



HEXAGON TRANSPORTATION CONSULTANTS, INC.



747 West Dana Street Mixed-Use Development



Transportation Demand Management (TDM) Plan

Prepared for:

The City of Mountain View on Behalf of Kenneth Rodrigues & Partners, Inc.

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Hexagon Transportation Consultants, Inc.

Hexagon Office: 4 N. Second Street, Suite 400,
San Jose, CA 95113

Phone: 408.971.6100

Hexagon Job Number: 21KK11

Client Name: Mr. Kenneth Rodrigues



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Table of Contents

1.	Introduction	1
2.	Existing Transportation Facilities	5
3.	Proposed TDM Measures	11
4.	Estimated TDM Reduction	16
5.	TDM Implementation, Monitoring, and Reporting	18

Appendices

Appendix A BAAQMD TDM Tool

List of Tables

Table 1	Existing Transit Service	8
Table 2	TDM Measures and Implementation Responsibilities	12

List of Figures

Figure 1	Project Site Location	3
Figure 2	Site Plan	4
Figure 3	Existing Bicycle Facilities	6
Figure 4	Existing Transit Services	10

1.

Introduction

This Transportation Demand Management (TDM) plan has been prepared for the proposed mixed-use development at 747 W. Dana Street in Downtown Mountain View, California. TDM is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, greenhouse gas emissions, and air pollution problems. The purpose of a TDM plan is to promote more efficient utilization of existing transportation facilities, and to ensure that new developments are designed to maximize the potential for sustainable transportation usage.

The project site is located within the Parking District of the Downtown Precise Plan area. The project will not provide on-site parking but will pay an in-lieu fee for the required parking spaces for office employees to park in the public parking lots/garages in the Parking District. Based on the City's Parking Study, there is a parking deficiency in the Parking District of the Downtown Precise Plan area. Because the project will not provide any on-site parking, the City requires the project to implement a TDM plan to reduce vehicle trips and parking demand generated by the project. Because the project is required to comply with the parking requirement for the proposed office use, this TDM plan focuses on measures to reduce parking demand and vehicle trips associated with office employees.

Project Description

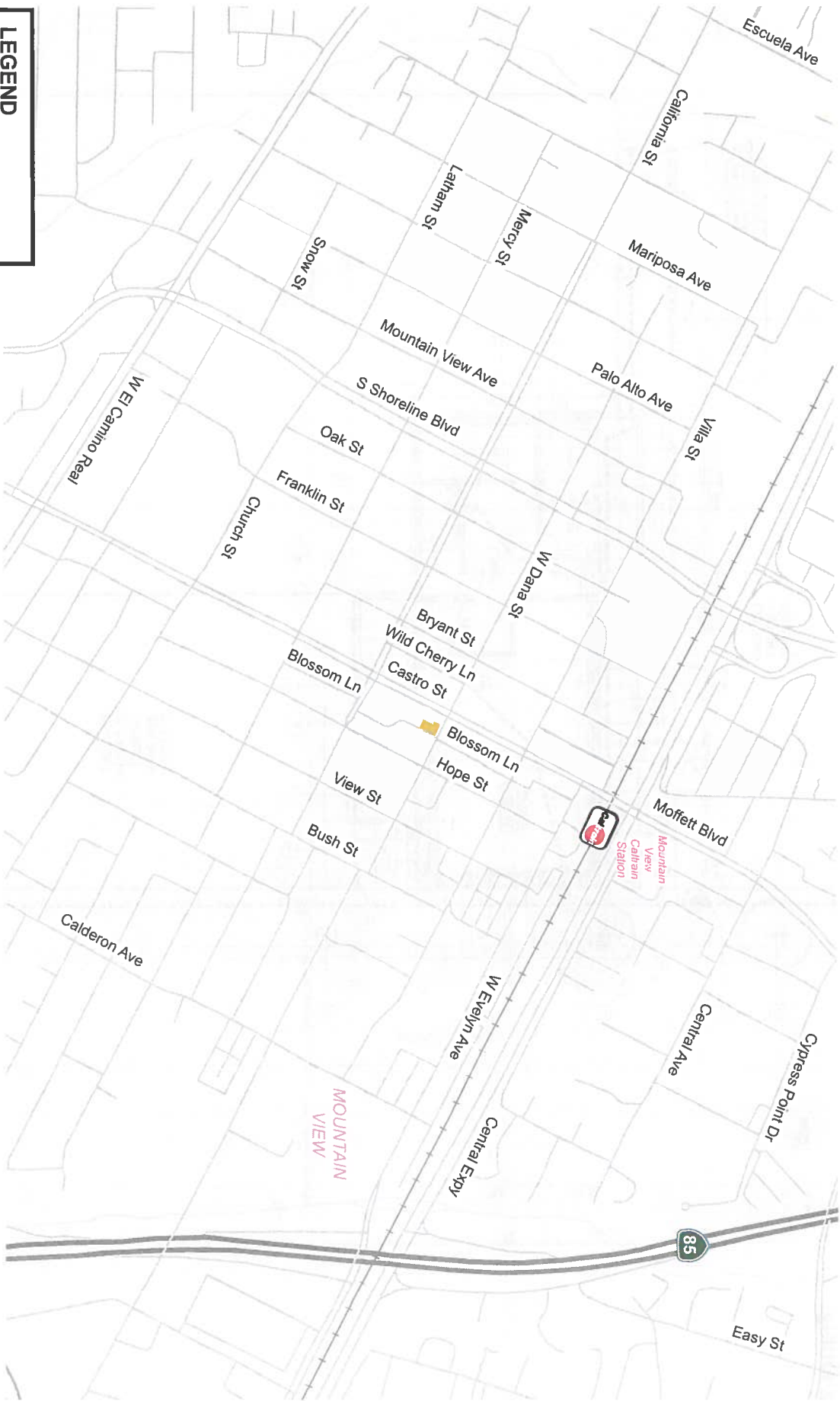
The mixed-use development is located on the southwest corner of the intersection of Blossom Lane and Dana Street at 747 W. Dana Street in Downtown Mountain View, California (see Figure 1). The project comprises a 3-story mixed-use building with 6,464 square feet of office space and 1,478 square feet of retail space on the ground floor (see Figure 2). The project will replace the 2,342 square foot one-story retail building on the site.

