REPORT TO COUNCIL
City of Sacramento

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STAFF REPORT
September 18, 2007 (afternoon)

Honorable Mayor and
Members of the City Council

Title: North Natomas Transportation Management Association (TMA) and TMA Community Facilities District (CFD) Annual Report - 2006

Location/Council District: North Natomas / District 1

Recommendation: This agenda item is for Council information only. No action is requested of the Council at this time.

Contact: Scot Mende, New Growth Manager, 808-4756
Presenters: Scot Mende and Becky Heieck (North Natomas TMA Executive Director)
Department: Planning
Division: New Growth
Organization No: 4913

Description/Analysis

Summary: Staff is providing an Annual Report for the North Natomas TMA and the TMA CFD. Background information is presented in Attachment 1. The current TMA Board of Directors is listed in *Attachment 3.*

The TMA provides a number of services and programs to help make North Natomas a desirable and livable community. The unique residential component, a rarity in the transportation demand management field where businesses traditionally receive all of the attention, makes this local organization stand out. The transportation and air quality programs described in the TMA's Business Plan are designed to help meet the trip and emission reduction goals of the North Natomas Community Plan and the State and Federal Clean Air Acts. Services the TMA provides include commuter and neighborhood shuttle programs, a guaranteed ride home program, rideshare matching, bicycle subsidies, rider subsidies, and vanpool formation. The TMA also advocates for expanded transportation services to meet community needs as we build out.

Issues: The purpose of this workshop is to update the City Council on the North Natomas TMA.

Policy Considerations: The CFD and the coordinated effort with the NNTMA enable both residential and non-residential development to provide transportation and air quality services; succeed in developing the quality, transit friendly neighborhoods envisioned for North Natomas; and comply with the requirements of the federal and state Clean Air Acts.

Committee/Commission Action: No Commission action has been taken on this agenda item.

Environmental Considerations: This Annual Report is exempt from CEQA because it will not cause any physical effects on the environment.

Rationale for Recommendation: For Council information only. The purpose of this workshop is to provide an overview of the TMA.

Financial Considerations: There is no impact to the General Fund. Taxes are levied on developed property only. The Maximum Special Tax Levy base year 1999-2000 was $18 per year per single family unit, $14 per year per multi-family unit, $0.03 per square foot for industrial, $0.06 per square foot for office, $0.10 per square foot for retail, and $200 per acre for sports complex uses.

The current Maximum Special Tax Levy for FY 2006-07 includes a Consumer Price Index adjustment of 3.9% over last year. The current rates are $21.32 per year per single family unit, $16.58 per year per multi-family unit, $0.04 per square foot for industrial, $0.07 per square foot for office, $0.12 per square foot for retail, and $236.90 per acre for sports complex uses.

Emerging Small Business Development (ESBD): No goods or services are proposed for purchase through this effort.

Respectfully Submitted by: Scot Mende
Scot Mende
New Growth Manager

Approved by:
Carol Shearly
Director of Planning

Recommendation Approved:

Ray Kerridge
City Manager

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Attachment 1

Background Information

The 1994 North Natomas Community Plan (NNCP) requires development in North Natomas to comply with the Federal and State Clean Air Acts. In order to comply with these laws, the plan states the following goals:

- Reduce vehicle trips 35 percent below the single occupant vehicle baseline, and
- Reduce reactive organic gases (ROG) emissions by 35 percent community-plan wide.

Non-residential uses are required to reduce trips and emissions by 50 percent and residential uses are also required to contribute to compliance by reducing trips and emissions by 20 percent. Each development is required to submit a Transportation Management / Air Quality Plan (TMAQP) that demonstrates how the trip and emission reduction goals are proposed to be met. One of the requirements of each TMAQP is participation in the North Natomas Transportation Management Association (TMA).

Formation of a community-based TMA is one of the action steps of the NNCP to meet the trip and emission reduction goals. In December 1998, the North Natomas TMA was incorporated and in February 1999, a Board of Directors was formed and Bylaws adopted. The TMA uniquely serves both employees and residents in the community, the first such organization in the nation. Also, the NNTMA coordinates with Regional Transit, SMAQMD, the City's Alternative Modes Coordinator, New Growth Manager, the Planning Department's Public Improvement Financing Division, Sacramento Area Council of Governments (SACOG), and other Sacramento area TMAs to accomplish its goals.

To accomplish the goals of the NNTMA, a stable source of funding was needed, so the concept of the TMA CFD was proposed and the TMA CFD was formed on June 29, 1999. Establishing a district with an annual special tax has generated a firm funding source to be used to provide the transportation and air quality services needed to help meet the trip and emission reduction goals of the NNCP. The governing body of the TMA CFD is the City Council. The City has a contractual agreement with the NNTMA to transfer the special tax levies from the City to the NNTMA for its operational use in providing transportation and air quality services.

TMA CFD Annual Report: The North Natomas CFD No. 99-01 (NNTMA CFD) was formed June 29, 1999. An annual report is prepared each year that includes the tax roll for the CFD. The annual report (on file with the Public Improvement Financing Division) also provides a background of the CFD, current status of land uses within the district, maximum special taxes for each CFD parcel, and the calculation of that fiscal year's special tax levy. The total FY 2006/07 Maximum Special Tax Levy is $514,992 with each taxable parcel levied at 100 percent of the maximum annual special tax. For comparison, the levy for FY 2004/05 was $357,000.

