

## 7.3 TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) consists of a combination of programs, policies, and infrastructure projects designed to reduce overall vehicle trips and associated parking demand. TDM seeks to provide incentives and options for PHD residents and employees to choose alternative modes such as walking, bicycling, transit, or ridesharing.

The City of Santa Clara's 2010-2035 General Plan Update includes goals and policies related to transportation demand management (TDM) for Specific Plans. These include land use and site design strategies to reduce reliance on automobile trips and reduce VMT. Implementing TDM measures in the PHD Specific Plan Area must be consistent with these General Plan policies and the requirements of the City's Climate Action Plan (CAP). This Specific Plan requires a vehicle miles traveled (VMT) reduction of twenty percent over the baseline established in the project traffic analysis, including ten percent through TDM measures.

The PHD Specific Plan includes land use, mobility and site design measures that support walking, biking, transit, and other alternative transportation choices. In addition to the location and mix of uses in the PHD Specific Plan Area, TDM measures ~~must be~~ [for each specific development proposal pursued under the PHD Specific Plan must be incorporated into a TDM Plan \(see Section 7.3.3 below\) to be](#) used to minimize single-occupancy vehicle trips and to reduce VMT by at least 10%.

The PHD TDM program outlined below includes measures that are applicable to the entire PHD Specific Plan Area; parcel-specific requirements; and a menu of optional measures that can be employed to help property owners [and developers pursuing specific development proposals under the PHD Specific Plan to help](#) achieve TDM goals.

### 7.3.1 Transportation Management Agency Association

Establish a privately funded and administered Transportation Management Association (TMA) for the PHD Specific Plan Area or join in a TMA for the North Santa Clara area (comprising neighborhoods north of Highway 101) led by property owners [that are pursuing specific development proposals within the PHD Specific Plan area](#), employers or other entities. ~~TMA's can~~ [The main purpose of the TMA is to fund and operate the local shuttle service or micro-transit solution \(see 7.3.2 below\), and may help to](#) implement, coordinate and manage VMT-reduction programs, [as determined appropriate by the TMA members](#), between multiple properties and lead information and marketing campaigns to support behavior change.

Property owners [pursuing specific development proposals under the PHD Specific Plan](#) must prepare formation documents for a new TMA. [The formation documents necessary to establish the TMA under applicable laws and regulations must be completed and approved by the City Manager](#) prior to the first Building Permit issuance for new construction implementing the PHD Specific Plan.

~~If this is not feasible to form a TMA or prepare formation documents on this timeline~~  
Property owners pursuing specific development proposals under the PHD Specific Plan shall be required to join the TMA.

~~Prior to the commencement of operation of the TMA, the~~ property owners pursuing specific development proposals under the PHD Specific Plan must propose and fulfill other temporary substantial TDM programs or incentives, such as a three-year VTA Smart Pass for all residents, to serve as a stopgap until the TMA ~~is established~~ commences operation pursuant to 7.3.1. This temporary proposal must be prepared to the satisfaction of the City Manager prior to issuance of the first Building Permit issuance for new construction implementing the PHD Specific Plan.

In connection with the completion of the formation documents for the TMA, the property owners pursuing specific development proposals under the PHD Specific Plan shall obtain an analysis prepared by a qualified professional and submit the analysis to the City ~~prior to activation of the~~ Manager for approval (TMA Analysis). The purpose of this analysis must examine is to confirm the potential performance of market within the PHD Specific Plan area for a local shuttle program or micro-transit solution (as described in section 7.3.2) and provide recommendations for efficient, cost effective service delivery. The City Manager shall determine whether the local shuttle or micro-transit solution will be implemented by the TMA.

Notwithstanding any other provision of this section, the TMA must be ~~activated~~ formed prior to the issuance of a Building Permit for the 3,300th unit in the PHD Specific Plan Area or prior to the issuance of a Building Permit for the 1,500th unit in the PHD Specific Plan Area when a minimum of 5,000 units (inclusive of units in the PHD Specific Plan issued Building Permits) contributing to the

TMA funding and/or administration have been issued Building Permits.

The individual property owner(s) that actually fund the preparation and completion of the formation documents pursuant to this Section 7.3.1 shall receive a credit/reimbursement for all costs associated therewith via the PHD Specific Plan Impact Fee.

