



HEXAGON TRANSPORTATION CONSULTANTS, INC.

3896 Stevens Creek Boulevard Commercial Development

Transportation Demand Management (TDM) Plan

Prepared for:

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1.

Introduction

This transportation demand management (TDM) plan has been prepared for the for the commercial development at 3896 Stevens Creek Boulevard in San Jose, California. 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 purposes of TDM are to (1) reduce the amount of traffic 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 alternative 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.

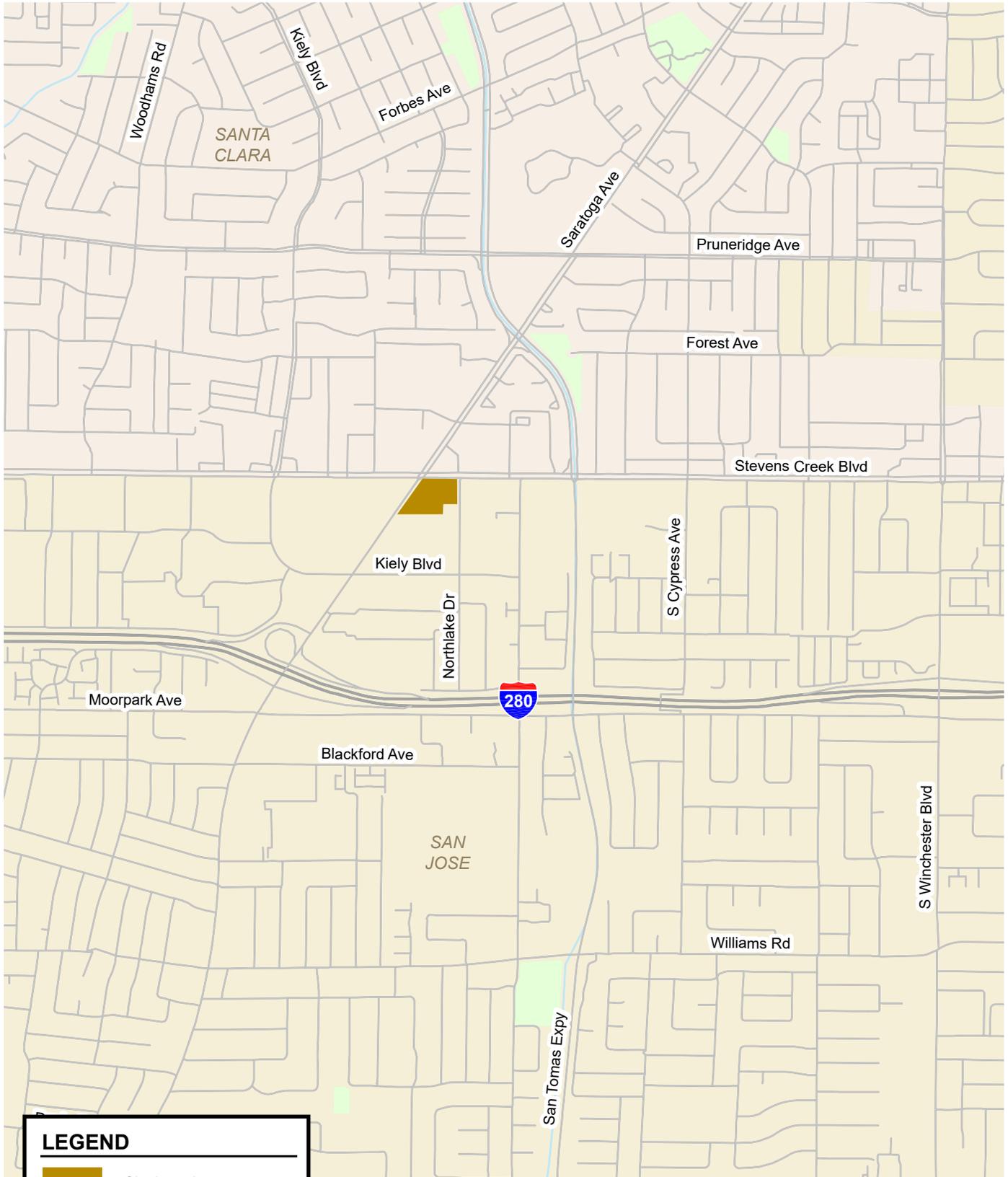
The project proposes a 43 percent reduction in the required vehicle parking spaces. To qualify for a 43 percent reduction, the project is required to implement a TDM plan to reduce parking demand and satisfy the parking reduction requirements as specified in Section 20.90.220 of the Zoning Code. The City of San Jose Planning Director may reduce the required number of parking spaces for a project by up to 50 percent, so long as (1) the reduction in parking will not adversely affect surrounding projects; (2) the reduction in parking will not rely upon or reduce the public parking supply; and (3) the project provides a detailed TDM plan and demonstrates that the TDM plan can be maintained indefinitely.

