



September 2, 2022

Ms. Debby Fernandez  
City of Santa Clara Planning Division  
1500 Warburton Avenue  
Santa Clara, CA 95050

Re : 80 Saratoga Avenue Project SB 35 and State Density Bonus Submittal

Ms. Fernandez,

We represent Maracor Development, Inc the developer/applicant for the proposed 100% affordable residential development at 80 Saratoga Avenue in the City of Santa Clara (Project). The Project is seeking approval under SB 35 (Government Code Section 65913.4) and the State Density Bonus Law (Government Code Section 65915). The purpose of this letter is to provide the City with the necessary Project information in support of a streamlined ministerial approval and to respond to the City's request for additional information.

### **PROJECT DESCRIPTION**

The Project site is an irregular square shaped lot at the corner of Saratoga Avenue and Keystone Avenue that currently includes two non-residential buildings and associated surface parking which will be demolished to facilitate the Project's development. The Project site totals 86,252 square feet and is designated Community Mixed Use (CMU) under the General Plan and is designated OG-General Office under the Zoning Code. The Project site is also in a Transit Priority Area and is within approximately ¼ mile of a VTA "major transit stop" with 15-minute peak hour frequency. The specific location of the major transit stops is attached to this letter as **Attachment 1**.

The Project proposes a 5-story residential project over 1 story ground level parking, totaling 273,863 square feet, including 5,864 square feet of ground floor commercial space and 200 residential units. The Project will include 94 vehicle parking spaces with 77 spaces dedicated to the residential use and 17 spaces dedicated to the ground floor commercial space.

The Project is relying on SB 35 for ministerial processing. Because the Project is located within ½ mile of a major transit stop and is providing 100% of the units as affordable housing, the Project qualifies for unlimited density under the State Density Bonus Law. The Project is also consistent with the CMU General Plan designation which authorizes residential uses and commercial uses on the Project site.



**LAND USE SUMMARY**

The proposed land use for Project is summarized below.

<b>Land Use</b>	<b>Amount</b>	<b>% Project</b>
Residential Units	200	
Total Square Footage	273,863.	
Non-Residential/Commercial Space (sf.)	5,864 sq. ft.	2%
Residential Space (sf.)	262,238 sq. ft.	98%
Bicycle Parking	76 total spaces	
Parking (spaces)	94 total spaces	
Open Space	32,862ft.	

As the above table indicates, the Project contains residential space in excess of two-thirds of the Project’s gross square footage.

**AFFORDABLE HOUSING SUMMARY**

The Project is proposing an affordable rental development that will consist of 100% affordable units with 80% of the units for Low Income residents at 80% AMI and 20% of the units for Moderate Income residents at 120% AMI. A table is provided below with a summary of the number of affordable units and the income levels that the Project will target to comply with both SB 35 and the State Density Bonus Law. Under the State Density Bonus Law, 100% affordable housing projects with 80% of the units at 80% AMI or less and 20% of the units at 100% AMI and within ½ mile of a major transit stop are not subject to any maximum density controls.

<b>Income Level</b>	<b>Number of Units</b>
Low Income <80% AMI	160
Moderate Income <100% AMI	39**

\*\*One unit is not income restricted for an on-site resident manager.



### **SB 35 COMPLIANCE**

Pursuant to SB 35, cities that do not meet their share of the regional housing needs obligation must follow a streamlined, ministerial review process for housing development projects, including mixed-use projects that include at least two-thirds of the square footage dedicated to residential uses and that satisfy specified objective planning standards. Specifically, SB 35 requires cities to approve projects within 180 days of application submittal. The SB 35 approval process is not subject to the California Environmental Quality Act (CEQA) because it is a ministerial process where projects are judged only on compliance with objective planning standards and there is no exercise of discretion. *See* Cal. Pub. Res. Code Section 21080(b)(1)(CEQA does not apply to ministerial projects); *see also* 14 Cal. Code. Regs Section 15268(a) (“Ministerial projects are exempt from the requirements of CEQA”). Under SB 35, projects must comply with specific eligibility requirements to qualify for the streamlined ministerial approval. The City has not met its regional housing needs assessment and therefore is subject to the full provisions of SB 35.

Below is a summary of the SB 35 requirements with all citations to California Government Code Section 65913.4 (SB 35) and how they apply to the Project.

<b>Eligibility Requirement</b>	<b>Requirement Satisfied?</b>
1. <b>Is the project a multifamily housing development with 2 or more units? Subd. (a)(1).</b>  The Project is a multifamily group housing development that will provide 200 housing units.	<b>Yes</b>
2. <b>Is the project located in an area designated by the U.S. Census Bureau as an urbanized area? Subd. (a)(2)(A).</b>  The Project is located in the City and County of Santa Clara, an urbanized area boundary.	<b>Yes</b>



<p>3. <b>Is more than 75% of the Project site’s perimeter developed with urban uses? Subds. (a)(2)(B), (h)(8).</b></p> <p>SB 35 defines “urban uses” as “any current or former residential, commercial, public institutional, transit or transportation passenger facility, or retail use, or any combination of those uses.” SB 35 also clarifies that parcels that are only separated by a street or highway are considered to be adjoined. Based on these standards, the entirety of Project site’s perimeter is developed with urban uses.</p>	<p><b>Yes</b></p>
<p>4. <b>Does the site have either zoning or a general plan designation that allows for residential use or residential mixed-use development, with at least two-thirds of the square footage designated for residential use? Subd. (a)(2)(C).</b></p> <p>The CMU designation under the General Plan allows for residential and commercial mixed-use project. The Project proposes 265,238 square feet or 97% of the total square footage to residential uses which is over 2/3rds of the Project designated for residential use.</p>	<p><b>Yes</b></p>
<p>5. <b>Will the applicant record a land use restriction for the Project’s affordable housing units? Subd. (a)(3).</b></p> <p>The California Tax Credit Allocation Committee will require the Project to record a 55-year land use restriction on the affordable housing units.</p>	<p><b>Yes</b></p>
<p>6. <b>Has HCD determined that the local jurisdiction is subject to SB 35? Gov’t Code Sec. 65913.4(a)(4)(A).</b></p> <p>HCD has determined that Santa Clara is subject to SB 35.</p>	<p><b>Yes</b></p>
<p>7. <b>Will the Project include the required percentage of below market rate housing units? Subd. (a)(4)(B).</b></p> <p>The Project will include 80% of the units at 80% AMI and 20% of the units at 100% AMI and thus meets the requirements of a 100% affordable housing project under SB 35.</p>	<p><b>Yes</b></p>



<p>8. <b>Is the Project consistent with “objective zoning standards” “objective design review standards?” Subd. (a)(5).</b></p> <p>The Project is consistent with all applicable objective standards notwithstanding the concessions allowed under the State Density Bonus. Gov. Code Sec. 65915(d)(1) and the General Plan designation allows a mix of residential and commercial uses on the Project site.</p>	<p><b>Yes</b></p>
<p>9. <b>Is the Project located outside of all types of areas exempted from SB 35? Subd. (a)(6-7).</b></p> <p>The Project site is a developed non-residential site with a mix of uses and is <b>not</b> (1) within a coastal zone, (2) on prime farmland, (3) on wetlands, (4) in a high fire hazard severity zone, (5) a hazardous waste site or on the Cortese List, (6) on a delineated earthquake fault zone, (7) in a flood plain, a floodway, (8) in a community conservation plan area, (9) on habitat for protected species, or under a conservation easement.</p> <p>The Project will <b>not</b> (1) demolish any Residential Units that have been occupied by tenants in the last 10 years; and (2) will not demolish a historic structure that has been placed on a national, state, or local historic register.</p>	<p><b>Yes</b></p>
<p>10. <b>Will all construction workers employed in the Project be paid at least the general prevailing wage? Subd. (a)(8)(A).</b></p> <p>All construction workers on the Project will be paid at least the general prevailing rate of per diem wages that a skilled and trained workforce will be used and that all other requirements of Subsection (a)(8)(A) will be met.</p>	<p><b>Yes</b></p>
<p>11. <b>Will the development involve a subdivision of a parcel that is or would otherwise be subject to the Subdivision Map Act. Subd. (a)(9)?</b></p> <p>The Project does not require a subdivision of land.</p>	<p><b>Yes</b></p>



<p>12. <b>Is the development located on an existing parcel of land or site that is governed by certain statutes related to mobile homes? Subd. (a)(10)</b></p> <p>The Project site is not governed by such statutes.</p>	<p><b>Yes</b></p>
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**CONSISTENCY WITH OBJECTIVE STANDARDS**

Under both SB 35 and the State Density Bonus Law a proposed Project must be examined or consistency with “objective zoning standards” and “objective design review standards” taking into consideration those standards excluded as concessions/incentives or waivers. As noted above, the Project site is designated General Office under the Zoning Code. For purposes of determining consistency with objective zoning standards, the City has suggested that the Project be reviewed under the closest analogous Zoning Code designation to the proposed Project and that designation is Very High Density Mixed Use Zoning District (VHDMU) under Title 18 of the City Zoning Code.

The VHDMU permits residential mixed-use development up to a maximum of 120 dwelling units per acre. The Project falls within that permitted density. The VHDMU development standards are outlined at Title 18.22.250 of the Zoning Code and the Project is consistent with them as follows:

**A. Zoning Standards VHDMU**

Development Standard	Consistent?
<u>Dwelling Unit Density</u> : For the VHDMU district, the minimum dwelling unit density shall exceed fifty (50) dwelling units per acre and the maximum dwelling unit density is one hundred twenty (120) dwelling units per acre.	Yes. Project is 101 du/ac
<u>Minimum Lot Area</u> : None.	Yes
<u>Minimum Lot Width</u> : None.	Yes
<u>Building Height Limits</u> : Only limited by FAA.	Yes
<u>Front Yard Requirement</u> : None.	Yes
<u>Side Yard Requirement</u> : None.	Yes



<p><u>Maximum Building Coverage:</u> No maximum subject to providing adequate pervious are to meet stormwater requirements.</p>	<p>Yes</p>
<p><b>Additional Development Standards (Title 18.22.270)</b></p>	<p><b>Consistent?</b></p>
<p><u>Lighting and Security:</u></p> <p>(1) Open parking areas and common open space areas shall include lighting which provides a minimum illumination of one foot-candle. Lighting fixtures shall be weather and vandal resistant. Lighting shall reflect downward and away from residential areas and public streets.</p> <p>(2) All main entrance doors to individual dwelling units shall be equipped with one hundred eighty (180) degree door viewers. Each main entrance door shall be equipped with a deadbolt lock with a cylinder guard, a minimum of one-inch bolt projection and a maximum-security strike plate.</p> <p>(3) All sliding glass doors and ground floor windows shall be equipped with auxiliary locks, as approved by the Chief of Police</p>	<p>Yes</p>
<p><u>Trash Disposal:</u> Each property shall provide accessible trash disposal areas. If not placed within a garage or other structure, each disposal area shall be screened from public view. Such enclosures shall provide area of sufficient size to accommodate trash and recycling bins for residential and commercial uses on site. Trash compactors shall be located within an enclosed building.</p>	<p>Yes</p>

**B. General Plan Standards**

The Project site is designated CMU under the General Plan and will be reviewed for consistency with both the Mixed-Use Land Use Goals and Policies contained in Section 5.3.4 of the General Plan and the General Plan Transition Goals and Policies outlined in Section 5.5.2 of the City's General Plan. Under SB 35 and the State Density Bonus Law, projects must be consistent with



“objective” standards meaning those standards that involve no personal subjective judgement and are only verifiable by a specific benchmark. While some of the Goals and Policies below may not meet that criterion they have been included anyway to assist in the Project’s analysis, review and approval.

**General Plan Section 5.3.4**

Mixed Use Land Use Goals and Policies		Consistency?
5.3.4-G1	Mixed-use development that is located and designed to support high quality uses and the City’s economic development.	Yes. The Project contains a mixture of uses and is of scale to both existing uses on site and adjacent multifamily and commercial uses. The Project will maximize use of transportation and provide bicycle parking with parking tucked underneath multi story residential uses.
5.3.4-G2	Mixed-use development of a scale and character that is compatible with surrounding neighborhoods.	
5.3.4-G3	Mixed-use development that maximizes accessibility to alternate transportation modes and integrates pedestrian, bicycle, transit, open space and outdoor uses to encourage active centers.	
5.3.4-G4	Commercial uses that provide a pedestrian-oriented streetscape, with residential uses either above or behind.	
5.3.4-P1	Transform underutilized commercial centers into new mixed-use destinations, consistent with applicable land use classifications.	
5.3.4-P2	Encourage mixed-use development in proximity to employment centers and residential neighborhoods throughout the City.	





<p>5.3.4-P1</p> <p>5.3.4-P2</p> <p>5.3.4-P3</p> <p>5.3.4-P4</p>	<p>Transform underutilized commercial centers into new mixed-use destinations, consistent with applicable land use classifications.</p> <p>Encourage mixed-use development in proximity to employment centers and residential neighborhoods throughout the City.</p> <p>Prohibit single-use development in mixed-use classifications unless allowed under Focus Area or Neighborhood Compatibility Policies.</p> <p>Require mixed-use development to meet the density and intensity specified in the land use classification.</p>	<p>Yes. The Project transforms and underutilized site into a mixed-use development near employment that meets and exceeds the density of the land use classification.</p>
<p>5.3.4-P5</p> <p>5.3.4-P6</p> <p>5.3.4-P7</p> <p>5.3.4-P8</p>	<p>Encourage mixed-use development site planning and design to implement the elements illustrated in Figures 7.3-2 and 7.3-3, including street tree planting along all streets.</p> <p>Locate a neighborhood square or plaza within large mixed-use developments.</p> <p>Use design techniques, such as stepping down building heights, and siting incompatible activities, such as loading and unloading, away from residential uses.</p> <p>Encourage building heights of up to five stories in large mixed-use developments along arterial street frontages, with the potential for taller buildings north of the Caltrain corridor.</p>	<p>Yes. The site plan is for a mixed-use development along an arterial street with ground level activation and includes a hard corner plaza entry area with all loading and unloading away from residential uses.</p>



5.3.4-P9	Encourage ground-level windows and building entries that support a visual connection to activities.	
5.3.4-P13	Encourage pedestrian linkages in mixed-use areas through measures such as enhanced lighting, curb bulb-outs, mid-block pedestrian crossings, pedestrian “refuge” areas in planted medians and pedestrian-oriented building frontages.	<p>Yes. With reduced vehicle parking and abundant bicycle parking and landscaping the Project create connection to the nearby residential neighborhoods and will provide visibility and lighting to the hard corner to enhance pedestrian and bicycle experiences.</p> <p>The reduction in parking and the abundant bicycle parking encourages less auto use and fits within the specific mixed use development designation through inclusion of a commercial use into the plan.</p>
5.3.4-P14	Provide a network of streets and pedestrian connections in large mixed-use developments.	
5.3.4-P15	Maximize opportunities to connect streets, bicycle facilities and pedestrian pathways to improve accessibility between mixed-use, open spaces, transit and public amenities. Provide clear signage, high visibility, adequate lighting and special paving to enhance pedestrian and bicycle facilities.	
5.3.4-P16	Discourage auto-oriented uses, such as drive-through retail establishments, auto repair, and service stations in mixed-use designations, except under certain circumstances within the Community Mixed-Use designation in the El Camino Real Focus Area.	
5.3.4-P17	For Neighborhood and Community Mixed Use properties under one-half acre, allow mixed-use development of entirely residential uses or development of entirely commercial or community serving office uses in order to facilitate development on smaller lots, consistent with the required density and intensity ranges as well as other applicable General Plan policies.	