Attachment 2 shows the Special Tax Levies for the CFD. For FY 2005/2006, of the $481,072 levied, approximately $456,082 was available for the NNTMA to provide

transportation and air quality services and approximately $24,990 represents administration costs. Estimated Special Tax Levy for FY 2006/2007 is projected to be $514,992 with 5.4% in administrative costs; leaving a net amount of approximately $487,434 to the North Natomas TMA for services and operating costs.

Seventy percent of their revenues come from the CFD assessments annually collected by the County and passed through to the City, developer fees, sponsorships, SACOG grants, and other sources of funding. TMA expenses are the costs incurred to provide quality transportation and air quality services to meet the expressed needs of the residents and employees.

TMA Survey: According to the Baseline Survey (2004?), residents expressed the most interest in alternatives to driving alone, especially light rail and bicycling. As proven in the TMA's bi-annual resident/employer/employee survey completed in 2006, there are increasing opportunities for office employees for carpooling, vanpooling and telecommuting. Retail employees were most likely to use transit and to live and work in the Natomas area. Distribution center employees work a 24-hour schedule, making the avoidance of peak period travel relatively straightforward for many of them.

TMA Successes:

- Expanded community shuttle service from one commuter route to three, better serving the entire North Natomas community. Ridership rose approximately 25%.
- Worked with our provider Paratransit, researched the world's first community-based electric taxi service using modified PT Cruisers.
- Organized/hosted a meeting of local politicians, policy developers and other stakeholders focusing on transportation needs of the Natomas community – light rail access/safe bike/pedestrian accessibility to and from the community.
- Dan Burden, the nation's preeminent "walkability" authority visited, performed walking audits in the community, with emphasis on three elementary schools.
- Met with developers from the Panhandle and Greenbriar projects to discuss/ develop innovative shuttle funding plans to pay for exclusive rights, while helping to make the Transportation Management Plan / Transportation Systems Management process meaningful.
- Upgraded website northnatomastma.org and introduced tag line of "Point Yourself in a New Direction".
- Received Creative Excellence Award from the Northern California Inland Chapter of the Association for Commuter Transportation (ACT).
- With City engineers and WalkSacramento, the TMA was successful in keeping speed limits under control in the community.
- Started anew and maintained through 2006, six vanpools taking over 50 cars off the road on a daily basis.

- Bi-annual Survey was completed and resulted in statistically valid survey results, but the input from the commercial sector was poor.
- Partnered with Natomas Unified School District and WalkSacramento on a nationally recognized Walk-to-School program at Natomas Park Elementary School.
- Expanded the commuter bicycle subsidy program beyond residents and added employees.
- Grew our SMART Club (***S***ave ***M***oney ***a***nd ***R***educe ***T***rips) to keep area residents and employees informed and introduced a monthly e-news.
- Grew mutually beneficial partnerships with area transportation and air quality service providers (Paratransit, Sacramento RT, Enterprise Rideshare, Natomas Bike Shop, etc…) to bring better, more reliable services to the community.
- Hosted a community ride, commuter workshop and breakfast during the 2006 Bike to Work Week.
- Worked with the City and other groups/agencies to bring the Natomas Bikeways/Trails Master Plan to fruition.
- Wrote a bi-monthly transportation column for the Natomas Journal.
- Served on the WalkSacramento board of directors, the Association for Commuter Transportation's national board, and as regional vice-chair of Bike Commute Month 2006.

Challenges of the TMA:

- Creating and changing innovative transportation programs while meeting the demands of a fast growing population;
- Advocating for the extension of the Downtown/Natomas/Airport light rail line;
- Advocating for area bus routes with appropriate representatives;
- Expanding the shuttle program to mimic future light rail and bus service;
- Advocating for strong, transit friendly projects that comply with the community plan; and
- Providing valuable transportation and air quality services to all residents and employers in North Natomas.

In 2007 the NNTMA will conduct the following new tasks and activities:

- Move the office to a more visible site for customer use and create efficiencies.
- Structure office staff toward outreach opportunities for businesses & residents.
- Analyze/improve the Shuttle Program to serve the widest range of customers.
- Improve NNTMA Bike Program and expand to schools and businesses.

- Host a series of transportation fairs/events at local businesses and neighborhoods.
- Upgrade website bringing viewers back continually.
- Market and advertise the TMA/programs to residents and businesses.
- Transition the SMART Club to the Commuter Club, via website.
- Review of pedestrian and bicycling facility design in the community.

Attachment 2

NORTH NATOMAS TMA CFD #99-01
Special Tax Levies

Fiscal Year	Maximum Special Tax Levied
FY 99-00	$74,941
FY 00-01	$135,287
FY 01-02	$192,209
FY 02-03	$232,180
FY 03-04	$319,547
FY 04-05	$356,965
FY 05-06	$481,072
FY 06-07	$514,992

Attachment 3

2006 Board of Directors
North Natomas Transportation Management Association

Bobbie Brown	Opus West Development	President
Scott Dosick	North Natomas resident	Vice President
Mat Ehrhardt	Yolo-Solano Air Quality, Resident	Treasurer
Chris Holm	North Natomas resident	Secretary
Sheryl Beamer	Donahue Schriber Development	Director
Derek Chernow	North Natomas resident	Director
Bruce Roberts	North Natomas resident	Director
Greg Guardino	Alleghany Properties, LLC	Director
Dr. Steve Farrar	Natomas School District	Director