



749 W. EL CAMINO REAL

Transportation Demand Management Plan



749 W. El Camino Real Mountain View

TRANSPORTATION DEMAND MANAGEMENT PLAN



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ATTACHMENTS

VMT Evaluation Tool Report

Draft Mountain View Transportation and information Worksheet

VTA SmartPass Voucher (Emergency Ride Home)

List of Nearby Amenities

List of Nearby Employers

TDM List of Programmatic Measures

TDM Specialists, Inc. Qualifications

EXECUTIVE SUMMARY

The 749 W. El Camino Real Transportation Demand Management (TDM) plan meets the project's specific vehicle trip reduction needs, considering the site's logistical resources, challenges, and opportunities. This TDM provides a viable and dynamic program to support a four percent reduction of vehicle miles traveled (VMT) and a seven percent peak-hour trip reduction, as shown in the attachment. The TDM measures in this plan identify elements and actions that commit the applicant to their implementation.

The construction of TDM infrastructure and the implementation of resident programs will increase opportunities for pedestrian, bicycle, carpool, vanpool, and transit uses. This TDM Plan's design reduces single-occupancy vehicle trips and vehicle miles traveled (VMY) associated with the project comply with the TDM strategies outlined in the El Camino Real Precise Plan. In addition, this TDM Plan identifies specific measures to reduce vehicle trips generated by retail employees of the commercial portion of the project by four percent during peak AM and PM hours.

Minimizing traffic congestion and air pollution are critical concerns in maintaining a good quality of life and economy for Mountain View and its residents. Traffic congestion results in time lost to residents and commuters and increased demand for City fiscal resources for roadway construction and maintenance. According to the U.S. Environmental Protection Agency, "mobile sources account for more than half of all the air pollution in the United States. The primary mobile source of air pollution is the automobile. Today's motor vehicles are still responsible for up to half of all the emissions released into the air." ¹

The applicant's 749 W. El Camino Real TDM Plan describes mitigation measures that enhance its commuter-friendly location and creates guidelines for a mixed-use (residential and retail) commute program. Other contributing and complementary sustainable building efforts include applicable portions of the U.S.

TDM strategies are designed to reduce vehicle trips and parking demand by offering incentives for using other ways to travel. Multi-modal transportation infrastructure supports successful TDM Implementation.

SOURCE: Mountain view 2030 General Plan

U.S. Green Building Council (USGBC)

The USGBC encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.

California Green Building Standards

The 2010 California Green Building Standards Code is Part 11 of the California Building Standards Code in Title 24 of the California Code of Regulations. Part 11 is also known as the CALGreen Code.

¹ <http://www.epa.gov/apti/course422/ap3a.html>

Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) certification and California's Green Building standards.

The plan includes TDM measures developed explicitly for this residential and mixed-use project. These include but are not limited to secure bicycle parking, bicycle Fix-it repair station, commuter resources, Transportation screen kiosks, and designated parking for carshare vehicles.

The project's trip reduction activities and transportation mode-use rate will be monitored annually, with the first resident commute survey to be conducted one year after the project's occupancy.

The TDM Plan addresses commuter trips associated with a residential project and contains appropriate measures and elements consistent with other residential commute programs. The primary transportation mode-use strategies included in the document include the following four sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure and Physical Measures
- III. Programmatic Commuter Measures and Resources - Residential
- IV. Retail TDM Measures
- V. Monitoring and Reporting

749 W. El Camino Real project includes the following TDM planning elements.

Bicycle Measures

- Secure bicycle parking spaces for residents and retail workers (Class I)
- Guest bicycle parking spaces for residents and retail workers (Class II)
- Bicycle Fix-it repair stations
- Bicycle pathways and wayfinding signage throughout the project

Carpool/Car Share Measures

- Dedicated parking space for a carsharing vehicle
- Resident apps and online resources for carpool matching
- Tenant apps and online resources for carpool matching
- \$25 for each 25 carpool trips logged

Vanpool Measures

- \$350 monthly MTC/511 group vanpool subsidy
- \$350 monthly VTA group vanpool subsidy
- Online vanpool matching tool
- Free vanpool parking spaces – striped and signed

Transit and Shuttle Measures

- Clipper START 50% discounted Caltrain program
- Clipper Card Grant (\$7,500)
- SmartPass Program
- Within walking distance (440 feet) to VTA Route 22,52 and 522
- Within walking distance to MVgo shuttle services
- Guaranteed Last-Mile reimbursement
- Bikeable (one-mile) distance to the Mountain View Caltrain Station
- Bikeable (one-mile) distance to Stevens Creek Trail

On-site and Nearby TDM Supporting Amenities

- Transportation and commuter TransitScreen kiosks
- Co-working space, pet spa, patio, pool, fitness center, mail room
- Nearby retail and personal services (dry cleaning, sundries, ATM, coffee house, daycare, etc.)

Other TDM Measures

- Commuter Concierge – TDM program manager
- New resident and employee transportation information flier
- Periodic transportation/commuter events or promotions (e.g., Bike to Workday or Spare the Air days)
- Annual resident commuter survey and peak-hour parking counts
- MVgo TMA membership (including future shuttle services)

The details of all TDM measures are described more fully in this report's following body and satisfy the required elements from the City's Development Standards.

1.0 INTRODUCTION AND PURPOSE

The comprehensive plan of commute options and on-site measures (identified in this report) is essential to realizing the project's trip reduction benefits required by El. Camino Real Precise Plan.

749 W. El Camino Real TDM Plan incorporates many trip reduction strategies to meet City requirements, reduce traffic impacts, and maximize residents' mobility options. The applicant has included transit, bicycle, pedestrian, and rideshare incentives to promote alternative transportation modes for project residents.

The City of Mountainview General Plan, Section 3, Land Use and Design, page 65, includes the following policies and goals that apply to this project:

***Goal LUD-19:** An area with innovative transit-oriented developments, services for area residents and workers, and strong connections to the city.*
Policies

***LUD 19.1:** Land use and transportation.* Encourage greater land-use intensity and transit-oriented developments within a half-mile of light rail transit stations.

***LUD 19.3:** Connectivity improvements.* Support smaller blocks, bicycles, and pedestrian improvements and connections throughout the area.

***LUD 19.4:** Transportation Demand Management strategies.* Require development to include and carry out Transportation Demand Management strategies.

***LUD 19.6:** Residential transitions.* Require development to provide sensitive transitions to adjacent residential uses.

The El Camino Real Precise Plan requires the following residential mixed-use TDM standards:

1. Transportation Management Association (TMA) membership
2. TDM plan, programs, and measures to achieve trip reduction goals
3. TDM Annual monitoring
4. Annual monitoring reports

2.0 GENERAL TRANSPORTATION MANAGEMENT PLANNING DEFINITION

TDM combines services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to relieve traffic congestion, parking demand, and air pollution problems. The following are fundamental goals achievable with the effective utilization of a trip reduction program with the use of TDM measures:

- *Reduce parking demand by converting SOV trips to an alternate transportation mode (e.g., transit, carpool or vanpool, bicycling, or walking).*
- *Shift travel to less congested facilities by providing traveler information systems that warn motorists about delays or alternative routes.*
- *Support other technological solutions (e.g., compressed natural gas, electric/hybrid vehicles, or zero-emission vehicles).*
- *Eliminate or shift trips from peak periods (e.g., flexible schedules, compressed workweeks, or telecommuting).*

Current economics and limited resources affect the building and maintaining more roads or parking structures. This reality necessitates the better utilization of the existing transportation infrastructure (like adding a second shift at an existing manufacturing plant). To that end, TDM measures support the transition to better use of existing alternative transportation options.

Rideshare and TDM Program Benefits

Commuters can experience stress and frustration long before their workday officially begins. The project's transportation choices will improve the commuter experience, local communities, and business environments by decreasing traffic congestion and greenhouse gas (GHG) emissions.

3.0 PROJECT DESCRIPTION

The project is at the intersection of El Camino Real and Castro Street, at the south end of downtown Mountain View. The community-enhancing mixed-use development will consist of a 6-story building with 299 units, of which 33 units will be for low and very-low-income households and a commercial section.

Dwellings will be an easy walk or bike ride to nearby employment sites, transit access, dining, shopping, and recreation. The concept includes extensive amenities for residents, such as Pet Spa, lounge and gathering areas, co-working spaces, outdoor dining areas, a pool, bicycle fix-it station, storage lockers, mailrooms, and a patio.

Shown on page 3 is the location map of the 749 W. El Camino Real project.

749 W. El Camino Real Location Map



The Project's TDM Plan addresses commuter trips associated with a residential, mixed project. The plan contains appropriate measures and elements consistent with other residential commute programs. The primary transportation mode-use strategies included in the document include the following five sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure and Physical Measures
- III. Programmatic Commuter Measures
- IV. Retail TDM Measures
- V. Monitoring and Reporting

SECTION I – EXISTING TRANSPORTATION CONDITIONS

4.0 TRANSIT INFRASTRUCTURE

An advantage of this project is its proximity to VTA buses and light rail. The VTA 21 and 52 bus stops are 160 feet, and the Mountain View Caltrain station is within one mile.

Public Transportation Access

Four bus or shuttle drop-off and pick-up locations are conveniently near the project. Safe, convenient, and well-lit pedestrian paths will direct residents to the project's most direct route to the nearest transit stop.

As shown below, the VTA: 21 and 522 bus stops are 160 feet from the project, the VTA: 22,52 and additional 522 bus stop is 440 feet from the project, while the MV Community Shuttle: Red is 0.10 miles, and the MV Community Shuttle: Gray is 350 feet, all within a walking/bikeable distance.

On page 5 is the VTA system map. On page 6 is a list of Transit Resources showing routes and schedules.

Walking Distance Map to Transit Resources



According to WalkScore.com, the project location enjoys a "Very walkable" score of 80 out of 100, meaning most errands can be accomplished on foot.



Congratulations!

749 W El Camino Real, Mountain View, CA 94040-2509 meets the criteria for a 15-minute city!

The project also enjoys being part of a "15-minute city" concept, meaning daily necessities can be accessed by foot or bike.