The TDM plan describes the recommended TDM measures and implementation and monitoring of the TDM plan. Implementation of the recommended TDM measures would encourage future employees to use alternative transportation modes (transit, bicycle, and car-share) and reduce the project's SOV trips, vehicle miles traveled (VMT), and parking demand. Monitoring will ensure that the TDM measures are effective and continue to be successfully implemented.

Project Description

The project site is located at 3896 Stevens Creek Boulevard in San Jose, California, and is within the Stevens Creek Boulevard Urban Village boundary (see Figure 1). The project proposes a commercial building with 308,000 s.f. of office space, 10,000 s.f. of retail space, 5,000 s.f. of restaurant space, a fitness center building with 151,258 square feet of floor area, and a parking garage (see Figure 2).

The project proposes a 1,301-space parking garage, accessed via a driveway on Saratoga Avenue and a driveway on Northlake Drive. The driveway on Saratoga Avenue would align with the existing mid-block left-turn pocket, so vehicles would be able to make left turns into the driveway but not out. The project would also provide 64 long-term and 130 short-term bicycle parking spaces for the entire site and four showers for the office/restaurant/retail building.



LEGEND

 = Site Location

Figure 1
Site Location

2. Transportation Facilities and Services

Transportation facilities and services that support sustainable modes of transportation include commuter rail, buses and shuttle buses, bicycle facilities, and pedestrian facilities. This chapter describes the existing transit services, as well as bicycle and pedestrian facilities, in the vicinity of the project site.

Bicycle and Pedestrian Facilities

All new development projects in San Jose should encourage multi-modal travel, consistent with the goals of the City's General Plan. It is the goal of the General Plan that all development projects accommodate and encourage the use of non-automobile transportation modes to achieve San Jose's mobility goals and reduce vehicle trip generation and vehicle miles traveled. In addition, the adopted City Bike Master Plan establishes goals, policies and actions to make bicycling a daily part of life in San Jose. The Master Plan includes designated bike lanes along many City streets, including designated bike corridors. In order to further the goals of the City, pedestrian and bicycle facilities should be encouraged with new development projects.

Pedestrian Facilities

A complete network of sidewalks is present along the streets in the vicinity of the project site, including Saratoga Avenue, Stevens Creek Boulevard, Northlake Drive, and Kiely Boulevard. The signalized intersections in the vicinity of the project site all have crosswalks. Overall, the existing network of sidewalks and crosswalks has good connectivity and provides pedestrians with safe routes to the project site and transit stops.



Bicycle Facilities

Class II striped bike lanes are present on Saratoga Avenue south of Stevens Creek Boulevard. There are no other designated bike lanes or bike routes on streets in the immediate vicinity of the project site. Northlake Drive and Kiely Boulevard east of Saratoga Avenue are local streets that carry low traffic volumes and are conducive to bicyclists. Stevens Creek Boulevard, Kiely Boulevard, and Saratoga Avenue are arterial streets with high traffic volumes and vehicle speed. Bicyclists need to ride with caution on these streets. Bicycles are also permitted on San Tomas Expressway. However, due to high speeds



and traffic volumes, it is recommended for use only by bicyclists with advanced skills.