### **7.3.2 Local Shuttle**

The TMA shall ~~establish~~ fund and operate a local shuttle program or micro-transit solution, consistent with the approved TMA Analysis, that connects residents with commercial, transit, and employment centers. This service shall be funded ~~and administered by all~~ by the property owners pursuing specific development proposals under the PHD Specific Plan Area, with said costs being proportionately shared. The operation can be incrementally expanded with other developments in North Santa Clara through expanded participation by property owners and developers outside of the PHD Specific Plan, including voluntary participation of other key North Santa Clara destinations and employers.

The TMA must commence operations and shuttle or micro-transit solution service ~~will be triggered~~ prior to the issuance of a Certificate of Occupancy for the 3,300th unit of the PHD Specific Plan Area or prior to the issuance of the Certificate of Occupancy for the 1,500th unit in PHD Specific Plan Area when a minimum of 5,000 units (inclusive of units in PHD Specific Plan issued Certificates of Occupancy)

contributing to the TMA funding and/or administration that have been issued Certificates of Occupancy. Prior to the completion of the first four years of shuttle or micro transit operation, the TMA will be evaluated by the City and alternative methods of single vehicle trip reduction could be considered [with the objective of continuing to ensure the shuttle or micro-transit solution provides efficient, cost effective service delivery.](#)

### **7.3.3 Required Parcel-Specific TDM Elements**

~~At a minimum, Each parcel must provide the following TDM~~ [property owner or developer must adhere to this Section 7.3.3 in connection with its specific development proposal being pursued under the PHD Specific Plan. These programs and measures.](#) ~~Property owners and/or developers~~ can [be adopted](#) and implemented ~~these~~ on an individual basis, or through collaboration and coordination at the Specific Plan Area level.

#### **TDM PLANS**

~~Developers and/or~~ [Each](#) property [owner pursuing a specific development proposal under the PHD Specific Plan](#) must submit a TDM Plan that includes, [for example,](#) mode-share goals, planned TDM programs, tools and processes for monitoring and reporting on travel behavior [as described further below, which, when implemented, will satisfy the 10% reduction requirement noted above.](#) The TDM Plan must be approved [by the Community Development Director](#) prior to the issuance of building permits.

### INFORMATION AND MARKETING

Each ~~property~~ [TDM Plan](#) must provide information and marketing to residents and/or employees to build awareness of TDM programs, amenities (e.g., bike lockers and showers) and incentives. Information on transportation options and/or links to appropriate websites, apps and other resources (e.g., 511) must be:

- Provided to all prospective residents and employees
- Included in resident and employee welcome or orientation materials
- Posted in prominent locations within buildings (e.g., elevators, shared common spaces) and online (e.g., on tenant portals)

### BICYCLE PARKING

~~Developments~~ [Each TDM Plan](#) must provide both short- and long-term bicycle parking in all buildings as described in Section 5.2.4.6 of this plan. Bicycle parking locations must be located in convenient, secure and prominent locations in

### TRANSPORTATION COORDINATOR

[Each TDM Plan must](#) Identify an individual or job classification that will serve as the property's transportation coordinator and if this will be a full or part-time position. ~~All applicants~~ [The TDM Plan](#) must describe the duties and responsibilities of the transportation coordinator. Typical roles of transportation coordinators include:

- Providing information about transit options and passes

- Marketing TDM programs, including distribution of orientation materials for new residents/employees
- Distributing transportation news and commuter alerts
- Assisting with rideshare matching
- Managing travel surveys to track trends and develop new commute programs
- Coordinating services with vendors, partners and transit providers



Ride Sharing Option

<b>Summary report:</b>	
<b>Litera® Change-Pro for Word 10.8.2.11 Document comparison done on 2/14/2022 11:11:54 AM</b>	
<b>Style name:</b> MSR Default	
<b>Intelligent Table Comparison:</b> Active	
<b>Original DMS:</b> iw://AWS-DMS01/iManage/2572378/1	
<b>Modified DMS:</b> iw://AWS-DMS01/iManage/2572378/3	
<b>Changes:</b>	
<u>Add</u>	53
<del>Delete</del>	29
<del>Move From</del>	0
<u>Move To</u>	0
<u>Table Insert</u>	0
<del>Table Delete</del>	0
<u>Table moves to</u>	0
<del>Table moves from</del>	0
Embedded Graphics (Visio, ChemDraw, Images etc.)	0
Embedded Excel	0
Format changes	0
<b>Total Changes:</b>	<b>82</b>