5.3.4-P18 Prohibit Specified Regulated Businesses, as defined under this General Plan, in all developments in Mixed-Use designations that include residential uses	
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**DENSITY BONUS**

The Project qualifies for a density bonus under the State Density Bonus Law by providing 100% affordable units in the Project. Under recent changes to the State Density Bonus Law, projects that provide 100% of the residential units as affordable (with at least 80% Low Income and the balance being Moderate Income) and are within ½ mile of a “major transit stop” are not subject to any maximum controls on density (i.e. are eligible for unlimited additional density) and also receive four incentives/concessions as well as unlimited waivers. As detailed above in the Affordable Housing Summary section, the Project is 100% affordable and as provided in **Attachment 1** the Project is within ½ mile of a “major transit stop.” As a result, the Project’s base density and calculation of additional Project density through a density bonus is not necessary as the Project is not subject to any maximum density control.<sup>1</sup> As noted above the Project is consistent with all objective standards but seeks a concession under the State Density Bonus Law to reduce the required commercial space as strict adherence to the required commercial space standards would render the Project financially infeasible.

**1. Required Commercial Space Concession**

The Project will provide 5,864 square feet of commercial space which is 2,761 square feet less than the amount required. The Project seeks a concession under the State Density Bonus Law for reduction in commercial space as strict adherence would render the Project financially infeasible and would preclude the provision of 200 affordable housing units. To provide the required commercial space, the Project would have additional construction costs associated with the construction of additional mechanical shafts needed to support the commercial space, the costs associated with construction of the commercial space itself and the additional commercial space would result in a loss of habitable area which would render the Project financially infeasible.

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<sup>1</sup> For purposes of analysis the CMU General Plan designation for the site allows up to 36 units per acre. The Project is proposing approximately 100 units per acre but once again is not subject to any maximum density control under the State Density Bonus Law.



**CLIMATE ACTION PLAN CONSISTENCY**

The City has requested documentation of consistency with City’s Climate Action Plan and implementation of the of Transportation Demand Management Plan (TDM Plan). The Project retained TDM Specialists, Inc. to prepare a TDM Plan for the Project and review the Project for consistency with the City’s Climate Action Plan. The result of this analysis is attached as **Attachment 2.**

\* \* \* \* \*

If you have any questions or need any additional information, regarding this submission, please feel free to contact me at 415-273-9670 or at [peter@pzlandlaw.com](mailto:peter@pzlandlaw.com).

Yours Truly,

Peter F. Ziblatt

## **ATTACHMENT 1**

Major Transit Stop Location & Frequency

## SECTION I – EXISTING TRANSPORTATION CONDITIONS

### 3.0 TRANSIT INFRASTRUCTURE

This project's advantage is its proximity to multiple VTA buses that provide connections to additional transit resources. The VTA bus trips serving the nearest stop at the project total 400-weekday trips.

The Santa Clara Caltrain and Fruitdale Light Rail stations are within four miles of the site. In addition, residents have access to the VTA Light Rail Orange and Blue by taking short trips on nearby VTA routes 23, 57, 59, and 523 Rapid. Shown on page 6 is a listing of transit resources available to residents.

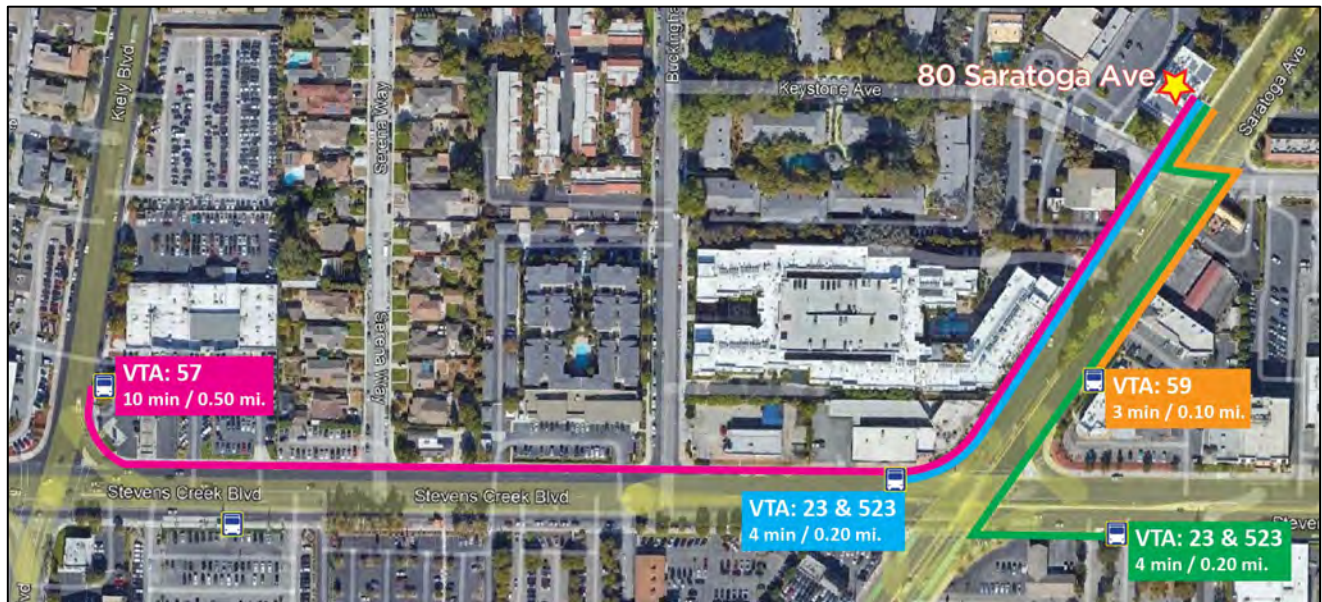
#### *Public Transportation Access*

Four bus drop-off and pick-up locations offer walkable access near the project.

Well-lit pedestrian on-site paths will provide the most direct route to the nearest transit stops from the project. Route 23 is a tenth of a mile from the project, representing a three-minute walk.

Route 59 is a three-minute walk from the project (0.10 miles), route 57 is a ten-minute walk (0.50 miles), and routes 23 and 523 are a four-minute walk (0.20 miles) from the site. Shown below is a map of walking routes to these nearby VTA stops.

**Walking Routes to Nearby VTA Stops**



The table below displays the four VTA transit routes near the project site. With 400 weekday stops, these routes provide frequent service and connections to various communities and transit stations, including links to light rail.

**Transit Resources Near 80 Saratoga Avenue**

Route	Span of Service	Trips per Weekday	Communities Served
23 VTA	7 Days/Week 5:08 a.m. - 12:45 a.m.	132	<a href="#">De Anza College Transit Center</a> , Stevens Creek & Miller, Stevens Creek & Kiely, <b>Stevens Creek &amp; Saratoga</b> , Stevens Creek & Winchester, San Carlos & Bascom, San Carlos & Bird, Santa Clara & 1st, Alum Rock & King, Alum Rock & Jackson, and <a href="#">Alum Rock Station</a>
57 VTA	7 Days/Week 5:58 a.m. - 10:39 p.m.	114	<a href="#">West Valley Transit Center</a> , Saratoga & Campbell, Saratoga & Williams, <b>Kiely &amp; Stevens Creek</b> , Bowers & El Camino Real, Bowers & Scott, Mission College, and Old Ironsides & Tasman
59 VTA	7 Days/Week 5:47 a.m. - 9:36 p.m.	60	<b>Saratoga</b> , Winchester & Stevens Creek, Washington & Newhall, Scott & Space Park, Mission College, Old Ironsides & Tasman, Liberty & Taylor, and Tasman & Baypointe
523 VTA	7 Days/Week 6:23 a.m. - 10:13 p.m.	94	<a href="#">Lockheed Martin Transit Center</a> , Frances & Olson, Sunnyvale-Saratoga & El Camino, Sunnyvale-Saratoga & Fremont, Stevens Creek & Stelling, Stevens Creek & Miller, Stevens Creek & Kiely, <b>Stevens Creek &amp; Saratoga</b> , Stevens Creek & Winchester, San Carlos & Bascom, San Carlos & Bird, Santa Clara & 2nd, and 7th & Santa Clara
<b>Total Bus Trips/Weekday</b>		<b>400</b>	

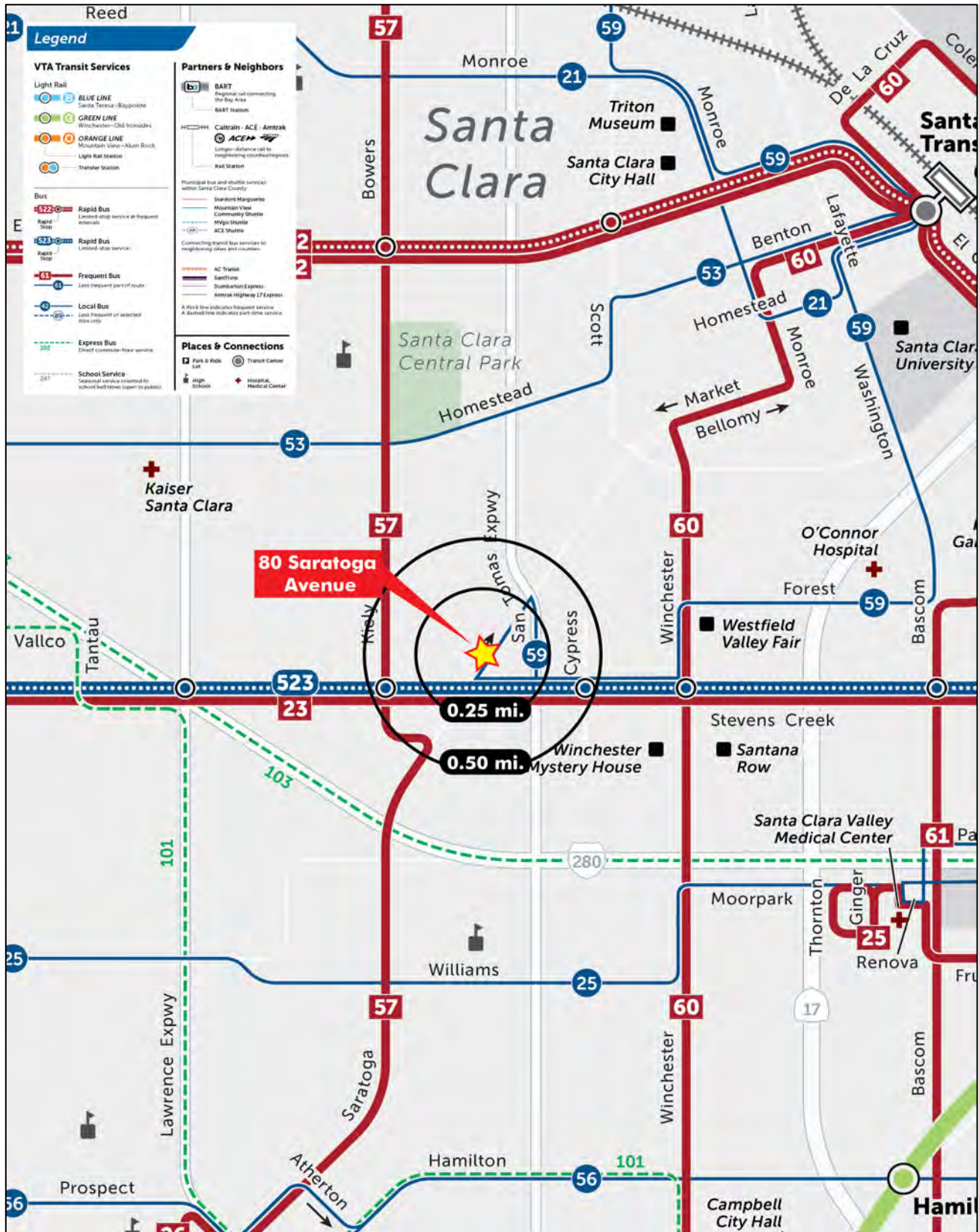
\* All buses and trains are lift equipped for handicapped, elderly, or those in need.

The VTA system map is on page 7. The transit map shows the various transit resources available to project residents within walking distance.

