

2645-2655 Fayette Drive City of Mountain View

Transportation Demand Management List of Measures



Prepared for:



Prepared by:



*A Transportation Demand
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TDM SPECIALISTS, INC. QUALIFICATIONS

Introduction

The applicant has indicated that because it is relying on the provision of the Housing Accountability Act known as the "Builder's Remedy," the project at 2645-2655 Fayette Drive may not be denied due to noncompliance with the requirements of the San Antonio Precise Plan, which is the source of the requirement for a TDM Plan. Accordingly, this Plan evaluates the project's consistency with TDM requirements for informational purposes only. The TDM plan includes:

- a project description,
- project-level a.m./p.m. peak-period vehicle trips,
- percent and total count of required trip-reduction targets,
- detailed description of program offerings to meet established trip-reduction targets, which will be required for the life of the project and
- acknowledgment of annual monitoring and reporting to the city.

Project Description

The applicant proposes constructing a seven-story, 70-unit condominium residential building (20% affordable units) and related amenity spaces over two levels above an underground parking garage, which provides 103 parking spaces at 2645-2655 Fayette Drive. The proposed project is within a transit priority area.

Project-level Peak-period Vehicle Trips

The image below estimates the a.m./p.m. peak-period vehicle trips associated with the project. The following image shows the outcomes of a 4% reduction in peak-hour a.m. and p.m. vehicle trips. The project anticipates a decrease of one trip each in the a.m. and p.m., resulting in 25 peak-hour a.m. and 26 peak-hour p.m. trips.

Land Use	ITE		Unit	Daily		AM Peak Hour			PM Peak Hour				
				Rate	Trips	Rate	Trips		Rate	Trips			
							In	Out		Total	In	Out	Total
Multifamily Housing-Mid-Rise	221	70	DU	4.54	318	0.37	6	20	26	0.39	17	11	27
City Trip Reduction Requirement			-4%		-13		0	-1	-1		-1	0	-1
Net new trips less 4%					305		6	19	25		16	10	26

Notes:

All rates are from: Institute of Transportation Engineers, *Trip Generation, 11th Edition* (average rates, expressed in trips per dwelling unit (DU))

1. Land Use Code 221: Multifamily Housing Mid-Rise

Calculations not verified by a traffic engineer.

Percent and Count of Trip-reduction Targets

Mountain View's Greenhouse Gas Reduction Program identifies a 4% peak-hour trip reduction goal for the San Antonio Area. Although the Fayette Drive project is not a "new employment" generating development, its residential TDM programs are anticipated to meet a 4% goal.

Greenhouse Gas Strategy Area	Peak Hour Drive-Along Commute Trip Reduction
North Bayshore	13%
Whisman/Pioneer	9%
El Camino Real/San Antonio	4%
Downtown	8%
Remainder of City	3%

TDM Program Offerings

The following TDM measures will be incorporated into the project to meet established trip-reduction targets.

- Affordable Housing – Twenty percent of the project's housing units (14) will be below-market. Households with lower incomes than the Santa Clara County Area Median Income (AMI) tend to take fewer trips using personal motorized vehicles than higher-income households. Affordable housing leads to a decrease in VMT. Affordable housing plays a crucial role in enabling these households to reside closer to transit options, presenting them with increased opportunities for convenient access to public transportation.
- Bicycle Parking Facilities – The Project will have on-site pedestrian and bicycle facilities and connections to local and regional facilities to encourage resident use. It will provide Class I (secure, long-term parking) and Class II (short-term, guest parking) bicycle parking for residents to promote bicycle travel.
- Reduced Parking – The Project provides off-street vehicle parking supplies at ratios lower than the Institute of Transportation Engineers (ITE) Parking Generation Manual documents. The project's parking ratio is 1.47 per unit, representing a 27.5% parking reduction compared to the city code.
- Carpool Ridematching Resources – The [511.org/carpool Merge program](https://www.511.org/carpool-merge-program) provides individuals with a computerized list of other commuters near their employment and residential ZIP code, the closest cross street, phone number, and hours commuters are

available to commute to and from work. Individuals can then select and contact others they wish to match for a ride.

