



HEXAGON TRANSPORTATION CONSULTANTS, INC.



Hemlock Avenue Mixed-Use Development

2881 Hemlock Avenue, San Jose

Draft Transportation Demand Management (TDM) Plan



Prepared for:

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Table of Contents

1.	Introduction.....	1
2.	Existing Transportation Facilities.....	5
3.	TDM Plan	8

List of Tables

Table 1	Existing Transit Services	6
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List of Figures

Figure 1	Project Site Location	3
Figure 2	Project Site Plan.....	4
Figure 3	Existing Transit Services	7

1. Introduction

Transportation Demand Management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to (1) reduce the amount of trips generated by new development; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for sustainable transportation usage; (3) reduce the parking demand generated by new development and allow for a reduction in parking supply; and (4) establish an ongoing monitoring and enforcement program to guarantee the desired trip and parking reductions are achieved.

This TDM plan has been prepared for the proposed mixed-use development located at 2881 Hemlock Avenue and 376 S. Baywood Avenue to satisfy the requirements outlined in Sections 20.70.330 and 20.90.220 of the San Jose Code of Ordinances. These ordinances allow developments to use up to a maximum of 50 percent parking reduction, so long as the following requirements are met:

- The reduction in parking will not adversely affect surrounding projects
- The reduction in parking will not rely upon or reduce the public parking supply
- The project provides a detailed TDM plan and demonstrates that the TDM program can be maintained indefinitely

This TDM Plan addresses all the requirements of the City's ordinance and includes a broad range of TDM measures designed to reduce the trips and Vehicle Miles Traveled by residents and visitors. This Plan includes the following:

- On-Site TDM Administrator and Services
 - Trip planning resources
 - Online kiosk
- Bicycle Programs
 - Bicycle storage/facilities
 - On-site cargo bicycle share program
 - Biking financial incentives
- Unbundled parking (Residential Use Only)
- Transit Subsidies
 - Pre-tax commuter benefits
 - Subsidized or free transit passes, such as VTA Eco Passes
- Subsidized or Free Carpool or Vanpools (Commercial Use Only)
- Telecommute/Flexible Work Schedules (Commercial Use Only)

Project Description

The proposed project is located at 2881 Hemlock Avenue and 376 S. Baywood Avenue, on the northeast corner of Baywood Avenue and Hemlock Avenue, within a designated Urban Village (Valley Fair/Santana Row). According to the Envision San Jose 2040 General Plan, an Urban Village strategy fosters:

- Mixed residential and employment activities that are attractive to an innovative workforce
- Revitalization of underutilized properties that have access to existing infrastructure
- Densities that support transit use, bicycling, and walking
- High-quality urban design

The proposed development would consist of the replacement of one single-family home and one medical office building on the project site with 48 residential apartment units and 18,380 square feet of commercial (office) space. The mixed-use development will include two below-grade parking levels with a total of 67 parking spaces. The project site location and the surrounding study area are shown on Figure 1. The project site plan is shown on Figure 2.

Location and Proximity to Transit

The location of a project within or adjacent to a central business district promotes pedestrian and bicycle travel in a high-density area of complementary land uses. The project site is located in an Urban Village designated area and is a short walk or bicycle ride from numerous complementary land uses.

The project site is located less than 3/4 of a mile from the Westfield Valley Fair transit center, and 1,000 to 1,400 feet from the Stevens Creek/Santana Row VTA bus stops which connect to the San Jose Diridon Station. Chapter 2 describes the existing transit services in the study area.

Report Organization

The remainder of this report is divided into two chapters. Chapter 2 describes the transportation facilities and services in the vicinity of the project site. Chapter 3 describes the TDM measures that would be implemented for the proposed project, including the program for implementing and monitoring the TDM plan.