Pages 8 through 10 are VTA bus maps for routes 23, 523, 57 and 59



Santa Clara Valley Transportation Authority Map

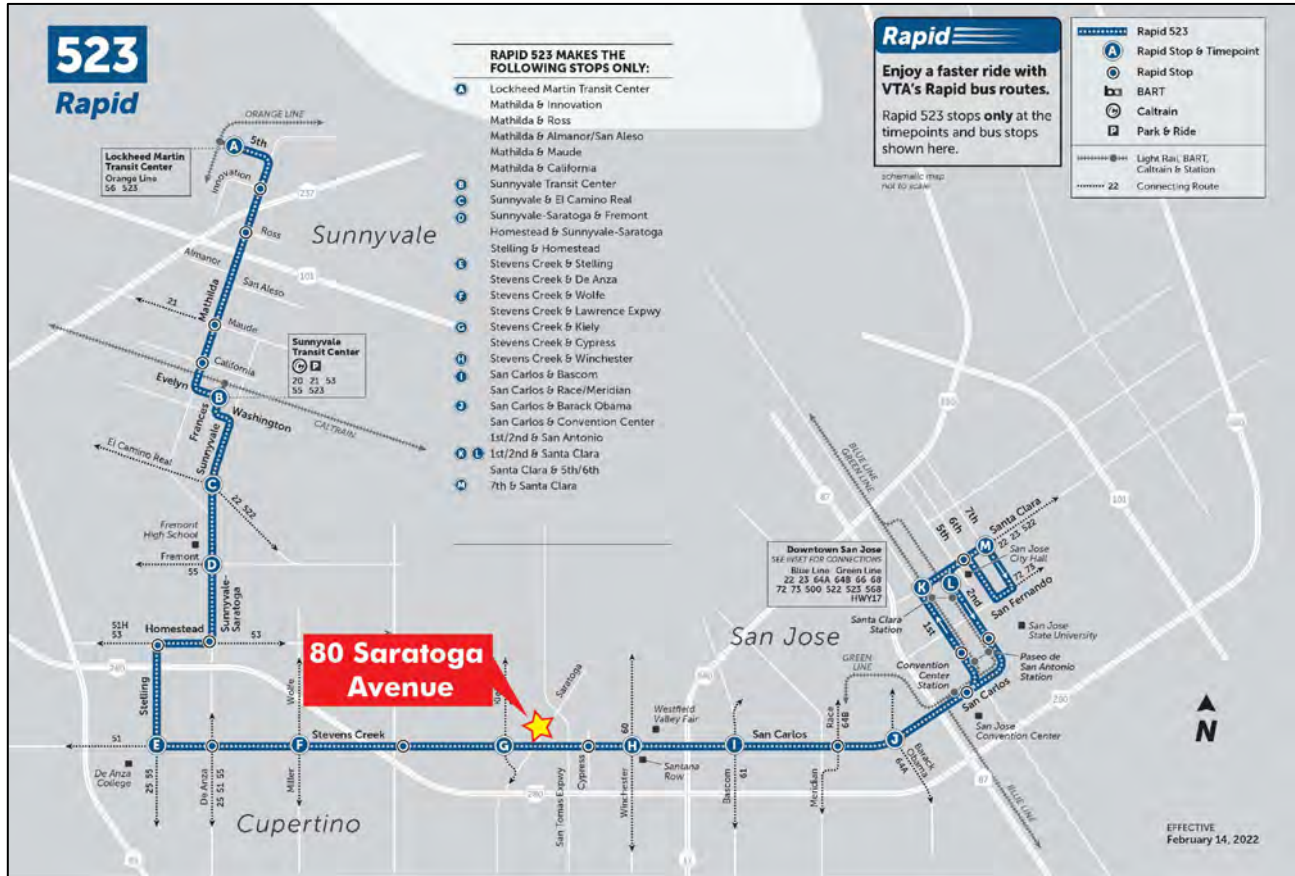




VTA Route 23



VTA Route 523 Rapid



VTA Route 57



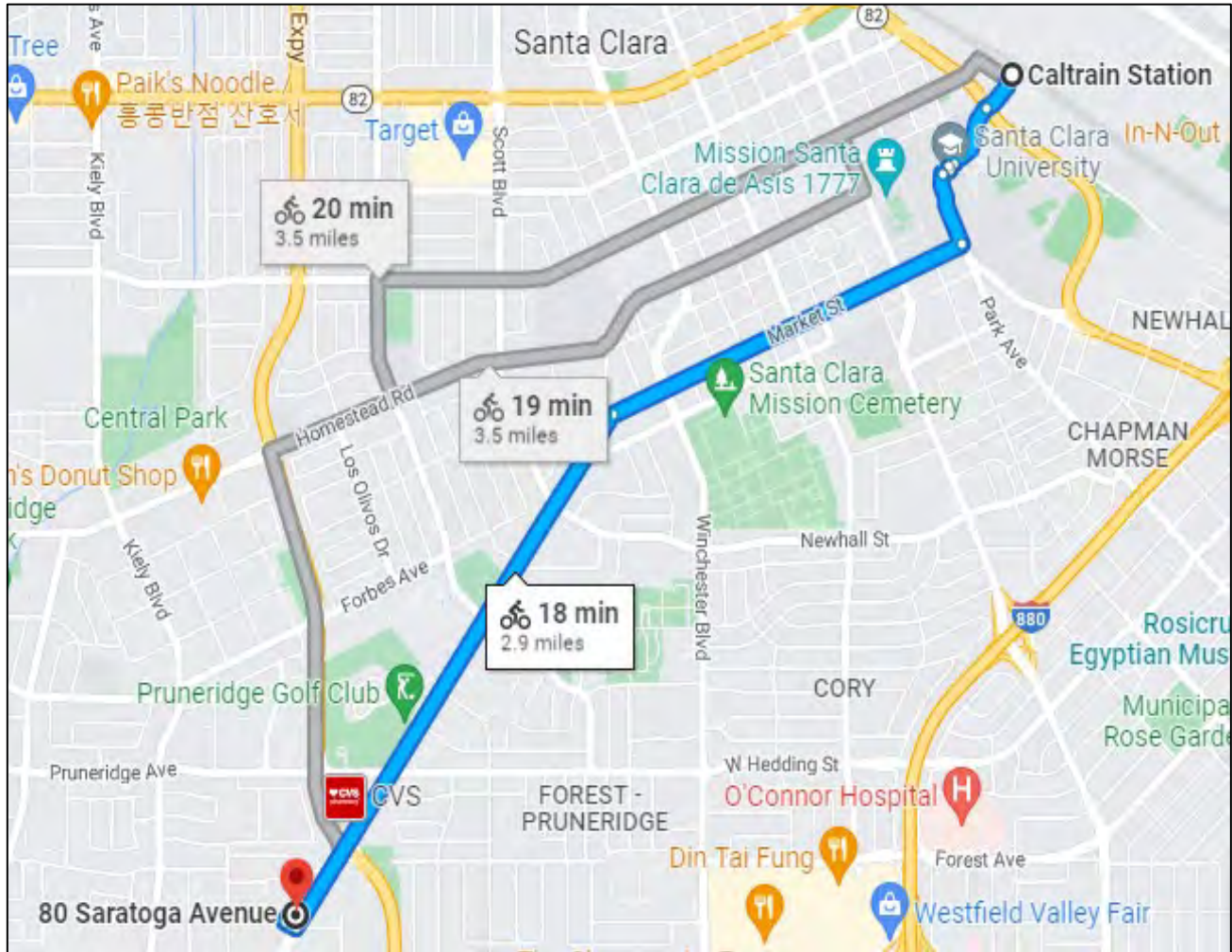




The Santa Clara Caltrain Station is within a bikeable distance of 2.9 miles, and the VTA Light Rail Fruitdale Station is 4.1 miles from the project site. Shown below is a bike route map to the Santa Clara Caltrain Station.

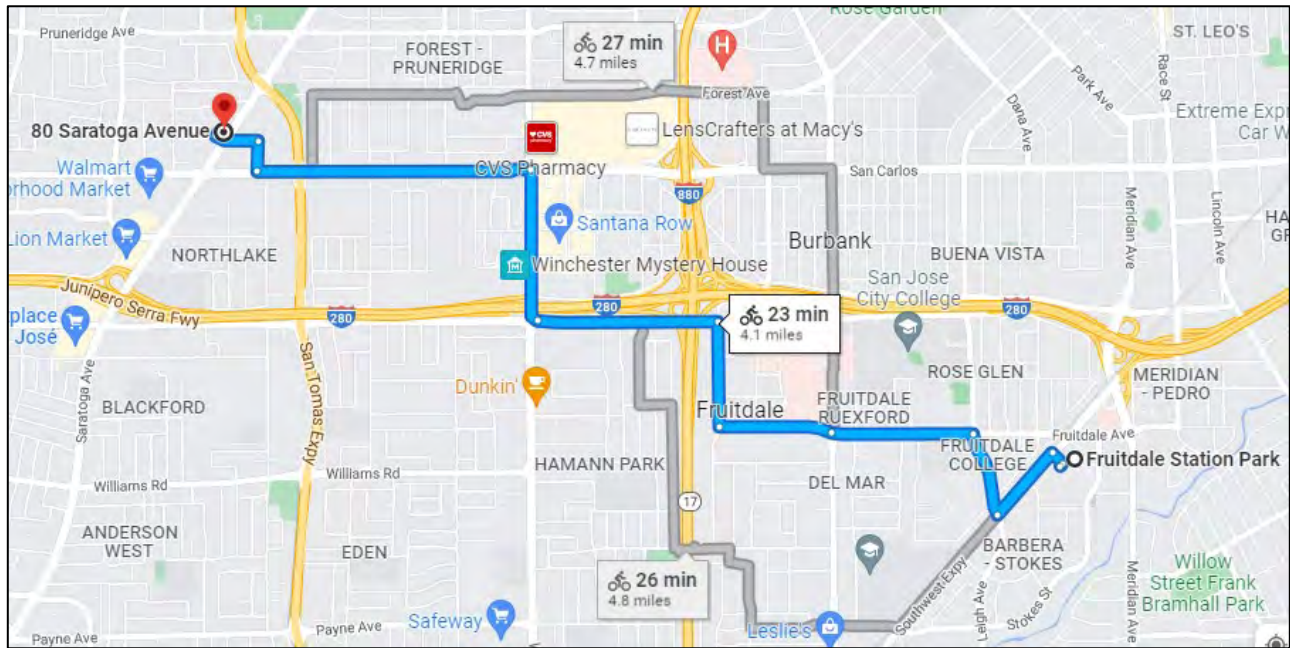
Shown on page 12 is a bike route from the project to the Fruitdale Green Line Station.

### Bike Route to Santa Clara Caltrain Station





### Bike Route to Fruitdale Station



## 4.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

### *Pedestrian Connections*

According to WalkScore.com, the project location enjoys an average walk score of 73 out of 100. This score indicates the site is "very walkable," and most errands are accomplishable by foot.



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

### *Bicycle Connections and On-street Routes*

The project is near bicycle connections in Santa Clara, including immediate access to a bike route on Saratoga Avenue beginning at Saratoga Avenue and Stevens Creek Boulevard. This bicycle lane provides access to a more extensive bicycle network that residents can connect to nearby parks and other points of interest. Shown on page 13 is the Santa Clara County Bikeway Map.



## **ATTACHMENT 2**

Transportation Demand Management Plan and Climate Action Plan





A Transportation Demand Management Company



# 80 SARATOGA AVENUE

Transportation Demand Management Plan

March 14, 2022



# 80 Saratoga Avenue

## TRANSPORTATION DEMAND MANAGEMENT PLAN



*Prepared for:*

Maracor Development, Inc.

*Prepared by:*



*A Transportation Demand  
Management Company*

(408) 420-2411

March 14, 2022

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- List of Nearby Amenities
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- Citations in C/CAG Background TDM Checklist
- TDM Specialists, Inc. Qualifications

## TDM EXECUTIVE SUMMARY

This Transportation Demand Management (TDM) Plan for 80 Saratoga Avenue provides a viable and dynamic program to support a 15 percent reduction of vehicle miles traveled (VMT) and a 25 percent peak-hour trip reduction. This TDM Plan is consistent with Santa Clara's General Plan, Climate Action Plan, and trip reduction guidelines provided by the Santa Clara Valley Transportation Authority (VTA). The City's General Plan guidelines "...complement Land Use, Transit Network, and Bicycle and Pedestrian Network Goals and Policies by expanding opportunities for alternative modes of transit, particularly for employment uses in the City."

The 80 Saratoga Avenue TDM Plan meets the project's specific needs, considering available logistical resources, challenges, and opportunities. This plan's TDM measures and identifies elements and actions designed to reduce peak-hour trips and commit the applicant to their implementation.

The construction of TDM infrastructure and resident programs' implementation will increase pedestrian, bicycle, carpool, and transit uses. In addition, this TDM Plan is in line with the TDM strategies outlined in the City's Climate Action Plan.

Minimizing traffic congestion and air pollution are critical concerns in maintaining a healthy quality of life and economy for the City of Santa Clara 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. [T]oday's motor vehicles are still responsible for up to half of all the emissions released into the air."<sup>1</sup>

The 80 Saratoga Avenue TDM Plan describes mitigation measures that create guidelines for a residential commute program. Other contributing and complementary sustainable building efforts include applicable portions of California's Green Building standards.

The plan includes TDM measures such as secure bicycle parking, bicycle repair stand, commuter kiosks, and commuter resource marketing. The project's trip reduction activities and vehicle miles traveled will be monitored annually, with the first resident commute survey to be conducted one year after the project's occupancy.

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Transportation demand Management program requires new development located in the city's transportation districts to implement a TDM program to reduce drive-alone trips.

*Source: City of Santa Clara, Climate Action Plan*

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### 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.

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

The TDM Plan addresses vehicle miles traveled associated with a residential project and contain appropriate measures and elements consistent with other residential commute programs. The primary transportation mode-use strategies span across the following four sections:

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

The 80 Saratoga Avenue residential project proposes to include the following elements in its TDM Program.

#### **TDM Infrastructure and Physical Measures**

- Reduced parking
- Unbundled parking
- Carshare vehicle parking
- Passenger pick-up and drop-off zone
- Bicycle pedestrian pathways and wayfinding signs
- Bicycle parking – long-term (Class I)
- Enhanced long-term bicycle parking
- Bicycle parking – short-term (Class II)
- On-site bicycle Fix-it repair station
- Transportation information kiosk
- Telework infrastructure
- On-site residential project amenities
- Nearby resources and amenities
- TDM site plan

#### **Programmatic TDM Measures**

- Commuter Coordinator
- Resident commuter resource dashboard/website
- Resident trip reduction acknowledgment form
- Resident trip reduction lease language
- Resident onboarding – survey
- New employee and resident onboarding – commute resource flier
- E-bike Rebate Program (pending)
- Transit subsidies – residential
- Transit trip planning resources
- Youth Clipper Card discount program
- Senior Clipper Card discount program
- Clipper START low-income discounted transit passes
- Clipper Card Clean Air Grants up to \$7,500
- Carpool matching resources

- \$25 carpool incentive program
- SchoolPool program
- \$350 Monthly 511 Bay Area Vanpool Group Subsidy
- \$350 Monthly VTA Vanpool Group Subsidy

**Monitoring and Reporting Elements**

- Annual commute survey
- Annual commute summary report
- ITE trip generation table
- No expiration of TDM documents or programs
- Adaptive management
- Violations

The details of all TDM measures are described more fully in the following body of this report.

## 1.0 REGULATORY AND SUSTAINABLE ENVIRONMENTS

The TDM Plan combines services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to relieve traffic congestion, parking demand, and air pollution problems. These measures satisfy the requirements identified in the City of Santa Clara's Transportation Demand Management Program Ordinance in Chapter 10.15 of the city code and Focus area 6 of the Climate Action Plan.<sup>2</sup>

This TDM Plan is compliant with the City of Santa Clara's transportation analysis standards, as updated by California Senate Bill 743.<sup>3</sup> The following are goals achievable using a TDM Plan and its 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 routes by providing traveler information systems that warn motorists about delays or alternative routes.*
- *Support other technological solutions (e.g., carpool apps, electric/hybrid vehicles, or other zero-emission vehicles).*
- *Eliminate or shift trips from peak periods (e.g., flexible schedules, compressed workweeks, or telecommuting).*

Successes achieved from TDM Planning will also significantly impact GHG emission reductions while providing sustainable mobility solutions. The sustainable solution combines innovative strategies with proven trip reduction methods, mobility enhancing techniques, and energy consumption-reducing programs at a city-wide level. The results include mitigating GHG emissions and other pollutants, improved traffic flow and connectivity, reduced parking demand, and lower energy bills.

A summary of city, county, and state policy goals related to sustainability, congestion management, and GHG reduction follows below.

### *City of Santa Clara*

#### **Santa Clara General Plan<sup>4</sup>**

- Land Use Policies: 5.3.1-G1 – Reduced dependence on the single-occupant automobile
- Land Use Policies: 5.3.1-G3 – Development that minimizes vehicle miles traveled, capitalizes on public investment in transit and infrastructure, and is compatible with surrounding uses
- General Mobility and Transportation Goals and Policies 5.8.1-G3 – Transportation networks that promote a reduction in the use of personal vehicles and vehicle miles traveled

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<sup>2</sup> <https://www.codepublishing.com/CA/SantaClara/html/SantaClara10/SantaClara1015.html>

<sup>3</sup> <https://www.santaclaraca.gov/home/showdocument?id=65301>

<sup>4</sup> City of Santa Clara General Plan



- General Mobility and Transportation Goals and Policies 5.8.1-P4 – Expand transportation options and improve alternate modes that reduce greenhouse gas emissions.
- Transit Network Goals and Policies 5.8.3-P1 – Support a coordinated regional transit system that circles the South Bay and the Peninsula, including existing and planned Bay Area Rapid Transit, Amtrak, Altamont Commuter Express, Caltrain, Valley Transportation Authority, and High-Speed Rail facilities.
- Transit Network Goals and Policies 5.8.3-P11 – Encourage feeder services to carry commuters to transit stations, including shuttle connections from businesses, residences, and attractions to bus and rail services.
- Bicycle and Pedestrian Network Goals and Policies 5.8.4-G3 – Walking and bicycling are alternatives to driving to reduce vehicle commute and non-commute trips, improve community health, and reduce vehicle use.
- Bicycle and Pedestrian Network Goals and Policies 5.8.4-P2 – Provide pedestrian and bicycle-friendly facilities that support alternative travel modes and connect to activity centers and residential, office, and mixed-use developments.
- Transportation Demand Management Goals and Policies 5.8.5-G1 – Transportation demand management programs for all new development to decrease vehicle miles traveled and single-occupant vehicle use.
- Transportation Demand Management Goals and Policies 5.8.5-P1 – Require new development and City employees to implement transportation demand management programs that include site-design measures, including preferred carpool and vanpool parking, enhanced pedestrian access, bicycle storage, and recreational facilities.