Parking Requirement

The Downtown Precise Plan (DPP) provides parking ratios for areas within the plan area. The parking ratios provided in the DPP are lower than the City-wide ratios, as the area provides shared parking facilities and different uses (retail, restaurant, office, etc.) within walking distance of each other and of transit. The DPP typically requires offices to provide one space per 333 square feet and retail to provide one space per 300 square feet. However, because the project is located in the historic Castro Street commercial area and within the Parking District, the DPP does not require any parking for retail located

on the ground floor. Thus, the project would be required to provide 22 parking spaces only for the office use.

Due to the small size and shape of lots in the historic Castro Street commercial area, the City of Mountain View allows properties to pay fees in lieu of providing parking to build new buildings. The in-lieu fee would be a one-time fee paid to the Parking District, which uses funds to create additional shared public parking facilities. The DPP states that offices within the historic Castro Street commercial area can provide up to 100 percent of required parking with in-lieu fees. Therefore, the project will pay an in-lieu fee for the 22 required parking spaces for the office use.



LEGEND

 = Site Location

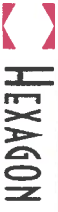


Figure 1
Project Site Location



FIRE HYDRANT LOCATED ON CORNER OF CASTRO



Figure 2 Site Plan



2. Existing Transportation Facilities

Transportation facilities and services that support sustainable modes of transportation include buses and shuttles, light rail transit, commuter rail, and bicycle and pedestrian facilities. This chapter describes existing facilities and services near the project site that would support the TDM measures described in this plan.

Pedestrian Facilities

A complete network of sidewalks is present along the streets in the vicinity of the project site, including Dana Street, Castro Street, and Hope Street. Crosswalks with pedestrian signal heads are located at the signalized intersections in the downtown area. Crosswalks are also provided at several unsignalized intersections on Hope Street and Dana Street in the project vicinity. Continuous pedestrian facilities are present from the site to the Transit Center. Overall, the existing network of sidewalks and crosswalks provides pedestrians with safe routes to transit services and other points of interest within the downtown area.

Bicycle Facilities

The bicycle facilities that exist within one mile of the project site (see Figure 3) include a multi-use trail (Class I bikeway), striped bike lanes (Class II bikeway) and shared bike routes/boulevards (Class III bikeway). Bike paths or multi-use trails are shared between pedestrians and bicyclists and separated from motor vehicle traffic. Bike lanes are lanes on roadways designated for use by bicycles with special lane markings, pavement legends, and signage. Bike routes are signed bike routes where bicyclists share a travel lane with motorists. Bike boulevards are modified bike routes with additional treatments that offer convenient and efficient through-routes for bicyclists of all skill levels.

The Stevens Creek trail runs from the North Bayshore Area north of US 101 to Dale Avenue/Heatherstone Way in the south. The trail is shared between pedestrians and bicyclists and separated from motor vehicle traffic. The trail can be accessed from Dana Street, approximately 0.5 mile east of the project site. A short Class I bikeway runs along the east side of Shoreline Blvd between Wright Ave in the north and Villa St in the south.

Striped bike lanes are present along the following street segments:

- Shoreline Boulevard between El Camino Real and Charleston Road,
- California Street between Castro Street and Del Medio Ave,
- Evelyn Avenue east of Hope Street,