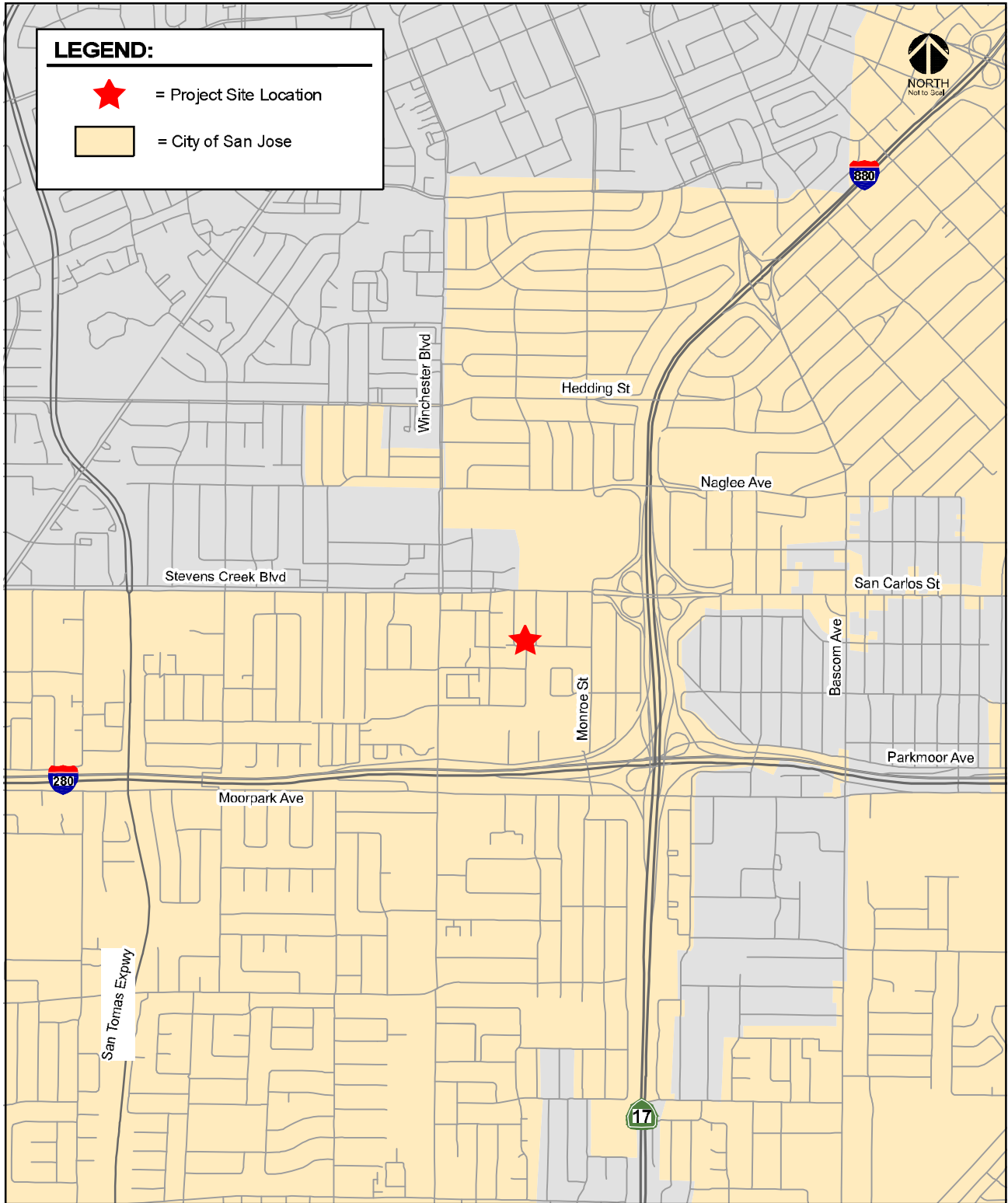


Figure 1
Project Site Location



Figure 2
Project Site Plan

2. Existing Transportation Facilities

This chapter describes the existing conditions for all of the major transportation facilities in the vicinity of the project site, including the roadway network, transit service, and bicycle and pedestrian facilities.

Existing Roadway Network

Regional access to the project site is provided via I-880 and I-280. These facilities are described below.

I-880 is a six-lane freeway in the vicinity of the site. It extends north to Oakland and south to I-280 in San Jose, at which point it makes a transition into SR 17 to Santa Cruz. Access to the site is provided via its interchange with Stevens Creek Boulevard.

I-280 is an eight-lane freeway in the vicinity of the site. It extends northwest to San Francisco and east to King Road in San Jose, at which point it makes a transition into I-680 to Oakland. North of I-880, I-280 has high occupancy vehicle (HOV) lanes in both directions. Access to and from northbound I-280 to the site is provided via its interchange with Winchester Boulevard.