- Bicycle Commuter Resources – the [511.org/biking](https://www.511.org/biking) page provides significant resources for bicycle commuters, including:
 - Bicycle maps
 - Safe bicycle route mapping
 - Location of public bike lockers
 - How to take your bike on public transit
 - How to take your bicycle 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

- Transit Trip Planning Resources – Google has also collaborated with select regional transit agencies to provide a public transit planner for VTA, Caltrain, BART, and other San Francisco Bay Area systems riders. This free service is found online at <https://www.google.com/maps/dir/>. Online trip planning services are valuable for planning bicycle routes, carpool options, and public transit trips.

The free "[Transit](#)" mobile app provides commuters with trip and route planning resources. Users can view real-time information such as location, following departure times, and crowding data for local transit agencies like BART, Caltrain, and VTA. In addition, the Transit app lets users preview routes using multiple transit modes and even integrates fare purchases and Lyft/Uber requests.

- \$900 Monthly Vanpool Group Incentives – Vanpools are gaining popularity as Bay Area commuters become increasingly frustrated with heavy traffic. Now, VTA is making it more affordable for vanpoolers to pay for their commute with a \$400 monthly subsidy, added to the Metropolitan Transportation Commission's (MTC) \$500 vanpool program.
 - **511 Bay Area \$500 Monthly Vanpool Group Subsidy:** The Bay Area Vanpool Program provides qualified vanpools \$500 off the monthly cost. It also helps commuters find vanpool seats, start vanpools, keep vanpools on the road with an "empty seat" subsidy, provide free bridge tolls to qualifying vanpools, and help vanpools get discounted parking. The Transportation Coordinator will promote vanpool incentives to residents. The 511 subsidy may be combined with the VTA monthly group subsidy.

- **VTA \$400 Vanpool Monthly Group Subsidy:** VTA provides funding for qualified vanpools with a \$400 monthly subsidy. VTA offers vanpool groups \$400 per month for vanpool expenses. The VTA subsidy may be combined with the 511 monthly subsidy.
- **Free Guaranteed Ride Home Program** – VTA provides a free Guaranteed Ride Home (GRH) program to encourage commuters to use a sustainable mode of transportation to work, college, or adult education classes in Santa Clara County by providing reimbursement on the cost of getting home in an emergency.

Participants can receive up to six refunds a year or \$500 in total repayments, whichever comes first. Reimbursements for each qualified GRH trip may be up to \$125. The GRH program will provide commuters with peace of mind by knowing that if a child or loved one becomes ill or injured during the day, the employee can get to them quickly.

Annual Performance Monitoring and Reporting

One year after occupancy, the project will submit a yearly TDM Performance Report to the city that identifies TDM measures implemented and the impact on residents' drive-alone peak hour commute trips. Each year, a five-day commute survey will evaluate the success of the TDM measures. Survey data will inform where to focus ongoing TDM marketing on maintaining the project's commitment to reduce vehicle trips at the site.

- **Acknowledgment Statement** – The applicant acknowledges the requirement to monitor annual trip reduction performance and report to the city.

No Expiration of TDM Programs

All measures in this TDM document will continue to be implemented by the project on an ongoing basis. This Plan has no expiration. The project CC&Rs will also include trip reduction language highlighting the homeowner's responsibilities to participate in the annual transportation survey. The CC&Rs (Covenants, Conditions, and Restrictions) will provide guidelines and regulations that govern the behavior and responsibilities of homeowners within the community. The trip reduction language in the CC&Rs will highlight the homeowner's responsibilities to participate in the annual transportation survey.

Santa Clara Countywide VMT Evaluation Report

The [SCC VMT Evaluation Tool](#) is intended to help users meet the requirements of California Senate Bill 743 and the California Environmental Quality Act (CEQA).

The following report summary shows the project's screening and estimation of project-generated VMT and calculates successful VMT reductions associated with specific VMT-reducing measures. Results from the SCC VMT Evaluation Tool determined that no further VMT analysis is necessary due to its proximity to transit.