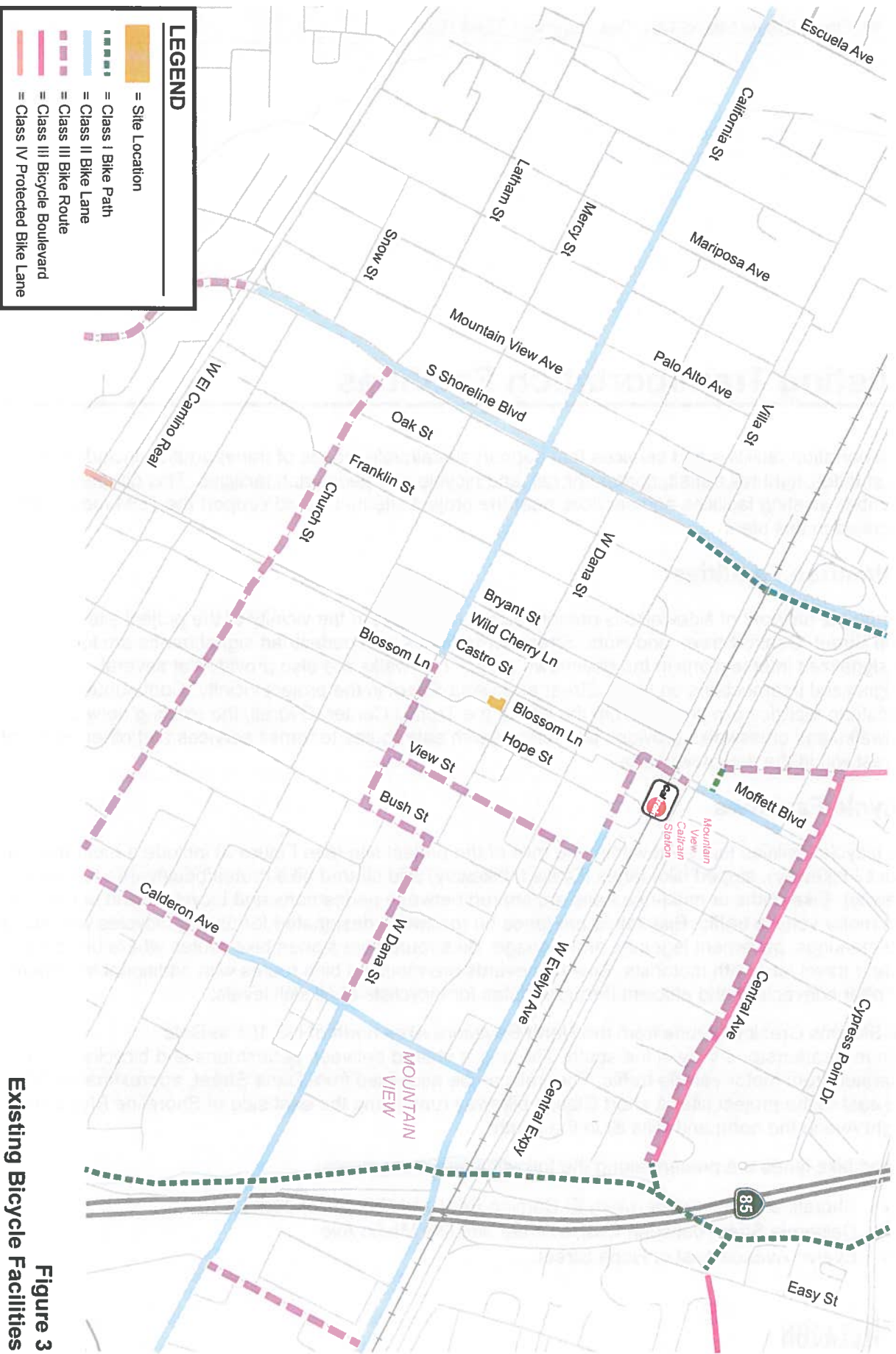


Figure 3
Existing Bicycle Facilities



- Dana Street between Calderon Avenue and Moorpark Way,
- Calderon Avenue between Mercy Street and Evelyn Avenue,
- Castro Street between Miramonte Avenue and El Camino Real, and
- Moffett Boulevard between Central Expressway and Jackson Street.

Bike routes are typically designated with signs and/or sharrows (shared-lane markings). Bike routes are present along the following street segments:

- Church Street between Shoreline Boulevard and Calderon Avenue,
- California Street between Castro Street and Bush Street,
- View Street between California Street and Evelyn Avenue,
- Bush Street between California Street and Dana Street
- Dana Street between Bush Street and Calderon Avenue,
- Evelyn Avenue between Castro Street and Hope Street, and
- Castro Street between Evelyn Avenue and Central Expressway.

Central Avenue is designated as a bike boulevard. Bike boulevards prioritize convenient and safe bicycle travel through traffic calming strategies, wayfinding signage, and other measures. One key feature is that stop signs are “flipped” - removed from the boulevard and placed on cross streets - to favor the bicycle direction of travel. This change improves bicyclists’ average speed by minimizing unneeded stops. Bike boulevard improvements are coupled with traffic calming features to discourage motor vehicle speeding.

Bicyclists are also permitted on Central Expressway. However, due to high speeds and traffic volume, the expressway is recommended for use only by bicyclists with advanced skills.

Transit Services

Existing public transit services in the study area are provided by the Santa Clara Valley Transportation Authority (VTA), the Mountain View Transportation Management Association (MVTMA), and the City of Mountain View. VTA operates bus and light-rail transit (LRT) services in Santa Clara County; the MVTMA provides free MVgo shuttle service between the Mountain View Transit Center and corporate campuses in the North Bayshore and Whisman areas, and Google, partnering with Mountain View, voluntarily provides free community shuttle service in the City.

The project site is within easy walking distance (1,350 feet) of the Mountain View Caltrain and LRT stations at the Mountain View Transit Center, which is served by numerous connecting buses.

The VTA bus routes, MVgo shuttle routes, MV community shuttle route, and Caltrain/LRT stations in the project vicinity and the bus/shuttle stops near the project site are summarized in Table 1 and shown on Figure 4.

VTA Service

There are four existing VTA bus routes serving the project vicinity with bus stops located within 1/4 mile of the site: Routes 21, 40, and 52. The closest bus stops (545 feet from the project site) are located on Hope Street, north of Dana Street, with service provided by local routes 21 and 52.

**Table 1
Existing Transit Service**

Route	Route Description	Weekday Hours of Operation	Headways ¹ (minutes)	Nearby Bus Stops/Stations	Walking Distance from Nearest Stop to Project Site (feet)
<u>VTA Bus Routes</u>					
Local Route 21	Stanford Shopping Center - Santa Clara Transit Center	4:30 AM - 8:00 PM	30	Hope Street north of Dana Street	545
Local Route 40	Foothill College - Mountain View Transit Center via North Bayshore	6:30 AM - 8:30 PM	20-45	Villa Street at Castro Street	775
Local Route 52	Foothill College - Mountain View Transit Center via El Monte	7:30 AM - 4:00 PM	60	Hope Street north of Dana Street	545
<u>MVgo Shuttle and Mountain View Community Shuttle</u>					
MVgo Shuttles ²	Mountain View Transit Center - Bayshore and Whisman areas	-- ²	-- ²	Mountain View Transit Center	1,350
MV Community Shuttle ³	Through out Mountain View	10:00 AM - 6:00 PM	30	Castro Street south of Mercy Street	1,190
<u>VTA Light Rail Transit and Caltrain Commuter Rail</u>					
Orange Line (LRT)	Mountain View - Alum Rock	5:30 AM - 12:45 AM (next day)	20	Mountain View Station	1,500
Caltrain	Gilroy - San Francisco	4:30 AM - 1:45 AM (next day)	15 - 25	Mountain View Station	1,500
Notes:					
1. Headways during weekday peak periods as of May 2021.					
2. Operated by Mountain View Transportation Management Association. It provides free transportation connections between Mountain View Transit Center and the Bayshore/Whisman areas. Due to Covid-19, shuttle service has been suspended and is tentatively planned to start again on July 6, 2021.					
3. Operated by Mountain View and Google. It provides free transportation connections between many residential neighborhoods, senior residences and services, city offices, library, park and recreational facilities, medical offices, shopping centers, and entertainment venues throughout Mountain View.					

