

Chapter 8. Conclusion

The Transportation Demand Management Strategies proposed in this report have the potential to have a major impact on travel behavior in San Carlos. They build on the City's existing advantages, such as a walk-able downtown and good regional rail access, to ensure that new development can be accommodated while at the same time reducing both local and regional traffic congestion.

We estimate that the cumulative impact of all the trip reduction strategies outlined here amounts to 20 percent. However, analysis of the impacts of TDM measures is subject to considerably uncertainty, particularly in terms of the synergies and interrelations between individual elements of a program. As the Washington State Department of Transportation puts it:

Evaluating TDM is not an exact science. A common-sense approach, utilizing the best available knowledge is needed. Even where there is reliable data on the effectiveness of individual TDM measures, there is still limited information on the combined effect resulting from a package of TDM strategies. Some strategies have no impact without the presence of other basic TDM services and techniques. The impacts of a package of TDM strategies is not likely to be linear, and cannot be estimated by simply adding the potential effectiveness scores for each of the included measures. With this in mind, the cumulative impact of all the trip reduction strategies and phasing described in this report is estimated to be 20%.

The impact summarization takes into account strategies that will enhance each other and those that will have little impact in the nearer term. The summary is also based on the assumption that all the strategies would be effectively implemented as described.

- The most effective strategy is estimated to be the school shuttle program, if it is targeted at all the schools and if it can provide high-quality service. Given the location of students and schools, however, this program is estimated to be one of the most costly trip reduction strategies that the City could implement.
- The second most effective strategy will be the long-term strategic land use and design decisions made for areas where job and development activity may be concentrated. These strategies will build upon each other to impact trip generation from existing and future development. These strategies will have the greatest impact on work trips with destinations in San Carlos and will also impact mid-day trips made by these employees.
- The third most effective strategy will be the combination of parking management and shuttle strategies impacting the job-rich corridors such as the East Side and downtown.
- Trip reduction strategies require a significant commitment, but will provide long-term results that will improve the quality of life in San Carlos.