### **Santa Clara Climate Action Plan**

The City's Climate Action Plan was adopted in 2013 to outline strategies to reduce greenhouse gas (GHG) emissions and provide energy, fuel, and monetary savings while improving the Santa Clara community's quality of life. The city focuses on establishing land uses and transportation options that minimize single-occupant vehicle use within the plan. As mentioned in the Santa Clara General Plan summary above, the city will require all new developments in pre-identified transportation districts to implement a TDM program to reduce drive-alone trips. Santa Clara is preparing checklists to identify appropriate actions and the associated peak-hour trip reduction estimated through implementation to assist new developments in meeting such requirements.

Chapter 6.1 of the City of Santa Clara Climate Action Plan states that “the City will require all new developments greater than 25 housing units or more than 10,000 non-residential square feet to draft and implement a VMT reduction strategy that reduces drive-alone trips.

The project is not required to complete the vehicle miles traveled (VMT) evaluation because it is inside a transit priority area (TPA). The project's VMT evaluation, based on its proximity to transit, removed its obligation from additional VMT trip reduction requirements. Below is the VMT evaluation tool report showing the project is inside a TPA.



**Trip Reduction VMT Assessment**

Santa Clara Countywide VMT Evaluation Tool - Version 2 - Report

### Project Details

**Timestamp of Analysis** March 14, 2022, 01:24:52 PM


**Project Name** 80 Saratoga Ave. Residential Proposal

**Project Description** The 80 Saratoga Avenue residential project locates at the northwest corner of Keystone Avenue and Saratoga Avenue in Santa Clara. This project will create 200 new residential units consisting of a 5-story building over a one-story parking structure.

### Project Location Map

**Jurisdiction:** Santa Clara

APN	TAZ
29438016	1247



### Project Land Use

**Residential:**

Single Family DU: \_\_\_\_\_

Multifamily DU: 200

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Total DUs: 200

**Non-Residential:**

Office KSF: 8

Local Serving Retail KSF: \_\_\_\_\_

Industrial KSF: \_\_\_\_\_

**Residential Affordability (percent of all units):**

Extremely Low Income: 0 %

Very Low Income: 0 %

Low Income: 200 %

**Parking:**

Motor Vehicle Parking: 94

Bicycle Parking: 54

**Proximity to Transit Screening**

Inside a transit priority area? Yes (Pass)

**Santa Clara Municipal Code Chapter 18.74.075 – Bicycle Parking Standards**

- Class One Bicycle Parking: Class One spaces are secure, weather-protected facilities for long-term, overnight, and workday bicycle storage by dwelling unit residents, non-residential occupants, and employees. Class One bicycle parking includes bicycle lockers, bicycle rooms, or cages where commuters can lock each bicycle.
- Class Two Bicycle Parking: Class Two spaces are in a publicly accessible, visible location intended for transient or short-term use by visitors, guests, and patrons to the building or use. Bicycle racks that provide two contact points to prevent bikes from pivoting and falling over are the most common form of Class Two bicycle parking.

## 2.0 PROJECT DESCRIPTION

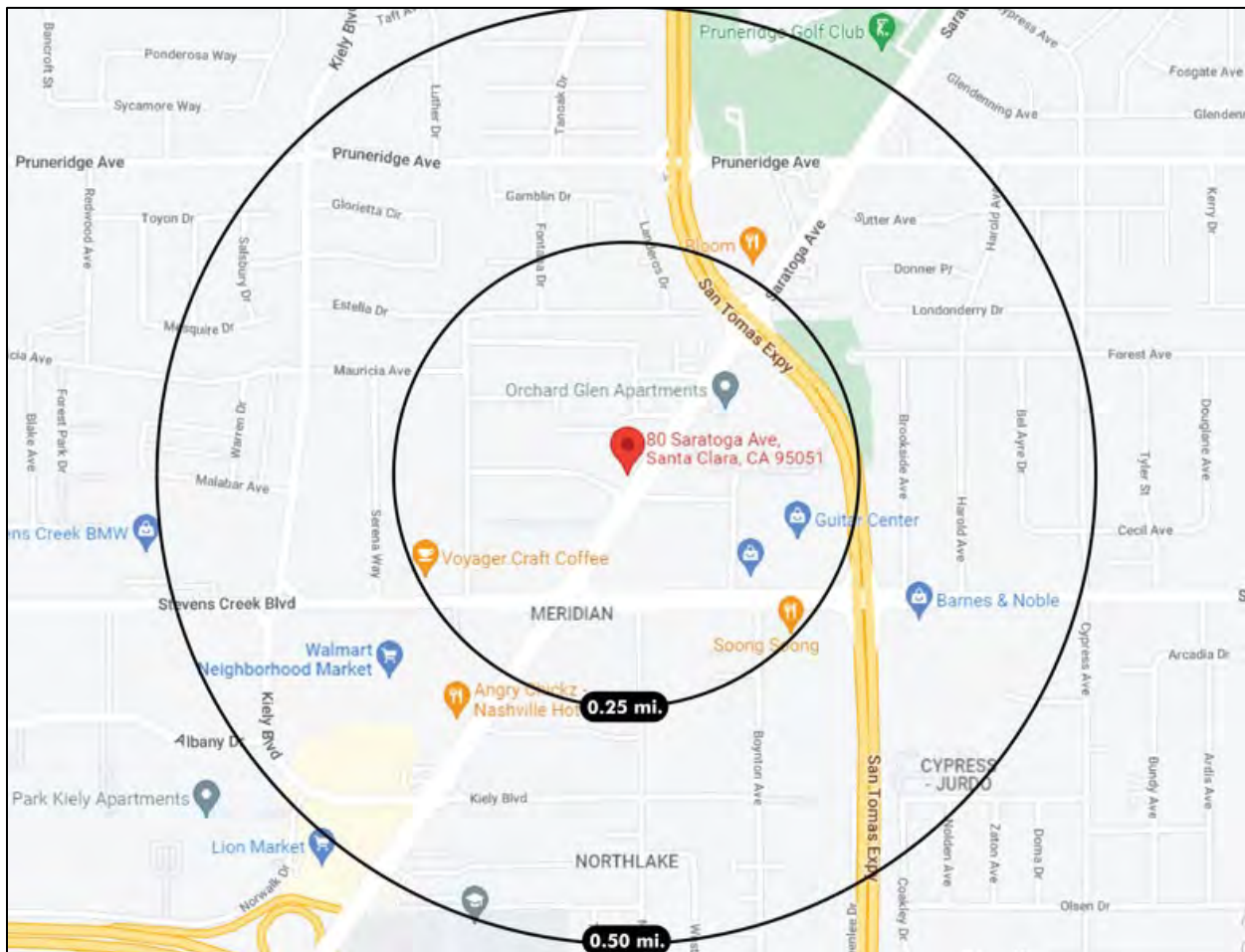
80 Saratoga Avenue residential project locates at the northwest corner of Keystone Avenue and Saratoga Avenue in Santa Clara. This project will create 200 new residential units consisting of a 5-story building over a one-story parking structure (94 vehicle spaces) and 8,625 square feet of ground floor office space.

The project will comprise studios, one-bedroom, two-bedroom, and three-bedroom apartments. One-hundred percent of units will be considered affordable housing.

The project will include 54 secure bike parking facilities, a bicycle repair fix-it station, half-court basketball, free-standing exercise stations, playsets, picnic area, interior courtyard with tables and barbeques, and a fitness studio into the project design.

80 Saratoga Avenue is close to several bus stops within a half-mile to the site. The nearest bus stops are VTA routes 23, 57, 59, and 523. Shown below is a location map of the 80 Saratoga Avenue project.

**80 Saratoga Avenue Location Map**





## SECTION I – EXISTING TRANSPORTATION CONDITIONS

### 3.0 TRANSIT INFRASTRUCTURE

This project's advantage is its proximity to multiple VTA buses that provide connections to additional transit resources. The VTA bus trips serving the nearest stop at the project total 400-weekday trips.

The Santa Clara Caltrain and Fruitdale Light Rail stations are within four miles of the site. In addition, residents have access to the VTA Light Rail Orange and Blue by taking short trips on nearby VTA routes 23, 57, 59, and 523 Rapid. Shown on page 6 is a listing of transit resources available to residents.

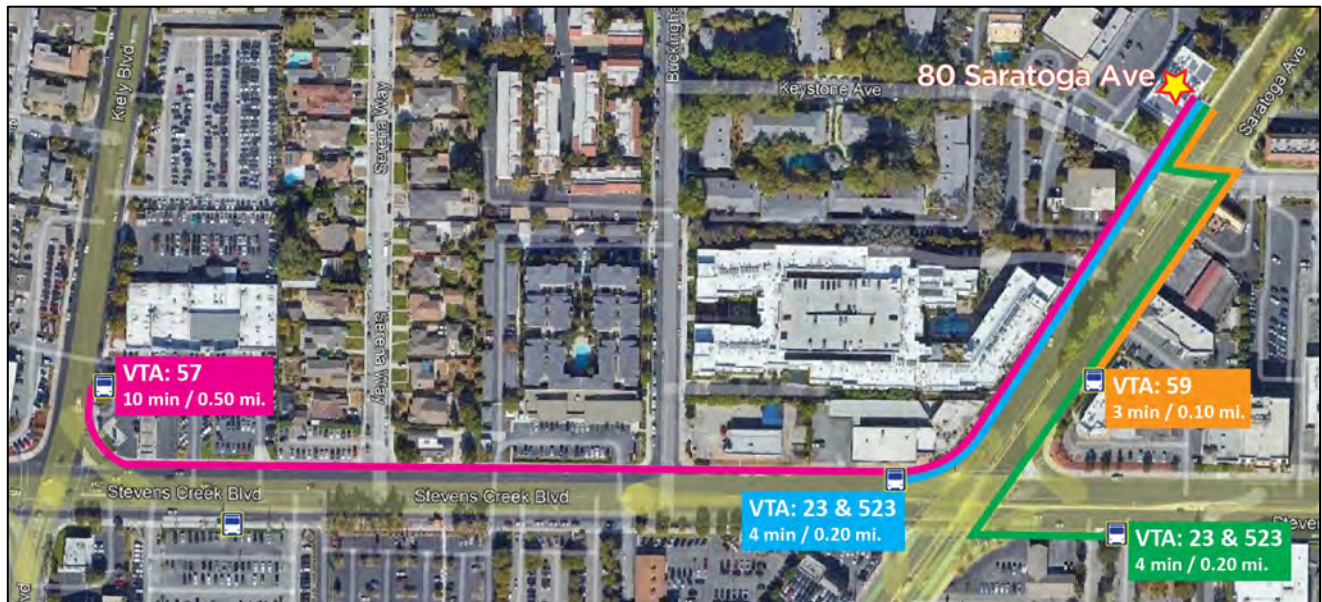
#### *Public Transportation Access*

Four bus drop-off and pick-up locations offer walkable access near the project.

Well-lit pedestrian on-site paths will provide the most direct route to the nearest transit stops from the project. Route 23 is a tenth of a mile from the project, representing a three-minute walk.

Route 59 is a three-minute walk from the project (0.10 miles), route 57 is a ten-minute walk (0.50 miles), and routes 23 and 523 are a four-minute walk (0.20 miles) from the site. Shown below is a map of walking routes to these nearby VTA stops.

**Walking Routes to Nearby VTA Stops**



The table below displays the four VTA transit routes near the project site. With 400 weekday stops, these routes provide frequent service and connections to various communities and transit stations, including links to light rail.

### Transit Resources Near 80 Saratoga Avenue

Route	Span of Service	Trips per Weekday	Communities Served
23 VTA	7 Days/Week 5:08 a.m. - 12:45 a.m.	132	<a href="#">De Anza College Transit Center</a> , Stevens Creek & Miller, Stevens Creek & Kiely, <b>Stevens Creek &amp; Saratoga</b> , Stevens Creek & Winchester, San Carlos & Bascom, San Carlos & Bird, Santa Clara & 1st, Alum Rock & King, Alum Rock & Jackson, and <a href="#">Alum Rock Station</a>
57 VTA	7 Days/Week 5:58 a.m. - 10:39 p.m.	114	<a href="#">West Valley Transit Center</a> , Saratoga & Campbell, Saratoga & Williams, <b>Kiely &amp; Stevens Creek</b> , Bowers & El Camino Real, Bowers & Scott, Mission College, and Old Ironsides & Tasman
59 VTA	7 Days/Week 5:47 a.m. - 9:36 p.m.	60	<b>Saratoga</b> , Winchester & Stevens Creek, Washington & Newhall, Scott & Space Park, Mission College, Old Ironsides & Tasman, Liberty & Taylor, and Tasman & Baypointe
523 VTA	7 Days/Week 6:23 a.m. - 10:13 p.m.	94	<a href="#">Lockheed Martin Transit Center</a> , Frances & Olson, Sunnyvale-Saratoga & El Camino, Sunnyvale-Saratoga & Fremont, Stevens Creek & Stelling, Stevens Creek & Miller, Stevens Creek & Kiely, <b>Stevens Creek &amp; Saratoga</b> , Stevens Creek & Winchester, San Carlos & Bascom, San Carlos & Bird, Santa Clara & 2nd, and 7th & Santa Clara
<b>Total Bus Trips/Weekday</b>		<b>400</b>	

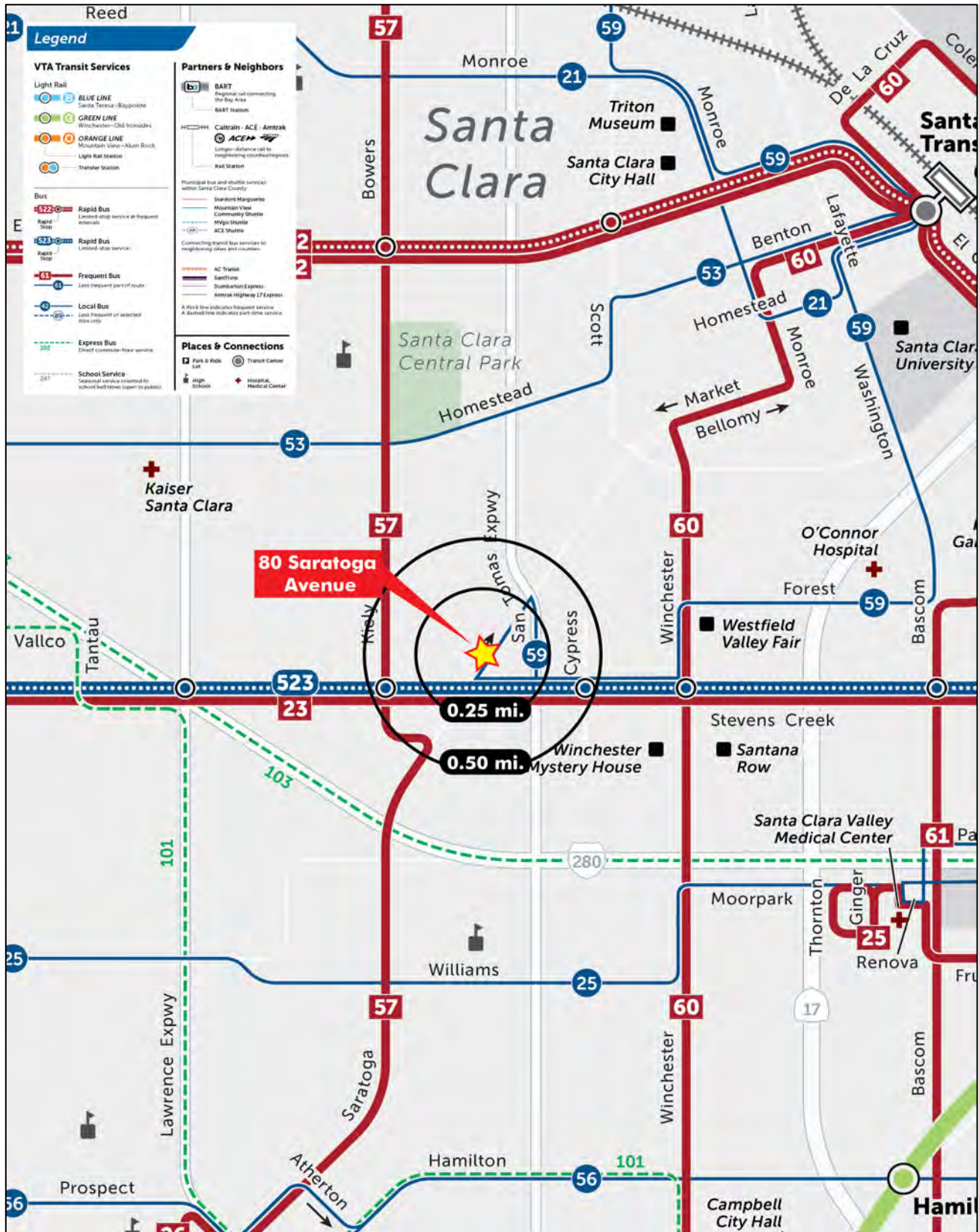
\* All buses and trains are lift equipped for handicapped, elderly, or those in need.

