

Supplemental Communications (2)

(The following are communications received after noon on **January 5- 5pm, January 6, 12pm.**)

Communication

From: Liza Lutzker <liza.lutzker@gmail.com>

Sent: Tuesday, January 5, 2021 9:32 PM

To: Pearson, Alene <apearson@cityofberkeley.info>

Cc: Klein, Jordan <JKlein@cityofberkeley.info>; Tom Lent <tom.d.lent@gmail.com>; Ben Gerhardstein <info@walkbikeberkeley.org>

Subject: Requesting a modification to the TDM program outlined in 1/6/21 Agenda Item 10: parking reform item

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Dear Ms. Pearson,

Please distribute the letter that follows to the planning commissioners ahead of tomorrow evening's meeting.

Thank you,

Liza

Dear Planning Commissioners,

We write to you in full support of your recommended language on the elimination of parking minimums (Option A), which represents a skillfully crafted solution to the problem of unnecessary parking that the current standards require. Your recommendations would bring Berkeley's parking policies into the twenty-first century. Thank you for your efforts here.

At the same time, we write with concern about the Transportation Demand Management (TDM) proposal that accompanies the parking minimum reform package, scheduled to go to City Council on January 26th. The goal of a TDM program for a new development is to create mode shift away from car trips to achieve a reduction in vehicle miles travelled (VMT). We believe that a successful TDM program would have four key characteristics: it should be clear, standardized, effective and flexible. While the currently proposed TDM measures are clear and standardized, we fear the static and prescriptive approach is inflexible and will quickly become ineffective in the face of the rapidly shifting mobility landscape and the inevitable changes to mobility options we will see in the years ahead.

In only the last 10 years, we have seen huge changes to mobility through innovation, technology and disruption including: the proliferation of Transportation Network Companies (Uber & Lyft), the creation of bike share, electric scooters and scooter share, the rise and fall of carshare in Berkeley, the creation of electric moped share, the emergence and significant adoption of electric bicycles, the proliferation of large cargo bicycles, and the significant erosion of public transit in the face of the coronavirus pandemic. Berkeley's TDM program should address these changes now and be capable of dynamically shifting in the future. If the next 10 years look anything like the last 10, the proposed TDM program will fall far short of serving as an effective and efficient tool for achieving mode shift and VMT reductions.

Luckily, our neighbors in San Francisco have been operating a highly effective and flexible [TDM program](#) since 2017 that we can simply build off of, yet do so in a way that reflects Berkeley's unique values and community. Rather than using their planning code to prescriptively establish which TDM measures are required (an approach that quickly becomes stale), the San Francisco approach is to establish their TDM program in planning code and define TDM as measures that reduce VMT. Their planning commission (in collaboration with City staff) then creates specific VMT targets by building type and creates a list of measures with assigned point values that developers can choose from until they reach the desired number of points. These measures and their relative point values can change as time goes on, and this provides a path to modify the measures quickly in response to technical and social changes in alternate mobility options without changes to code. Their [TDM Program Standards document](#) specifically highlights the need for flexibility:

“TDM is an evolving field and new technological advances occur regularly. Potential updates to the TDM menu may occur, consistent with the dynamic nature of the TDM field. The purpose of the updates will be to reflect new findings on the efficacy of the measures in the TDM menu or for measures not previously included in the TDM menu. City staff will continue to conduct research and collect and analyze data in support of the TDM Program.”

This approach clearly meets the goals of flexibility and efficacy, and San Francisco also makes it simple and standardized by providing an easy-to-use [tool](#) for developers to quickly determine how many TDM points they need to accrue and which measures they can put into place to achieve those points. Taking this approach could also help Berkeley reduce the development-by-development negotiations that often occur during Zoning Adjustment Board (ZAB) approvals, providing a more clear, predictable roadmap for developers and advocates, while also encouraging appropriate context-specific opportunities for each development.

Our request is that, when presenting to Council on January 26th, the Planning Commission recommend that Council adopt the parking reform measure without prescriptive TDM measures outlined, but rather:

- 1.
2. adopt a resolution
3. establishing a TDM program with the primary purpose of reducing VMT generated by new development projects, and
- 4.
- 5.
6. refer to both the
7. Planning and Transportation Commissions:
8.
 - a.
 - b. the development of
 - c. VMT reduction goals for new developments,
 - d.
 - e.
 - f. the compilation of
 - g. an expanded menu of TDM measures (with assigned VMT reduction point values), and
 - h.
 - i.
 - j. a plan for regular
 - k. review and updating of this menu as mobility options shift.
 - l.

We have already been in touch with Councilmembers Droste and Taplin about this proposal (they are both supportive), and we plan to be in touch with the remainder of Councilmembers about this in the next week or two, so this proposal will not be new to them when Council meets on the 26th.

Thank you for your hard work on this important issue and we appreciate your consideration of this matter.

Sincerely,
Liza Lutzker and Tom Lent, on behalf of Walk Bike Berkeley

[Walk Bike Berkeley](#), a volunteer-run group founded by Berkeley residents, advocates to make walking and biking in Berkeley safe, low-stress, and fun for people of all ages and abilities. We want a healthy, just, and sustainable transportation system in Berkeley.