Valley Transportation Authority Map

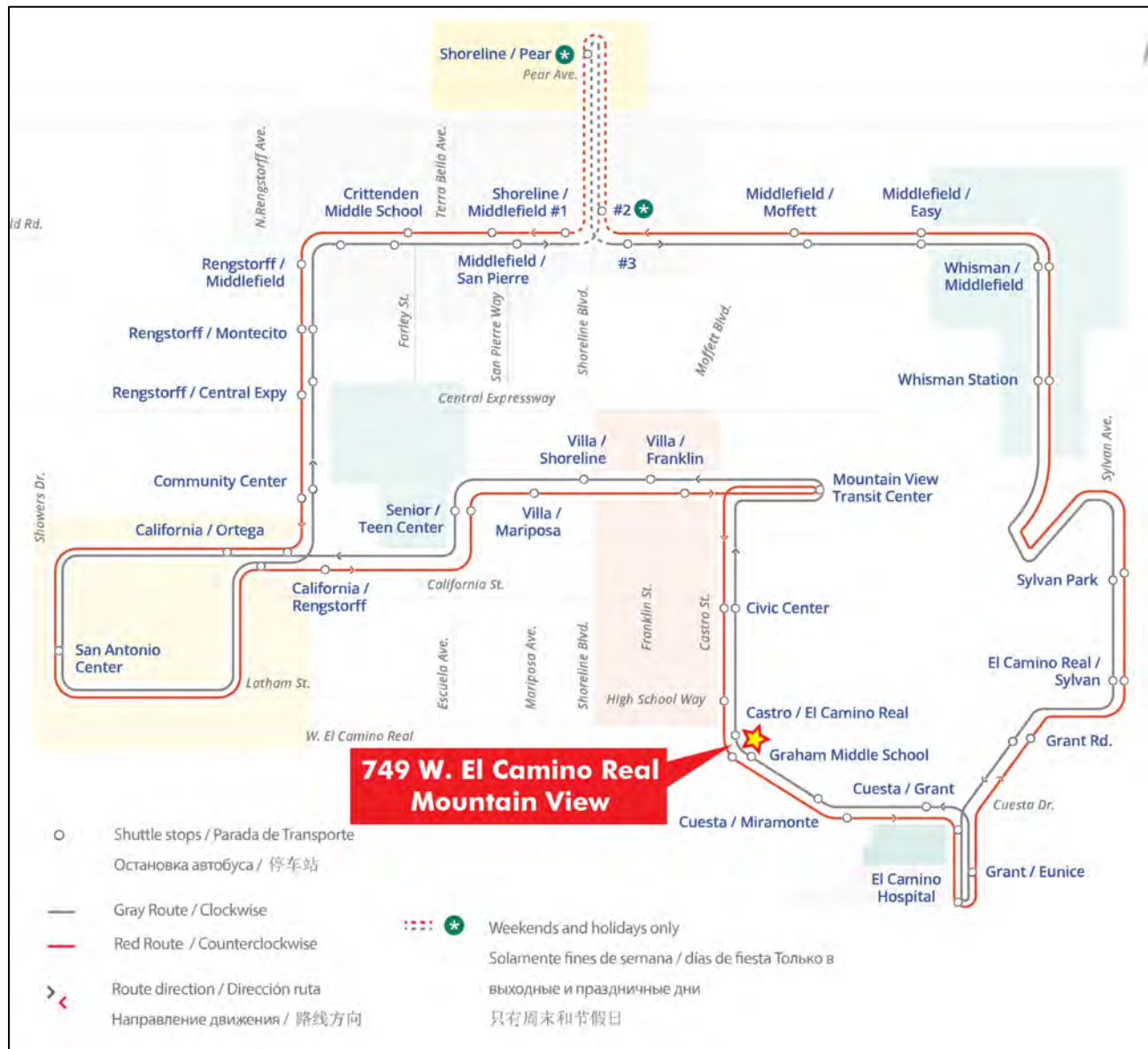


Transit Resources

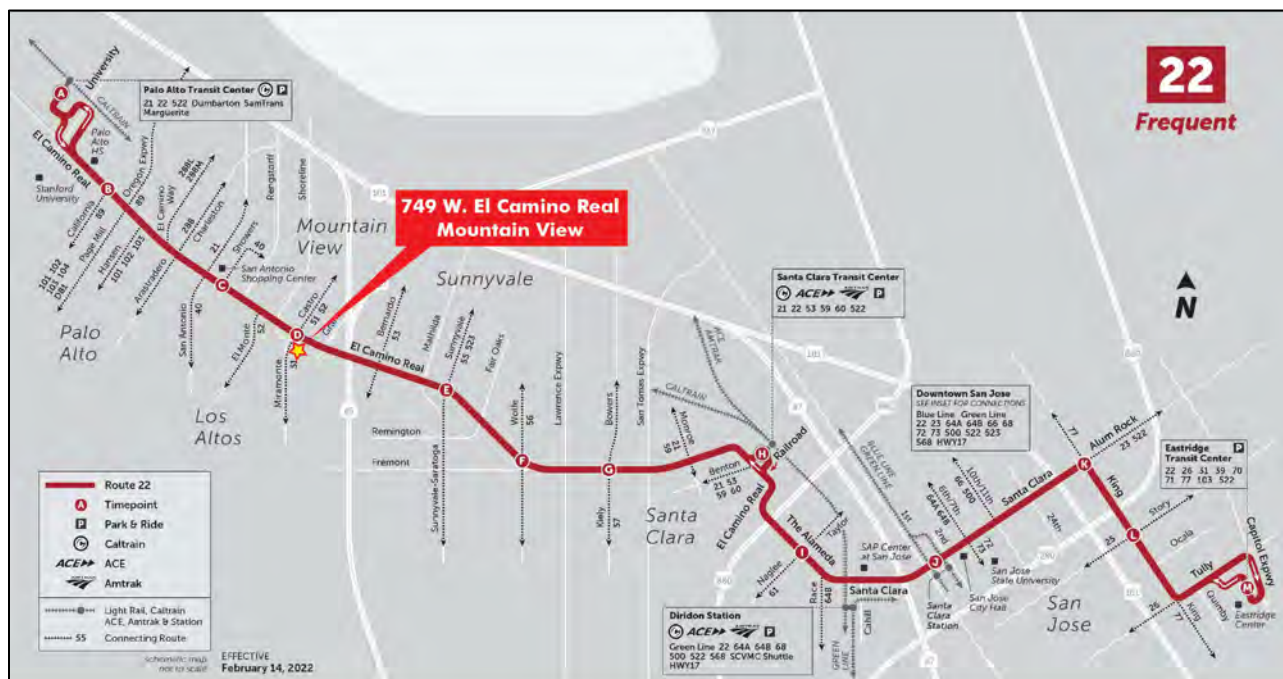
Route	Span of Service	Weekday Trips	Communities Served
22 VTA	7 Days/Week 4:44 a.m. - 2:14 a.m.	139	Palo Alto Transit Center , El Camino & California, El Camino & Showers, El Camino & Castro , El Camino & Sunnyvale-Saratoga, El Camino & Wolfe, El Camino & Kiely, Santa Clara Transit Center , The Alameda & Naglee, Santa Clara & 1st, King & Alum Rock, King & Story, and Eastridge Transit Center
51 VTA	5 Days/Week 6:41 a.m. - 6:59 p.m.	40	West Valley Transit Center , Saratoga & Saratoga-Sunnyvale, De Anza & Prospect, Stevens Creek & Stelling, Foothill & Cupertino, Truman & Bryant, Grant & Fremont, Grant & Eunice, Castro & El Camino , Moffett and Central Opposite Jackson, and North Akron & McCord
51H VTA	5 Days/Week 7:15 a.m. - 6:29 p.m.	14	Saich & Stevens Creek, Stelling & Stevens Creek, Homestead & Mary, Truman & Bryant, Grant & Fremont, Grant & Eunice, Castro & El Camino , Moffett and Central Opposite Jackson, and North Akron & McCord
52 VTA	5 Days/Week 7:12 a.m. - 5:55 p.m.	46	Mountain View Transit Center , El Camino & Shoreline, Castro & El Camino , El Monte & Marich, and Foothill College
522 VTA	7 Days/Week 5:28 a.m. - 10:49 p.m.	116	Palo Alto Transit Center , El Camino & California, El Camino & Showers, El Camino & Castro , El Camino & Sunnyvale-Saratoga, El Camino & Wolfe, El Camino & Kiely, Santa Clara Transit Center , The Alameda & Naglee, Santa Clara & 2nd, Alum Rock & King, Alum Rock Station, and Eastridge Transit Center
Gray Line MV Community Shuttle	7 Days/Week 7:37 a.m. - 6:37 p.m.	23	San Antonio Center, California/Ortega, Community Center, Rengstorff/Central Expy, Rengstorff/Montecito, Rengstorff/ Middlefield, Crittenden Middle School, Middlefield/San Pierre, Shoreline/Middlefield, Middlefield/Easy, Whisman/Middlefield, Whisman Station, Sylvan Park, El Camino Real/Sylvan, Grant Rd, Cuesta/Grant, El Camino Hospital, Grant/Eunice, Cuesta/Grant, Cuesta/Miramonte, Graham Middle School, Castro/El Camino Real , Civic Center, MV Transit Center , Villa/Franklin, Villa/Shoreline, Senior/Teen Center, California/Rengstorff, California/Ortega, and San Antonio Center
Red Line MV Community Shuttle	7 Days/Week 7:16 a.m. - 6:16 p.m.	23	San Antonio Center, California/Ortega, California/Rengstorff, Senior/Teen Center, Villa/Mariposa, Villa/Franklin, MV Transit Center , Civic Center, Castro/El Camino Real , Graham Middle School, Cuesta/Miramonte, Cuesta/Grant, El Camino Hospital, Grant/Eunice, Grant Rd, El Camino Real/Sylvan, Sylvan Park, Whisman Station, Whisman/Middlefield, Middlefield/Easy, Middlefield/Moffett, Shoreline/Middlefield #1, Middlefield/San Pierre, Crittenden Middle School, Rengstorff/Middlefield, Rengstorff/Montecito, Rengstorff/Central Expy, Community Center, California/Rengstorff, California/Ortega, and San Antonio Center
Total Bus Trips/Weekday		401	

* All buses and trains are lift equipped for handicapped, elderly, or those in need.

MV Community Shuttle: Red and Gray Route Maps



VTA: 22 Transit Route Map



VTA: 52 Transit Route Map



[illegible]

5.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

Pedestrian Connections

The project design will incorporate safe, convenient, and well-lit pedestrian paths, utilizing the most direct route to the nearest shuttle and transit resources close to the project. Lighting, landscaping, and building orientation will enhance pedestrian safety.

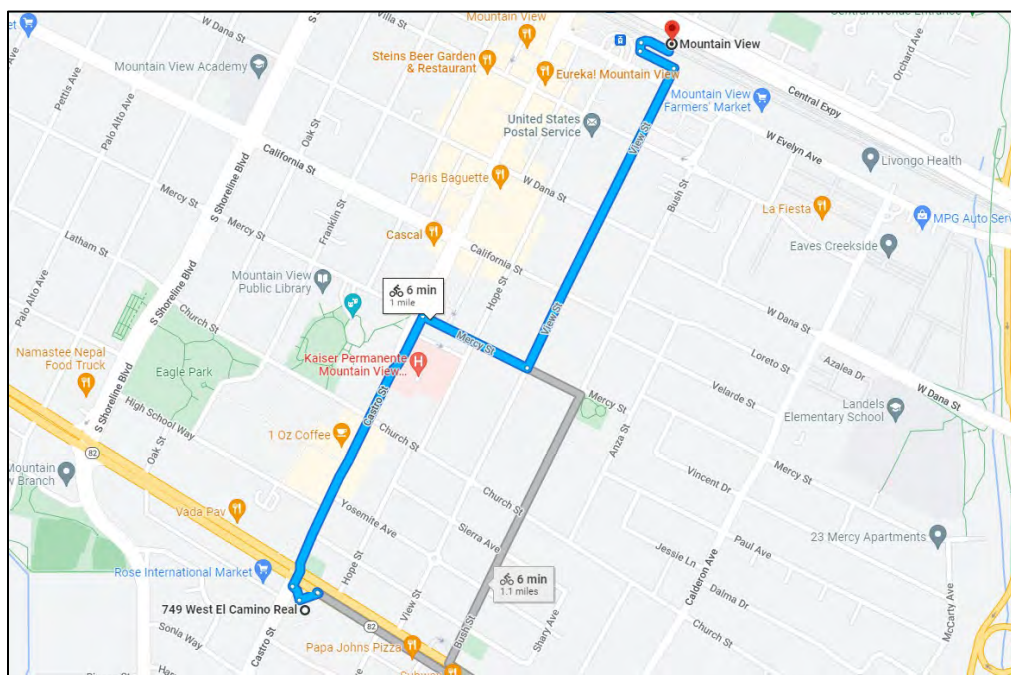
The plaza on El Camino Real will have ground-floor commercials engaging the street and plaza frontage to create a vibrant outdoor environment. Ground floor retail, common areas, lobbies, and other amenities will also be along El Camino Real and Castro Street, which will activate the street frontages and increase walkability.