Transit Services

Existing transit services near the project site are provided by the Santa Clara Valley Transportation Authority (VTA) (see Figure 3 and Table 1). Four local bus routes (Routes 23, 57, 58) and two limited stop bus routes (Route 323 and 330) serve the vicinity of the project area, as described below. The bus stop closest to the project site is located on Stevens Creek Boulevard along the project frontage.

As part of the VTA's 2019 New Transit Service Plan, VTA is planning to replace the limited route 323 with a new rapid route 523. Rapid route 523 would operate as frequently as route 323, but the service would extend to the Lockheed Martin Transit Center in Sunnyvale and the Berryessa BART Station in San Jose.

Table 1
Existing Bus Routes

Bus Route	Route Description	Closest Stop and Distance to Project Site	Weekday Hours of Operation ¹	Headway (minutes) ¹
Local Bus 23	DeAnza College - Alum Transit Rock Center	On Stevens Creek Blvd (Project Frontage), 125 feet	5:20 AM - 1:00 AM	10-15
Local Bus 57	West Valley College - Great America	On Kiely Blvd at Saratoga Ave, 1,100 feet	5:30 AM - 10:50 PM	30
Local Bus 58	West Valley College - Alviso	On Kiely Blvd at Saratoga Ave, 1,100 feet	6:10 AM - 9:30 AM, 3:20 PM - 8:15 PM	30-35
Limited Stop Route 330	Almaden Expressway & Camden - Tasman Drive	On San Tomas Expy at Stevens Creek Blvd, 1,550 feet	6:45 AM - 9:25 AM, 4:15 PM - 7:30 PM	30-60
Limited Stop Route 323	DeAnza College - Downtown San Jose	On Stevens Creek Blvd at San Tomas Expy, 1,500 feet, and Stevens Creek at Kiely Blvd, 1,500 feet	6:20 AM - 10:40 PM	13-19