The VTA system map is on page 7. The transit map shows the various transit resources available to project residents within walking distance.

Pages 8 through 10 are VTA bus maps for routes 23, 523, 57 and 59



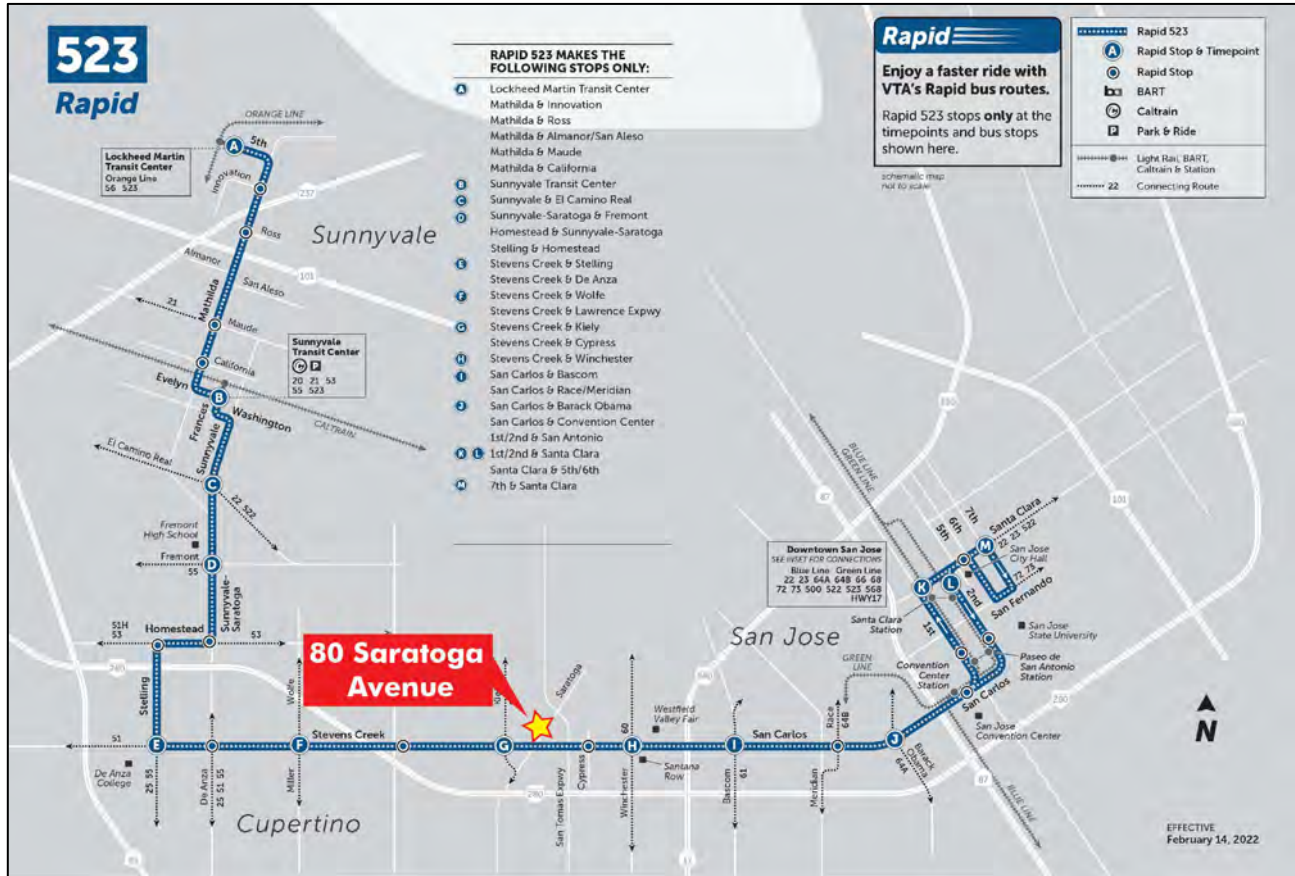
Santa Clara Valley Transportation Authority Map



VTA Route 23



VTA Route 523 Rapid







VTA Route 59

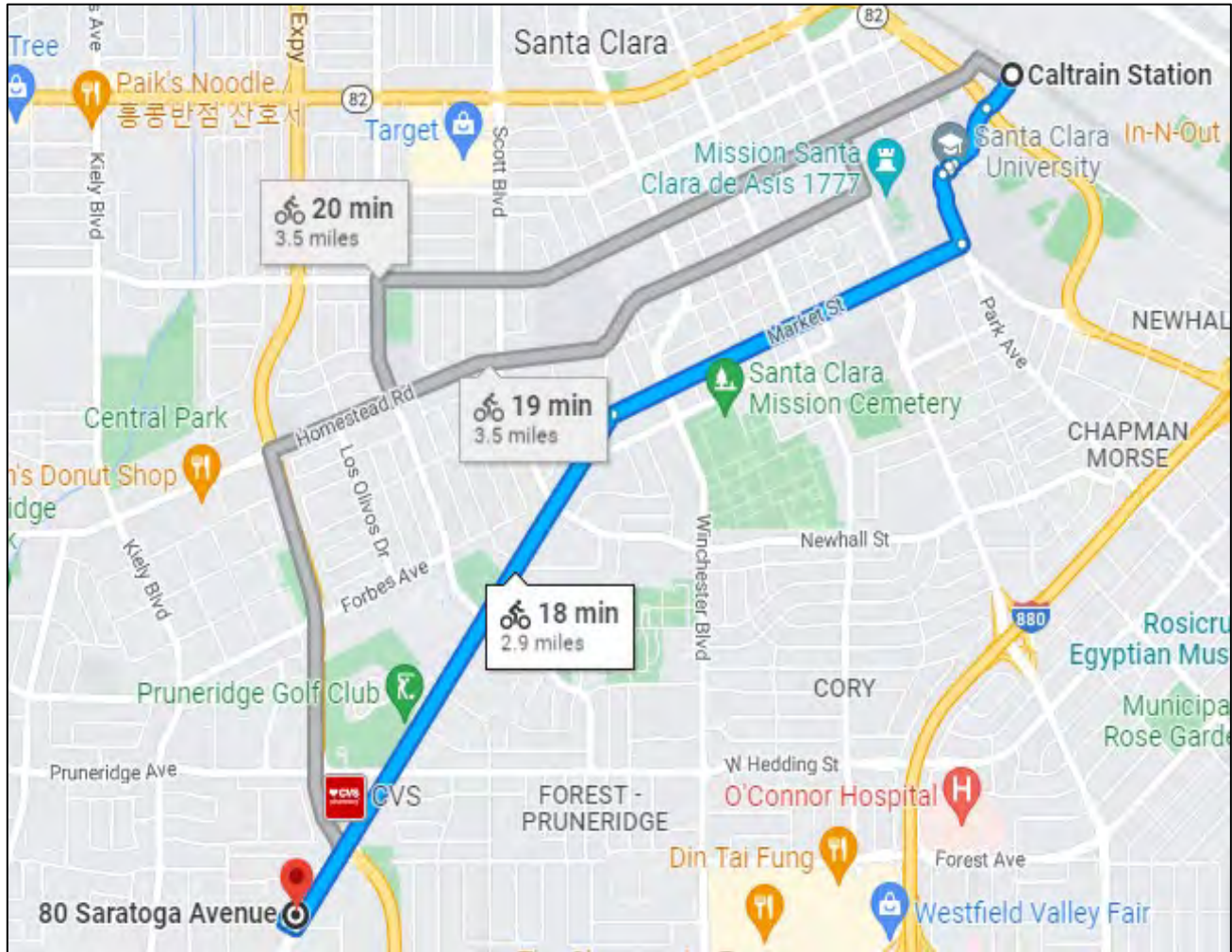




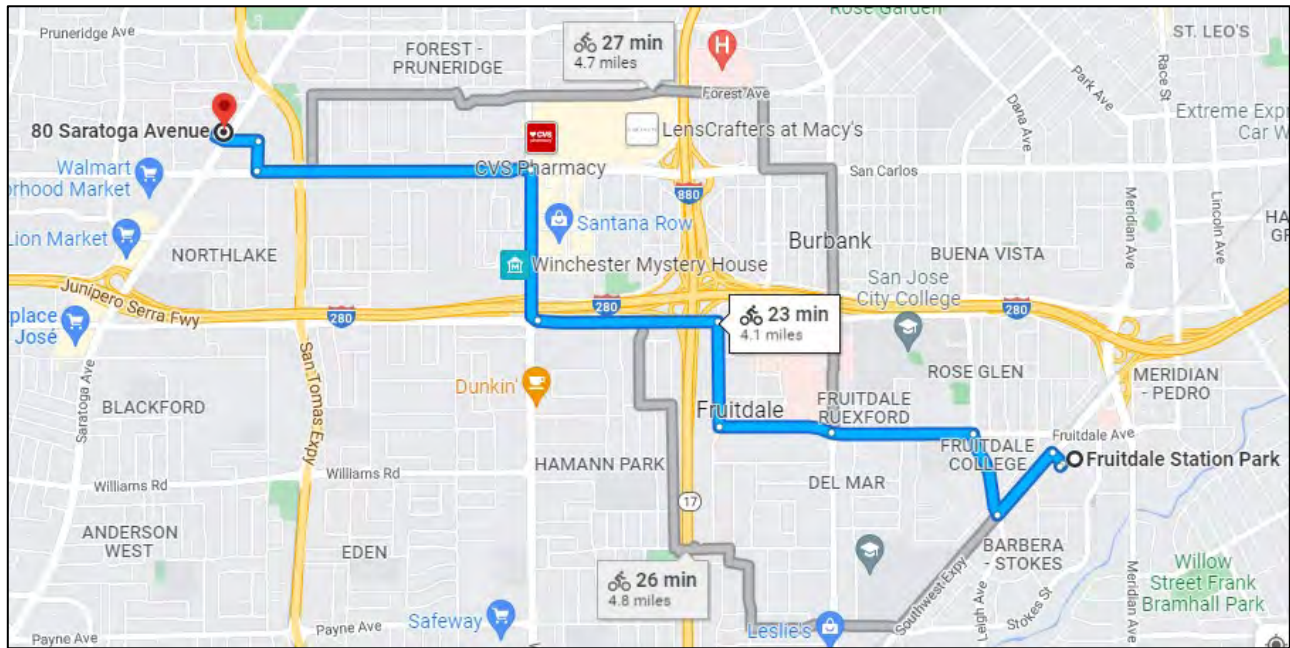
The Santa Clara Caltrain Station is within a bikeable distance of 2.9 miles, and the VTA Light Rail Fruitdale Station is 4.1 miles from the project site. Shown below is a bike route map to the Santa Clara Caltrain Station.

Shown on page 12 is a bike route from the project to the Fruitdale Green Line Station.

### Bike Route to Santa Clara Caltrain Station



### Bike Route to Fruitdale Station



## 4.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

### *Pedestrian Connections*

According to WalkScore.com, the project location enjoys an average walk score of 73 out of 100. This score indicates the site is "very walkable," and most errands are accomplishable by foot.



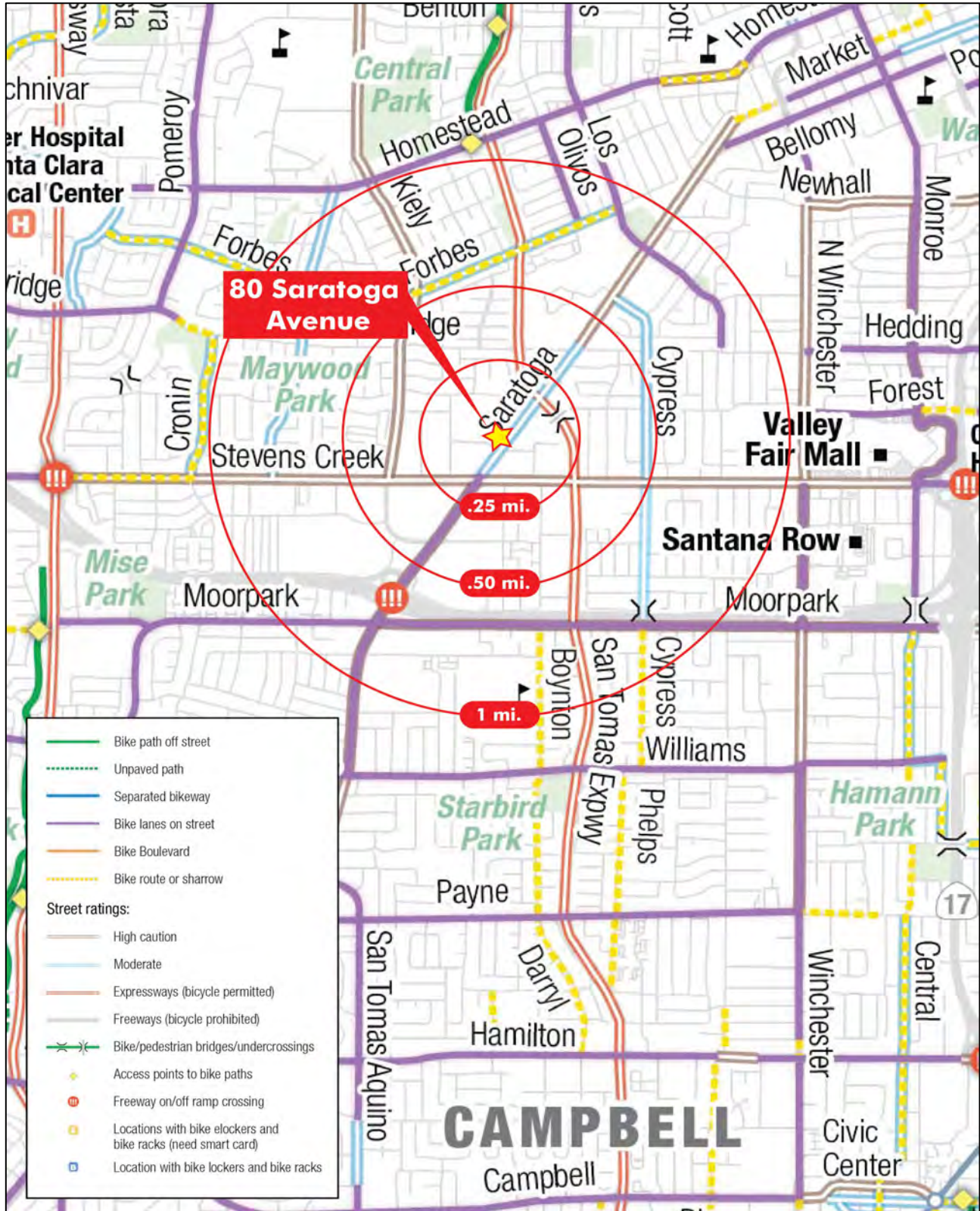
The project design will incorporate safe, convenient, and well-lit pedestrian paths, utilizing the most direct route to the nearest transit and shuttle resources close to the project. In addition, lighting, landscaping, and building orientation will enhance pedestrian safety.