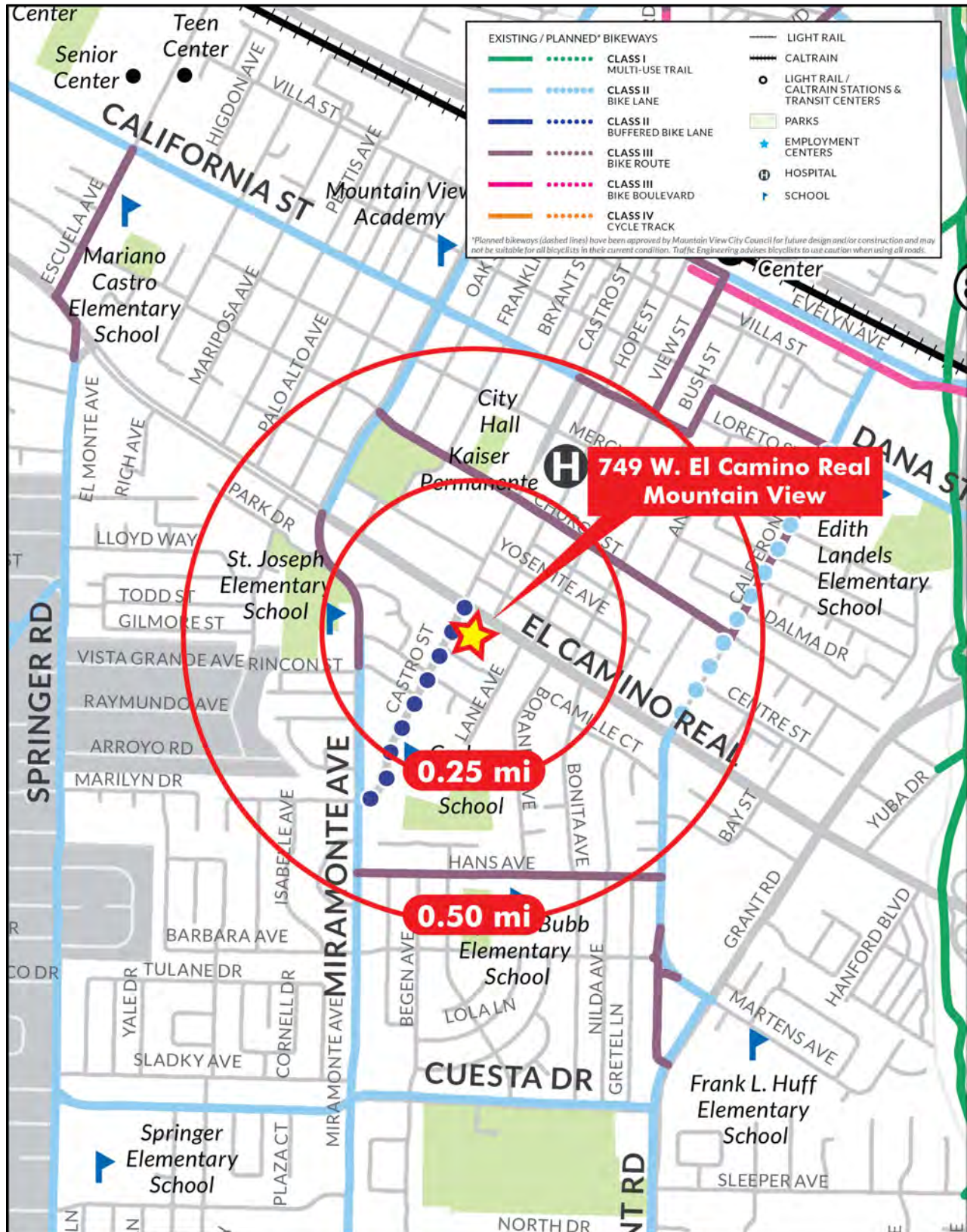
Bicycle Connections and On-street Routes

The project's bicycle connections include access to regional bicycle facilities on Castro Street and El Camino Real. The bicycle route from 749 W. El Camino Real to the Mountain View Caltrain Station is approximately a six-minute trip (one mile). The Bicycle route to Stevens Creek Trail is 13 minutes (2.3 miles). Shown on page 11 is a copy of the City of Mountain View's Bicycle Map.

Bicycle Route to Mountain View Caltrain



City of Mountain View Bike Map



SECTION II – TDM INFRASTRUCTURE & PHYSICAL MEASURES

The following physical infrastructure measures support alternative transportation commuters. These measures are TDM components that exist or are added and installed during construction. Shown on page 18 is a TDM Infrastructure Site Map.

6.0 PARKING MANAGEMENT

The project plans to provide 354 parking spaces for the residents and 119 parking spaces for commercial tenants and guests.

The willingness to participate and the actual resident ridesharing level directly link to parking availability, convenience, and parking cost. Other parking features contribute to ridesharing and clean-fuel commuting, such as charging stations and motorcycle parking.

Dedicated Parking Space for Carshare Vehicle

The applicant will engage a carsharing provider for the 749 W. El Camino Real community. Once a car provider accepts, carshare resources will offer residents access to vehicles for any use. The project will host two dedicated parking spaces for residents.



Passenger Loading Zone

The loading zone will be inside the ground-level garage and include appropriate signage and striping to designate the space. A loading/unloading area facilitates disembarking and embarking guests and rideshare passengers.



7.0 BICYCLE AND PEDESTRIAN AMENITIES

The project will have significant on-site pedestrian and bicycle facilities and connections to local and regional facilities to encourage resident use. Bicycle features for retail and office use are in the retail section of this TDM Plan.

On-site Bicycle Pathways and Wayfinding Signs

Bicycle wayfinding signs will also help guide cyclists to direct access to public streets and provide safe routes for internal travel in the residential community (patio, plaza, bike repair station, etc.).

Bicycle Parking

The project has 434 bicycle parking facilities, which is 17.3 percent more than the city code requirement.

Required Long-Term (Class I) – Bike Parking

The project will provide a secure bike lounge to accommodate 418 bikes, representing 59 more bike parking spaces than required. Management of the bike parking facilities may require a registration and assignment policy implemented through property management.

Required Short-Term (Class II) – Bike Parking

The project will provide 16 (Class II) bicycle racks for visitors and guests throughout the community.



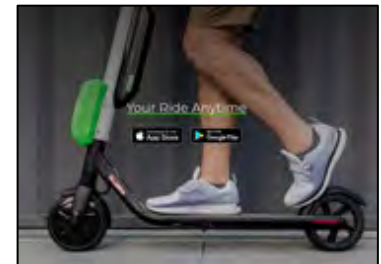
On-site Bicycle Fix-it Station for Residents

749 W. El Camino Real will install a bicycle Fix-it station to allow cyclists to conduct minor maintenance on their bikes. The Fix-it station's location will be accessible to residents and the community. The Fix-it includes all the tools necessary to perform basic repairs and maintenance, from changing a flat to adjusting brakes and derailleurs. The tools and air pump are securely attached to the stand with stainless steel cables and tamper-proof fasteners. Hanging the bike from the hanger arms allows the pedals and wheels to spin while adjusting. Shown at the right is an example of the bicycle repair Fix-it unit.



Bike and Scooter Share Facilities

The applicant will encourage residents to use these resources if the city establishes a public bike or scooter share program. The applicant will also identify on-site bike share and scooter share parking facilities. Bikeshare and scooter programs encourage people to use bikes and scooters as options for first- and last-mile trips while minimizing traffic and parking congestion.



Pedestrian Pathways

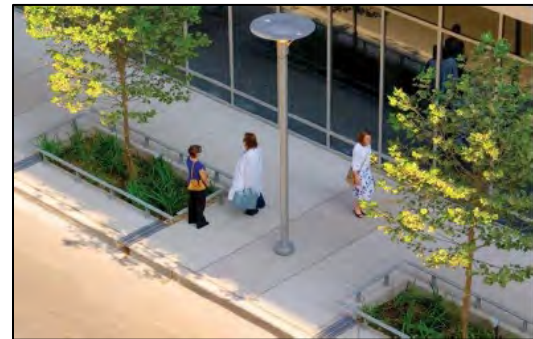
Planned is a pedestrian circulation system to encourage pedestrian travel to the project's facilities. The system also links residents to the project's sidewalk and adjacent uses. Enhanced pedestrian features will include wayfinding signage and colored or textured pavement to designate protected walkways.



Residents will be able to walk to nearby retail shops. The plan includes sidewalks to encourage walking and street trees planted along the walkways to create a positive, comfortable pedestrian environment.



Pedestrian amenities include wide sidewalks with fully accessible curb ramps at driveway crossings and delineated crosswalks. Lit from above will be the project walkways. The streetscape design reinforces the urban identity of the 749 W. El Camino Real project and establishes a pedestrian environment. The pedestrian circulation element within the building clusters makes the project accessible.



The applicant will install a well-designed palette of street furniture. The intent is to provide a unified, functional, and visually appealing array of elements, including pedestrian and vehicular streetlights, benches, and trash receptacles.

Enhanced Public Improvements

The project proposes retaining the existing on-site El Camino Real bus stop and integrating it with the plaza design, creating a transit-friendly and sustainable community.

8.0 SUPPORTING ON-SITE AMENITIES

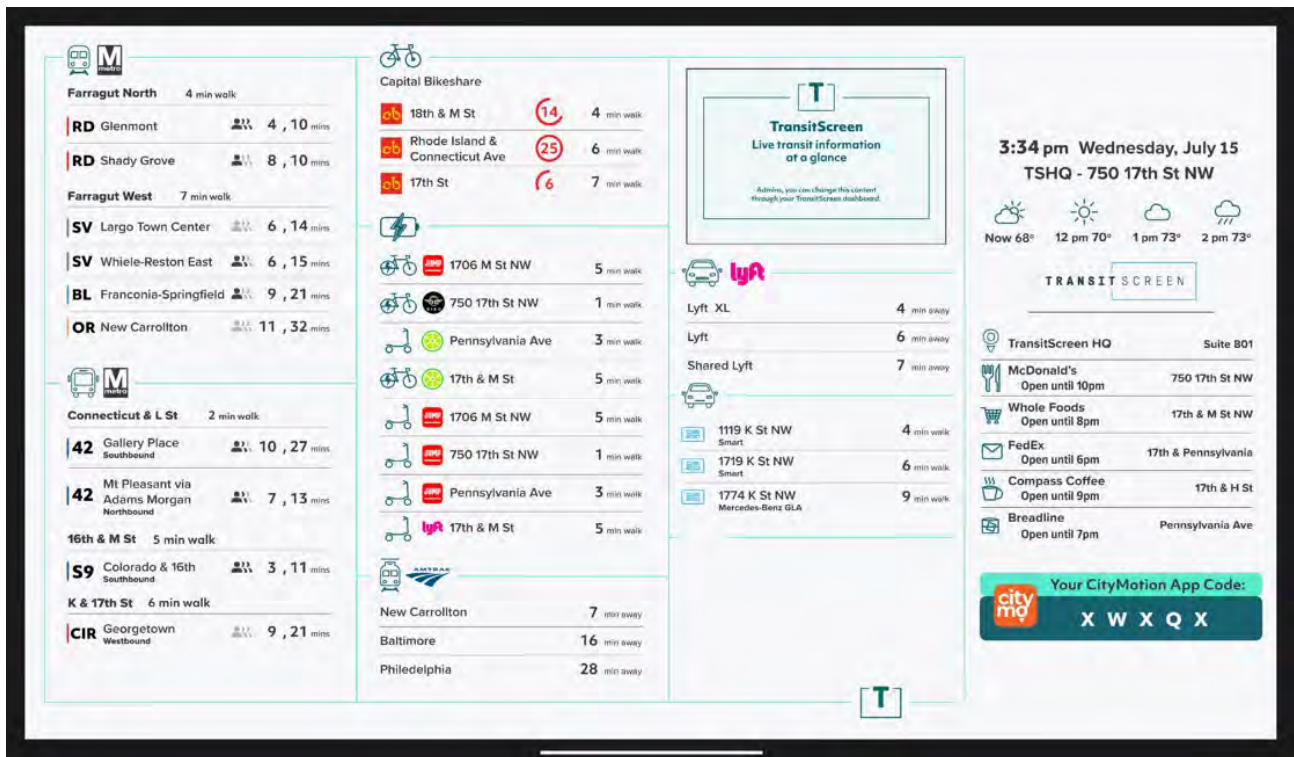
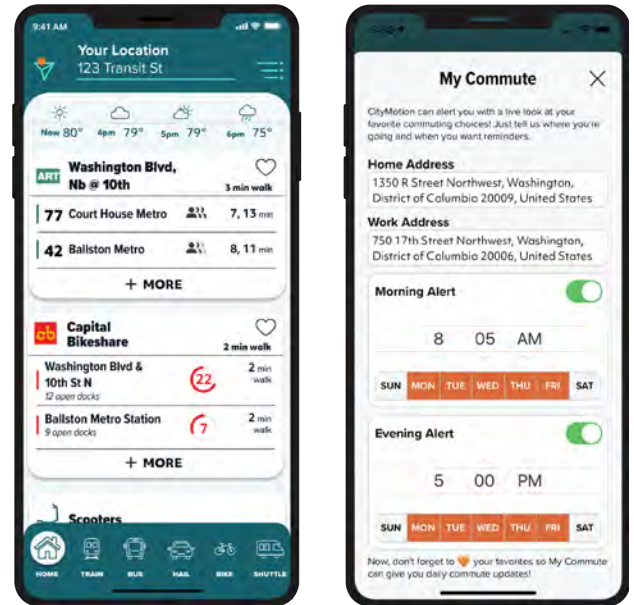
TransitScreen Kiosk

Transportation information TransitScreen kiosks will be in the building's common gathering areas (e.g., the leasing office). The TransitScreen monitor will contain transportation information for commuter programs, including bus and shuttle schedules, bicycle maps, and ride-matching resources.

