines for the implementation of Ordinance No.88-082 relating to Employer Transportation Systems Management for the City of Sacramento.

BACKGROUND

The City of Sacramento adopted Ordinance No. 88-082 relating to Employer Transportation Systems Management for the City of Sacramento on December 13, 1988. The enactment of this Ordinance added Chapter 77 to the City Code herein referred to as the Employer TSM program. City staff began working on the implementation guidelines for this program in April 1989. Public Works staff contacted approximately 250 employers in the City to request volunteer participants from area companies and public agencies to assist in the development of these guidelines. (See Attachment A).

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Based on this request, the following individuals representing their employers began to work on the development of the implementation guidelines that would affect all employers with over 25 employees in the City of Sacramento:

Marianne Arenas
Sacramento Central City Transportation Management Association

Gordon R. Brown
American General Insurance Company

Marjorie Compton
Department of Alcohol and Drug Programs
State of California

Lora Larsen
McDonough, Holland & Allen

Judith Lamare
The Cleaner Air Partnership

Bonnie Leverton
Sacramento Municipal Utility District

Richard Linstrom
Department of Water Resources
State of California

Ken McGuire
Department of Transportation, District 3
State of California

Douglas Miller
Crystal Cream and Butter Company

Lisa Stulgaitis
Transportation and Parking Services
University of California, Davis

Rachael Tayar
Department of Health Services
State of California

Judy Tebutt
Sacramento Metropolitan Chamber of Commerce

Paul Williams
Pacific Bell Telephone

Sue Ellen Wooldridge
Diepenbrock, Wulff, Plant and Hannegan

The committee membership provided a representative cross section of businesses from the community. More importantly, the members brought with them valuable skills. Collectively, the committee had expertise in the following areas: transportation planning, labor relations, personnel management, air quality issues, data analysis and survey design. The experience and technical skills of the committee members contributed to the development of implementation guidelines that are equitable and flexible.

The program is designed to maximize the employer's resources by implementing TSM measures throughout the year. This process accomplishes two goals; 1) it allows the employer to assess and plan for the financial commitments, and 2) promotes the development of an ongoing program. The committee members recognized that each employer would have to address the specific needs of their business and their employees in order to have a successful program.

The handbook for the Transportation Systems Management Employer Guidelines contains the implementation methods for compliance. The handbook is a self-explanatory document that helps the employer define, develop and implement a Transportation Management Plan. The handbook includes easy-to-use forms, as well as, the resources for information and additional assistance.

The committee took care to ensure that the handbook addressed the concerns of employers while keeping the purpose and goals of program intact. By doing so, the committee has developed a model program, including a survey form that could be used by the employer. The survey will provide information about employees using alternative commute modes on a daily basis, as well as part-time alternative commute mode users. This enables the employer to more effectively account for those employees using alternative work hours, telecommuting or vehicles using clean fuels.

Joining or forming a TMA does not lessen the employer's responsibility for complying with the requirement of Chapter 77 of the City Code. However, the TMP process has been designed to allow the employer to designate or shift performance responsibilities to another entity. This entity could be a TMA, consultant or other agency. The Employer TSM program has been designed to be compatible with the City's Developer TSM program.

A second committee was formed as a result of the request for assistance and participation from the area employers. This committee specific purpose was to design the initial Employer TSM Orientation meetings for the Chief Executive Officers of affected companies. Staff would like to formally acknowledge the efforts of the following individuals and the companies that they represented as members of the Employer TSM Orientation Committee:

Glen Campora, Management Consultant
California Youth Authority
State of California

Lorine M. Conrad, Business Services Office
Sutter General Hospital

Karyl Marsh
Employee Transportation Coordinator
County of Sacramento

Ron Smith, Vice President
Spink Corporation

Gertrude Wright, Human Resources Administrator
Delta Dental Plan of California

TECHNICAL STAFF SUPPORT

Charlene McGhee, TSM Specialist
Sacramento Metropolitan Air Quality Management District

Judith Warriner, Acting Marketing Manager
Sacramento Regional Transit

Members of this committee brought with them administrative and organization skills and were experienced in the development and implementation of programs. The Orientation meetings are geared to the needs of the busy executive by providing: a clear program objective, program implementation information, and first hand information regarding the cooperative roles played by local and regional planning agencies. The chief executive officers from SACOG, Regional Transit, Sacramento Metropolitan Air Quality Management District and Caltrans, District 3 will be on hand to provide first hand information about the policies and programs that will affect everyone in the Sacramento area.

Letters of Notification and an invitation to attend the Orientation Meetings were mailed to the CEO's of all major companies with 250 or more employees during the first week of August. Separovich & Domich are hosting the initial Orientation Meeting at the Sutter Square Galleria on August 16, 1989.

Staff worked cooperatively with the Sacramento Metropolitan Air Quality Management District (SMAQMD) and Caltran's Office of Traffic Improvement (the unit responsible for the implementation of the Governor's Mandate concerning the travel habits of state employees) to develop compatible implementation requirements. This was done to reduce effort and confusion on the part of affected employers. Because Sacramento Regional Transit, other local transit agencies and Sacramento Rideshare will share in the employer's effort to provide alternative commute options to employees, staff has been working closely with these agencies to ensure that this new and unique program is implemented with as little difficulty as possible.

Training workshops are currently being developed by Sacramento Rideshare under the guidance and directions of staff and SMAQMD. These workshops are designed: to meet the training requirements; and provide the basic knowledge needed by the Transportation Coordinator to design and implement the employer's TMP.