Local access to the site is provided by Stevens Creek Boulevard, Winchester Boulevard, Tisch Way, Monroe Street, Clover Avenue, and Hemlock Avenue. These roadways are described below.

Stevens Creek Boulevard is a divided six-lane east-west roadway in the vicinity of the project site. It extends from Cupertino eastward to I-880, at which point it makes a transition into San Carlos Street to Downtown San Jose. Access to the site from Stevens Creek Boulevard is provided via its intersection with Monroe Street and Clover Avenue.

Winchester Boulevard is a divided six-lane north-south roadway that runs from Los Gatos to Lincoln Street in Santa Clara. Winchester Boulevard provides access to the project site via its intersection with Stevens Creek Boulevard and Tisch Way.

Tisch Way is a two-lane east-west roadway that extends eastward from Winchester Boulevard. Access to the project site from Tisch Way is provided via its intersection with Monroe Street.

Monroe Street is a three-lane north-south roadway between Stevens Creek Boulevard and Hemlock Avenue and transitions to a two-lane roadway south of Hemlock Avenue to Tisch Way. Access to the project site from Monroe Street is provided via its intersection with Hemlock Avenue.

Clover Avenue is a two-lane north-south roadway that runs between Stevens Creek Boulevard and Hemlock Avenue. Access to the project site from Clover Avenue is provided via its intersection with Hemlock Avenue.

Hemlock Avenue is a two-lane east-west roadway that extends westward from Monroe Street. Hemlock Avenue provides direct access to the project site via one full-access driveway.

Existing Bicycle and Pedestrian Facilities

Bike lanes are present on northbound and southbound Winchester Boulevard between Stevens Creek Boulevard and Tisch Way. Although none of the residential streets near the project site (i.e., Hemlock Avenue and Clover Avenue) provide bike lanes or are designated as bike routes, due to their low traffic volumes, many of them are conducive to bicycle usage.

Pedestrian facilities in the project area consist primarily of sidewalks along all surrounding streets. Sidewalks are found along virtually all previously described local roadways in the study area and along the local residential streets and collectors near the site. At Monroe Street and Tisch Way, there is a pedestrian footbridge over I-280 connecting Monroe Street/Tisch Way and Moorpark Avenue. Crosswalks across Stevens Creek Boulevard are provided near the project site at Monroe Street, the Valley Fair entrance, and at Santana Row. The Valley Fair entrance intersection with Stevens Creek Boulevard will be relocated to align with Baywood Avenue as part of the Valley Fair Mall expansion project. The new intersection will provide a controlled crossing point between the project site and amenities provided at Valley Fair Mall. Overall, the existing network of sidewalks and crosswalks provides good connectivity and provides pedestrians with safe routes to transit services and other points of interest in the area.

Existing Transit Service

Existing transit service to the study area is provided by the VTA (see Table 1). The local bus routes near the project site are shown on Figure 3.

Table 1
Existing Transit Services

Transit Service	Route Description	Nearest Stops	Headway ¹
Local Route 23	DeeAnza College to Alum Rock Transit Center via Stevens Creek	Valley Fair Transit Center	10-15 mins
Local Route 60	Winchester Transit Center to Great America	Valley Fair Transit Center	15-20 mins
Express Route 323	Downtown San Jose to DeAnza College	Stevens Creek & Santana Row	12-16 Mins

¹ Headway during peak commute periods in the project area.

The nearest bus stop location is located at the Stevens Creek Boulevard and Santana Row intersection, approximately 1,000 to 1,400 feet from the project site and is served by Express Route 323. Other bus stops approximately ½ mile from the project site include those at the intersections of Stevens Creek Boulevard and Winchester Boulevard, Olin Avenue and Winchester Boulevard, and Olsen Drive and Winchester Boulevard. The bus stops on Stevens Creek Boulevard are served by Routes 23 and 323, while the bus stops on Winchester Boulevard are served by Routes 23 and 60. The Valley Fair Transit Center is located within ¼ of a mile of the project site at the adjacent Westfield Valley Fair, along Forest Avenue. The Valley Fair Transit Center is served by two bus routes, Route 23 and Route 60.