Mountain View Transit Center

The Mountain View Transit Center provides connections to Caltrain, VTA LRT, several VTA bus routes, MVGo shuttle routes, and the Mountain View Community Shuttle. The transit center is within a reasonable walking and biking distance from the project (1,350 feet).

Caltrain Commuter Train Service

Caltrain provides frequent commuter train service between San Jose and San Francisco seven days a week, with stops at most cities in between. During the AM peak period between 7:00 and 10:00, there are 6 limited-stop northbound trains and 6 limited-stop southbound serving the Mountain View station. During the PM peak period between 4:00 and 7:00, there are 6 limited-stop and 6 limited-stop southbound trains serving the Mountain View station. Bicycles are permitted on Caltrain, and there are bicycle racks and bicycle lockers available at the Mountain View Transit Center.

VTA Light-Rail Transit Service

The VTA operates the 42.2-mile LRT system extending from south San Jose through downtown to the northern areas of San Jose, Santa Clara, Milpitas, Mountain View and Sunnyvale. The service operates nearly 24-hours a day with 15-minute headways during much of the day. The Mountain View-Alum Rock LRT line (Orange Line) operates along Central Expressway within the project vicinity and stops at the Mountain View Transit Center.

Mountain View Transportation Management Association (MVTMA) Shuttles

The MVTMA operates the MVgo shuttle system. This shuttle system is provided through the collection of TMA member dues. MVgo operates four shuttle routes that provide service to employment areas from the Mountain View Transit Center. Three routes serve the North Bayshore area, and one route serves the N. Whisman area. The shuttles are timed to meet Caltrain arrivals during the AM and departures during PM commute periods. The nearest shuttle stops for all three routes are the Mountain View Transit Center, about 1,350 feet from the site. Due to Covid-19, shuttle service has been suspended and is tentatively planned to start again on July 6, 2021.

Mountain View Community Shuttle

The Mountain View Community Shuttle is operated by the City of Mountain View and Google. The Community Shuttle route forms a loop around the city. The Community Shuttle route includes stops at the Mountain View Transit Center, along Middlefield Road, at El Camino Hospital, Civic Center, and along Rengstorff Avenue. The Community Shuttle operates seven days a week from 10:00 AM to 6:00 PM with 30-minute headways on weekdays. The nearest Community Shuttle stop is located approximately 1,190 feet south of the project site near the Castro Street/Mercy Street intersection.