Staff looks forward to working with employers in the City on the TSM program implementation.

FINANCIAL DATA

No financial impact.

POLICY CONSIDERATIONS

The Employer TSM program has developed an appeals process whereby the employer may appeal the disapproval of the TMP. This appeals process allows the employer to formally request a review by the TSM Appeals Board. The Board shall be comprised of transportation professionals not employed by the City and shall meet on an as needed basis. Staff must adhere to any decision made by the Board, whereas the employer still has the right to appeal decisions to Council as permitted by Article XIX of the City Code.

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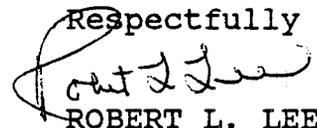
MBE/WBE EFFORTS

No Impact.

RECOMMENDATION

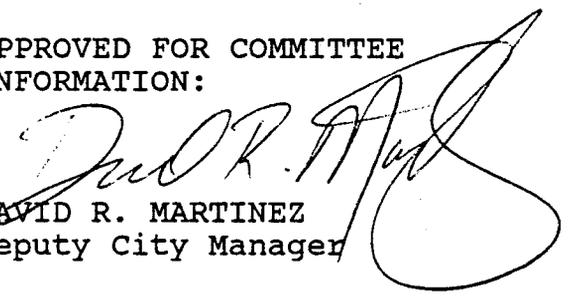
The Public Works Staff supports the implementation methods and requirements of the Employer TSM program. It is recommended that the Transportation and Community Development Committee forward this report to the full City Council for their information.

Respectfully submitted,



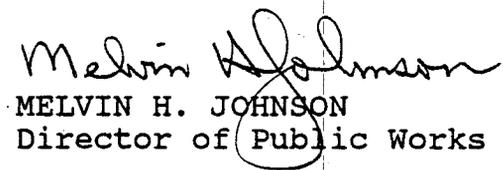
ROBERT L. LEE
Deputy Director of Public Works

APPROVED FOR COMMITTEE
INFORMATION:



DAVID R. MARTINEZ
Deputy City Manager

APPROVED:



MELVIN H. JOHNSON
Director of Public Works

Contact Person to
Answer Questions:

August 15, 1989
All Districts

Marilyn Kuntemeyer, Senior Engineer
Marianne Larsen, TSM Program
449-5307

Attachments

ML:lm
CA2-21.L
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ATTACHMENT A



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DEPARTMENT OF
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CITY OF SACRAMENTO
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TRANSPORTATION DIVISION

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ROBERT L. LEE
TRANSPORTATION
DIVISION MANAGER

April 4, 1989

Dear Employer:

The City of Sacramento enacted an Employer Transportation Systems Management (TSM) Ordinance in December of 1988, and the implementation of this Ordinance is scheduled to begin in July, 1989. The compliance programs will have to be designed to provide incentives for your employees to commute to work by means other than driving alone.

The implementation schedule is as follows: major employers with over 250 employees must begin developmental stages as of July 1, 1989; major employers with 100 to 249 employees must begin developmental stages by January 1, 1990; minor employers with 25 to 99 employees must begin developmental stages as of January 1, 1990.

As an employer in the City of Sacramento, you will be affected by this Ordinance, therefore City staff is requesting your assistance and participation. Volunteers are needed for two advisory committees. One committee will review and critique the handbook to be used for administration of the Employer TSM Program. The other committee will provide assistance in the development of the introductory educational workshops for employers.

Potential members should have some experience in at least one of the following categories:

- * Experience in performing the duties of a Transportation Coordinator for a large company or business with a successful TSM program.
- * Involvement in the initial development of a transportation management program.
- * Experience in labor relations, as personnel manager, or as a training officer.

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- * Experience in the development of policy that has company wide implications.
- * Previous experience in forms design, survey design, or in the development of "how to" manuals.
- * Knowledge of transportation systems management, ridesharing, or public transportation.

To accommodate the needs and concerns of the diverse cross section of employers in the City of Sacramento, we will need volunteers from both private and public sector employers, as well as, from diverse business types.

Each committee will have specific tasks and require at least 20 hours of participation over 4 to 6 weeks. Meetings will have specific agendas, will be workshop settings, and will be designed to receive your input in the most efficient manner.

In addition to requesting your participation on these TSM committees, we also wanted to inform you of public hearings that will take place before the Sacramento City Council. Please see the attached public notification regarding the TSM program.

If you are interested in volunteering for either of these committees, please fill out the attached form and mail it to:

Marianne Larsen, TSM Coordinator
City of Sacramento
Transportation Division
915 I Street, Room 301
Sacramento, CA 95814

Committee selection will begin on April 21, 1989, with the actual committee meetings beginning early in May.

Sincerely,



MARILYN KUNTEMEYER
Senior Engineer

ML:lm
ML1-01.M

Attachment

Employer TSM Committees

City of Sacramento

Application to Participate:

COMPANY INFORMATION

Name:

Address:

Number of Employees:

Type of Business:

PERSONAL INFORMATION

Name:

Title:

Phone Number:

Please check the committee of most interest to you:

_____ Employer TSM Handbook

_____ TSM Implementation Workshops

Please describe briefly why you would like to serve on this committee. Please state experience.

Return this form by April 20, 1989, to:

Marianne Larsen, TSM Coordinator
City of Sacramento
Transportation Division
915 I Street, Room 301
Sacramento, CA 95814