Limited Stop Express Route 323 operates along Stevens Creek Boulevard between downtown San Jose and De Anza College. Route 23 provides service between DeAnza College and the Alum Rock Transit Center via Stevens Creek Boulevard, with 10-15-minute headways during commute hours. Route 60 provides service between the Winchester Transit Center and Great America via Winchester Boulevard, with 15-20-minute headways during commute hours.

Routes 23 and 323 connect to other services such as Caltrain, VTA LRT, and ACE in downtown San Jose.

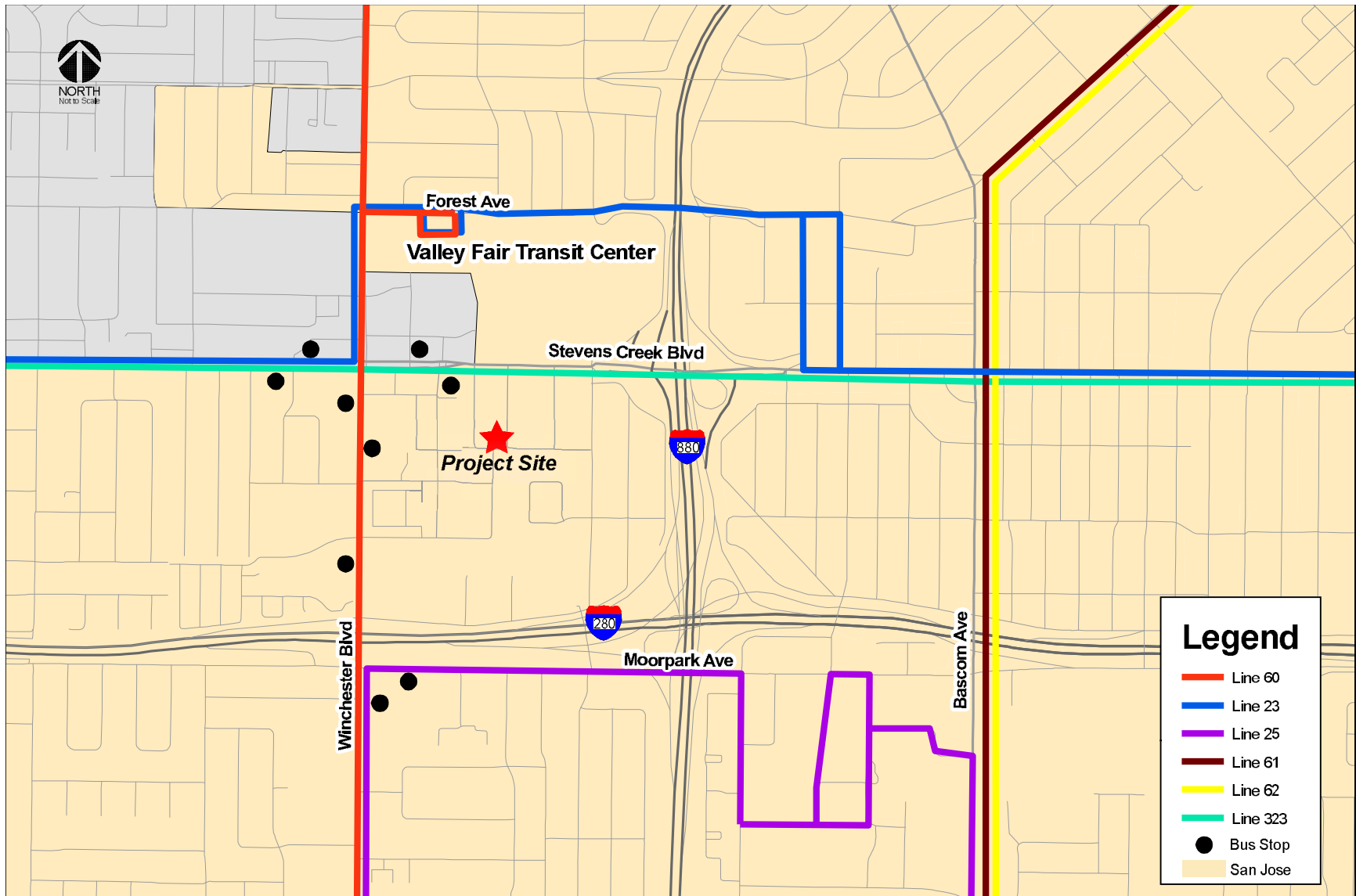


Figure 3
Existing Transit Services

3. TDM Plan

The TDM measures for the project were developed based on the parking reduction requirements outlined in Sections 20.90.220 and 20.70.330 of the San Jose Code of Ordinances and were geared to meeting the 50 percent parking reduction that the project needs.