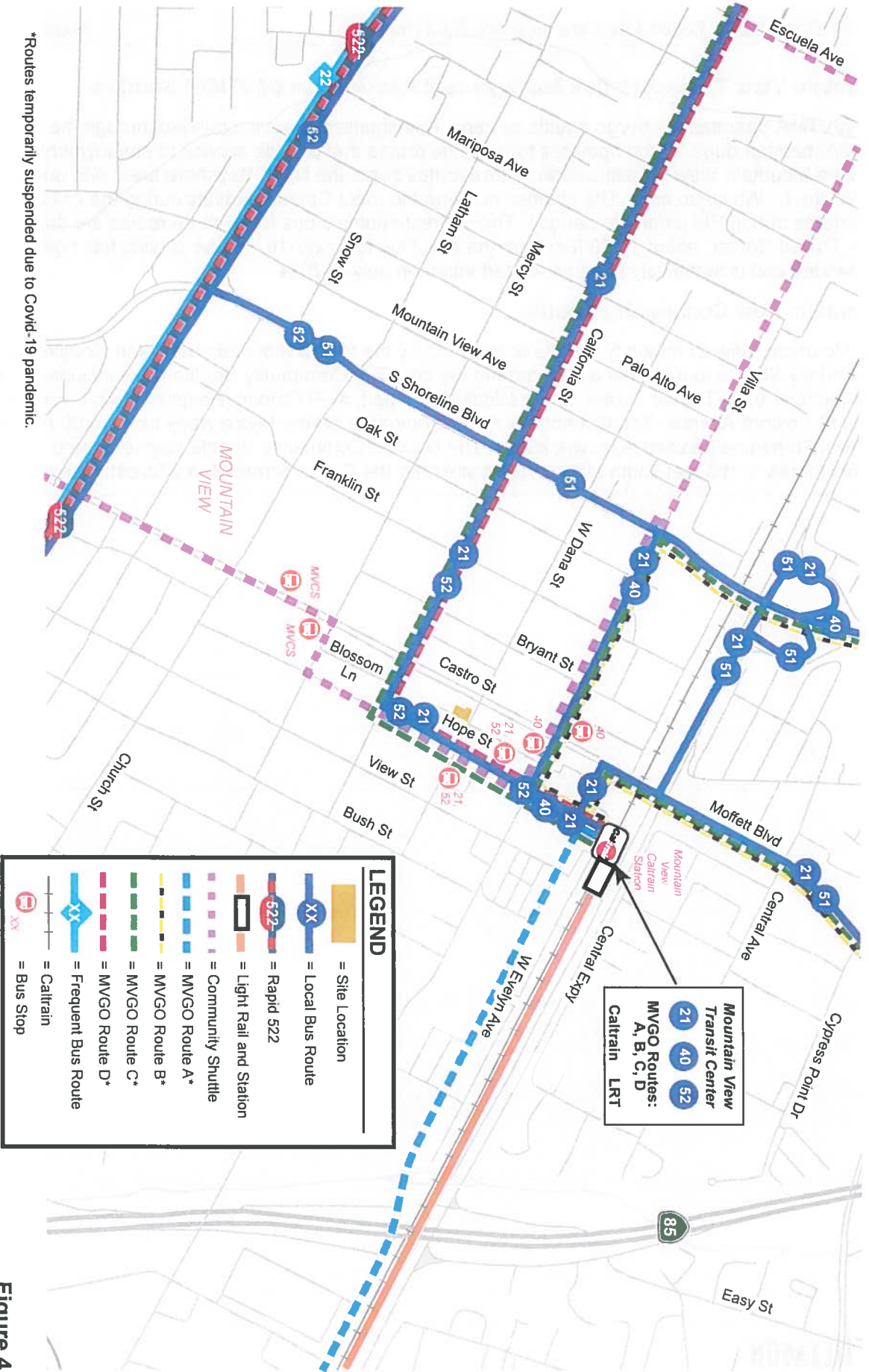


Figure 4 Existing Transit Services

3.

Proposed TDM Measures

This chapter describes Transportation Demand Management (TDM) measures that are proposed for the office use of the project. Because the retail space of this project is relatively small and will not be required to provide parking, this TDM plan focuses on measures to reduce parking demand and vehicle trips associated with office employees. These TDM measures include planning and design measures related to the attributes of site location, the site design, on-site amenities, and TDM programs. The TDM programs, including services, incentives, and actions, will encourage office employees to commute to work using alternatives to single-occupant vehicles. Table 2 presents a summary of the TDM measures in this plan. An indication of who will have primary responsibility for implementing each measure is also shown on the table.

Project Location

The project is located in downtown Mountain View, close to Castro Street and the Mountain View Transit Center. The Transit Center provides Caltrain and VTA transit services, as well as local shuttle services. Existing transportation facilities in the project vicinity are described in Chapter 2. The project location by itself provides the following advantages in promoting transit, bicycling, and walking to reduce SOV trips and parking demand generated by the project.

- **Downtown Location.** The location of a project within or adjacent to a central business district promotes pedestrian and bicycle travel in a relatively high-density area of complementary land uses. The project is located within the downtown district, and it is a short walk or bicycle ride from the retail, office, and residential land uses in downtown and the surrounding area. The project's office use mixes well with the retail and commercial uses located in Downtown. The project location effectively renders it part of a large-scale mixed-use development in a pedestrian-friendly environment with a significant share of internal trips.
- **Proximity to Transit.** The project is located at about 1,350 feet (about a 5-minute walk) from the Mountain View Transit Center. The Transit Center provides Caltrain commuter rail and VTA light rail transit (LRT) services. Caltrain and VTA provide frequent and reliable transit service to a high percentage of regional destinations.

**Table 2
TDM Measures and Implementation Responsibilities**

TDM Measure	Implementation Responsibility
MVTMA Membership	Building Developer/Property Owner
Program Administration	
Designating a Transportation Coordinator	Property Manager
Transportation Information Packets	Transportation Coordinator
Trip Planning Assistance	Transportation Coordinator
Transit Elements	
Proximity to Transit Center	Site Location
Transit Subsidy	Office Employers/Tenants
Resources (schedules, route maps & other info)	Transportation Coordinator
Carpool and Vanpool Programs	
Ridematching Assistance	Transportation Coordinator
511 Ridematching Service	Available to public
Guaranteed Ride Home Program	
Reimbursing Cost of Emergency Taxi Rides	Employers/Tenants
Telecommuting/Flexible Work Schedule	Building Developer/Office Employers
Bicycle Facilities	
Bicycle Parking	Building Developer
Resources (bikeway maps & other info)	Transportation Coordinator
Other On-Site Amenities	
On-Site Retail/Outdoor Roof Deck	Building Developer

Transportation Management Association Membership

The property owner/developer will be required to join the Mountain View Transportation Management Association (MVTMA) and maintain ongoing membership in the MVTMA for the life of the project. The MVTMA is a nonprofit organization that operates the MVgo shuttles, which is a fare-free service open to the public. The shuttle currently runs between the Mountain View Transit Center in Downtown Mountain View and the North Bayshore area. In addition to these MVgo shuttles, this TMA can provide financial savings to businesses and employees providing TDM programs and can also be a tool to help manage shared parking facilities. The following programs are included with membership in the MVTMA.

Carpool Link

MVgo is partnered with Waze Carpool to provide a \$5 subsidy on carpool trips originating or ending in Mountain View. Additionally, all trips within 10 miles are free to riders.

Guaranteed Last Mile Reimbursement

Membership with the MVMTA also provides a guaranteed last mile reimbursement for employees who utilize the MVgo shuttles. If a shuttle is more than 15 minutes late, employees may be reimbursed up to \$15 for the cost of any form of transportation. Proof of the trip and its cost is required to be submitted with a reimbursement form.

TDM Administration and Promotion

Transportation Coordinator

The project will appoint a Transportation Coordinator who will be the primary contact with the City and will be responsible for implementing and managing the TDM plan. The Transportation Coordinator will be a point of contact for employees/tenants when TDM-related questions arise and will be responsible for ensuring that employees are aware of all transportation options and how to fully utilize the TDM plan. The Transportation Coordinator will provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide transportation information packets to new employees.
- Provide trip planning assistance and/or ride-matching assistance to employees who are considering an alternative mode.
- Manage annual employee travel surveys. The results will be used to determine whether the implemented TDM measures are effective and whether new TDM measures should be implemented.