### *Bicycle Connections and On-street Routes*

The project is near bicycle connections in Santa Clara, including immediate access to a bike route on Saratoga Avenue beginning at Saratoga Avenue and Stevens Creek Boulevard. This bicycle lane provides access to a more extensive bicycle network that residents can connect to nearby parks and other points of interest. Shown on page 13 is the Santa Clara County Bikeway Map.



Santa Clara County Bikeway Map



## SECTION II – TDM INFRASTRUCTURE AND 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.

### 5.0 PARKING MANAGEMENT

Willingness to participate in the resident ridesharing program links directly to parking availability, convenience, and parking cost. In addition, other parking features contribute to ridesharing and clean-fuel commuting, such as charging stations and passenger loading zones.

#### *Reduced Parking*

The project plans to reduce the number of parking spaces provided below the city code minimum. According to the Santa Clara City Zoning Code Chapter 18.22.040 Development standards (shown below), reduced parking helps limit parking available to commuters. Reduced parking discourages driving and encourages alternative mode-use by making it less convenient for drive-alone commuters to find parking spaces. Required parking is 209 spaces, and proposed parking is 94 spaces reflecting a 55 percent reduction (115 spots).

Mixed use development, located near transit, and transportation demand management (TDM) can accommodate reduced parking because increased transit accessibility and mixed land uses can reduce vehicle trips and vehicle demand per household or by land use. Parking shared among uses is encouraged where an efficiency in shared use can be demonstrated. Modifications or reductions to the automobile parking space requirements of this section may be possible under the procedures set forth in SCCC [18.90.020](#). (Ord. 1793 § 1, 8-24-04).

#### *Unbundled Parking*

Providing parking free of charge encourages higher car ownership and use rates, undermining TDM efforts. Unbundled parking separates the cost of a parking space from the lease or rental price of housing. When consumers receive the correct price signal for parking, they are more likely to consider living without a car or a second car. Property managers may also apply revenue from unbundled parking to other TDM strategies such as transit passes, car share, and bike-share membership. The project may implement unbundled parking for residents and charge for monthly parking.

#### *Carshare Vehicle Parking*

The applicant will engage a carsharing provider for the project. Once accepted by a carshare provider, carshare resources will offer residents access to vehicles for any time use.

The project will host one dedicated parking space as a resident resource at the guest parking area.

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The Carsharing Strategy is intended to identify opportunities to grow carsharing membership and usage in the Bay Area as a method of reducing single-occupancy vehicle (SOV) trips and VMT, with the overall goal of reducing GHGs.

**Source:** Metropolitan Transport Commission *Bay Area Carsharing strategy Plan*

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***Passenger Pick-Up and Drop-Off Zone***

The project will install a convenient and attractive passenger loading zone near a centralized location for residents, visitors, guests, and staff. A loading/unloading area facilitates disembarking and embarking of guests and rideshare passengers.

The loading zone will include appropriate signage and striping to designate the space.

**6.0 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 Pedestrian Pathways and Wayfinding Signs***

The 80 Saratoga Avenue project will provide pathways throughout the community. Wayfinding signs will also help pedestrians, and cyclists navigate public streets and transit stops and provide safe routes for internal travel in the residential complex (e.g., garden, BBQ area, fitness center, bike repair station).

***Bicycle Parking***

The 80 Saratoga Avenue will provide Class I and Class II bicycle parking for residents to encourage bicycle travel. Forty-four indoor Class I and ten-Class II bike racks, made up of eight indoor and two outdoor) bicycle parking facilities are available for residents at 80 Saratoga Avenue.



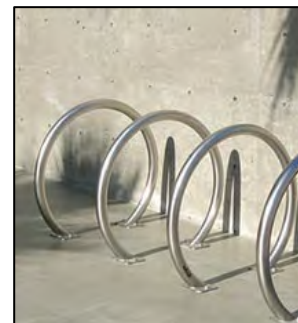
***Bicycle Parking – Long-Term (Class I)***

The project will provide 44 class I bicycle parking facilities at 80 Saratoga Avenue for residential use. Residents will access these spaces in the secured parking garage. Shown to the right is an example of secured, class I bicycle parking.

Office employees will have access to secure bicycle parking within their office suite.

***Enhanced Long-Term Bicycle Parking***

80 Saratoga Avenue proposes to provide an additional twenty-two long-term bicycle parking spaces to be shared by residents and employees. The extra 22 Class I bicycle facilities represent a 50 percent increase.



***Bicycle Parking – Short-Term (Class II)***

The project will provide ten Class II short-term secure bicycle parking facilities (racks) for visitors and guests in the community located at the building entrance.

### On-site Bicycle Fix-it Repair Station

80 Saratoga Avenue will install a bicycle Fix-it repair station for resident use. The bicycle Fix-it repair station will include an air pump and do-it-yourself bike repair tools. Shown below is an example of bicycle repair tools.



## 7.0 SUPPORTING ON-SITE AMENITIES

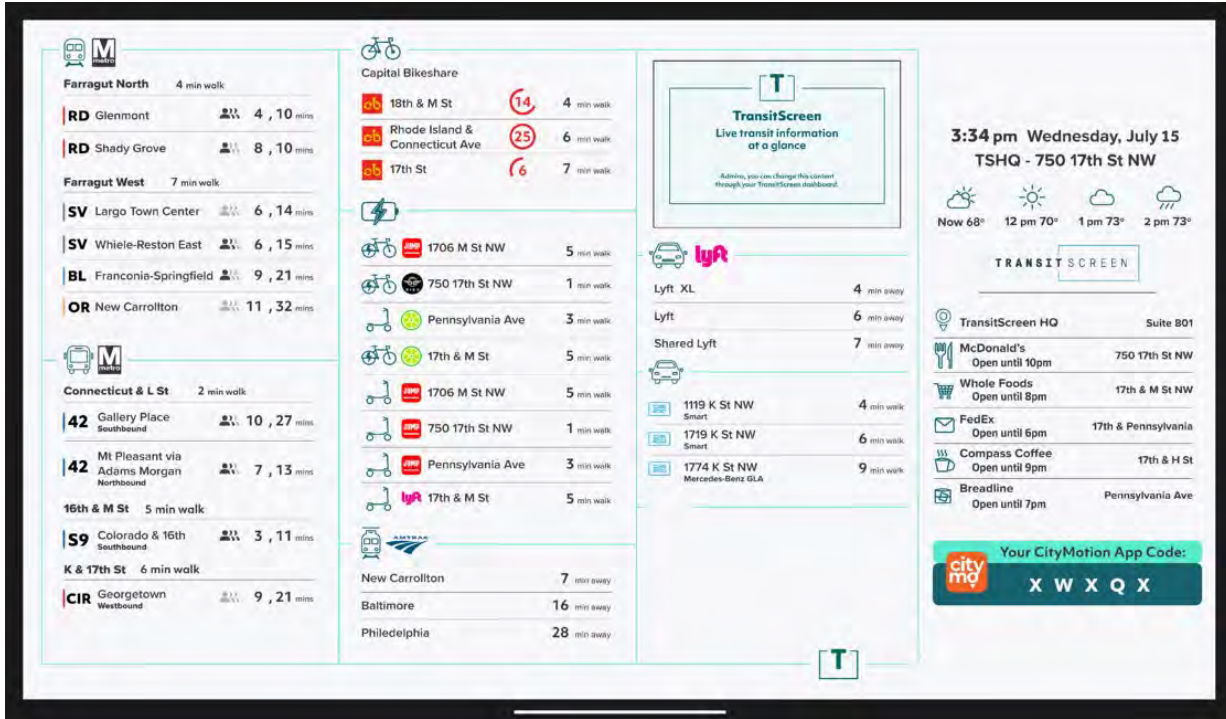
### Transportation Information Kiosk

The transportation information kiosk will be in the leasing office. It will contain transportation information for commuter programs, including the bus and shuttle schedules, bicycle maps, and ride-matching materials. In addition, a desk or countertop Plexi kiosk will offer resident transportation materials without the need for online access.

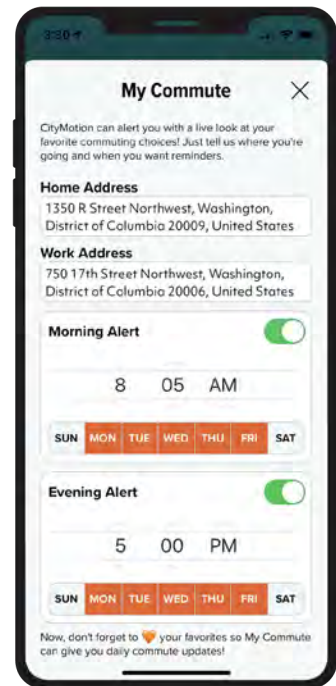
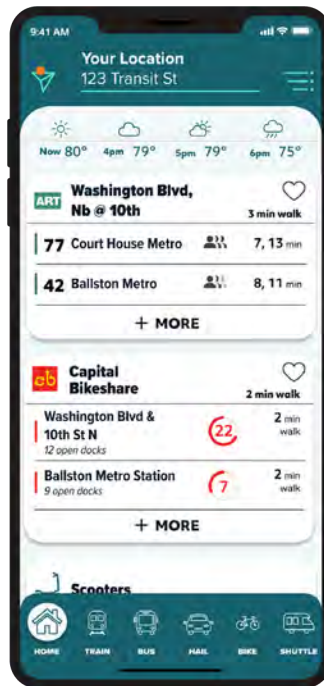
Below is an electronic Transit Screen (now called Actionfigure) model. Actionfigure curates data feeds to provide accurate, real-time transportation information about all types of transportation.



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



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, 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.





### ***Telework Infrastructure***

The project will build hardwire connections to allow Broadband and Wi-Fi throughout the site, including free Wi-Fi in common areas. These resources will enable residents to telecommute if their employers allow them, and Telecommuting reduces vehicle trips residents would otherwise make to get to their workplaces.

### ***On-site Residential Project Amenities***

Significant 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 requiring visits to different locations. By providing services and facilities to residents, alternative mode-use should increase. This project offers residents many convenient amenities. A sample list of on-site amenities for the project includes:

- Recreational spaces and patio areas
- Fitness center
- Class I and Class II bicycle facilities
- Half-court basketball
- On-site Bicycle Fix-it Repair Station
- Free-standing exercise stations
- Children's playsets
- Picnic area with benches and barbeque stands
- Synthetic turf play area
- Transportation and commute kiosk
- Commuter Coordinator
- Hardwired infrastructure for broadband and Wi-Fi

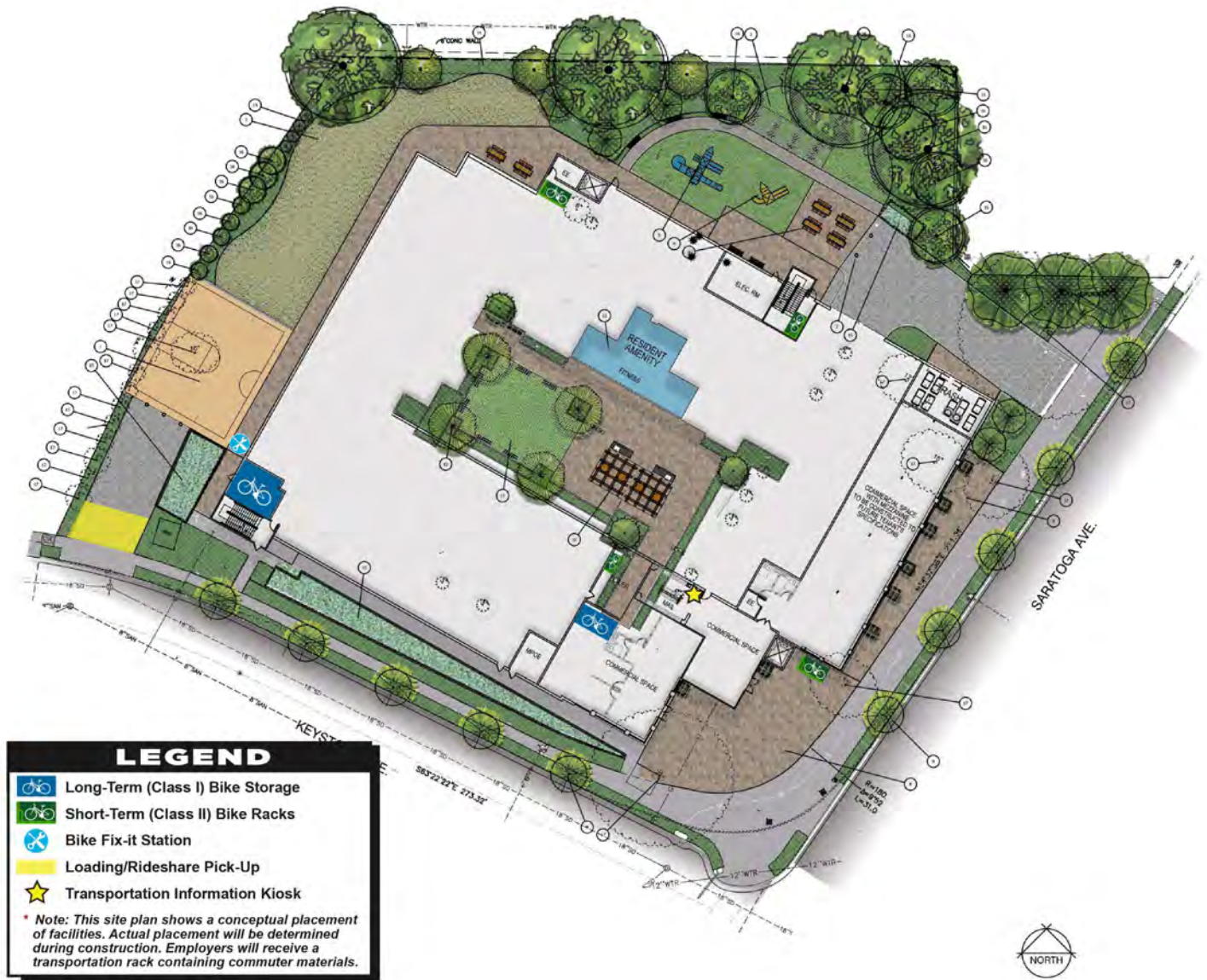


### ***Nearby Resources and Amenities***

In addition to on-site resources, there are several nearby retail amenities to serve the project's residents. These nearby amenities may include coffee houses, restaurants, cafés, retail outlets, banking kiosks, or ATMs. An attachment is a comprehensive list of over 20 nearby amenities within 0.30 miles of the project site.