Santa Clara Countywide VMT Evaluation Tool - Version 2 - Report

Project Details

Timestamp of Analysis January 03, 2024, 10:19:43 AM

Project Name 2644-2655 Fayette Dr. , Mountain View

Project Description A seven-story residential building and related amenity spaces over two levels of garage providing 103 spaces. Seventy residential units, which include 14 (20%) below-market-rate units.

Project Location Map

Jurisdiction: Mountain View

APN	TAZ
14816009	363
14816008	363

Project Land Use

Residential:

Single Family DU:	0
Multifamily DU:	70
Total DUs:	70

Non-Residential:

Office KSF:

Local Serving Retail KSF:

Industrial KSF:

Residential Affordability (percent of all units):

Extremely Low Income:	0 %
Very Low Income:	6 %
Low Income:	14.000000000000002 %

Parking:

Motor Vehicle Parking:	103
Bicycle Parking:	72

Proximity to Transit Screening

Inside a transit priority area? Yes (Pass)

Analysis Details

Data Version	VTA Countywide Model December 2019
Analysis Methodology	TAZ
Baseline Year	2015

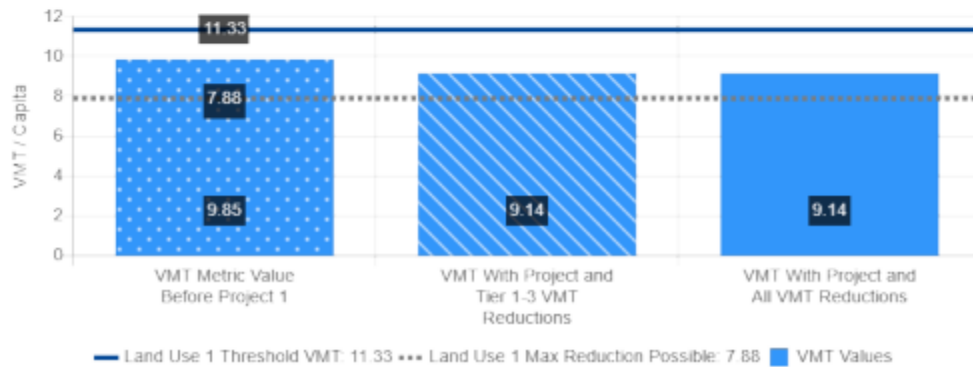
Santa Clara Countywide VMT Evaluation Tool - Version 2 - Report



Residential Vehicle Miles Traveled (VMT) Screening Results

Land Use Type 1:	Residential
VMT Metric 1:	Home-based VMT per Capita
VMT Baseline Description 1:	County Average
VMT Baseline Value 1:	13.33
VMT Threshold Description 1 / Threshold Value 1:	-15% / 11.33
Land Use 1 has been Pre-Screened by the Local Jurisdiction:	N/A

	Without Project	With Project & Tier 1-3 VMT Reductions	With Project & All VMT Reductions
Project Generated Vehicle Miles Traveled (VMT) Rate	9.85	9.14	9.14
Low VMT Screening Analysis	Yes (Pass)	Yes (Pass)	Yes (Pass)



Tier 1 Project Characteristics

PC01 Increase Residential Density

Existing Residential Density:	21.48
With Project Residential Density:	23.25

PC02 Increase Residential Diversity

Existing Residential Diversity Index:	0.64
With Project Residential Diversity Index:	0.61

PC03 Affordable Housing

Very Low Income:	6 %
Low Income:	14.000000000000002 %

Tier 3 Parking

PK01 Limit Parking Supply

Minimum Parking Required by City Code:	123
Total Parking Spaces Available to Employees:	103

PK02 Provide Bike Facilities

Bicycle Parking:	72
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APPENDIX - VTA VMT Tool Tier 1 Project Characteristics – The following summaries describe the project's VMT Reduction Strategies as provided by the VTA VMT Tool.

PC01 Increase Residential Density

Description: Where allowed by the current General Plan zoning, design the project with increased residential densities compared to existing conditions in the surrounding area. Increased densities affect the distances people travel and provide greater options for the mode of travel they choose. The strategy applies to residential land uses only. The denominator is based on existing residential acreage within the half-mile buffer zone of the Project parcel.