Implementation of the proposed TDM measures would encourage future residents and office tenants taking alternative transportation modes (transit, bicycle, and carpool) to further reduce the SOV trips and parking demand generated by the project.

City of San Jose Parking Code

According to Section 20.90.220.A.1 of the San Jose Parking Code, a reduction in the required off-street vehicle parking spaces of up to 50 percent may be authorized if the project conforms to the transit and bicycle requirements specified in Subsections a and b, and implements at least three TDM measures specified in Subsections c and d. Section 20.90.220.A.1 is outlined below.

Section 20.90.220.A.1 – Reduction in Required Off-street Parking Spaces

A. Alternative transportation.

1. *A reduction in the required off-street vehicle parking spaces of up to fifty percent may be authorized with a development permit or a development exception if no development permit is required, for structures or uses that conform to all of the following and implement a total of at least three transportation demand management (TDM) measures as specified in the following provisions:*
 - a. *The structure or use is located within two thousand feet of a proposed or an existing rail station or bus rapid transit station, or an area designated as a Neighborhood Business District, or as an Urban Village, or as an area subject to an area development policy in the city's general plan or the use is listed in Section 20.90.220G.; and*
 - b. *The structure or use provides bicycle parking spaces in conformance with the requirements of Table 20-90.*
 - c. *For any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least one of the following measures:*
 - i. *Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable onsite locations at the ratio set forth in the development permit or development exception considering type of use; or*
 - ii. *Develop a transit use incentive program for employees and tenants, such as on-site distribution of passes or subsidized transit passes for local transit system*

- (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement).
- d. In addition to the requirements above in Section 20.90.220.A.1.c. for any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least two of the following measures:
- i. Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable on-site locations; or
 - ii. Develop a transit use incentive program for employees, such as on-site distribution of passes or subsidized transit passes for local transit system (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement); or
 - iii. Provide preferential parking with charging facility for electric or alternatively-fueled vehicles; or
 - iv. Provide a guaranteed ride home program; or
 - v. Implement telecommuting and flexible work schedules; or
 - vi. Implement parking cash-out program for employees (non-driving employees receive transportation allowance equivalent to the value of subsidized parking); or
 - vii. Implement public information elements such as designation of an on-site TDM manager and education of employees regarding alternative transportation options; or
 - viii. Make available transportation during the day for emergency use by employees who commute on alternate transportation. (This service may be provided by access to company vehicles for private errands during the workday and/or combined with contractual or pre-paid use of taxicabs, shuttles, or other privately provided transportation); or
 - ix. Provide shuttle access to Caltrain stations; or
 - x. Provide or contract for on-site or nearby child-care services; or
 - xi. Incorporate on-site support services (food service, ATM, drycleaner, gymnasium, etc. where permitted in zoning districts); or
 - xii. Provide on-site showers and lockers; or
 - xiii. Provide a bicycle-share program or free use of bicycles on-site that is available to all tenants of the site; or
 - xiv. Unbundled parking; and
- e. For any project that requires a TDM program:
- i. The decision maker for the project application shall first find in addition to other required findings that the project applicant has demonstrated that it can maintain the TDM program for the life of the project, and it is reasonably certain that the parking shall continue to be provided and maintained at the same location for the services of the building or use for which such parking is required, during the life of the building or use; and
 - ii. The decision maker for the project application also shall first find that the project applicant will provide replacement parking either on-site or off-site within reasonable walking distance for the parking required if the project fails to maintain a TDM program.

Compliance with the City Parking Code

The following sections describe how the project could comply with the City Parking Code.

Proximity to Transit

The project is located in a designated Urban Village area. Therefore, the project would conform to Subsection 20.90.220.A.1.a.