### 8.0 TDM SITE PLAN

The TDM Site Plans below highlight the commuter elements featured in this project, including short-term and long-term bicycle parking, electric vehicle charging, and a transportation information kiosk.



**LEGEND**

- Long-Term (Class I) Bike Storage
- Short-Term (Class II) Bike Racks
- Bike Fix-it Station
- Loading/Rideshare Pick-Up
- Transportation Information Kiosk

*\* Note: This site plan shows a conceptual placement of facilities. Actual placement will be determined during construction. Employers will receive a transportation rack containing commuter materials.*

## SECTION III – PROGRAMMATIC TDM MEASURES AND RESOURCES: RESIDENTIAL

The following programmatic measures will enhance the TDM program's success. After implementation, the TDM strategies will form the 80 Saratoga Avenue Commute Program. Occupancy permits will require TDM components and programs.

### 9.0 COMMUTER PROMOTIONAL PROGRAMS

#### *Commute Coordinator*

Before occupancy, the 80 Saratoga Avenue project will identify a Commute Coordinator (CC) from the property management team responsible for implementing alternative commute programs and the elements outlined in this plan. The CC will be responsible for; providing commute program assistance and onboarding to residents, collaborating with transit and rideshare organizations as necessary, conducting the annual survey, and producing the annual summary report. Commute industry data supports the notion that a CC positively impacts increasing and maintaining alternative mode use. Property management will perform this position.

The CC will provide the following services:

- Promote trip reduction and air quality strategies to residents at the project site.
- Be the primary point of contact for residents who wish to commute using an alternative.
- Conduct annual resident surveys and provide reports to the City of Santa Clara, including commute patterns, mode splits, and TDM program success (process includes yearly surveying of residents, tabulation of data, and providing results in report format).
- Evaluate survey results for alternative transportation potential and changes to the current program.
- Catalog all existing incentives that encourage residents to utilize alternative transportation programs.
- Work with local agencies such as VTA, Caltrain, 511 Merge, the Bay Area Air Quality Management District (BAAQMD), and Silicon Valley Bicycle Coalition. Post informational materials on transportation kiosks in common areas and disseminate alternative program information to residents via posters, flyers, banners, community newsletters, new resident packets, etc.
- Participate in the BAAQMD Spare the Air program. Spare the Air day notices will be forwarded to residents to discourage driving alone to work.
- Coordinate and manage various aspects of the plan that require periodic updating or monitoring of the kiosk's materials and transit schedule updates.





**Resident Dashboard and Commuter Resources**

The project will develop a comprehensive transportation and commute information website and social media page for residents. The website and social media page will contain transportation information, resources, and links, including promotions, incentives, Bay Area Spare the Air notices, transit schedules, 511 ride-matching, and other related information. Below is a sample resident dashboard linked to the resources.

**Sample Resident Dashboard**

411	611	311 <a href="#">sf311.org</a>
United States Postal Service (USPS) 1390 Market Street (800) 275-8777 or (415) 981-1053 <a href="http://www.usps.com">www.usps.com</a>	SF Chronicle (newspaper) (415) 777-7000 <a href="http://www.sfchronicle.com/">http://www.sfchronicle.com/</a>	
<b>Parking and Car Share</b>		
Residential Permit Parking Office (415) 508-2020 <a href="https://www.sfmta.com/services/permits-citations/parking-permits">https://www.sfmta.com/services/permits-citations/parking-permits</a>	Dept. of Motor Vehicles (DMV) (800) 777-0133 <a href="http://www.dmv.ca.gov">www.dmv.ca.gov</a>	<b>City CarShare</b> (415) 884-6588 <a href="http://www.citycarshare.org">www.citycarshare.org</a>
<b>Transportation Services</b>		
SF MUNI (Bus, Metro, Cable Car) (415) 673-MUNI <a href="http://www.sfmuni.com">www.sfmuni.com</a>	Bay Area Rapid Transit (BART) (415) 989-2278 <a href="http://www.bart.gov">www.bart.gov</a>	Caltrain Commuter Rail (650) 508-6200 <a href="http://www.caltrain.com">www.caltrain.com</a>
Golden Gate Ferry Service (415) 332-6600 <a href="http://www.goldengateferry.org/">http://www.goldengateferry.org/</a>	Bay Area Transit Information <a href="https://www.sfmta.com/getting-around/transit/bay-area-connections">https://www.sfmta.com/getting-around/transit/bay-area-connections</a>	
Yellow Cab (415) 626-2345	Veterans (415) 552-3757	Luxor (415) 282-4141
Desoto (415) 970-0715	Super Shuttle (415) 558-8500	Lori's Airport Service (415) 334-9000
Uber <a href="https://www.uber.com/">https://www.uber.com/</a> Picks up at main entrance	Lyft <a href="https://www.lyft.com/">https://www.lyft.com/</a> Picks up at main entrance	

**New Resident Onboarding - Survey**

All new residents will complete a short online survey at occupancy to gauge their transportation needs and commute preferences. This quick survey will also connect the occupant with transit resources, bicycle route maps, and 511.org or ride-matching sources. In addition, this survey acts as an early opportunity to educate residents about resources and benefits.

**New Employee and Resident Onboarding - Commute Resource Flier**

All new employees and residents will receive a Commute Resource Flier regarding the 80 Saratoga Avenue Commute Program at occupancy. This flier will include (but not be limited to) information



about transit options, commuter resources, and bicycle routes. Shown below is a sample Commute Resource flier.

## 80 Saratoga Avenue Commuter Resources

### TRANSIT & SHUTTLES

[VTA](#)  
[Caltrain](#)  
[ACE Train](#)  
[BART](#)  
[Capitol Corridor/AMTRAK](#)  
[Transit Planner Tool](#)

**VTA Bus Routes**

[Route 23:](#) Alum Rock Station – De Anza College  
[Route 57:](#) Old Ironsides – W. Valley College  
[Route 59:](#) Valley Fair – Baypointe Station via Alviso  
[Route 523 Rapid:](#) San Jose State – Lockheed Martin via De Anza College

### CARPOOL & VANPOOL

[Carpool Savings Calculator](#)  
[Scoop](#) Carpool matching app  
[Waze](#) Carpool matching app  
[511 Merge](#) – online carpool matching  
\$25 Carpool incentive (for 25 trips logged)  
\$350 511 monthly group [Vanpool Subsidy](#)  
\$350 VTA monthly group [Vanpool Subsidy](#)

### SERVICES & INCENTIVES

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

Email: [Property Management](#)

### BICYCLE

Secure bicycle storage in the garage  
Bicycle repair Fix-it station  
Mobile bicycle repair service  
[Bicycle Resources](#)  
[Bike to Work](#)  
[Bikes on Transit](#)  
[City of Santa Clara Bike Map](#)  
[Santa Clara County Bikeways Map](#)  
[Silicon Valley Bicycle Coalition](#)  
[San Mateo County Bike Map](#)  
[San Francisco Bay Trail](#)



### *Employee and Resident Onboarding - trip reduction acknowledgment form*

All residents and employees will be required to complete a *Trip Reduction Acknowledgement Form* as part of their welcome/onboarding pack, which can form part of the lease agreement. This form will alert residents about trip reduction requirements and alternate modes of transport and encourage residents to check and use the commuter resources available to assist continuously.

## **10.0 TRANSIT RESOURCES**

Four bus routes' drop-off and pick-up locations are located conveniently near the project. The CC will promote these transit routes to residents to encourage their use instead of personal vehicles.

Nearby transit routes include:

- VTA Route 23 – De Anza College to Alum Rock Station via Stevens Creek
- VTA Route 57 – Old Ironsides Station to West Valley College
- VTA Route 59 - Valley Fair – Baypointe Station via Alviso
- VTA Route 523 – San Jose State to Lockheed Martin via De Anza College

### *Transit Subsidies – Residential*

The project will offer all new residents a \$25 monthly transit subsidy credit for the first three years of the project's occupancy. Subsidies may be credited to residents via a reimbursement process with proof of purchase and receipts or the VTA SmartPass program.

### *Transit Trip Planning Resources*

Residents will receive online trip planning service information as a tool for planning public transit trips. Google has also collaborated with select regional transit agencies to provide a public transit planner for riders of VTA, Caltrain, BART, and other San Francisco Bay Area systems. This free service is found online at [www.google.com/transit](http://www.google.com/transit).

Online trip planning services are valuable for planning bicycle routes, carpool options, and public transit trips.

The "Transit" mobile app also provides trip and route planning resources for commuters to use. 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.



### ***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 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 to qualify, and income limitations determine eligibility. In addition, Bay Area residents must complete an application to verify eligibility.



**CLEAN CARS  
FOR ALL**

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.

### ***Clipper Card Discounts for Youth, Seniors, and Riders with Disabilities***

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>.



## **11.0 RIDESHARING RESOURCES**

### ***Carpool Matching Resources***

The CC will strongly encourage carpooling and vanpooling at the project. The 511 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. The prospective carpooler will receive a list of existing carpools and vanpools from their residential area to join should vacancies exist. Residents will receive 511 resources and promotions.





### 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.](#)

511 is working with private ride-matching companies to provide commuters with alternative ridematching resources. A sample of ridematching apps includes below.



Carpool Rider


### Waze Carpool Rider

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




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.

### *\$25 Carpool Incentive Program*

Carpoolers who log their commutes using the 511 Merge platform can earn a \$25 gift card for every 25 carpool trips they log. The Commuter Coordinator will promote this resource to employees and residents.



Create a [Merge account](#) and **earn 10 points per logged carpool commute trip, and a \$25 reward for every 250 points earned.** Choose from a catalog of e-gift cards or donate your reward amount to a nonprofit.

### ***511 Bay Area \$350 Monthly Vanpool Subsidy***

The Bay Area Vanpool Program provides qualified vanpools \$350 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 Commuter Coordinator will promote vanpool incentives to residents and employees.



Residents who vanpool as a commuter option will receive a free, designated parking space at the project.

### ***VTA \$350 Vanpool Monthly Subsidy***

VTA is offering vanpoolers \$350 per month for vanpool expenses. Vanpoolers can combine this vanpool [subsidy](#) with MTC's 511 Bay Area Vanpool Program subsidy to receive up to \$700 per month discounted from their vanpool. The Commuter Coordinator will promote this subsidy to employees and residents.

### ***SchoolPool Program***

The project will promote SchoolPool, as it serves to help parents share the responsibility of getting children to school by whether driving, bicycling, or walking children to school. Spare the Air Youth is a regional program that aims to educate, inspire and empower youth and their families to walk, bicycle and carpool. Spare youth have a guidebook to SchoolPool accessible on the following [link](#).

## **12.0 BICYCLE RESOURCES**

The 511 system 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



### Learn More



[Bike to Work](#)



[Bike to School](#)



[Maps & Trails](#)



[Bicycle Access](#)



[Maintenance](#)

#### *Silicon Valley Bicycle Coalition*

The CC will promote maps, events, and resources from the Silicon Valley Bicycle Coalition to residents and employees. Such events will include the annual Bay Area Bike to Work Day.

80 Saratoga will integrate Bicycle Friendly Development Guidelines provided by the Silicon Valley Bicycle Coalition (SVBC). The guidelines identify bicycle planning efforts while also setting a standard for what a Bicycle Friendly Development means.

The project plans to enhance residents' and commuters' ability to own and bike to work. The project will educate commuters about the bicycle-friendly amenities within and surrounding the project. The guiding principle asks, "is the development going to enhance people's ability to bike?"





**E-Bike Rebate Program**

California's E-Bike Affordability Program provides \$10 million in subsidies to help people buy e-bikes. The program begins in July of 2022. CalBike is working with CARB to develop guidelines for who will be eligible, the size of the grants, and the equitable distribution of the funds.

Goals of the E-Bike Affordability Program

- Help people replace car trips with e-bike trips.
- Prioritize grants to individuals from low-income households.
- Define eligibility for the program as individuals and households with incomes below the maximum limits established in the Clean Vehicle Rebate Project.
- Support related programs and benefits, such as safety education.
- Provide support for a variety of electric bicycles, including, but not limited to, bicycles designed for people with disabilities; utility bikes for carrying equipment or passengers, including children; and folding e-bikes.

## SECTION V – MONITORING AND REPORTING

### 13.0 MONITORING AND REPORTING

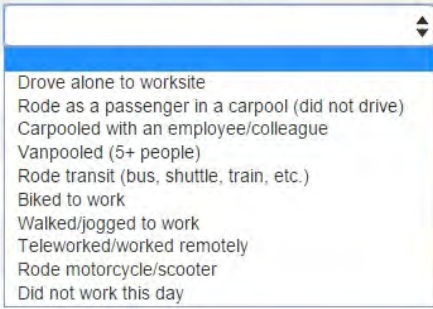
A comprehensive program of TDM measures and incentives can reduce parking demand, traffic, and air pollution, creating a more sustainable employment environment while freeing up valuable land for higher and better uses. Attached is a Small Residential TDM Checklist summarizing this project's applicable measures and showing how the project meets the city's trip reduction requirement. Evaluating the 80 Saratoga Commute Program's performance and success through monitoring and reporting is essential to ensuring TDM measures are implemented and effective.

**Annual 80 Saratoga Avenue Commute Survey**

A resident commute survey will be a critically important part of a monitoring process to determine the success or failure of TDM measures. This electronic survey will be distributed and collected by the property management representative. It will provide quantitative data (e.g., mode split) and qualitative data (e.g., the resident perception of the alternative transportation programs). Surveys will include all adult residents. 80 Saratoga Avenue will provide raffle prizes and incentives to promote the survey and generate responses. In addition, the project will conduct yearly peak-hour driveway hose count assessments in conjunction with the commute survey.

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	
Wednesday	
Thursday	
Friday	



The screenshot shows a dropdown menu titled "Commute Modes" with the following options: Drove alone to worksite, Rode as a passenger in a carpool (did not drive), Carpooled with an employee/colleague, Vanpooled (5+ people), Rode transit (bus, shuttle, train, etc.), Biked to work, Walked/jogged to work, Teleworked/worked remotely, Rode motorcycle/scooter, and Did not work this day.

**Annual Commute Summary Report**

Annually, the City of Santa Clara will receive a summary report based on the commute survey results. 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 tenant alternative mode-uses. A sample survey outcome represents residents' possible alternative transportation methods to the right.

Employee Commute Modes	Alt. Mode-use Percent
Carpooler (driver/passenger)	15.8%
Transit and Shuttle Users	15.5%
Bicycle/scooter	6.0%
Walker/Pedestrian	2.0%
Telecommuter	6.0%
Motorcycle/scooter	2.6%
Vanpooler	0.0%
<b>Alternative transportation mode-use rate</b>	<b>47.9%</b>

**ITE Trip Generation Table**

The proposed 80 Saratoga Avenue project (less existing project trips) expects no change in peak AM or PM trips. The project should expect to generate 93 total combined (18 AM and 75 PM) peak hour trips when accounting for reducing trips to 25 percent. The table below shows an ITE calculation of the trips generated by the project.