Overlap:

None

Formula:

$$\% \text{ change in VMT} = \frac{\left(\frac{VMT}{Hh} \text{ with project} - \frac{VMT}{Hh} \text{ without project} \right)}{\frac{VMT}{Hh} \text{ without project}}$$

where

$$\frac{VMT}{Hh} = 16,476 \left(\frac{9.548 + \frac{Hh}{RA}}{9.548 + 9.884} \right)^{-0.817}$$

Source: Holtzclaw, et al. 2002. "Location Efficiency: Neighborhood and Socioeconomic Characteristics Determine Auto Ownership and Use – Studies in Chicago, Los Angeles, and San Francisco." Transportation Planning and Technology, Vol 25, pp. 1-27.

PC02 Increase Development Diversity

Description: Where allowed by the current General Plan and zoning, increase the amount of space dedicated to mixed employment and high-density residential uses in the area surrounding the project, particularly in a vertical configuration (defined as ½ mile buffer from the Project parcel. Having different types of land uses near one another can reduce VMT because trips between land use types are shorter and may be accommodated by non-automotive modes of transport. **Application:** Residential and employment land uses.

Overlap:

None

Formula: % change in VMT = elasticity by place type and development use × % change in activity mix index

Source: Salon, Deborah. 2014. Quantifying the effect of local government actions on VMT. California Air Resources Board and the California Environmental Protection Agency.

PC03 Integrate Affordable and Below Market Rate Housing

Description: Develop on-site deed-restricted affordable, below-market rate (BMR) housing, for low-income households to reside in the project. At the same site, households with incomes at or below 80% of the regional median income generally make fewer trips by automobile than households with higher incomes, resulting in reduced VMT. BMR housing provides greater opportunity for families to live closer to transit. Application: Residential land uses only.

Overlap:

None

Formula: Add reductions based on income levels below Extremely Low Income (Household earns <30% MFI) -32.5% Very Low Income (Household earns >30% MFI, <50% MFI) -25.2% Low Income (Household earns >50% MFI, <80% MFI) -10.2%

Source: Newmark, G. Haas, P. Income, Location Efficiency, and VMT: Affordable Housing as a Climate Strategy. The California Housing Partnership. December 2015.

PK01 Limit Parking Supply

Description: This strategy would require the development to decrease parking supply at the project site to rates lower than those documented in the Institute of Transportation Engineers (ITE) Parking Generation Manual, or lower than those documented in the municipal code if that is what the jurisdiction has chosen. Decreasing parking supply encourages employees to choose an alternative transportation mode for their commutes. This measure only applies if street parking is not free or unrestricted during typical working hours. Surrounding street parking must be metered, have time limits during typical working hours, and/or be available to residential parking permit (RPP) holders only. Application: Employment land uses only.

Overlap:

None

Formula: % VMT Reduction = % Reduction of parking supply from minimum in municipal code or ITE Manual $\times 0.5$

Source: Nelson/Nygaard, 2005. Crediting Low-Traffic Developments (p. 16)
<http://www.montgomeryplanning.org/transportation/documents/TripGenerationAnalysisUsingURBEMIS.pdf>

PK02 Provide Bike Facilities

Description: This strategy requires the project developer to provide and maintain facilities for bicycle users at the project site. Examples of end-of-trip facilities include bike parking, bicycle lockers, showers,

and personal lockers. The extent of VMT reduction is based on the Project provision of secure bike parking or secure bike parking and additional facilities. Application: Employment land use only.

Overlap:

Commuter Trip Reduction Program

Formula: % VMT reduction = bike mode share * level-of-facility-multiplier, then discounted to take into account that bike trip lengths are shorter than drive trip lengths.

Source: Buehler, R. (2012). Determinants of bicycle commuting in the Washington, DC region: The role of bicycle parking, cyclist showers, and free car parking at work. Transportation Research Part D, 17, 525-531.

<https://connect.greentrip.org/map-tool.php?p=557464>

TDM SPECIALISTS, INC. QUALIFICATIONS



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.

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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, single family, hi-rise, etc.)
- 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
- Shorestein
- 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 STRS
- 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.