1. Approximate weekday operation hours and headways during peak commute periods in the project area, as of October 2019.

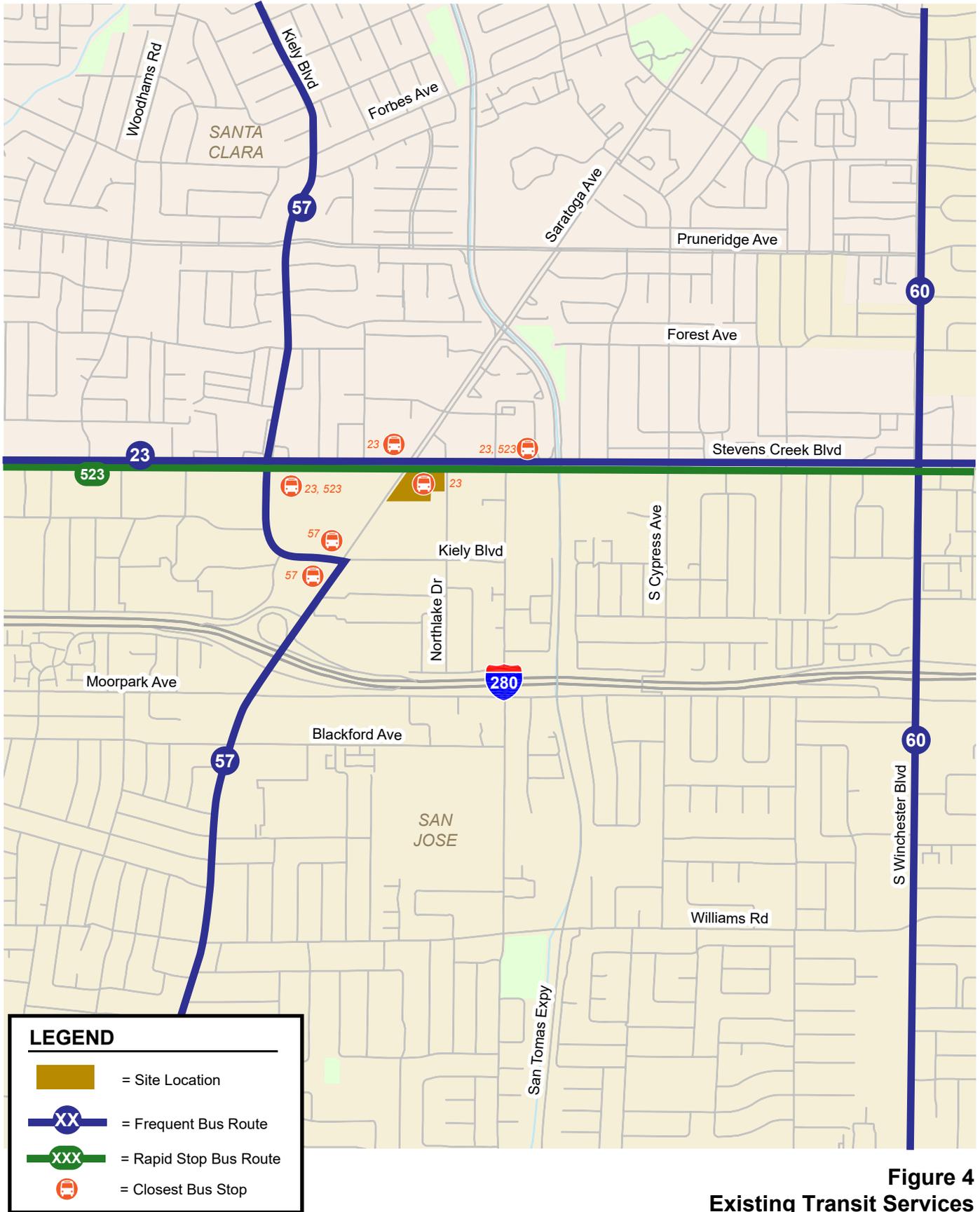


Figure 4
Existing Transit Services

3.

Compliance with the City Parking Code

This chapter describes the City of San Jose's parking requirements and allowable parking reductions as outlined in Chapter 20.90 (Tables 20-190 and 20-210) of the San Jose Code of Ordinances. The proposed parking supply and the project's conformance with the City Parking Code are also described.

City of San Jose Parking Code

According to Section 20.90.220.A.1, 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 of the San Jose Parking Code is outlined below.

Section 20.90.220 – 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 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. *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 Requirements

The project is located in the Stevens Creek Boulevard Urban Village with mixed-use uses surrounding the site, and there are bus stops and bike lanes adjacent to the site. Therefore, it is reasonable to assume that not all employees and customers would drive to site and require a parking space. Implementation of the proposed TDM measures would encourage employees to utilize alternative transportation modes available in the area to reduce SOV trips and parking demand generated by the project.

Within an Urban Village and Proximity to Transit

The project is in compliance with Subsection a of the Zoning Code Section 20.90.220.A.1 because the project is located in the Stevens Creek Boulevard Urban Village. It is expected that with the mixed-use land uses in the urban village area, some employees and customers may live within walking or biking distance and would not need a parking space.

The project is within walking distance to the bus stops for the VTA frequent bus Route 23 and rapid bus Route 523 on Stevens Creek Boulevard and frequent bus Route 57 on Kiely Boulevard. The project is also next to the bike lanes on Saratoga Avenue. The proximity to the bus services and bike lanes would encourage employees to utilize these transportation modes.

Bicycle Parking

In accordance with the City's Parking Standards (Chapter 20.90, Table 20-190), the project is required to provide short-term and long-term bicycle parking based on each specified land use. The project requires 226 long-term spaces and 102 short-term spaces, for a total of 128 bicycle parking spaces (see Table 2).

The project is proposing to provide 64 short term spaces and 130 long term spaces, for a total of 194 bicycle parking spaces. Therefore, according to Subsection b of the Zoning Code Section 20.90.220.A, the proposed bicycle parking spaces is in conformance with the requirements of Table 20-90.

