



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

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September 8, 2020

Ms. Elaine Breeze  
SummerHill Apartment Communities  
777 S. California Avenue  
Palo Alto, CA 94304

**Re: *Potential Plan Area-Specific Transportation Management Association at Tasman East, Santa Clara, CA***

Dear Ms. Breeze:

Hexagon prepared a Transportation Demand Management (TDM) Plan for the Tasman East development area on behalf of the approved developments in the area, referred to as the Tasman East Transportation Coordination Group (TETCG). The City of Santa Clara is suggesting that a Transportation Management Association (TMA) be formed for Tasman East instead of the TETCG. Very broadly, TMA services can be provided by a city government or TMAs can form under the umbrella of a chamber of commerce or other private entity with the members providing dues to the TMA. TMAs provide a variety of services related to TDM and are focused on actively promoting transportation alternatives.

The TETCG is comprised of property owners and developers of the residential development in the Tasman East area. It is responsible for reducing single-occupancy vehicle trips by implementing a variety of TDM measures like providing informational packages, setting up a website, and engaging with vendors to install bike and scooter parking hubs. The TETCG also will be responsible for providing SmartPasses (VTA's universal transit passes) for each resident of Tasman East for a period of three years. Therefore, the TETCG is functionally similar to a TMA and is appropriate for the current scope and scale of the Tasman East development.

Other developments planned in north Santa Clara include CityPlace, Kylli Mixed-Use Development Project, Patrick Henry Specific Plan, and Freedom Circle Focus Area. In the future, there may be a shuttle service connecting these developments including Tasman East. In that case, a TMA involving all these developments is recommended once they are developed at a later date.

We appreciate the opportunity to provide this review to the TETCG. If you have any questions, please do not hesitate to call.

Sincerely,  
**HEXAGON TRANSPORTATION CONSULTANTS, INC.**

Gary K. Black  
President