Below is an electronic TransitScreen (now called Actionfigure) model. Actionfigure curates data feeds to provide accurate, real-time transportation information about all types of transportation.

Actionfigure tracks schedules, next-bus or shuttle time, and available services, including public and (approved) private shuttles, vanpool programs, shared transportation (scooters, bike share, mopeds, and carsharing), and ride-hailing services (Uber, Lyft, taxi).

An image of the mobile app version of an electronic Actionfigure tool is on the right. The mobile app (Citymotion) can help employees track transit options while not in the lobby, which is valuable for off-site meetings or planning connections. The app provides custom trip planning, real-time transit, shuttle data, alerts, and communication notice from property management.

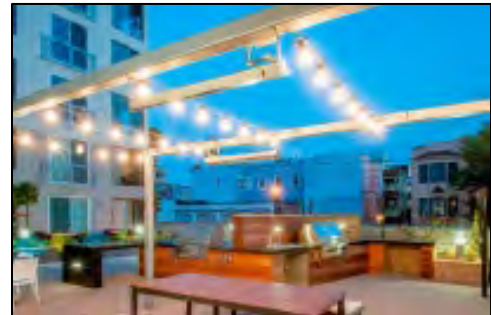


On-site Project Amenities

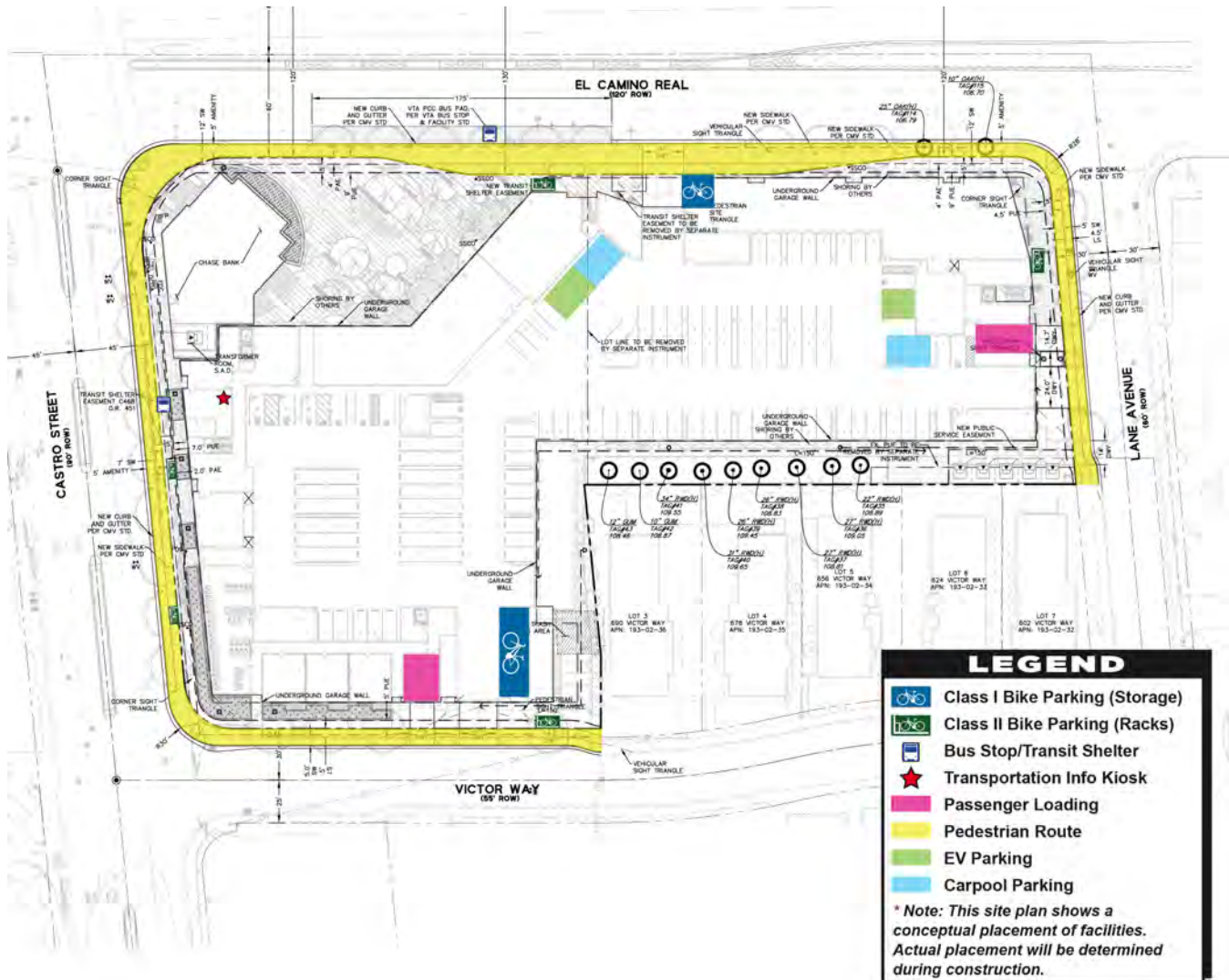
The on-site amenities will provide residents with a full-service living environment. Reducing the need for an automobile to make midday trips decreases drive-alone rates. Often, residents perceive that they depend on the drive-alone mode because of the number of errands and activities carried out in different locations. They are reducing dependence by providing services and facilities at the project. The project offers residents many convenient amenities.

A sample list of on-site amenities for the project includes:

- Recreational spaces and patio areas
- Mailroom
- Clubhouse and a pool
- Courtyard
- Secure storage spaces for package delivery
- Abundant Class I and II bicycle facilities
- Transit and shuttle access
- TransitScreen commute kiosks
- Commute resource website
- Commuter Concierge
- Co-working area
- Lounge
- Pet Spa
- Hardwired infrastructure for Broadband and Wi-Fi



TDM Site Plan



SECTION III – PROGRAMMATIC TDM MEASURES & RESOURCES

The following section describes programmatic measures for the 749 W. El Camino Real Commute Program. These measures are TDM components required for the project as part of its occupancy agreements, representing promotions and outreach activities.

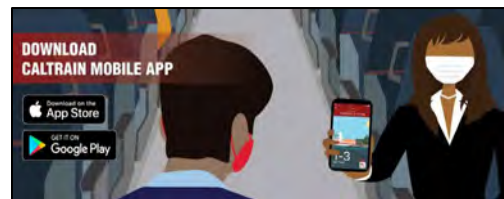
9.0 TRANSIT RESOURCES

Transit Trip Planning Resources

The "Transit" mobile app also provides commuters with trip and route planning resources. Users can view real-time location and crowding data for local transit agencies like BART, Caltrain, AC Transit, and VTA. In addition, the Transit app lets users preview routes using multiple transit modes and even integrates fare purchases and Lyft/Uber requests.

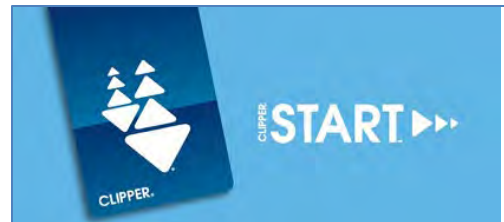


The Caltrain Mobile app offers commuters the ability to purchase and use fares instantly on their mobile phones. For easy access to Caltrain's schedules and rider alerts, residents can download the CaltrainMe app.



Clipper START Discounted Transit Pass

The Metropolitan Transportation Commission (MTC) initiated a new means-based fare discount program for eligible low-income adults. Discounts range between 20 (for Muni and BART) and 50 percent (for Caltrain) for those whose annual earnings are up to 200 percent of the federal poverty level. The MTC discounted fare 18-month pilot program intends to make transit affordable for low-income residents and move toward a more consistent regional standard for fare discounts. More information is available at <https://www.clipperstartcard.com/s/>.



Clipper Card Discounts

Youth (age 5-18), seniors (age 65 and over), and riders with disabilities can receive reduced fares and access to discounted passes. Clipper card using an acceptable form of Identification. For more information on how to apply, visit the webpage:

<https://www.clippercard.com/ClipperWeb/discounts.html>.



Clipper Card Grants up to \$7,500

The Bay Area Air Quality Management District offers income-qualified Bay Area residents a grant to retire their older car and replace it with a Clipper Card for public transit containing \$7,500. The vehicle must be 15 years or older, and income limitations determine eligibility. In addition, Bay Area residents must complete an application to verify eligibility.

More information is available on the Air District's Clean Cars for All webpage:



<https://www.baaqmd.gov/funding-and-incentives/residents/clean-cars-for-all>.

Future enhancements may include the option to receive an electric bicycle as a replacement for an older vehicle.

VTA SmartPass for Residents

Residents will be offered VTA SmartPasses for their residents to use all VTA services (buses and light rail) for free, loaded on a Clipper card, excluding VTA Express Bus Service.



For the first three years after initial occupancy, the project will offer all residents a free VTA SmartPass.

The standard SmartPass is valid for unlimited rides on all VTA services and includes buses and light rail, providing direct transportation to major Silicon Valley employment centers. Nearby VTA bus routes include:

- VTA Route 22 – El Camino and Castro to Palo Alto Transit Center
- VTA Route 51– Castro and El Camino to West Valley Transit Center
- VTA Route 51H – Castro and El Camino to Saich and Stevens Creek
- VTA Route 52 – Castro and El Camino to Mountain View Transit Center

VTA Emergency Ride Home (SmartPass Voucher)

Emergency ride home vouchers are available to all eligible residents on the SmartPass program to utilize in qualifying upon approval by VTA. The eligible situations are (1) illness to the employee or immediate family member, (2) unscheduled overtime requested by a supervisor or manager, and (3) other personal emergencies at the SmartPass coordinator's discretion. Residents or retail employees may not use the Emergency Ride Home program for errands, pre-planned medical appointments, business-related travel, unauthorized overtime, or missed or late transit. Provided as an attachment is a sample voucher.



10.0 COMMUTE PROGRAM MANAGEMENT AND RESIDENT OUTREACH

An active project Commuter Concierge and active property management will positively impact the TDM goals' success and implemented elements.

TDM application is a big-picture process. The residents must see how they and the community benefit (e.g., better air quality, less traffic congestion on the highways and surrounding neighborhoods, less parking hassle, cost savings for residents, etc.). Synergistic measures that support these efforts include a transportation kiosk, resident fliers, resource websites, promotional programs and incentives, marketing events, and outreach.

TDM Commuter Concierge

As appropriate, the project Commuter Concierge will maintain resident awareness by hosting periodic transportation fairs. These informal fairs will highlight transit and trip-planning services, rideshare matching, and other commute opportunities at the new site as weekend events. The transportation fairs will bring transit and transportation providers (Caltrain and VTA), bicycle advocates, ride-matching organizations, and the Commute Program.

Periodic rideshare articles or emails will be written by the project Commuter Concierge for internal resident newsletters (if desired), with ongoing highlights of alternative commuters and their successes. In addition, internal notices and incentive promotions should attract residents' attention, generate excitement about using commute alternatives, and reward those who rideshare.

The project Commuter Concierge will register with the BAAQMD for the Spare the Air program to receive regional air quality forecast bulletins about poor and unhealthy air quality days. In addition, the Concierge will email updates to all residents encouraging alternative transit modes during peak advisory periods.

Spare the Air Transportation Fair

The Commute Program will invite other transportation service providers (Caltrain, VTA, ACE Train, 511, AMTRAK Train, Enterprise Vanpool, and Silicon Valley Bicycle Coalition) to exhibit booths/tables.

