

**SANTA BARBARA COUNTY  
AGENDA BOARD  
LETTER**

Clerk of the Board of Supervisors  
Room 407 105 E. Anapamu Street  
Santa Barbara, CA 93101  
(805) 568-2240



Agenda Number:  
Prepared: **03/21/02**  
Department: **Public Works**  
Department No.: **054/02/03**  
Agenda Date: **April 2, 2002**  
Placement: **Administrative**  
Estimated Time: **N/A**  
Continued Item: **No**

**TO:** Board of Supervisors

**FROM:** Phillip M. Demery  
Director of Public Works

**STAFF  
CONTACT:** Bret Stewart, 568-3232  
Traffic Section Manager

Wilson Hubbell, 568-3046  
Senior Environmental Planner

**SUBJECT: Traffic Solutions Budget and the Transportation Demand Management Program. All Supervisorial Districts.**

**RECOMMENDATIONS:** C.A. Recommendation: \_\_\_\_\_

That the Board of Supervisors approve the joint City of Santa Barbara, County of Santa Barbara, and Santa Barbara County Association of Governments 2001-02 Transportation Demand Management ("Traffic Solutions") budget in the amount of \$75,000.

**ALIGNMENT WITH BOARD STRATEGIC PLAN:**

The recommendation is primarily aligned with Strategic Plan Goal No. 5; to maintain and enhance the quality of life for all residents.

**EXECUTIVE SUMMARY & DISCUSSION:**

In 1991 the City of Santa Barbara, the County of Santa Barbara, and the Santa Barbara County Association of Governments (SBCAG) entered into an agreement establishing the Traffic Solutions division of SBCAG to administer an interagency Transportation Demand Management (TDM) Program. Since that time the City, County and SBCAG staffs have worked to maximize the cost effectiveness of the Traffic Solutions program, and these efforts have resulted in a continuation of Traffic Solutions' activities while their budget dropped from a high of \$575,000 in FY 94-95 to \$350,000 during FY 2000-01.

The recommended Traffic Solutions budget for 2001-02 is substantially higher (\$1,102,000) than those of previous years. While this is a large increase, it is almost entirely attributable to the addition of new programs like the Clean Air Express and the City of Santa Barbara's downtown parking demand programs, which are offset by new revenues from outside sources.

The County's requested contribution to the Traffic Solutions budget is \$100,000 for FY 2001-02, \$25,000 more than budgeted. Unfortunately, this request for additional funding came to us after our budget process was complete. We have proposed to SBCAG staff that we pay our budgeted amount this fiscal year and if the additional \$25,000 is needed, this funding could be provided in Fiscal Year 2002/03. SBCAG staff concurred with this process.

The 2001-02 budget has been developed to implement the Traffic Solutions Program as it was revised in 1996 to be a voluntary rather than a mandatory program for local employers (State law now prohibits public agencies from imposing any mandatory trip reduction program on employers unless required to by Federal law). Because of the Traffic Solutions Program's many benefits to the area, including its identification as a Transportation Control Measure (TCM) in the locally adopted Air Quality Attainment Plan, the Santa Barbara City Council and your Board have both agreed to continue the Program on a voluntary basis.

The Traffic Solutions budget has traditionally been financed by an allocation from the State for operation of The Rideshare Program and annual contributions from the City of Santa Barbara and the County for operation of the interagency TDM Program. Traffic Solutions Program Services provided through the total budget include:

Carpool Matching	MTD information
Clean Air Express Program	Vanpool Support and Referral
SB Downtown Parking Demand Programs	
Telecommuting/Alternative Work Schedules Resources	
Pedestrian/Bicycle Transportation Alternatives Resources	
Data Collection on Use of Various Transportation Modes	

**MANDATES & SERVICE LEVELS:**

The Traffic Solutions program serves as a Traffic Control Measure (TCM) for the County in the Air Quality Attainment Plan. If the Traffic Solutions program were to be discontinued for some reason another equally effective Transportation Control Measure (TCM) would need to be implemented by the County. Failure to have a TCM like Traffic Solutions could jeopardize all federally funded transportation projects in the region since it would impact the conformity of these projects with the Air Quality Attainment Plan. Approval of the attached budget can provide for the continuation of Traffic Solutions services as a TCM available to employers and employees throughout Santa Barbara County.

**FACILITIES AND FISCAL IMPACT:**

There will be no facilities or fiscal impact to the County if this recommendation is approved. The Budget Unit for this recommendation is 054\02\03, Fund 5305, Account 7460.

**SPECIAL INSTRUCTIONS:**

Please forward one copy of the Minute Order to the attention of Kathleen Dowd, Public Works Department Traffic Section.

**CONCURRENCES:**

County Counsel  
Auditor/Controller

c: R. Camozzi, PW Admin  
D. Manuel, PW Accounting  
M. Powers, SBCAG and M. Norris, SBCAG Traffic Solutions  
R. Dayton, City of Santa Barbara  
File: B300.60.4

Attachments: #1. Traffic Solutions Program Manager Letter & Budget- 2001-02  
#2. SBCAG Staff Report