Bicycle Parking Requirement

The City of San Jose requires one bicycle parking space for every four apartment units and one bicycle parking space for every 4,000 square feet of commercial (office) floor area. Based on these requirements, the project must provide 12 bicycle parking spaces for the residential use and 5 bicycle parking spaces for the commercial use. The proposed project includes bike racks and a designated area with 17 bicycle parking spaces. Therefore, the project would comply with Subsection 20.90.220.A.1.b.

Vehicle Parking Requirement

The City's parking requirements for multiple-dwelling residential uses (Section 20.90.060 Table 20-210) are as follows: 1.25 parking spaces for one-bedroom units and 1.7 parking spaces for two-bedroom units. The project proposes 25 one-bedroom units and 23 two-bedroom units. Based on the City parking code requirements, the project would need to provide 71 off-street parking spaces for the residential use.

The 18,380 square foot commercial (office) uses located on the first- and second-floor levels of the project will be required to provide one off-street parking space per 250 square feet of floor area per the City's Zoning Regulations (Section 20.90.060 Table 20-190). Based on these standard parking requirements and a floor area ratio (F.A.R.) of 0.85, the project is required to provide 63 off-street parking spaces for the proposed commercial use.

Based on the City's parking requirements, the project is required to provide a total of 134 off-street parking spaces. The project is proposing a total of 67 parking spaces, which represents a reduction of 67 parking spaces, or 50 percent of the total required parking spaces, per the City's parking code. The project is located in the Valley Fair/Santana Row Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. In accordance with Sections 20.70.330 and 20.90.220 of the San Jose Code of Ordinances, which allows up to a 50 percent parking reduction, the additional 30 percent parking reduction is allowed via the inclusion of this TDM Plan.

Recommended TDM Measures

The recommended TDM measures are intended to encourage future tenants of the residential development and future employees of the commercial (office) uses to utilize alternative transportation modes available in the area to reduce single occupancy vehicle trips and parking demand generated by the project. The specific TDM measures that are recommended for the project are described below and are based on the measures specified in Subsections 20.90.220.A.1.c and d, and Subsection 20.70.330.A.1. Additionally, the project needs to ensure that the TDM plan will be maintained for the life of the project, which is in compliance with Subsection 20.70.330.A.2.

On-Site TDM Administration and Services

Experience with other TDM programs indicates that having a Transportation Coordinator who focuses on transportation issues and is responsible for implementing the TDM program is key to its success. We recommend the building owner or management appoint an individual as the Transportation Coordinator or TDM contact person, most likely the property manager, and that person's name and contact information be provided to the City. The TDM coordinator will be a point of contact for tenants should TDM-related questions arise and will be responsible for ensuring that tenants are aware of all transportation options and how to fully utilize the TDM plan. The TDM coordinator will provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide new tenant information packets at the time of move-in for residents or time of hire for employees. The welcome packets will include information about public transit services, discount transit passes, bicycle maps, Bay Area Bike Share program and station locations, on-site bicycle-share program, rideshare/carpool program, Zipcar station locations, and ride matching services.
- Assist with rideshare/carpool matching. The TDM manager will create a tenant work location map to share with interested tenants, which will provide information about potential carpool matches.

- Manage an on-site cargo bicycle share program to ensure the cargo bicycle remains in good condition.
- Conduct parking surveys annually to track actual parking demand and determine whether additional TDM measures, or another parking solution, is needed (e.g., use of public parking).

Trip Planning Resources

There are several free trip planning resources that tenants may not be aware of. Information on these services should be included in the welcome packets for new residential tenants and future employees of the commercial uses. These include:

511 Transit Trip Planner

Online transit trip planning services are available to the greater San Francisco Bay Area through 511.org. Users enter their starting and ending points, and either the desired starting or ending trip time. The service can build an itinerary that best suits the user's preferences for the fastest trip, fewest transfers, or least walking.

511 Mobile

Many popular features from 511.org can be accessed using smart phones or mobile devices. With 511 Mobile, commuters can: (1) receive real-time transit departure predictions, (2) plan a public transit trip, (3) check real-time traffic conditions on the live traffic map, and (4) get current driving times for the most popular routes in the Bay Area.