In addition, to encourage resident participation in the event, the Commute Program may provide food (e.g., popcorn, cookies, ice cream, and prize drawings or giveaways (e.g., commuter mugs, water bottles, t-shirts).



Transportation Promotions

Other community promotions may include Bike-to-Work Day, Earth Day, or October Low-Car Challenge. During the year, transit and rideshare organizations may set up a marketing booth on-site on an evening or weekend at a central location to promote the alternative commute options available to tenants. In addition, periodic on-site tabling will occur throughout the year in concert with other local or community events (e.g., tenant appreciation BBQ or brunch).



New Resident Engagement Survey

The Commuter Concierge will engage with new residents, providing transportation-related orientation, onboarding, and engagement in the commuter survey.

New Resident Transportation and Commute Flier

All residents will receive a Tenant Transportation Commute flier regarding the 749 W. El Camino Real Commute Program at the time of occupancy. This flier will include (but not be limited to) information about transit options, commuter resources, and bicycle routes. Shown below is a sample resident Commuter flier.

Safe Routes to Schools

With assistance from the Commuter Concierge, property management will support Safe Routes to Schools programs. Support may include facilitating parent get-togethers and school walking and bike train coordination.

749 W. EL CAMINO REAL

COMMUTER FAIR

Participating Organizations:

- Santa Clara Valley Transportation Authority (VTA)
- Caltrain
- Bay Area Air Quality Management District
- 511 Regional Rideshare Program
- Commuter Check Direct
- Emergency Ride Home Program (Lyft / Uber)
- EV ChargePoint
- Beeline Bikes - Mobile Repair Service
- Enterprise Rideshare Vanpools
- 749 W. El Camino Real Commute Program

WHO	ALL Employees
WHAT	Transportation & Rideshare Fair
WHERE	749 W. El Camino Real
WHEN	Saturday, July 23, 2022 11:30 a.m. to 1 p.m.

- FREE Commuter Resources
- FREE Ridematching for Carpools & Vanpools
- FREE Emergency Ride Home Information
- FREE Bicycle Lockers
- RESERVED Carpool Parking Permits

YOU ARE INVITED!



749 W. El Camino Real Commuter Resources

TRANSIT & SHUTTLES

[VTA](#)

[Caltrain](#)

[BART](#)

[Capitol Corridor/AMTRAK](#)

[Transit Planner Tool](#)

[MVgo Fare-free Last-mile Shuttles](#)

VTA Bus Routes Along El Camino Real

[Route 22: Palo Alto Transit Center - Eastridge](#)

[Route 51: Moffett Field/Ames Center](#)

[Route 52: Mountain view Transit Center](#)

[Route 51H: Moffett Field/Ames Center - De Anza College](#)

[Route 522: Palo Alto Transit Centers](#)

SERVICES & INCENTIVES

[MVgo Mountain View's Mobility Link](#)

Bay Area [Spare the Air Alert Notices](#)

CARPPOOL & VANPOOL

[Carpool Savings Calculator](#)

[Scoop](#) Carpool matching app

[Waze](#) Carpool matching app

[Free MVgo Waze Carpool incentive](#)

[\\$5 Waze Carpool Fare](#)

[511 Merge](#) – online carpool matching

\$350 monthly MTC [Vanpool Subsidies](#)

\$350 monthly VTA [Vanpool Subsidies](#)

[\\$25 Carpool reward](#) (for every 25 logged trips)

BICYCLE

Secure bicycle storage in the garage

Bicycle Repair Fix-it Station

Mobile bicycle repair service

[Bicycle Resources](#)

[Bike to Work](#)

[Bikes on Transit](#)

Mountain [View Bike Map](#)

[Santa Clara County Bikeways Map](#)

[San Mateo County Bike Map](#)

[San Francisco Bay Trail](#)

[Silicon Valley Bicycle Coalition](#)

[Future City Bike & Scooter programs](#)



Project Social Media – Commuter Promotions

The project will develop a social media page for project residents containing commuter information. The social media page will contain additional transportation information,

Mock Social Media Webpage



11.0 RIDE-MATCHING RESOURCES

511.org partners with various ride-matching companies to provide commuters with alternative ride-matching resources.

511.org partners with ride-matching companies to provide commuters with alternative resources online and app-based carpool and vanpool matching.

Online Carpool and Vanpool Matching



Merge

The best way to find a long-term carpool partner is with Merge. You will be matched with someone along your route, agree on days to carpool, and keep that same partner as long as you like. There are no built-in charges to use the service or carpool. [Register here.](#)

Carpool Apps for Carpool Matching (Scoop and Waze)

A sample of ride-matching apps includes the following:



waze
CARPOOL
Carpool Rider

Waze Carpool Rider

Users coordinate their own carpools by selecting from available drivers. [Download Waze Carpool](#)  today to get started.



waze
Carpool Driver

Waze Carpool Driver

The popular navigation [app](#)  allows drivers to offer carpools to riders. Click "Carpool" in the bottom right of your screen to access and fill out a driver carpool profile and you're on your way to driving a carpool.



Scoop
Automated matching ideal for morning and evening work commutes.
[Download Scoop](#) and set up your carpool preferences today.



Merge
The best way to find a long-term carpool partner is with Merge. You will be matched with someone along your route, agree on days to carpool, and keep that same partner as long as you like. There are no built-in charges to use the service or carpool. [Register here.](#)

Vanpool Subsidies

The Commuter Coordinator will promote vanpool incentives to residents.

MTC \$350 Monthly Vanpool Group Subsidy

The Bay Area 511 Vanpool Program partnered with *Commute with Enterprise* to provide an all-inclusive option to make vanpooling easy. A Commute With Enterprise vanpool comes with a newer model, low-mileage van, or SUV, including roadside assistance and maintenance.



VTA \$350 Vanpool Monthly Group Subsidy

VTA offers van poolers \$350 per month, per group, for vanpool expenses. Vanpools must start and stop their commute in Santa Clara County.

Vanpools can combine this [subsidy](#) with MTC's 511 Bay Area Vanpool Program subsidy to receive up to \$700 per month discounted from their vanpool.

Ridematching Events

The management will host a periodic on-site ride-matching event (e.g., a carpool party) to connect residents for carpooling opportunities. Event promotions may include resident newsletters, posters in the project's common areas, and social media.

12.0 BICYCLE RESOURCES

Bicycle commuters can find a riding partner by logging on to <https://511.org/biking>. The 511 system provides significant resources for bicycle commuters, including:

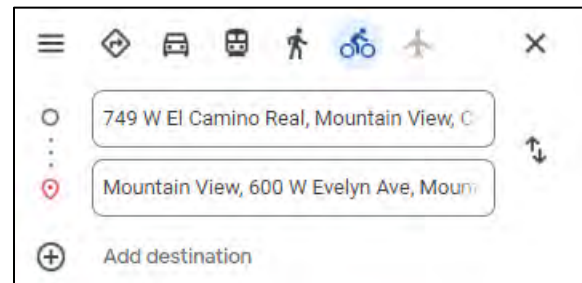
- ◆ Free Bike Buddy matching
- ◆ Bicycle maps
- ◆ Safe bicycle route mapping
- ◆ Location of public bike lockers
- ◆ How to take your bicycle on public transit
- ◆ How to take your bike across Bay Area toll bridges
- ◆ How to ride safely in traffic
- ◆ Tips on commuting
- ◆ Tips for bike selection
- ◆ Links to bicycle organizations
- ◆ Bike to Work Day



On page 28 is a screenshot of the 511.org "Bike to Work" resource page.

Bicycle Trip Planning Tools

The project will promote online trip planning services as a helpful tool for planning bicycle trips. This free service is online at <https://www.google.com/maps/dir/>.



Determine what route you will take.

Use a map to plan a route that avoids freeways and steep hills. Explore the area for alternate routes. If your commute involves a bridge, don't despair - every Bay Area [bridge](#) provides access (either by path or bus/shuttle) for bikes. [Click here to find local bike paths.](#)

The Strava bicycle mobile app also provides trip and route planning.

STRAVA

Bike to Work



Once you discover the freedom, convenience and fitness benefits of biking to work, you'll wonder why you didn't start riding sooner. If your work place is too far to bike, consider riding to transit stations or Park & Ride lots. Enjoy the ride!

Getting Ready

Before starting out, take time to consider the following:

- | | |
|---|---|
| Determine what route you will take. | + |
| Decide if you need a change of clothes. | + |
| Know in advance where you'll park. | + |
| Check your equipment. | + |
| Ride the route on your day off. | + |
| Know the rules of the road. | + |

13.0 OTHER TDM MANAGEMENT STRATEGIES

Additional marketing efforts will engage nearby employees and new residents.

Early Access Rental Promotions for Nearby Employees

Before the 749 W. El Camino Real project's public grand opening, employers within a three-mile radius will share housing information with their employees and present the facilities' first tour and promotion. Employees working at these nearby offices will be allowed to rent units. Many large employers and office communities within a three-mile radius will be easily accessible by walking, bicycling, or e-biking from the 749 W. El Camino Real project. Attached is a list of nearby employment sites.

14.0 TMA PARTICIPATION

Transportation Management Association

Transportation Management Associations (TMAs) are private and nonprofit organizations run by a voluntary board of directors, typically with a small staff. They help businesses, employers, developers, building owners, local government representatives, and others work together to establish policies, programs, and services to address transportation problems. The key to these transportation organizations lies in the synergism of multiple groups to solve and accomplish more than any employer, residential community, property manager, or developer could do alone.

In Mountain View, a Mountain View TMA exists for employers and residents. The TMA manages a city-wide MVgo shuttle service serving employment areas near Caltrain and VTA's project and transit stations. The project will join the Mountain View Transportation Management Association (MVTMA).



Before issuing the certificate of occupancy, the applicant shall become a member of the MVTMA. The applicant will pay the initial fee to join the TMA and maintain annual membership in the TMA. Existing TMA programs include:

- Guaranteed Last-Mile Reimbursement
- Real-time shuttle tracking app
- Mid-day mobility program with Lyft and Uber

Future TMA programs and services may include:

- Carpool and vanpool matching
- Parking management programs
- Trial transit passes
- Emergency ride home programs
- Shared bicycle facilities
- Car and vanpool incentives
- Transit trip planner
- Transit advocacy
- Employer Training
- Marketing programs
- Promotional assistance
- Newsletter

Participating in the TMA will be an asset for project residents. The TMA may grow to become a clearinghouse for information about alternative commute programs, incentives, and transportation projects affecting Mountain View commuters. Below is a screenshot of the MVgo home page.



SECTION IV – COMMERCIAL TDM MEASURES

Retail Employee Transportation Flier

Commercial tenants will receive a reproducible employee transportation flier regarding vehicle trip reduction requirements at the time of leased occupancy.

This flier will include transit opportunities, commuter resources, bicycle routes, and regional promotions.

The flier will promote carpool ride-matching, transit trip planning, and bicycle route mapping. Shown on page 32 is a sample employee flier.

Bicycle Racks

The project will provide a bike storage room to accommodate 12 Class I bicycle parking facilities on-site for bicycle commuters. Class I facilities are five more than the city code requirement. There will also be four Class II bike parking facilities installed by the applicant at locations within the retail section to encourage retail employee commuting and provide amenities for guests who bike to these establishments.



Employee Promotions and Outreach

Retail employees can participate in periodic 749 W. El Camino Real resident commuter and transportation events. Property management may also share email notices to retail employers to use for their employees and newsletters and posters related to commuter incentives.

VTA SmartPass for Commercial Employees

Commercial tenants will receive VTA SmartPasses for their employees to use all VTA services (buses and light rail) for free, loaded on a Clipper card, excluding VTA Express Bus Service.



For the first three years after initial occupancy, the project will offer all retail employees a free VTA SmartPass. The standard SmartPass is valid for unlimited rides on all VTA services and includes buses and light rail, providing direct transportation to major Silicon Valley employment centers. Nearby VTA bus routes include:

- VTA Route 22 – El Camino and Castro to Palo Alto Transit Center
- VTA Route 51– Castro and El Camino to West Valley Transit Center
- VTA Route 51H – Castro and El Camino to Saich and Stevens Creek
- VTA Route 52 – Castro and El Camino to Mountain View Transit Center

VTA Guaranteed Ride Home (SmartPass Voucher)



Emergency ride home vouchers are available to all eligible employees on the SmartPass program to utilize in qualifying upon approval by VTA. The eligible situations are (1) illness to the employee or immediate family member, (2) unscheduled overtime requested by a supervisor or manager, and (3) other personal emergencies at the Smart Pass coordinator's discretion.

