





Transportation Systems Management Handbook Introduction

The Transportation Systems Management (TSM) Handbook contains information about the City of Roseville TSM Ordinance. The TSM Handbook also provides resource information necessary to assist Site TSM Coordinators in implementing their TSM Plan. This information, along with seasonal programs, promotions and other support materials are also available at www.roseville.ca.us/tsm.

The TSM Program is administered by the City of Roseville TSM Coordinator in the Alternative Transportation Division of the Public Works Department. The City of Roseville TSM Coordinator is available to answer your questions about the TSM program, and provides advice, support, and materials to Site TSM Coordinators who are responsible for promoting alternative commute opportunities. The City TSM Coordinator, Sue Schooley, can be contacted at (916) 774-5365 or at sschooley@roseville.ca.us.

The following is a brief summary of the City of Roseville TSM Ordinance, the Site TSM Coordinator's responsibilities, and how to use the TSM Handbook and website.

City of Roseville Transportation Systems Management Ordinance

The TSM Ordinance requires that all businesses or common work locations (such as office building/complex, commercial/retail center, or industrial building/park) with 50 or more employees prepare and implement a TSM Plan. The TSM Plan is prepared by the applicant, owner, or developer of a project and approved by the City's Transportation Commission. Upon approval of the TSM Plan, the project owner enters into a written agreement with the City obligating the project owner to comply with the TSM Plan. The TSM Plan is designed to reduce the number of employee vehicle trips to and from the work location.



The goals and intent of the TSM program are to:

- Reduce total vehicle emissions in the City of Roseville by reducing the number of vehicular trips that might otherwise be generated by home-to-work commuting.
- Reduce peak hour traffic circulation in the City of Roseville by reducing both the number of vehicular trips and the vehicular miles traveled that might otherwise be generated by home-to-work commuting by a minimum of twenty percent (20%).
- Increase the efficiency of the existing transportation network in the City of Roseville.
- Promote an integrated and cooperative approach between the City and the business community to promote alternative transportation opportunities and improve the air quality in Roseville.
- Cooperate and coordinate with other cities, counties, communities, and regional agencies in these endeavors.









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Site TSM Coordinator's Responsibilities

Site TSM Coordinators serve a vital role in implementing TSM Plans for businesses throughout the City of Roseville. Coordinators serve as liaisons between the City of Roseville and employees and businesses.



The Site TSM Coordinator's responsibilities include:

- Posting TSM information, including bus schedules, bike maps, Park & Ride lot locations, and ridesharing information.
- Updating the transportation kiosk with current maps, brochures, tip cards and fliers.
- Marketing the commuter rideshare match listing service that assists employees in developing carpools, vanpools, and the Bike Buddy program.
- Promoting the Emergency Ride Home (ERH) program for employees who use alternative transportation and need an emergency ride home during the workday.
- Participating in at least two quarterly training opportunities throughout the year.
- Promoting alternative transportation strategies such as walking, biking, carpooling, vanpooling, transit, telecommuting/telework, and flexible work hours.
- Attending periodic on-site meetings with City staff, to discuss site-specific needs.



Tips for the Site TSM Coordinator:

- Inform your employees/tenants that you are the site TSM Coordinator and can provide them with Alternative Transportation information.
- When promoting the TSM program, Coordinator's should understand that alternative transportation doesn't need to be used every day. Using trip reduction strategies (e.g., carpooling, bicycling, walkig, telecommuting/telework, riding the bus, and taking the train) just once a week will reduce traffic by 20% and improve air quality.
- Change out the TSM kiosk flier on a regular basis (monthly) so the information is timely and doesn't become outdated or ignored.
- Please contact the City of Roseville TSM Coordinator if the Site TSM Coordinator changes or has any changes to their workplace address, e-mail, phone number, or fax.









How To Use The TSM Handbook/Website

The TSM Handbook and website contains a wealth of information and materials to assist Site TSM Coordinators in fulfilling their responsibilities.

• Bring the Handbook to quarterly training meetings for updating. Presenters at the meeting may provide handout materials to insert into the Handbook. The information will also be uploaded to www.roseville.ca.us/tsm for future reference.

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- New Handbook materials (and instructions for removing outdated materials) may be sent to the Site TSM Coordinator periodically. Please keep your Handbook updated.
- Site TSM Coordinators will receive notification (via e-mail) when new or revised information is available to be downloaded from the website. These documents include, but are not limited to: trip reduction strategy handouts, incentive programs and other marketing materials.
- The materials order form is for the Site TSM Coordinator to make copies and use when ordering additional maps, brochures and tip cards for your tenants/ employees and transportation kiosk.