Land Use	ITE			Daily		AM Peak Hour			PM Peak Hour				
						Rate	Trips		Rate	Trips			
							In	Out		Total	In	Out	Total
Multi-Family Apartment	221	200	units	4.54	908	0.40	18	62	80	0.39	48	30	78
Commercial Office	710	9	ksf	10.84	93	1.52	12	2	13	1.44	2	10	12
Less: Existing Light Industrial	110	11	ksf	4.87	-54	0.74	-7	-1	-8	0.65	-1	-6	-7
Less: Existing Office	710	16	ksf	10.84	-172	1.52	-21	-3	-24	1.44	-4	-19	-23
<b>Cumulative Net Total</b>					<b>776</b>		<b>2</b>	<b>59</b>	<b>61</b>		<b>45</b>	<b>16</b>	<b>60</b>
<b>25% trip reduction requirement</b>					<b>194</b>		<b>0</b>	<b>-15</b>	<b>-15</b>		<b>-11</b>	<b>-4</b>	<b>-15</b>
<b>Estimated Allowable Project Trips</b>					<b>582</b>		<b>2</b>	<b>74</b>	<b>18</b>		<b>56</b>	<b>19</b>	<b>75</b>

**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) ITE, Trip Generation, 11th Edition
2. Land Use Code 710: Office (average rates, expressed in trips per dwelling unit) ITE, Trip Generation, 11th Edition

**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. There is no expiration of this plan, and the City of Santa may conduct periodic on-site auditing.

**Adaptive Management**

The implemented measures in this plan will support a 15 percent reduction of vehicle miles traveled (VMT) and a 25 percent peak-hour trip reduction. Should the Annual Commute Survey Report show the site is not meeting its VMT reduction goal, or the parking demands are exceeding the available supply, the CC will:

- review the strategies in place,
- adjust the TDM strategies,
- implement additional TDM elements, and
- conduct monitoring as deemed appropriate in coordination with the City of Santa Clara.

### *Violations*

If the city's planner determines that the residential project did not fulfill the trip reduction requirements, such as implementing commuter programs or not submitting an annual report, the project may receive a 30-day notice to comply. If a project violation notice is issued, the property manager will be the primary contact.

## **14.0 CONCLUSION**

80 Saratoga Avenue TDM Plan meets VMT reduction requirements and the project's future tenants' 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 and employee-focused, community-wide commute program. Significant on-site amenities, resident outreach, ongoing marketing and promotions, and a Commute Coordinator will create a successful VMT reduction program at the 80 Saratoga Avenue project.

This TDM Plan describes TDM measures integrated to support tenant commuting and innovative efforts identified for implementation. In addition, it outlines the steps necessary (infrastructure, outreach, and promotions) for the property owner and property management to use when marketing to the tenants. Periodic program assessments will provide the information needed to demonstrate effectiveness and goal attainment. Performance assessments will also allow the 80 Saratoga Avenue project to identify alternative or supplemental TDM measures and programs to implement if required.

The project will maintain a 15 percent reduction of vehicle miles traveled (VMT) and a 25 percent peak-hour trip reduction in peak-hour trips required by the City of Santa Clara. In addition, ridesharing strategies intend to maximize existing transportation resources, support the City's Climate Action Plan's goals and objectives, and ultimately expand the transit system's reach for commuters. The TDM Plan provides the details of this commitment.

The City of Santa Clara 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 80 Saratoga Avenue project will help Santa Clara thrive as a community by balancing these needs with economic growth.



# **ATTACHMENTS**

*List of Nearby Amenities*

*C/CAG Small Residential TDM Checklist*

*Citations in C/CAG Background TDM Checklist*

*TDM Specialists, Inc. Qualifications*

## List of Nearby Amenities

Restaurants, Cafes/Delis, Coffee, and Bakeries	Phone #	Distance Away
<ul style="list-style-type: none"> <li><b>The Bento Shop</b> 70 Saratoga Ave, Santa Clara, CA</li> </ul>		423 ft.
<ul style="list-style-type: none"> <li><b>Yumi Yogurt</b> 3787 Stevens Creek Blvd, Ste 102, Santa Clara, CA</li> </ul>	408-248-3400	0.10 mi.
<ul style="list-style-type: none"> <li><b>Wienerschnitzel</b> 75 Saratoga Ave, Santa Clara, CA</li> </ul>	408-557-0155	0.10 mi.
<ul style="list-style-type: none"> <li><b>Café Big Mug</b> 3787 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-296-7600	0.20 mi.
<ul style="list-style-type: none"> <li><b>McDonald's</b> 3895 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-248-8805	0.20 mi.
<ul style="list-style-type: none"> <li><b>7 Leaves Café</b> 375 Saratoga Ave, San Jose, CA</li> </ul>	408-931-6555	0.30 mi.
<ul style="list-style-type: none"> <li><b>Voyager Craft Coffee</b> 3985 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-216-0761	0.30 mi.
Retail	Phone #	Distance Away
<ul style="list-style-type: none"> <li><b>The Starving Musician</b> 3939 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-554-9041	0.20 mi.
<ul style="list-style-type: none"> <li><b>Diva of La Jolla</b> 3911 Stevens Creek Blvd, Suite 102, Santa Clara, CA</li> </ul>	408-241-3755	0.20 mi.
<ul style="list-style-type: none"> <li><b>KZS Kitchen Cabinet &amp; Stone, Inc.</b> 3785 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-866-6008	0.20 mi.
<ul style="list-style-type: none"> <li><b>Central Computers</b> 3777 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-248-5888	0.20 mi.
<ul style="list-style-type: none"> <li><b>Metro by T-Mobile</b> 3963 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-260-0748	0.30 mi.
<ul style="list-style-type: none"> <li><b>Cartridge World</b> 3973 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-985-1688	0.30 mi.
<ul style="list-style-type: none"> <li><b>SAS Shoes Santa Clara</b> 3953 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-615-0186	0.30 mi.
Health, Beauty & Fitness	Phone #	Distance Away
<ul style="list-style-type: none"> <li><b>Family Health Center (Spa Town)</b> 70 Saratoga Ave, Santa Clara, CA</li> </ul>	408-246-7700	423 ft.
<ul style="list-style-type: none"> <li><b>Golden Braides</b> 452 Saratoga Ave #101, San Jose, CA</li> </ul>		0.20 mi.
<ul style="list-style-type: none"> <li><b>Q Nails</b> 3787 Stevens Creek Blvd Suite 103, Santa Clara, CA</li> </ul>	408-249-2208	0.20 mi.
<ul style="list-style-type: none"> <li><b>Well Being Dentistry</b> 3993 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-244-0590	0.30 mi.
<ul style="list-style-type: none"> <li><b>Petite Nail Spa</b> 3983 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-320-1801	0.30 mi.
<ul style="list-style-type: none"> <li><b>Stevens Creek Family Dentistry</b> 3981 Stevens Creek Blvd, Santa Clara, CA</li> </ul>	408-261-8882	0.30 mi.

<b>Entertainment</b>	<b>Phone #</b>	<b>Distance Away</b>
<ul style="list-style-type: none"> <li>• <b>YMCA of Silicon Valley</b> 80 Saratoga Ave, Santa Clara, CA</li> </ul>	408-351-6400	0.00 mi.
<ul style="list-style-type: none"> <li>• <b>VinoArtist</b> 3777 Stevens Creek Blvd, Unit 300, Santa Clara, CA</li> </ul>	408-755-5692	0.20 mi.
<b>Transportation, Gas, Shipping &amp; Storage</b>	<b>Phone #</b>	<b>Distance Away</b>
<ul style="list-style-type: none"> <li>• <b>Sparkling Coin Op Car Wash</b> 55 Saratoga Ave, Santa Clara, CA</li> </ul>		0.10 mi.
<ul style="list-style-type: none"> <li>• <b>ChargingPoint Charging Station</b> 50 Saratoga Ave, Santa Clara, CA</li> </ul>	888-758-4389	0.30 mi.
<ul style="list-style-type: none"> <li>• <b>ChargingPoint Charging Station</b> 4040 Stevens Creek Blvd, San Jose, CA</li> </ul>	888-758-4389	0.30 mi.
<b>Daycare</b>	<b>Phone #</b>	<b>Distance Away</b>
<ul style="list-style-type: none"> <li>• <b>Family Daycare</b> 2492 Scanlan Pl, Santa Clara, CA</li> </ul>	408-423-9643	1.40 mi.
<ul style="list-style-type: none"> <li>• <b>Priya's Home Daycare</b> 3520 Tracy Dr, Santa Clara, CA</li> </ul>	408-387-9666	1.90 mi.



## C/CAG Small Residential TDM Checklist

Residential (Multi-Family) Land Use: Small Project : 100-499 ADT; ~20-49 Units				
ID	MEASURE	SUMMARY	TRIP REDUCTION SCORE (%)	USER-SELECTED TRIP REDUCTION SCORE (%)
1	Orientation, Education, Promotional Programs and/or Materials	Offer new residents an orientation or education program or materials.	1.0%	1.0%
2	TDM Coordinator/Contact Person	Provide TDM coordinator/liasion for tenants. May be contracted through 3rd party provider, such as Commute.org.	0.5%	0.5%
3	Transit or Ridesharing Passes/Subsidies	Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50 - whichever is lower.	10.0%	10.0%
4	Secure Bicycle Storage	Comply with CalGREEN minimum bicycle parking requirements.	1.0%	1.0%
5	Design Streets to Encourage Bike/Ped Access	Design adjacent streets or roadways to facilitate multimodal travel.	1.0%	0.0%
<b>Sum of Required Percentage Total</b>				<b>12.5%</b>
ADDITIONAL RECOMMENDED - SELECT SUFFICIENT MEASURES TO ACHIEVE MINIMUM TRIP REDUCTION TARGET FOR PROJECT TYPE				
ID	MEASURE	SUMMARY	TRIP REDUCTION SCORE (%)	USER-SELECTED TRIP REDUCTION SCORE (%)
6	Delivery Amenities	Offer delivery amenities, including dedicated receipt and storage areas, to reduce need for multiple trips to conduct similar business.	1%	0.0%
7	Family-supportive Amenities	On-site secure storage of personal car seats, strollers, cargo bicycles, or other large bicycles. Property owners can also provide shared building equipment, such as shopping carts or cargo bicycles for check out by residents.	3%	0.0%
8	Paid Parking at Market Rate	Offer hourly/daily parking rates proportional to monthly rate or equivalent to cost of transit fare.	25%	10.0%
9	Reduced Parking	Provide off-street parking at least 10% below locally-required minimums, or else below the locally-permitted parking maximums. Consideration may be required of potential spillover parking into surrounding areas.	10%	10.0%
10	Developer TDM Fee/TDM Fund	Voluntary impact fee payment on a per unit or square footage basis, to fund the implementation of TDM programs.	4%	0.0%
11	Actively Participate in Commute.org or TMA Equivalent: Certified participation in Commute.org/or TMA	Obtain certification from Commute.org or establish or join a Transportation Management Association (TMA) or equivalent.	4%	0.0%
12	Carpool or Vanpool Program	Establish carpool/vanpool program for tenants and register program with Commute.org.	2%	0.0%
13	Commute Assistance and Ride-Matching	Establish a commute assistance program to provide individualized trip planning services.	1%	0.0%
14	Car Share On-Site	Provide on-site car share or vehicle fleets.	1%	1.0%
15	Land Dedication or Capital Improvements for Transit. <b>MAY SELECT ONE OR MORE OF THE FOLLOWING TRANSIT IMPROVEMENTS (#15A - 15D):</b>			
15A	Contribute space on, or adjacent to, the project site for transit improvements.	Bus Pullout Space	1%	0.0%
15B	Contribute space on, or adjacent to, the project site for transit improvements.	Bus Shelter	1%	0.0%
15C	Contribute space on, or adjacent to, the project site for transit improvements.	Visual/Electrical Improvements (i.e., Lighting, Signage)	1%	0.0%
15D	Contribute space on, or adjacent to, the project site for transit improvements.	Other (i.e., Micromobility Parking Zone, TNC Loading Zone)	1%	0.0%
16	Bike/Scooter Share On-Site	Allocate space for bike/scooter share parking.	1%	0.0%
17	Active Transportation Subsidies	Offer biking/walking incentives to tenants, such as gift card/product raffles.	2%	0.0%
18	Gap Closure	Construct or enhance quality of biking and walking facilities to/from site to existing trails, bikeways, and/or adjacent streets.	7%	0.0%
19	Bike Repair Station	Offer on-site bike repair space/tools in visible, secure area.	1%	0.0%
20	Pedestrian Oriented Uses & Amenities on Ground Floor	Provide on-site, visible amenities to tenants and guests, such as cafes, gyms, childcare, retail.	3%	0.0%
<b>Sum of Additional Selected Measures</b>				<b>21.0%</b>
<b>GRAND TOTAL must =/&gt; 25%</b>				<b>33.5%</b>

## Citations in Background TDM Checklist Worksheets

- California Air Pollution Control Officers Association (CAPCOA). (2010). Quantifying Greenhouse Gas Mitigation Measures: A Resource for Local Government to Assess Emission Reductions from Greenhouse Gas Mitigation Measures. <http://www.capcoa.org/wp-content/uploads/2010/11/CAPCOA-Quantification-Report-9-14-Final.pdf>
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- [https://www.cityofberkeley.info/uploadedFiles/Planning\\_\(new\\_site\\_map\\_walk-through\)/Level\\_3\\_-\\_General/TDM%20Report%20Draft%20030309.pdf](https://www.cityofberkeley.info/uploadedFiles/Planning_(new_site_map_walk-through)/Level_3_-_General/TDM%20Report%20Draft%20030309.pdf)
- City of Sacramento. City Code 17.700.080: Transportation Demand Management Plan-Evaluation Criteria for Trip Reduction Credits.
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- City of San Francisco. (2016). TDM Plan 2017-2020.
- [https://www.sfmata.com/sites/default/files/reports-and-documents/2017/12/11-7-17\\_item\\_11\\_transportation\\_demand\\_management\\_plan\\_0.pdf](https://www.sfmata.com/sites/default/files/reports-and-documents/2017/12/11-7-17_item_11_transportation_demand_management_plan_0.pdf)
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- Victoria Transport Policy Institute (VTPI). (2018). Online TDM Encyclopedia.
- <https://www.vtpi.org/tdm/>
- Walls, M. & Safirova, E. (2004). A Review of Literature on Telecommuting and Its Implications for Vehicle Travel and Emissions.
- <https://media.rff.org/archive/files/sharepoint/WorkImages/Download/RFF-DP-04-44.pdf>
- Nelson Nygaard. (2005). Crediting Low-Traffic Developments: Adjusting Site-Level Trip Generation Using URBEMIS. <https://www3.drcog.org/documents/archive/urbemis.pdf>

The TDM Checklist will also categorize development projects according to their proximity to “high quality” transit, defined as a transit station or stop featuring a maximum 15-minute service frequency (headways) during weekday peak hours between 6-10 a.m. and 3-7 p.m. This definition is also consistent with the Metropolitan Transportation Commission (MTC). Three project categories are proposed:

1. Transit-Oriented Development (TOD) – project located within 0.5 miles of “high quality” transit.
2. Transit Proximate – project located between 0.5 – 3 miles of “high quality” transit.
3. Non-Transit Proximate – project located more than 3 miles from “high quality” transit.

## **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.

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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.