749 W. El Camino Real Employee Commuter Resources

TRANSIT & SHUTTLES

[VTA](#)
[Caltrain](#)
[BART](#)
[Capitol Corridor/AMTRAK](#)
[Transit Planner Tool](#)
[MVgo Fare-free Last-mile Shuttles](#)
[Mountain View Community Shuttle](#)

VTA Bus Routes Along El Camino Real

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[Route 51: Moffett Field/Ames Center](#)
[Route 52: Mountain view Transit Center](#)
[Route 51H: Moffett Field/Ames Center - De Anza College](#)
[Route 522: Palo Alto Transit Centers](#)

CARPOOL & VANPOOL

Preferential Carpool Parking
Reserved Vanpool Parking
[Carpool Savings Calculator](#)
[Scoop](#) Carpool matching app
[Waze](#) Carpool matching app
[511 Merge](#) – online carpool matching
\$350 monthly [Vanpool Subsidies](#)
[Free Mountain View Waze Carpool incentive](#)
[\\$5 Waze Carpool Fare](#)
[\\$25 Carpool reward \(for every 25 logged trips\)](#)

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Bay Area [Spare the Air Alert Notices](#)

BICYCLE

Secure bicycle storage in the garage
Bicycle Repair Fix-it Station
[Bicycle Resources](#)
[Bike to Work](#)
[Bikes on Transit](#)
[Mountain View Bike Map](#)
[Santa Clara County Bikeways Map](#)
[San Mateo County Bike Map](#)
[San Francisco Bay Trail](#)
[Silicon Valley Bicycle Coalition](#)
[Future City Bike & Scooter programs](#)

15.0 MONITORING AND REPORTING

Monitoring Results. Annual monitoring results shall be submitted to the City for review. The report will include a description of the measures in place and any new or modified measures since the last monitoring period. If the required trip-reduction standard is not met, the property manager or HOA shall submit a revised TDM plan to the City identifying new programs or polices to address the exceedance and reduce the number of vehicle trips.

A resident and employee commute survey will be a critically important part of a monitoring process to determine the success or failure of TDM measures. The property management representative/commuter concierge will distribute and collect this electronic survey. It will provide quantitative data (e.g., mode split) and qualitative data (e.g., the resident's and employees' perceptions of the alternative transportation programs). All adult residents and employees will form part of the survey. 749 W. El Camino Real will provide raffle prizes and incentives to promote the survey and generate responses.

6. How did you GET TO WORK LAST WEEK, (select the primary transportation method you used.) If you were out of the office, please describe your "typical" weekly commute activity.

Commute Modes

Monday	
Tuesday	Drove alone to worksite
Wednesday	Rode as a passenger in a carpool (did not drive)
Thursday	Carpooled with an employee/colleague
Friday	Vanpooled (5+ people)
	Rode transit (bus, shuttle, train, etc.)
	Biked to work
	Walked/jogged to work
	Teleworked/worked remotely
	Rode motorcycle/scooter
	Did not work this day

Submitted annually to the city will be the resident survey report. The initial, or baseline, commute survey report will be conducted one (1) year after occupancy. The survey report will provide information about the level of alternative transportation mode-uses. Suppose the project does not achieve a four percent reduction in peak-hour trips. In that case, a work plan will identify and describe additional or alternative implementation measures to enhance the commute program.

Annual Peak-hour Trip Counts

Annually, a third-party vendor will count the number of vehicles entering and exiting the project's driveways on a typical weekday during the AM and PM peak periods. The count will identify the number of project-generated vehicle trips.

Driveway counts will determine the development's actual AM and PM peak hour trip generation and be compared with the number of trips estimated for the project by the standard trip generation rates for apartments published by the Institute of Transportation Engineers (ITE).

Annual Parking Count Study

Annually, a third-party vendor shall conduct parking counts to measure the peak parking demand and resulting parking rate. The count will identify the number of project-generated peak-hour parking demands.

No Expiration of TDM Document or Programs

All measures in this TDM document will continue to be implemented by the applicant on an ongoing basis. This plan has no expiration, and the City of Mountain View may conduct periodic on-site auditing.

TDM Monitoring and Results

The project shall prepare an annual TDM report and submit the same to the city, documenting the TDM plan's effectiveness in achieving four (4) percent peak-hour trip reduction and resulting parking rate. The TDM report must be prepared by a qualified consultant and paid for by the owner. The TDM consultant will work together with the Project's Commuter Concierge.

The TDM report will include a summary of resident and employee commute methods obtained by surveying all employee and resident occupants and counted as drive-alone commuters who will be residents' non-responses to the commute survey.

TDM Reports: The initial TDM report will be submitted one (1) year after granting a certificate of occupancy for 75 percent or more of the project and annually after that.

- **Report Requirements:** The goal of the TDM program is to encourage alternative mode usage. The initial TDM report shall either:
 - (1) State that the applicable property has achieved a four percent peak-hour trip reduction, providing supporting statistics and analysis to establish attainment of the goal; or
 - (2) The applicable property has not achieved the four percent trip reduction or 18 trips (approximately five trips AM and seven trips PM), explaining why the goal is unmet.

It will also include a description of additional measures adopted to attain the TDM goal in the coming year.

Shown below is an estimate of vehicle trips calculated using ITE rates.

Land Use	ITE Code	Size	Unit	Rate	Daily Trips	AM Peak Hour			PM Peak Hour		
						Pk-Hr Rate	In	Out	Pk-Hr Rate	In	Out
Multi-Family Apartment	221	299	units	4.54	1,357	0.37	25	85	0.39	71	45
Strip Plaza Retail	822	25	ksf	54.45	1,379	2.36	36	24	6.59	83	83
Cumulative Net Total					2,737		61	109		155	129
4% trip reduction requirement					-109		-2	-4		-6	-5
Estimated Allowable Project Trips					2,627		59	105		148	124

Notes:

All rates are from: Institute of Transportation Engineers, *Trip Generation, 11th Edition*

1. Land Use Code 221: Apartment (average rates, expressed in trips per dwelling unit)
2. Land Use Code 822: Strip Retail Plaza (<40K) (average rates, expressed in trips per 1,000 square feet (KSF))

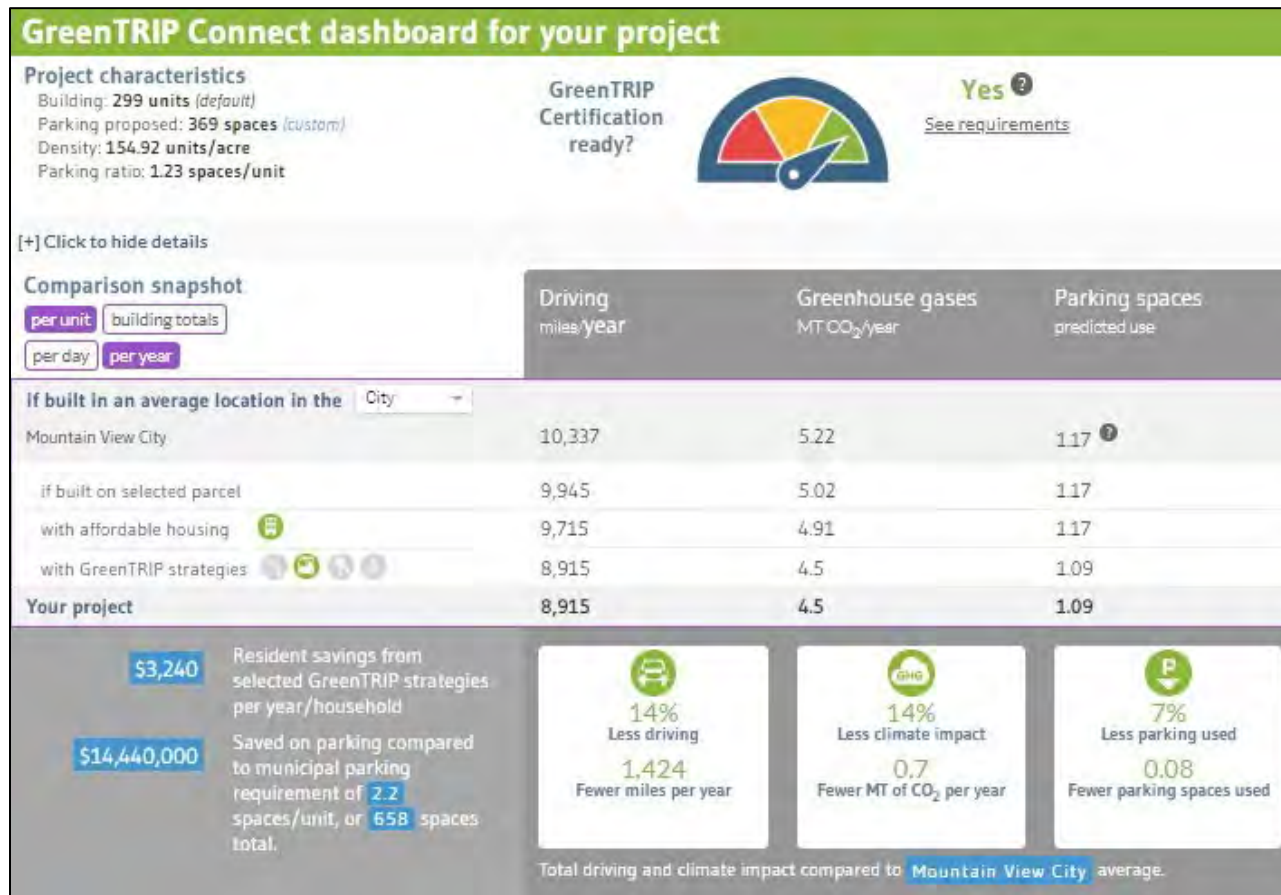
- **Penalty for Non-Compliance:** If the second annual report indicates that, despite the changes in the TDM plan, the four percent trip reduction is still not achieved, or if the property fails to submit such a TDM report, the city may assess the applicant for a penalty.
 - o In determining whether a financial penalty is appropriate, the city may consider whether the property owner has made a reasonable faith effort to meet the TDM goals. The city may allow the owner a six-month "grace period" to implement additional TDM measures to achieve the four percent trip reduction requirement.
 - o Any expenses incurred from the four percent trip reduction may be subtracted from the TDM Penalty.
- Should the trip reduction of four percent not be achieved, the property manager must submit a revised TDM Plan to the city identifying new programs or policies to address the exceedance and reduce the number of vehicle trips.

The applicant used TransForm's GreenTRIP Connect (Connect.GreenTRIP.org) online tool to model the project's traffic and greenhouse gas impacts to determine a preliminary reduction in vehicle trips and greenhouse gas impacts. Based on the project's location, unit count, parking supply, TDM measures, and traffic reduction strategies, this project may result in:

- **425,309 fewer** miles driven every **year** compared to the **Mountain View City** average.
- **14% fewer** GHG impacts yearly than the **Mountain View City** average.

- **7% less** parking use yearly than the **Mountain View City** average.

Below is a preliminary GreenTRIP Connect dashboard that calculates predicted parking space use, GHG reduction estimates, and reduced vehicle miles.



16.0 CONCLUSION

The 749 W. El Camino Real TDM meets the trip reduction requirements and the project's residential mixed-use transportation needs. This TDM Plan identifies specific elements, measures, and actions that guide the project to promote existing resources and programs, enhance future benefits, and create a resident commute program. Significant on-site amenities, resident outreach, ongoing marketing and promotions, data collection and assessment, and a Commuter Concierge will create a successful trip reduction program at the 749 W. El Camino Real project. Provided as an attachment is a TDM List of Programmatic Measures.