511 Carpool Calculator

The 511 Carpool Calculator is a 511-sponsored online calculator that determines the cost of commuting by driving alone. Users input commute details such as the number of miles traveled to and from work, vehicle mileage, fuel cost, parking costs, and bridge tolls. The tool then calculates solo commuting costs and vehicle CO2 emissions, as well as the potential savings by adding carpool partners.

511 RideMatch

The 511 RideMatch service provides an interactive, on-demand system that helps commuters find carpools, vanpools or bicycle partners. This free car and vanpool ride matching service helps commuters find others with similar routes and travel patterns with whom they may share a ride. Registered users are provided with a list of other commuters near their employment or residential ZIP code along with the closest cross street, email, phone number, and hours they are available to commute to and from work. Participants are then able to select and contact others with whom they wish to commute. The service also provides a list of existing carpools and vanpools in their residential area that may have vacancies. Ride matching assistance is also available through a number of peer-to-peer matching programs, such as Zimride, which utilize social networks to match commuters.

Dadnab

Dadnab.com enables Bay Area commuters to get transit directions by text message. Users send a text message with their origin, destination, and optional departure or arrival time and Dadnab replies with a detailed itinerary listing which buses or trains to take, stop locations, and departure times.

Online Kiosk

The Transportation Coordinator is recommended to set up and maintain an online kiosk with information regarding non-auto transportation alternatives. The online kiosk will update key transportation information included in the welcome packets. Additionally, transportation news and commuter alerts will be posted online.



This TDM Plan recommends an online kiosk that residents and office tenants could access from their desk at work, their home, or anywhere else. TDM-related links and information will be posted on this forum, and the Transportation Coordinator will have host permissions to send tenants email notifications pertaining to the TDM Plan and measures. The online kiosk will include information about all the measures, services, and facilities discussed in this Plan, including:

- A summary of VTA and Caltrain services and links to further information about their routes and schedules.
- Bicycling resources on 511.org.
- A local bikeways map.
- Information about ridematching services (511.org, Zimride, and TwoGo).
- A link to the many other trip planning resources available in the Bay Area such as Dadnab, the 511 Transit Trip Planner, real-time traffic conditions, etc.

The building developer would have responsibility for creating the website so that it is up and running as soon as the new building is ready for leasing. More specific information can be added later to reflect any programs specific to certain tenants. The Transportation Coordinator would be responsible for adding new information to the website (or providing it to the website designer) so that the online kiosk remains current and informative.

Bicycle Programs

Bicycle Storage/Facility

The project will provide adequate bicycle parking spaces for both the residential and commercial uses, per the City of San Jose Parking Code.

On-Site Cargo Bicycle Share Program

The project will provide at least one on-site cargo bicycle each for tenants of the office and residential uses to share for the life of the project. The cargo bicycle will be stored in a secured common space that can be checked out by tenants. Additional bicycles will be added as dictated by demand.

Biking Financial Incentives

Future tenants may consider providing their employees with financial incentives to utilize biking when commuting to and from the project site. Offering financial incentives can have a measurable impact on encouraging employees to try modes other than driving alone to work. Daily, weekly, or monthly financial incentives could be offered to those employees who use a bike as their primary mode of travel to work.

One example of a biking financial incentive is the Federal Bike Commuter Benefit which lets bike commuters receive up to \$20 per month as a tax-free employer subsidy for riding to work. This benefit cannot be used in combination with the pre-tax transit benefit in the same month. Additional financial incentives beyond what can be taken tax-free may be appropriate to further encourage biking as a commute mode.

Unbundled Parking (Residential Use Only)

The project will provide 100 percent unbundled parking for all residential spaces. Unbundled parking means separating the cost of parking from residential leases and allowing residents to choose whether or not to lease a parking space. With this approach those tenants without a vehicle would not be required to pay for parking that they do not want or need. This is the most equitable approach and would free up parking for those tenants that require a space and are willing to pay for it. The parking spaces will be priced to avoid tenants parking on the streets or in nearby parking lots. Unbundling residential parking costs from the cost of housing can reduce tenant vehicle ownership and parking demand and can be implemented on a month-to-month lease basis. With a lease, residents receive a monthly bill showing how much they are spending on a parking space and have the option to give up the space if they no longer need it.