Vehicle Parking

Based on the City's Zoning Code (Table 20-190) off-street parking requirements, the development would require a total of 2,282 parking spaces (see Table 3). The project proposes to provide 1,301 off-street parking spaces, a 43 percent reduction in the required vehicle parking spaces. The project is proposing to implement various parking reduction strategies as part of a TDM plan to address the parking deficit.

Table 2
Bicycle Parking Requirements

Land Use	Size ¹	Required Parking Rate ²	Required Spaces ⁴		
			Long-Term	Short-Term	Total
Fitness Center	88.7 ksf	1 space per 1.6 ksf of recreational space	11	44	55
Office	308.0 ksf	1 space per 4 ksf of floor area ³	13	52	65
Restaurant	3.3 ksf	1 space per 0.8 ksf of dining area	1	3	4
Retail	10 ksf	1 space per 3 ksf of floor area ³	1	2	3
Total Required Spaces			26	102	128
Proposed Spaces			64	130	194
<p><u>Notes:</u> ksf = 1,000 square feet floor area = 0.85 of gross floor area 1. Gross floor area 2. Bicycle parking requirements per Table 20-190 of the San Jose Zoning Code 3. Floor area = 0.85 of gross floor area 4. According to the Zoning Code, at least 80% of the required bicycle parking spaces should be provided in short-term bicycle parking facilities and at most 20% should be provided in long-term bicycle facilities</p>					

Table 3
Vehicular Parking Requirements

Land Use	Size ¹	Required Parking Rate ²	General City Parking Requirements
			Required Spaces
Fitness Center	88,733 s.f.	1 space per 80 s.f. of recreational space	1,109
Office	308,000 s.f.	1 space per 250 s.f. of floor area ³	1,047
Restaurant	3,300 s.f.	1 space per 40 s.f. of dining area	83
Retail	10,000 s.f.	1 space per 200 s.f. of floor area ³	43
Total Required Spaces			2,282
Proposed Spaces (43% Reduction from General City Requirements)			1,301
<p><u>Notes:</u> s.f. = square feet 1. Gross floor area 2. Vehicular parking requirements per Table 20-190 of the San Jose Zoning Code 3. Floor area = 0.85 of gross floor area</p>			

4. Recommended TDM Measures

This chapter describes TDM measures recommended for the project, which would include designs, facilities, and services that promote sustainable modes of transportation and reduce parking demand. The TDM measures for the project were developed using Sections 20.90.220 of the San Jose Code of Ordinances and the TDM strategies included in the San Jose VMT Evaluation Tool.

Implementation of the recommended TDM measures would encourage future employees using alternative transportation modes (transit, bicycle, and car-share) to reduce the parking demand and SOV trips generated by the project.

Bicycle Parking Facilities

The property owner will provide at least 194 bicycle parking spaces per the City of San Jose Parking Code. Long-term bicycle parking will be provided for employees in a safe storage room in the ground floor of the parking garage, next to the lobby/elevators of the office building (see Figure 4). Short-term bike racks will be located in various locations along Stevens Creek Boulevard and Saratoga Avenue and within the site (see Figure 4).



By offering accessible and safe storage, nearby employees can commute by bicycle. Additionally, each tenant will be given the option whether to allow future employees to bring their bikes into the building and store the bicycles at their cubical or office area. Both options encourage employees to bike to work knowing they will be able to safely store their bicycle.

On-Site Showers/Lockers

The property owner will include on-site shower facilities to serve all office tenants and the fitness center employees. Four shower and changing rooms will be located next to the bike room (see Figure 4), which meet the required showers established in the Zoning Code (Table 20-216).

Additionally, the office building will be designed to allow future tenants to add additional shower/restroom facilities in each floor. According to LEED standards, shower and changing facilities should be provided for 0.5 percent of full-time equivalent employees. Based on this standard, six unisex showers (two additional showers than the required showers) would be adequate to serve the office building. This estimate assumes 1,232 employees at 250 square feet per employee.