This TDM Plan describes TDM measures integrated at the site to support resident commuting and innovative efforts identified for implementation. It outlines the steps necessary (infrastructure, outreach, and promotions) for the property owner and property management to use when marketing programs to the residents and employees. Periodic program assessments will provide the information needed to demonstrate effectiveness and goal attainment. Performance assessments will also allow the 749 W. El Camino Real project to identify alternative or supplemental TDM measures and programs to implement if required.

The project will maintain a four percent reduction of vehicle miles traveled (VMT) and an eighteen percent peak-hour trip reduction in peak-hour trips required by the City of Mountain View. The TDM Plan provides the details of this commitment. Ridesharing strategies maximize existing transportation resources, support the goals and objectives of the City's General Plan, and expand the reach of the transit system for commuters.

The 749 W. El Camino Real TDM Plan meets the TDM standards outlined in the Mountain view El Camino Real Precise Plan.

The City of Mountain View has a long history of environmental stewardship in maintaining a safe, healthy, and sustainable city. It recognizes the importance of keeping a stable climate system for current and future residents. The 749 W. El Camino Real project will help Mountain View thrive by balancing these needs with economic growth.

ATTACHMENTS

VMT Evaluation Tool Report

Draft Mountain View Transportation and information Worksheet

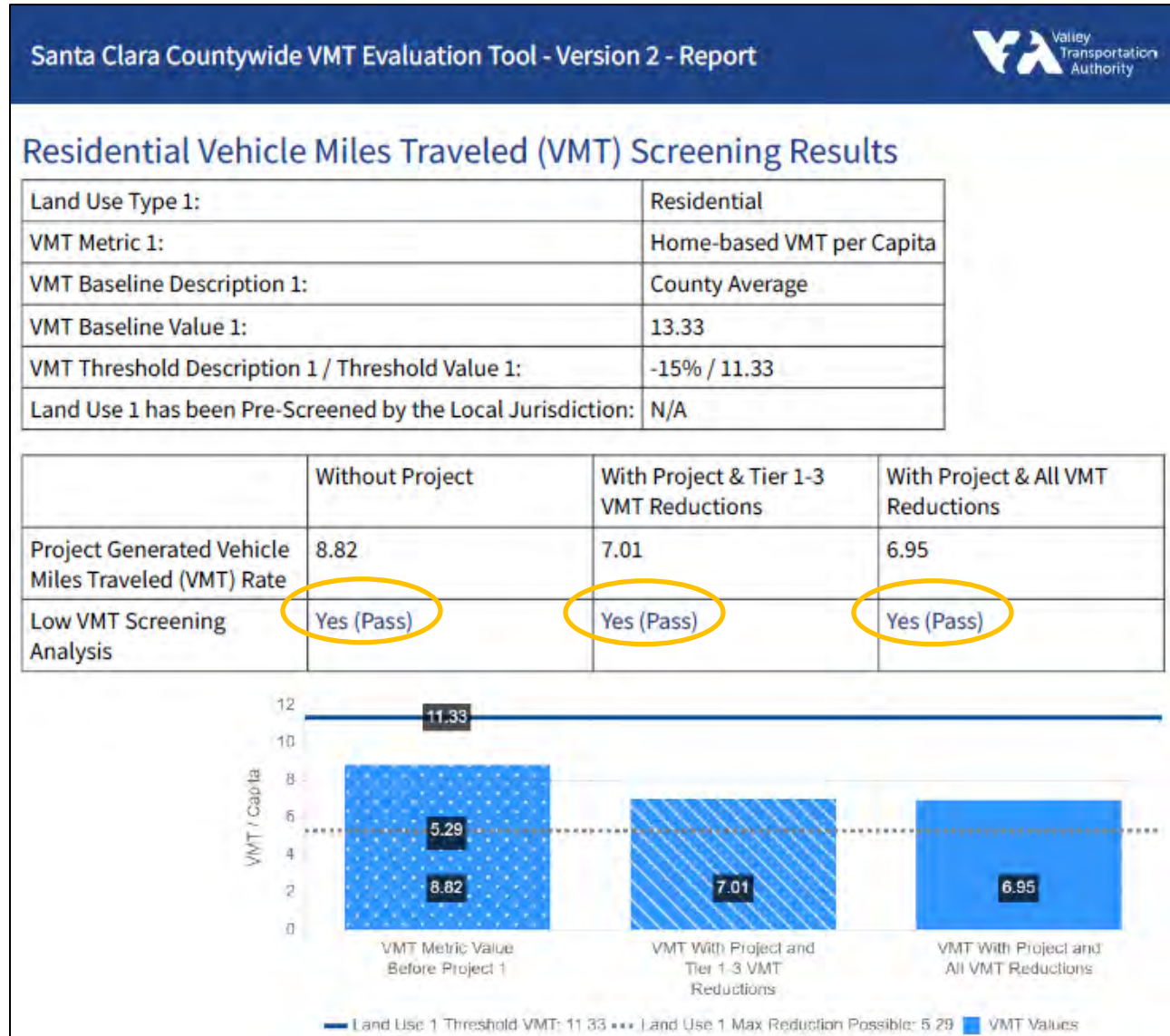
VTA SmartPass Voucher (Emergency Ride Home)

List of Nearby Amenities

List of Nearby Employers

TDM List of Programmatic Measures

VMT Evaluation Tool Report



TRANSPORTATION INFORMATION WORKSHEET

Please complete this form and submit with your application to the Community Development Department Public Counter.
This completed form is an item to determine application completeness. If additional space is needed, please attach additional written response.

	REQUIRED INFORMATION	APPLICANT RESPONSE
1.	Project Address APN Nos. (and Lot Size):	193-02-049 & 193-02-050 749 W. El Camino Real, Mountain View, CA 94040 Use a comma to separate APN:
2.	Description of all existing land uses on the project site.	Mixed-use
3.	Size of each existing land use (e.g., square footage, number of units, number of students, etc.).	Residential: 330,847 SQ FT Commercial: 22,422 SQ FT
4.	Occupancy status—fully or percent partially occupied. Last date of occupancy for all vacant tenant spaces or buildings.	N/A
5.	Type of proposed development with each land uses listed separately (e.g., residential, office, industrial, retail, etc.).	Mixed-use • TYPE IA (1 LEVEL AT GRADE, 2 LEVEL SUBTERRANEAN) • TYPE IIIA (5 LEVEL ABOVE TYPE 1A)
6.	Proposed project size and operations (e.g., gross square footage of each land use, number of residential units, number of students, hours of operations, etc.).	405,907 Proposed SQ FT 133,293 Lot Area = 3.05 FAR



	REQUIRED INFORMATION	APPLICANT RESPONSE
7.	For affordable residential units, list type and number of affordable units.	299 Units in total • 32 - Low income • 1 - Very-low income
8.	Proposed vehicle and bicycle parking spaces.	Proposed vehicle parking spaces: 473 Proposed bicycle parking spaces: 434
9.	Number of vehicle spaces and bicycle parking required by zoning.	Required vehicle parking spaces: 459 Required bicycle parking spaces: 370
10.	Proposed public improvements, including location and description of improvements.	The Project proposes to retain the existing El Camino Real bus stop on-on-sited integrated with the plaza design, creating a transit-friendly and sustainable community.
11.	Proposed TDM plan, including specific TDM measures (attach if available, otherwise list measures).	Proposed TDM Plan is attached
12.	Attach a site plan showing the project street frontage(s), including the opposite side of the street and the street cross section, as needed.	



DATE:

EMERGENCY RIDE HOME VOUCHER (VTA will only pay fully completed and signed vouchers)

INSTRUCTIONS:

EMPLOYEE: Book only through Yellow Checker Cab by calling (408)777-777. Tell the dispatcher you are making a VTA Guaranteed Ride Home or Acct #7106 service request. Identify yourself and your employer. Give the operator your name and work phone number, time the cab is needed, pick-up location and destination. At the completion of your trip, sign this voucher (under Step 2) and leave it with the driver of your taxi. Optional tip is employee's responsibility.

SMARTPASS COORDINATOR: Verify that the employee used SmartPass eligible transit to get to work and the emergency qualifies for Emergency Ride home. The situations that qualify are: (1) illness to employee or immediate family member, (2) unscheduled overtime requested by a supervisor or manager and (3) other personal emergencies, at the Eco Pass coordinator's discretion. Emergency Ride Home may not be used for: errands, pre-planned medical appointments, business-related travel, unauthorized overtime or missed or late transit. Complete Steps 1 and 2 and email voucher copy to SmartPass@ibigroup.com. Give a copy of the voucher to employee. VTA will seek reimbursement from the Employer for any ineligible paid services.

TAXI OPERATOR: Complete Step 3 and submit voucher at the end of your shift.

STEP 1: EMPLOYEE INFORMATION

Company Name				
Employee Name				
Employee Phone & Email				
Nature of Emergency				
Worksite Address (Pick-up)				
Destination (City & Street)				
Pick-up Time				
How did employee get to work today? (Select all that apply)	VTA Bus	VTA Light Rail	Highway 17 Express	Dumbarton Express
Employee Signature				

STEP 2: SMARTPASS COORDINATOR APPROVAL

Coordinator Name	
Coordinator Title and Dept.	
Coordinator Phone & Email	
Coordinator Signature	

STEP 3: TAXI OPERATOR

Company Name & Cab Number	
Driver Name	
Total Trip Miles	
Fare Amount	
Driver Signature	
Approver's Name	
Approver's Signature	

List of Nearby/Off-site Amenities

Restaurants, Cafes/Delis, Coffee, and Bakeries	Phone #	Distance Away
Mr. Sun Tea 801 W El Camino Real, Mountain View, CA	650-386-6537	351 ft.
Papa Johns Pizza 571 W El Camino Real, Mountain View, CA	650-969-7272	0.10 mi.
KFC 696 W El Camino Real, Mountain View, CA	650-968-8554	0.10 mi.
Amici's East Coast Pizzeria 790 Castro St, Mountain View, CA	650-961-6666	0.10 mi.
Vada Pav 856 W El Camino Real, Mountain View, CA	650-938-1333	0.10 mi.
Subway 451 W El Camino Real, Mountain View, CA	650-967-5733	0.20 mi.
Masa Sushi Japan 650 Castro St #180, Mountain View, CA	650-282-5222	0.20 mi.
Vitality Bowls Mountain View 650 Castro St #140, Mountain View, CA	650-386-1653	0.20 mi.
1 Oz Coffee 650 Castro St #130, Mountain View, CA	650-254-8555	0.20 mi.
Mediterranean Grill House 650 Castro St #110, Mountain View, CA	650-625-9990	0.20 mi.
Starbucks 750 Castro St, Mountain View, CA	650-564-8255	0.20 mi.
Retail	Phone #	Distance Away
Rose International Market 801 W El Camino Real, Mountain View, CA	650-960-1900	351 ft.
Global Rug Specialist 825 W El Camino Real, Mountain View, CA	650-965-7847	476 ft.
Sherwin-Williams Paint Store 595 W El Camino Real, Mountain View, CA	65-962-8801	0.10 mi.
Golden Hardwood Floors 573 W El Camino Real, Mountain View, CA	669-249-5922	0.10 mi.
Solid Hardwood Flooring 573 W El Camino Real, Mountain View, CA	650-422-1786	0.10 mi.
Ego Blinds 856 W El Camino Real, Suite B, Mountain View, CA	408-739-6695	0.10 mi.
Giovanna's Fine Jewelry 655 Castro St #1, Mountain View, CA	650-938-4680	0.20 mi.
Terra Outdoor Living 1064 W El Camino Real, Mountain View, CA	650-969-2200	0.20 mi.
Health, Beauty & Fitness	Phone #	Distance Away
Khuu Dermatology 889 Castro St, Mountain View, CA	650-969-5488	489 ft.
Excellent Nails 821 Castro St, Mountain View, CA	650-428-1807	0.10 mi.