Transportation Information Packet for Office Employees

The Transportation Coordinator will provide transportation information packets to all new employees/tenants when they first occupy the building and ensure that employees/tenants are aware of the programs available to them. This packet will include information about transit maps/schedules (Caltrain, VTA, Community Shuttle), locations of bus stops and Caltrain/LRT stations, transit fare subsidies or transit passes to be provided by employers, guaranteed ride home service to be provided by employers, ride matching programs (511.org's RideMatching service, peer-to-peer matching apps, such as Scoop and Waze), 511.org's carpool/vanpool subsidy program, bike maps, and bicycle parking on-site. Also included in the packet will be information regarding how to contact the Transportation Coordinator.

Transit Passes

Subsidized transit passes are an effective means of encouraging employees to use transit rather than drive to work. Transit passes allow employees to save money and avoid the stress of driving during the commute periods. One element of this TDM plan is to provide employees with financial incentives to utilize public transit when commuting to and from the project site.

The project will require future office tenants, as part of the lease agreement, to provide free or subsidized transit passes (Caltrain or VTA) for their employees. Retail tenants will not be required to provide transit passes or subsidies to retail employees. There are a number of ways to structure a financial incentive for transit. Employers can cover the total monthly cost of transit for those employees who take transit through a pre-tax benefit, or purchase transit passes themselves and distribute them to employees, or offer a universal transit pass program.

Employers may consider universal transit pass programs, which are different from financial incentives in that an employer purchases a pass for all employees, regardless of whether they currently ride transit or not. These passes typically provide unlimited transit rides on local or regional transit providers for a low monthly fee; a fee that is lower than the individual cost to purchase a pass, since a bulk discount is given. Such programs can be more cost-effective option for employers to reducing vehicle trips as compared to purchasing individual passes.

It is likely that the majority of the office employees taking public transit will take Caltrain to work; therefore, future tenants should consider the Caltrain universal transit pass program (Go Pass

program). The Caltrain Go Pass is an annual pass purchased by a company for its employees. All eligible employees receive the Go Pass, whether they use it or not. The passes are purchased from Caltrain at a significant discount and provide all employees with free Caltrain travel between all zones, seven days a week. The passes are non-transferable stickers applied directly to the Employee ID card to prevent cheating, which can otherwise be a problem with transit subsidies. It is recommended that the project offer Caltrain passes to all employees, and if a significant number of employees elect to use Caltrain, then it is recommended that the project consider enrolling in the Caltrain Go Pass program.

Carpool and Vanpool Programs

Rideshare Matching Assistance

One of the greatest impediments to carpool and vanpool formation can be finding suitable riders with similar work schedules, origins, and destinations. Facilitated rideshare matching can overcome this obstacle by enabling commuters who are interested in ridesharing to enter their travel preferences into a database and receive a list of potential rideshare partners. The success of these programs is largely determined by the number of participants and, in turn, the number of potential matches that can be made.

The Transportation Coordinator will distribute a carpool matching application to all employees as part of the transportation information packets. The application will match employees who live in the same area who may be able to carpool or vanpool together. Some employees who may be reluctant to reach out to find carpool partners via the 511 RideMatch service or Waze Carpool may be more likely to fill out a form that will be administered by their Transportation Coordinator. Furthermore, employees may be more likely to try ridesharing with a coworker than with an unknown person who lives nearby.

511 Ride Matching Services

The 511 RideMatch service provides an interactive, on-demand system that helps commuters find carpools, vanpools, or bicycle partners. This free car and vanpool ride-matching service helps commuters find others with similar routes and travel patterns with whom they may share a ride. Registered users are provided with a list of other commuters near their employment or residential ZIP code, along with the closest cross street, email, phone number, and hours they are available to commute to and from work. Participants are then able to select and contact others with whom they wish to commute. The service also provides a list of existing car and vanpools in their residential area that may have vacancies.

Ride-matching assistance is also available through a number of peer-to-peer matching programs, such as Scoop and Waze Carpool, which utilize mobile apps to match commuters. These publicly available ride matching services benefit from a large database of commuters and may enable employees to locate people who may not live nearby or work on site but nevertheless share similar commute patterns.

Guaranteed Ride Home Program

Guaranteed Ride Home (GRH) is a program that provides a "back-up" ride to employees who use transit, carpool, biking/walking, or another alternative as their commute mode. It is an important supportive measure to encourage employees to not drive alone to work.

The project will require future tenants to provide a GRH program to employees. The GRH program can be implemented through a taxi company or ridesharing services such as Uber and Lyft. For employees that commute to work using a mode other than driving alone that need to use a taxi company or

ridesharing service to get home in an emergency, they would submit a receipt for the cost of their trip and be reimbursed.

Telecommute/Flexible Work Schedule Program

Offering employees the opportunity to work from home or travel outside the peak travel periods can help reduce the number of commute trips to and from the project site. Based on the property owner's experience with the office tenants in the downtown Mountain View near the project site, up to 40 percent of their employees telecommute 2 to 3 days per week pre-Covid-19 conditions.

The project will include the following infrastructure to support its future tenants to implement an alternative work schedule:

- Heating, cooling, and ventilation systems for extended schedules
- High-bandwidth internet connections to facilitate telecommuting
- Security services provided to support extended schedules

Bicycle Facilities

Bicycle Parking

Providing secure bicycle parking encourages bicycle commuting and reduces vehicle trips and parking demand. For office developments, the Mountain View Zoning Code requires providing bicycle parking spaces that make up 5 percent of motorized vehicle parking spaces.