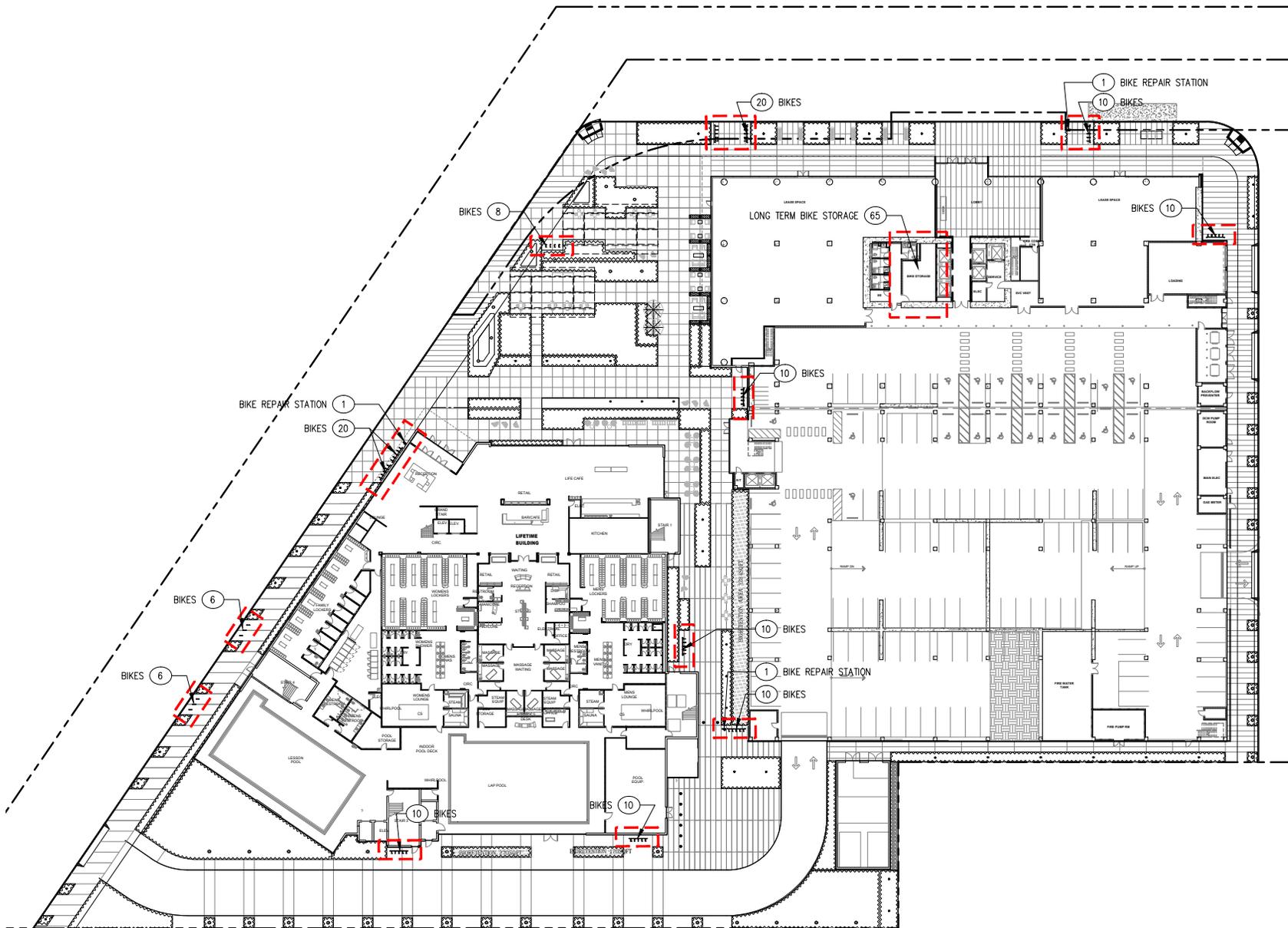


Figure 4
Bicycle Parking Locations

In addition to providing shower and locker facilities for the office building, the project applicant has indicated that there will be on-site lockers for employees of the fitness center component.