Note that Policy TR-8.8 of the Envision San Jose 2040 General Plan calls for San Jose to "Promote use of unbundled private off-street parking associated with existing or new development, so that the sale or rental of

a parking space is separated from the rental or sale price for a residential unit or for non-residential building square footage." In addition, Policy TR-10.1 states: "Explore development of a program... to require that parking spaces within new development in areas adjacent to transit and in all mixed-use projects be unbundled from rent or sale of the dwelling unit or building square footage."

Transit Subsidies

Subsidized transit passes are an extremely effective means of encouraging residents to use transit rather than drive. Transit passes allow residents to save money, as well as help them to avoid the stress of driving during commute periods. One way of doing this is to provide VTA Eco Passes to all residential and office tenants. It is recommended to offer two free annual VTA Eco Passes per residential unit and one per employee for the life of the project. Eco Passes will give tenants unlimited rides on VTA Bus, LRT and Express Bus service seven days a week. Eco Pass is deeply discounted below the standard fares, making it an attractive low-cost benefit to residential communities and employers.

Pre-tax Commuter Benefits

Pre-tax commuter benefit programs allow employees to pay for transit passes with pre-tax earnings and can help encourage transit use among employees. These benefits are offered at the federal tax level and are available to employers of any size. One example is the Commuter Checks program.

Subsidized or Free Transit Passes

Future office tenants may wish to provide free or subsidized transit passes (Caltrain and/or LRT) for their employees. There are a number of ways to structure a financial incentive for transit. Employers can cover a portion or the total monthly cost of transit for those employees who take transit through a pre-tax benefit, or purchase transit passes themselves and distribute them to employees, or offer a universal transit pass program.

Employers may consider universal transit pass programs, which are different from financial incentives in that an employer purchases a pass for all employees, regardless of whether they currently ride transit or not. These passes typically provide unlimited transit rides on local or regional transit providers for a low monthly fee; a fee that is lower than the individual cost to purchase a pass as a bulk discount is given. Such programs are a more cost effective option for employers with regards to reducing vehicle trips and parking demand as compared to purchasing individual passes.

Subsidized or Free Carpools or Vanpools (Commercial Use Only)

Future office tenants may wish to provide their employees with financial incentives to utilize carpooling or vanpooling when commuting to and from the project. If employers/employees are interested in establishing a vanpool there are several existing services that can assist employers. 511.org can provide assistance in setting this program up and finding a vendor. One example of an existing vendor in the Bay Area is Enterprise, which offers vanpooling services for both individuals and employers.

Telecommute/Flexible Work Schedule Program (Commercial Use Only)

Offering employees the opportunity to work from home or travel outside the peak travel periods can help reduce the number of commute trips to and from the project site and reduce employees' vehicle parking demand. The project will include the following infrastructure to support its future tenants to implement an alternative work schedule:

- Heating, cooling, and ventilation systems will be available for extended schedules.
- Security services will be provided to support extended work schedules.
- High-bandwidth internet connections will be included to facilitate telecommuting.

TDM Implementation and Monitoring

As previously stated, the primary purpose of the TDM plan is to reduce the proposed project's parking demand by approximately 50 percent. Per Sections 20.70.330 and 20.90.220 of the San Jose Code of

Ordinances, monitoring progress would be necessary to ensure that the TDM measures are effective and continue to be successfully implemented.

The future TDM administrator would be responsible for ensuring that the TDM trip reduction measures are implemented.

The TDM plan would need to be re-evaluated annually for the life of the project. If it is determined that the 50 percent parking reduction is not being achieved (i.e., the on-site parking garage reaches full capacity), additional TDM measures would need to be introduced to ensure that the parking demand is being addressed by the project without the burden being placed on outside entities.

Conclusions

The TDM measures to be implemented by the project include planning and design measures related to the attributes of the site location and on-site amenities. Such measures encourage walking, biking, and use of transit. The TDM plan includes the following measures:

- On-Site TDM Administrator and Services
 - Trip planning resources
 - Online kiosk
- Bicycle Programs
 - Bicycle storage/facilities
 - On-site cargo bicycle share program
 - Biking financial incentives
- Unbundled parking (Residential Use Only)
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