The project will require 22 vehicle parking spaces. Thus, the project will require 2 bicycle parking spaces. The project will provide 5 secure bicycle parking spaces in a bicycle storage room on the ground floor of the office space, which will be accessible through the lobby.

Bicycle Resources

The following resources are available to bicycle commuters through 511.org. These resources will be noted in the transportation information packet, in order to make employees aware of them.

- Free Bike Buddy matching
- Bicycle maps
- Bicycle safety tips
- Information about taking bikes on public transit
- Location and use of bike parking at transit stations
- Information on Bike to Work Day
- Tips on selecting a bike, commuter gear, and clothing
- Links to bicycle organizations

Other On-Site Amenities

The project proposes a retail space that may be used by the office employees. In addition, an outdoor roof deck will be available for socializing and recreation. These on-site amenities will allow office employees to avoid making a trip to similar off-site facilities. The on-site amenities will facilitate internalization of trips within the project.

4. Estimated TDM Reduction

The Bay Area Air Quality Management District (BAAQMD) has prepared a software tool that is designed to quantify by how much a TDM plan for a specific project in a specific location is likely to reduce Vehicle Miles Traveled (VMT). The reduction in VMT is a result of a reduction in daily trips, which can be equated to a reduction in parking demand. This Transportation Demand Management Tool (TDM Tool) is based on the steps and calculations documented in the California Air Pollution Control Officers Association (CAPCOA) report, *Quantifying Greenhouse Gas Mitigation Measures*, published in August 2010.

The TDM Tool provides an estimate of the amount by which a project's location and land use characteristics, its site enhancements, and the measures taken to reduce commute trips will reduce VMT. Hexagon has applied the BAAQMD tool to the TDM plan for the 747 W Dana Street office development (see Appendix A).

The following discussion summarizes how the tool calculated the VMT reduction for this project and this TDM plan. It should be noted that there are some characteristics of the project (such as its density) for which the TDM Tool gives a significant amount of credit in calculating the VMT reduction, but which are not listed as specific TDM measures in the preceding chapter. Conversely, there are some specific TDM measures (such as efforts to promote bicycling among employees) that are given very little or no credit by the TDM tool. As such, the VMT reduction calculated by the tool should be regarded as a preliminary estimate for the TDM plan but should not be used as a monitoring tool after the building is occupied. The best way to monitor the success of the TDM plan is with parking counts that provide actual data on the parking patterns of the employees and guests who visit the office. However, because this project will not provide any on-site parking, the best way to monitor the success of this TDM plan is with employee surveys. The TDM Tool provides a useful indicator prior to implementation of a TDM plan as to whether it is likely to achieve a certain reduction target.

The VMT reduction calculated by the BAAQMD Tool is based on the following factors:

Transit Accessibility. The TDM Tool compares the transit mode share for this site to that of a typical ITE development. There are numerous transit options within walking distance of the project site. For example, the Mountain View Station is approximately 0.29 miles away from the project site and provides access to Caltrain, which connects from San Francisco to Gilroy, and the VTA LRT system, which extends from south San Jose through downtown to the northern areas of San Jose, Santa Clara, Milpitas, Mountain View and Sunnyvale.

Destination Accessibility. The project is located within downtown Mountain View. As such, nearby destinations can be easily accessible by transit, bicycle, or walking. Because of this, a VMT reduction is estimated based on the urban setting and desirable location of the project.

TDM Program with Monitoring and Reporting Requirements. The TDM Tool provides more credit to TDM programs that include a performance standard (such as a trip reduction goal or VMT reduction goal) and that include requirements for monitoring and reporting than those that do not. The rationale for this is that if development managers/owners are required to monitor their results and report those results to a City or other authority and if there is a specific target to be achieved, they will take their responsibilities to implement the TDM plan more seriously.

Transit Fare Subsidy. The TDM Tool provides a significant VMT credit for the implementation of transit fare subsidies when available to all employees of the property. This reduction is credited based on the transit passes provided by employers. The proximity to transit stations will encourage the use of these transit passes for all trips.

Telecommute Program. Telecommuting receives VMT reductions as some employees no longer would be required to travel to their work location from home. The TDM plan includes the addition of heating, cooling, and ventilation systems for extended schedules, high-bandwidth internet connections to facilitate telecommuting, and security services to support extended schedules. The TDM Tool estimates the maximum VMT credit for up to 25 percent of employees telecommute 1.5 days per week. Based on the property owner's experience with the office tenants in the downtown Mountain View near the project site, up to 40 percent of their employees telecommute 2 to 3 days per week pre-Covid-19 conditions. Therefore, the project's VMT reduction resulting from telecommuting is expected to be higher than the reduction estimated by the TDM Tool.

Marketing Program for the TDM Plan. The Transportation Coordinator will be responsible for providing information about all resources and programs included in the TDM plan to employees, and distributing new employee information packets to employees when they start work at the site. The Transportation Coordinator would be available to answer questions and provide additional information to employees as needed. The TDM Tool provides credit for this level of marketing activity.

Rideshare Program. The TDM Tool gives credit for ridesharing programs that provide ride-matching assistance and/or a link to websites for coordinating rides. This TDM plan includes the ride-matching assistance. In addition, the TDM plan includes an emergency ride home program that would reimburse carpoolers and vanpoolers for rides home in the event of an emergency.

The TDM Tool estimates that the combination of the project's location, proximity to transit, and the project's TDM plan is likely to reduce trips of the project by over 20 percent, which would also help reduce the project's parking demand.

5. TDM Implementation, Monitoring, and Reporting

The purpose of this TDM plan is to reduce the overall parking demand generated by the proposed office use. The property owner will be required to submit to the City an annual TDM performance report that identifies the TDM plan's effectiveness at achieving the parking demand reduction. The goal of the TDM plan is to reduce the peak hour trips generated by the office employees by 20 percent, which would also reduce the parking demand.

