



COUNCIL REPORT

DATE: May 26, 2026

CATEGORY: Consent

DEPT.: Public Works

TITLE: **Repeal and Reenact Article X (Transportation Demand Management) of Chapter 19 (Motor Vehicles and Traffic) of the Mountain View City Code to Establish a Citywide TDM Program (Second Reading)**

RECOMMENDATION

Adopt an Ordinance of the City of Mountain View Repealing and Reenacting Article X of Chapter 19 of the Mountain View City Code to Establish a New Transportation Demand Management Program, to be read in title only, further reading waived (Attachment 1 to the Council report). (First reading: 7-0)

SUMMARY

On May 12, 2026, the City Council introduced an ordinance to repeal and reenact Article X (Transportation Demand Management) of Chapter 19 (Motor Vehicles and Traffic) of the Mountain View municipal code to establish a citywide TDM program, including trip reduction standards, monitoring and reporting requirements, as well as compliance and enforcement provisions to improve consistency and clarity of the TDM planning process from entitlement to post-occupancy (see Attachment 2 – [Council Reported dated May 12, 2026](#)).

The City Council approved the introduction of the ordinance by a 7-0 vote. This is the second reading of the Ordinance. If approved, the Ordinance will become effective 30 days thereafter on June 25, 2026.

At the first reading on May 12, Councilmembers encouraged staff to consider the range of travel needs and TDM strategies beyond those that primarily serve commuters. Additionally, staff was asked to closely monitor the costs for both staff time to implement and operate the TDM Program, as well as for residential development to ensure TDM requirements do not impose undue cost burdens. Council unanimously supported the “ever-green” nature of the TDM toolkit, including the need to monitor and evaluate performance of the overall TDM program over time (at key intervals). Councilmembers also focused attention on the need for credible enforcement practices to ensure compliance among subject projects of the ordinance. Staff will incorporate

Council's feedback moving into the subsequent phases of the project focused on implementation and finalizing the cost estimation study.

FISCAL IMPACT

To support effective implementation of the TDM Ordinance and ensure long-term program sustainability, the City has hired a consultant to assist in studying the costs associated with staff time for implementing the ordinance. This study will evaluate the City staff time and administrative resources required to administer the Ordinance, including TDM Plan review during entitlement, ongoing monitoring and reporting, compliance and enforcement activities, program evaluation, and maintenance of any supporting software platforms. The findings will inform consideration of a potential annual TDM fee, intended to recover a portion of the City's ongoing costs associated with administering and enforcing the Ordinance. Following completion of this fee study, staff will draft a resolution for the City Council to review and adopt.

As part of developing a TDM Toolkit, staff has identified a range of flexible and affordable options for applicants to choose from based on cost-effectiveness and trip-reduction potential. The TDM Toolkit benchmarks the TDM measures against the expected cost level for implementing a prospective strategy. For example, strategies will range from low (\$0 to \$5,000), to medium (\$5,000 to \$50,000), to high (\$50,000 and above), or cost-neutral. Actual costs may vary by project based on the scale of proposed measure(s), subsidy, and participant coverage, providing the needed cost elasticity for projects implementing a TDM program.

LEVINE ACT

California Government Code Section 84308 (also known as the Levine Act) prohibits city officials from participating in any proceeding involving a "license, permit, or other entitlement for use" if the official has received a campaign contribution exceeding \$500 from a party, participant, or agent of a party or participant within the last 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html.

Please see below for information about whether the recommended action for this agenda item is subject to or exempt from the Levine Act.

EXEMPT FROM THE LEVINE ACT

General policy and legislative actions

PUBLIC NOTICING

Agenda posting. The ordinance was published at least two days prior to adoption in accordance with City Charter Section 522.

Prepared by:

Ben Pacho
Transportation Planner

Allison Boyer
Assistant Public Works Director

Approved by:

Jennifer Ng
Public Works Director

Audrey D. Seymour
Assistant City Manager

Attachments: 1. Draft Citywide Transportation Demand Management Ordinance
2. [Council Report dated May 12, 2026](#)