Shower facilities encourage employees to utilize multi-modal travel in order to incorporate fitness into their daily routines. This approach is consistent with the goals of the City's General Plan, which aim to encourage the use of non-automobile transportation modes to achieve San Jose's mobility goals and reduce vehicle trip generation and vehicle miles traveled.

Preferential Parking for Carpools

Providing preferential parking spaces in the most convenient locations for carpool vehicles would encourage employees and the fitness customers to carpool and reduce parking demand. Therefore, the property owner should designate some parking spaces on the ground and P2 levels near the lobbies/elevators for carpool vehicles.



Passenger Loading for Rideshare Vehicles

Providing convenient passenger loading zones near the entrances of the office building and fitness center would encourage employees and customers to utilize rideshare services/programs (e.g., Uber, Lyft, Scoop, Waze Carpool, etc.) and reduce parking demand. Therefore, the property owner should designate curbside passenger loading zones on Stevens Creek Boulevard near the office building entrance and on Saratoga Avenue near the fitness center entrance.

Commute Trip Reduction Marketing and Education

The property manager should be responsible for ensuring that tenants and their employees are aware of alternative transportation options. The property manager should provide transportation information packets to all new tenants. The packets should include information about VTA transit maps/schedules for bus routes in the project vicinity, locations of bus stops, bike maps, on-site bicycle parking and showers, ridesharing options, preferential parking for carpools, and passenger loading zones for rideshare. As part of the lease agreement, future tenants should be required to distribute the transportation information packet to employees and ensure employees are aware of alternative transportation options.

Rideshare Resources

The property manager should provide tenants with information on 511.org's RideMatching service and other peer-to-peer rideshare programs. For example, Scoop and Waze Carpool utilize mobile apps to match commuters. As part of the lease agreement, future tenants should be required to inform employees the rideshare services, encourage employees to carpool, and make effort to arrange a similar work schedule for employees that can carpool if possible.

- **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 employment or residential area that may have vacancies.

- Scoop.** Scoop is an app that tries to increase carpooling by connecting riders with drivers. Scoop is aimed at filling empty seats on existing commutes. The night before going to work, a user tells the app that they are looking to either drive or ride and what time they plan on leaving. They're then automatically matched with someone on a similar route. The rider pays the driver a distance-based fee for the ride through the app. In the early afternoon the process repeats for evening commutes. In order to deal with the uncertainty of rides that are only scheduled one-way, Scoop includes a featured called Guaranteed Ride Home. If a rider cannot be matched with a driver for their return trip, Scoop will reimburse them up to \$50 per month to take public transportation or a taxi home.
- Waze Carpool.** Waze is an app that allows users to drive or ride in a carpool. Users get matched with riders on their route by requesting a ride from a driver going in the same direction. Drivers and riders split the cost of gas and drivers are reimbursed for other ride-related costs. Waze carpool allows 5 people to share a ride (1 driver and 4 riders).



Ride-Matching Assistance

One of the greatest impediments to carpool and vanpool formation can be finding suitable riders with similar work schedules, origins, and destinations. Facilitated ride-matching can overcome this obstacle by enabling commuters who are interested in ridesharing to enter their travel preferences into a database and receive a list of potential rideshare partners. The success of these programs is largely determined by the number of participants and, in turn, the number of potential matches that can be made.

The property manager should provide tenants/employees with information on 511.org's RideMatching service and work with 511.org to develop a matching service limited to the tenants/employees of the project buildings. The property manager should create an employee home location map or work with 511.org to create this graphic to share with tenants, and tenants will provide employees with information about potential carpool matches.

Building Designs to Support Telecommute/Flexible Work Schedules

Flexible working schedules whereby employees work a 40-hour week in 4 days or 80 hours in 9 days are another way of reducing trips and VMT. Although it is not known what work schedules would be required or allowed by the future office tenants of the development, it is reasonable to ensure that the building infrastructure supports alternative work schedules. Future office tenants should consider adopting a telecommute/flexible work schedule policy so that their employees can work from home or travel outside the peak travel periods.