Implementation

The project applicant along with the property manager/Transportation Coordinator will be responsible for ensuring the TDM plan is implemented. In addition, all lease agreements will require office tenants to participate in the TDM plan immediately upon occupancy. Lease agreements will describe the elements of this plan for which tenants have immediate or potential future responsibility.

Monitoring and Reporting

The purpose of monitoring and reporting the TDM plan is to ensure that the plan is successfully reducing the parking demand of the office employees. The property manager/Transportation Coordinator will prepare an annual TDM report and submit it to the City to document the effectiveness of the TDM plan in achieving the goal of reducing parking demand. The Transportation Coordinator will conduct an annual employee surveys and document the results in a TDM monitoring report.

The initial TDM report for the project will be submitted one year after final occupancy. Subsequent reports will be collected annually. The property manager/Transportation Coordinator and/or the consultant preparing the report will coordinate with City staff for any additional reporting requirements.

Employee Surveys

In order to monitor progress towards the TDM goal of reducing peak-hour trips and parking demand, the property manager/Transportation Coordinator will conduct an annual survey of all office employees to determine the mode split among employees, whether the existing TDM measures are effective, and whether employees prefer different TDM measures. The survey will include questions to the employees around their vehicle parking locations and frequency of driving to work in order to determine the parking demand. All nonresponses to the employee survey will be counted as a drive-alone trip. The data will be assessed by comparing the surveyed parking demand and the off-site parking spaces the project provided through the in-lieu fee. The property manager/Transportation Coordinator will be responsible for administering the survey and communicating the results to the City.

It is presumed that every percent reduction in parking demand would be equivalent to a one percent reduction in peak-hour vehicle trips generated by the project.

Penalty for Noncompliance

Upon the first occurrence of not meeting the trip reduction target, the office tenants will submit a revised TDM plan within 90 days that identifies new programs or strategies to address how the number of peak-hour trips will be reduced to meet the target. The new programs will be subject to funding to be provided by the tenants.

If after implementation of additional TDM programs or strategies, the subsequent annual employee surveys show that the trip reduction target is still not met, the office tenants will pay the applicable financial penalty established by Mountain View. Any TDM penalties will be paid to the TMA to help fund effective programs.

Appendix A

BAAQMD TDM Tool

Input Page

General Inputs

compact	Project Location
infill	
-	Total Project Unmitigated VMT
50%	Percentage of work related VMT ¹

Density
Design
Diversity
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="0"/> distance (in miles) to downtown or major job center
Destination Accessibility
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="0.29"/> distance (in miles) to transit station
Transit Accessibility
Below Market Rate (BMR) Housing

Land Use / Location Strategies

Pedestrian Network
Traffic Calming
NEV Network
Carshare Program

Neighborhood / Site Enhancements Strategies

Parking Supply Limits
Unbundle Parking Costs
On-Street Market Pricing

Parking Policy / Pricing Strategies

Network Expansion
Service Frequency/Speed
Bus Rapid Transit

Transit System Improvements Strategies

<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="100%"/> percentage of employees eligible
CTR Program - Required
CTR Program - Voluntary
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="100%"/> percentage of employees eligible
<input type="text" value="\$ 5.96"/> amount of transit subsidy per passenger (daily equivalent)
Transit Fare Subsidy
Employee Parking Cash-Out
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="\$ 6.00"/> daily parking charge
<input type="text" value="100%"/> percentage of employees subject to priced parking
Workplace Parking Pricing
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="25%"/> percentage of employees participating
<input type="text" value="1.5"/> days of telecommuting strategy implemented
Alternative Work Schedules and Telecommute Program
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="100%"/> percentage of employees eligible
CTR Marketing
Employer Sponsored Vanpool/Shuttle
<input type="checkbox"/> yes Implementing strategy?
<input type="text" value="100%"/> percentage of employees eligible
Ride-Share Program
School Pool
School Bus

Commute Trip Reduction (CTR) Programs Strategies

Global Max Reduction (all VMT):
32.6%
or
0

Cross-Category Max Reduction (all VMT):
30.0%
or
0

Max Reduction (all VMT):
3.6%
or
0

Land Use/ Location	Neighborhood/ Site Enhancements	Parking Policy/ Pricing	Transit System Improvements	Commute Trip Reduction (CTR) Programs (assuming mixed-use development)
Category Reduction (all VMT): 30.0%	Category Reduction (all VMT): 0.0%	Category Reduction (all VMT): 0.0%	Category Reduction (all VMT): 0.0%	Category Reduction (work VMT): 7%
Density 0.0%	Pedestrian Network 0.0%	Parking Supply Limits 0.0%	Network Expansion 0.0%	CTR Program - Required (work VMT) 21.0%
Design 0.0%	Traffic Calming 0.0%	Unbundled Parking Costs 0.0%	Service Frequency/Speed 0.0%	CTR Program - Voluntary (work VMT) 0.0%
Diversity 0.0%	NEV Network 0.0%	On-Street Market Pricing 0.0%	Bus Rapid Transit 0.0%	Transit Fare Subsidy (work VMT) 20.0%
Destination Accessibility 20.0%	Car Share Program 0.0%			Employee Parking Cash-Out (work VMT) 0.0%
Transit Accessibility 14.5%				Workplace Parking Pricing (work VMT) 19.7%
BMR Housing 0.0%				Alternative Work Schedules and Telecommute Program (work VMT) 5.5%
				CTR Marketing (work VMT) 4.0%
				Employer-Sponsored Vanpool/Shuttle (work VMT) 0.0%
				Ride Share Program (work VMT) 15.0%
				School Pod (school VMT) 0.0%
				School Bus (school VMT) 0.0%