Cozy Spa 451 W El Camino Real, Mountain View, CA	650-938-1988	C
Gold Medal Martial Arts 461 W El Camino Real, Mountain View, CA	650-386-1928	0.20 mi.
Lourdes Pedraza (Dentist) 569 W El Camino Real, Mountain View, CA	650-938-9000	0.20 mi.
Services	Phone #	Distance Away
Mountain View Funeral & Cremation Service – The Casket Store 805 Castro St, Mountain View, CA	650-967-5556	0.10 mi.
Fleur De Lis Florist 811 Castro St, Mountain View, CA	650-968-0220	0.10 mi.
Downtown Smog Center 571 W El Camino Real, Mountain View, CA	650-938-7664	0.10 mi.
Green Power Carpet Cleaning 800 High School Way, Apt 6, Mountain View, CA	408-320-0970	0.10 mi.
FreshO Laundry 549 W El Camino Real, Mountain View, CA	650-938-9274	0.20 mi.
Revolution Ink Tattoos 557 W El Camino Real, Mountain View, CA	650-968-0333	0.20 mi.
Valvoline Instant Oil Change 500 W El Camino Real, Mountain View, CA	650-399-3242	0.20 mi.
CPA Accountant Tax Group 180 W El Camino Real, Mountain View, CA	877-750-5480	0.20 mi.
Transportation, Gas, Shipping & Storage	Phone #	Distance Away
ChargePoint Charging Station 800 High School Way, Mountain View, CA	888-758-4389	0.10 mi.
A1 Affordable Limo 643 Fairmont Ave, Apt A, Mountain View, CA	650-518-1318	0.20 mi.
SemaConnect Charging Station 605 Castro St, Mountain View, CA	800-663-5633	0.20 mi.
USPS Collection Blue Box 170 Castro St, Mountain View, CA		0.20 mi.
Banks & ATM	Phone #	Distance Away
Chase Bank 749 W El Camino Real, Mountain View, CA	650-968-0333	20 ft.
California Bank & Trust 700 W El Camino Real, Mountain View, CA	650-969-9440	499 ft.
Daycare	Phone #	Distance Away
YMCA Daycare 525 Hans Ave, Mountain View, CA	60-526-3564	0.70 mi.
Babara Bird's Little Birdies Daycare 1332 Park Dr, Mountain View, CA	650-704-1488	0.80 mi.
Zachmarie Daycare 592 Oak St, Mountain View, CA	408-470-0768	0.90 mi.
The Wonder Years Preschool 92 W El Camino Real, Mountain View, CA	650-938-8386	0.90 mi.
Arco Iris Daycare 56 Paul Ave, Mountain View, CA	562-685-8490	0.90 mi.
Melanie's Family Daycare & Preschool 1307 Ernestine Lane, Mountain View, CA	646-667-7005	1.00 mi.

Nearby Large Employer List

Large Employer	Distance from Project	# of Employees
City of Mountain View Castro Street, Mountain View, CA	0.6 mi.	650
Pure Storage 650 Castro St #400, Mountain View, CA 94041	0.7 mi.	2,800
Fenwick & West LLP 801 California St, Mountain View, CA 94041	0.9 mi.	188
Addepar, Inc. 303 Bryant St, Mountain View, CA 94041	1.0 mi.	422
23andMe 899 W Evelyn Ave, Mountain View, CA 94041	1.4 mi.	750
Mozilla 331 E Evelyn Ave, Mountain View, CA 94041	1.8 mi.	750
Mountain View Whisman School District 1400 Montecito Ave, Mountain View, CA 94043	2.1 mi.	800
Synopsys 690 E Middlefield Rd, Mountain View, CA 94043	2.4 mi.	15,001
TestChip 700 E. Middlefield Rd, Mountain View, CA 94043	2.4 mi.	7,500
Teledyne Microwave 1274 Terra Bella Ave, Mountain View, CA 94043	2.4 mi.	578
Nokia 701, 777 & 805 East Middlefield Rd 440 N. Bernardo Ave, Mountain View, CA 94043	2.5 mi.	103,083
Nuro 1300 Terra Bella Ave #200, Mountain View, CA 94043	2.5 mi.	800
GetInsured 1305 Terra Bella Ave, Mountain View, CA 94043	2.5 mi.	220
First Tech Federal Credit Union 1335 Terra Bella Ave, Mountain View, CA 94043	2.6 mi.	1,550
Symantec 350-380 Ellis Street, Mountain View, CA 94043	2.7 mi.	12,500
Quotient Technology 400 Logue Ave, Mountain View, CA 94043	2.7 mi.	1,201
Mobileiron 490 E Middlefield Rd, Mountain View, CA 94043	2.7 mi.	889
Veritas	2.8 mi.	5,500



500 E Middlefield Rd, Mountain View, CA 94043		
Samsung 665 Clyde Ave, Mountain View, CA 94043	3.1 mi.	1,000
LinkedIn 2029 Stierlin Ct, Mountain View, CA 94043	3.6 mi.	1,177
Microsoft 755 N Mathilda Ave, Sunnyvale, CA 94085	3.7 mi.	1,200
Vocent 2023 Stierlin Ct, Mountain View, CA 94043	4.4 mi.	3,001
Google (West Campus 7) 2400 Bayshore Pkwy, Mountain View, CA 94043	5.1 mi.	139,995
Intuit Inc 2632 Marine Way, Mountain View, CA 94043	5.3 mi.	2,370
Intuit 2700 Coast Ave, Mountain View, CA, 94043	5.6 mi.	13,500

TDM List of Programmatic Measures

TDM MEASURES	Page No.	Status	Responsibility	Oversight	Monitoring
Infrastructure					
Reduced Parking	12	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Dedicated parking space for carshare vehicle	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Passenger loading zone	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Long-term, Class I bicycle parking (Resident)	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Short-term, Class II bicycle parking (Resident)	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Pedestrian Pathways	14	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Bike and scooter share facilities	14	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Bicycle Fix-it Repair Station	14	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
On-site Amenities (Pool, lounge, recreation)	17	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Long-term, Class I bicycle parking (Employee)	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Short-term, Class II bicycle parking (Employee)	13	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Programmatic					
TransitScreen Kiosk	15	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Transit Trip Planning Resources	19	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
VTA SmartPass for residents	20	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
VTA Emergency Ride Home SmartPass	20	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
TDM Commuter Concierge	21	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Spare the Air Fair	21	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Transportation promotions	22	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
New Resident Transportation survey (onboarding)	22	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
New Resident Transportation Commuter Flier	22	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Safe Routes to Schools	22	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Project Social Media - Commuter Promotions	23	Mandatory	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Online Ride Matching Resources & Promotions	25	Existing	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
MVgo waze Carpool Program	26	Existing	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Bay Area 511 Vanpool Subsidy program	26	Existing	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
VTA Vanpool Subsidy program	26	Existing	Prop. Mgmt.	Prop. Mgmt.	Annual TDM Report
Annual ongoing TMA membership	29	Mandatory	Applicant	Prop. Mgmt.	TMA will confirm compliance annually
VTA SmartPass for employees	29	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
VTA Emergency Ride Home SmartPass	29	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Monitoring and Reporting					
Annual Commute Survey	33	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Annual Commute Survey Report	33	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Annual peak-hour trip counts	34	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Annual Parking Count Study	34	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
No Expiration of TDM Plan	34	Mandatory	Applicant	Prop. Mgmt.	Annual TDM Report
Penalty	35	mandatory in case of non-compliance	Applicant	City of Mountain View	City of Mountain View



TDM Specialists, Inc. Qualifications

TDM SPECIALISTS, INC.

*A Transportation Demand
Management Company*

We are planners and technical experts focused on development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, greenhouse gases, and air pollution impacts. We work successfully with developers, employers, and government agencies to get TDM Plans approved and projects entitled. We also implement and manage on-site commuter programs and achieve required TDM goals.

Our TDM practitioners provide full-service commute and traffic mitigation, sustainable LEED planning, and air quality conformity. Serving as an extension of client staff, we provide a broad range of services to get the job done efficiently while meeting the unique needs of the client and specific jurisdiction.

"We have finished the review of the Draft TDM. First let me say, that was the best TDM I have ever seen! The best by a large margin...a fantastic TDM Plan. Thank you so much."

Steve Lynch, AICP, Senior Planner, City of Santa Clara, California

Transportation Demand Management

TDM Specialists develop Transportation Demand Management plans, traffic mitigation plans, and sustainable programs that address green commuting, mobility, and constrained parking issues. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source emissions, and ensure that projects are designed in ways to maximize the potential for alternative transportation use.

Commute Program Implementation

We have a proven track record of getting employees out of their cars. As projects are built and occupied, TDM Specialists can develop the structure, outreach and promotions necessary to implement and manage employee Commute Programs. The initial start-up, implementation, and ongoing management of the Commute Program are designed to meet TDM or trip reduction objectives and requirements. The overarching goal of a Commute Program is to enhance the quality of life and reduce commute trips for project employees.

Quality of life improvements can enhance employee recruitment, morale and retention, and increase productivity that create positive benefits for businesses.

Sustainable Air Quality and Greenhouse Gas (GHG) Solutions

TDM Specialists successfully implements trip reduction programs tailored to fit the project, and can typically reduce employee trips to the site by 30 percent. This results in reduced drive-alone trips and complies with requirements to reduce project GHG impacts. We coordinate the mechanisms to calculate and report these results to appropriate agencies.

Contact:

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*A Transportation Demand
Management Company*

Areas of Expertise

Traffic Mitigation

TDM/TSM Mitigation Plans
TDM Employer Training
Commute Program Development
Commute Program Management
Commute Program Audits
Commuter Surveys
Transportation Fairs and Events
Car Management Strategies
Shuttle Programs
TMA Management

Parking Mitigation

Parking Demand Reduction
Parking Management Strategies
Parking Constraints Solutions

Entitlement

Project Support
Strategic Counsel
Critical Response Support
Environmental (EIR) Mitigation
(Air Quality and Transportation)

Sustainability

Greenhouse Gas Emission Reductions
Supporting LEED Components
Air Quality Mitigation Plans

TDM Applications

- Office or R&D buildings
- Corporate Headquarters/Campus
- Master Plan projects
- Specific Plans
- Business Parks
- Hospitals/Medical Offices
- Retail/Shopping Centers
- Residential (multi family, si
- Special Events
- Recreation
- Universities and Colleges
- Warehouse and Manufacturing
- Airports and Transit Stations

Development, Property Management and Employer Projects

- Facebook
- Genentech
- NVIDIA
- SAP Labs
- Intel Folsom
- Intel Santa Clara
- Nokia
- Yahoo! Inc.
- NetApp
- VMware
- McClellan Business Park
- Juniper Networks
- Sunnyvale City Center
- Marvell
- Access/Palm Source
- Alexandria Real Estate Equities
- Oyster Point Business Park
- Metro Air Park
- Raley Field
- Moffett Park Business and Transportation Association
- Intuitive Surgical
- The Allen Group
- Spieker Properties
- HCP, Inc.
- Granite Regional Park
- Hyatt Place Hotel – So. San Francisco
- So. San Francisco Business Center
- Masonic Homes of California
- Fairview River Landing
- Donahue Schriber
- BioMed Realty Trust
- Panattoni Development
- Taylor Properties Development Co.
- SKS Investments, LLC
- Shorenstein
- LBA Realty
- Jones Lang LaSalle
- California Farm Bureau
- California Highway Patrol
- Separovich • Domich
- Newell Real Estate Advisors
- LinkedIn
- Menlo Equities, LLC
- TMG Partners
- The Minkoff Group
- Arnell Enterprises, Inc.
- The Pollock Financial Group
- Wolff Enterprises

Municipal & Agency Locations

- Sacramento Area Council of Governments
- California Highway Patrol
- County of Sacramento, Dept. of Human Services
- City of South San Francisco
- City of Mountain View
- City of Santa Clara
- City of Sunnyvale
- State of California, Dept. of General Services
- San Mateo City/County Association of Governments
- City of Union City
- Cal PERS
- Cal STBS
- Ogden City, UT
- City of Brisbane
- Grand Rapids Interurban Transit, MI
- City of Citrus Heights
- University of California San Diego West Campus
- Sacramento County International Airport

Biotech, Pharmaceutical and Hospital Projects

- Genentech
- Amgen
- Rigel
- Takeda
- Onyx Pharmaceutical
- University of California San Diego, East Campus Medical Center
- Sutter Medical Center, Sacramento
- Mercy General Hospital
- Mercy San Juan Medical Center
- Enloe Medical Center
- Intuitive Surgical
- Blood Source
- Eclipsys, MA
- Counsyl, Inc.
- Theravance, Inc.