The project should include the following infrastructure to support its future tenants to implement an alternative work schedule:

- Heating, cooling, and ventilation systems should be available for extended schedules.
- Fiber optic wiring should be included to facilitate telecommuting.
- Security services should be provided to support extended schedules.
- Access to buildings and parking areas should be available to employees working outside of regular business hours.

Summary of TDM Measures

The TDM measures for the project were developed using the City of San Jose's VMT Evaluation Tool and Section 20.90.220 of the San Jose Code of Ordinances. Implementation of the recommended TDM measures would encourage future fitness center and office employees and fitness center customers to use alternative transportation modes (transit, bicycle, and ride-sharing) to reduce SOV trips, VMT, and parking demand. The proposed TDM plan includes the following measures.

- Bicycle parking facilities
- On-site showers and lockers
- Preferential parking for carpools
- Passenger loading for rideshare vehicles
- Commute trip reduction marketing and education
- Rideshare resources
- Ride-matching assistance
- Building designs to support telecommute/flexible work schedules

5. TDM Implementation and Monitoring

Implementation of the recommended TDM measures would encourage future employees, fitness center patrons, and retail customers to use alternative transportation modes (transit, bicycle, and ride-sharing) to reduce the SOV trips generated by the project, thereby reducing VMT and parking demand. Per Section 20.90.220 of the San Jose Code of Ordinances, monitoring will be necessary to ensure that the TDM measures are effective and continue to be successfully implemented for the life of the project.

Implementation

The property owner must submit this TDM plan to the City of San Jose and will be responsible for ensuring that the TDM measures are incorporated into the project. After the development is constructed and the office space is leased, the property manager needs to notify the tenants of the TDM measures. It is assumed that the property manager for the project will be responsible for implementing the ongoing TDM measures. If the property manager changes for any reason, the City and tenants should be notified of the name and contact information of the new designated property manager.

Monitoring and Reporting

The TDM plan will be evaluated annually to ensure that adequate parking continues to be provided on-site. It is recommended that the property manager consult with City staff to ensure the monitoring and reporting meets the City's expectations. Monitoring should include the following components:

- Annual Vehicle Parking Counts
- Annual Employee Mode Share Survey

Annual Vehicle Parking Counts

Annual parking counts will be conducted by a third party on a typical weekday (Tuesday, Wednesday, or Thursday). Counts of the number of parked vehicles and vacant spaces will be conducted between 10:00 AM - 2:00 PM. The goal of the TDM plan is to avoid parking spillover. If this occurs, the applicant will revise this TDM plan within six weeks and incorporate additional measures to reduce parking demand such that spaces are less than fully occupied. The revised TDM plan will be submitted to the Department of Planning, Building, and Code Enforcement's Environmental Review team. A supplemental TDM monitoring report will be completed six months after the revisions to the TDM plan occur. The six-month supplemental TDM monitoring report will be submitted to the Department of Planning, Building, and Code Enforcement's Environmental Review team. If parking demand is again not reduced to where there are available spaces, additional measures shall be incorporated and monitoring will occur at six month intervals (as described above) until demand is reduced.

Annual Employee Mode Share Survey

The annual survey will provide qualitative data regarding employee perceptions of the alternative transportation programs and perceptions of the obstacles to using an alternative mode of transportation. The annual survey also will provide quantitative data regarding the number of employees who utilize alternative modes of transportation (e.g., transit, bike-to-work, or rideshare) to commute to work, including the frequency of use. The employee mode share survey results will measure the effectiveness of the individual measures and facilitate the design of possible program enhancements.

Annual Monitoring Report

The property manager should submit annual monitoring prepared by a qualified traffic engineer to the City of San Jose for the life of the project with the following information:

- Findings of the vehicle parking counts.
- Effectiveness of individual measures from the annual employee mode share survey.
- A description of the TDM programs and services that were offered to the office and fitness center tenants/employees and the fitness center customers in the preceding year, with an explanation of any changes or new programs offered or planned.