APPENDIX I

TRANSPORTATION DEMAND MANAGEMENT PLAN

HEXAGON TRANSPORTATION CONSULTANTS, INC.

1212 South Winchester Hotel Development

Draft Transportation Demand Management (TDM) Plan

Prepared for:
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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 hotel development located at 1212-1224 S. Winchester Boulevard to satisfy the requirements outlined in Section 20.90.220 of the San Jose Code of Ordinances. The ordinance allows 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 the requirements of the City's ordinance and includes TDM measures designed to reduce the trips and parking demand of guests and visitors. The TDM plan includes the following measures:

- Bicycle parking
- On-site bicycles for guest use
- Guest Shuttle services
- On-site access to car-share vehicles for hotel employees and guests
- On-site paid parking
- Free annual VTA Smart Pass for employees
- Financial Incentives for employees who bike or walk to work
- On-site TDM coordinator and services

Project Description

The project site is located along the east side of Winchester Boulevard, approximately 450 feet north of Payne Avenue and within a designated Urban Village (Winchester Boulevard). 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

As proposed, the development would consist of the replacement of two single-family homes on-site with a 119-room hotel providing a total of 66 parking spaces. Access to and from the project site would be provided via one right-in/right-out driveway along Winchester Boulevard. The project site location and the surrounding study area are shown on Figure 1. The project site plan is shown on Figure 2.

Based on the City's parking code requirements, the project would need to provide 129 off-street parking spaces before any reductions. However, the project is located in the Winchester Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. With the 20 percent reduction, the required parking would be reduced to 104 spaces. The project is proposing a total of 66 parking spaces, which would not meet the City's reduced parking requirements.

The proposed number of parking spaces represent a 48.8% reduction from the standard required number of spaces. With the 20% Urban Village reduction, the project requires an additional 28.8% reduction in on-site parking spaces. Therefore, the project will need to submit and have approved a TDM plan. The TDM plan will need to include at least three TDM measures specified in Subsections c and d of Section 20.90.220.A.1.

Location and Proximity to Transit

The location of a project within an urban village promotes pedestrian and bicycle travel in a high-density area of complementary land uses.

The project site is located approximately 1.4 miles from the Hamilton LRT Station, at the interchange of SR 17 and Hamilton Avenue, which connects to the San Jose Diridon Station. Several VTA local and express route bus stops are located within walking distance of the project site. 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.

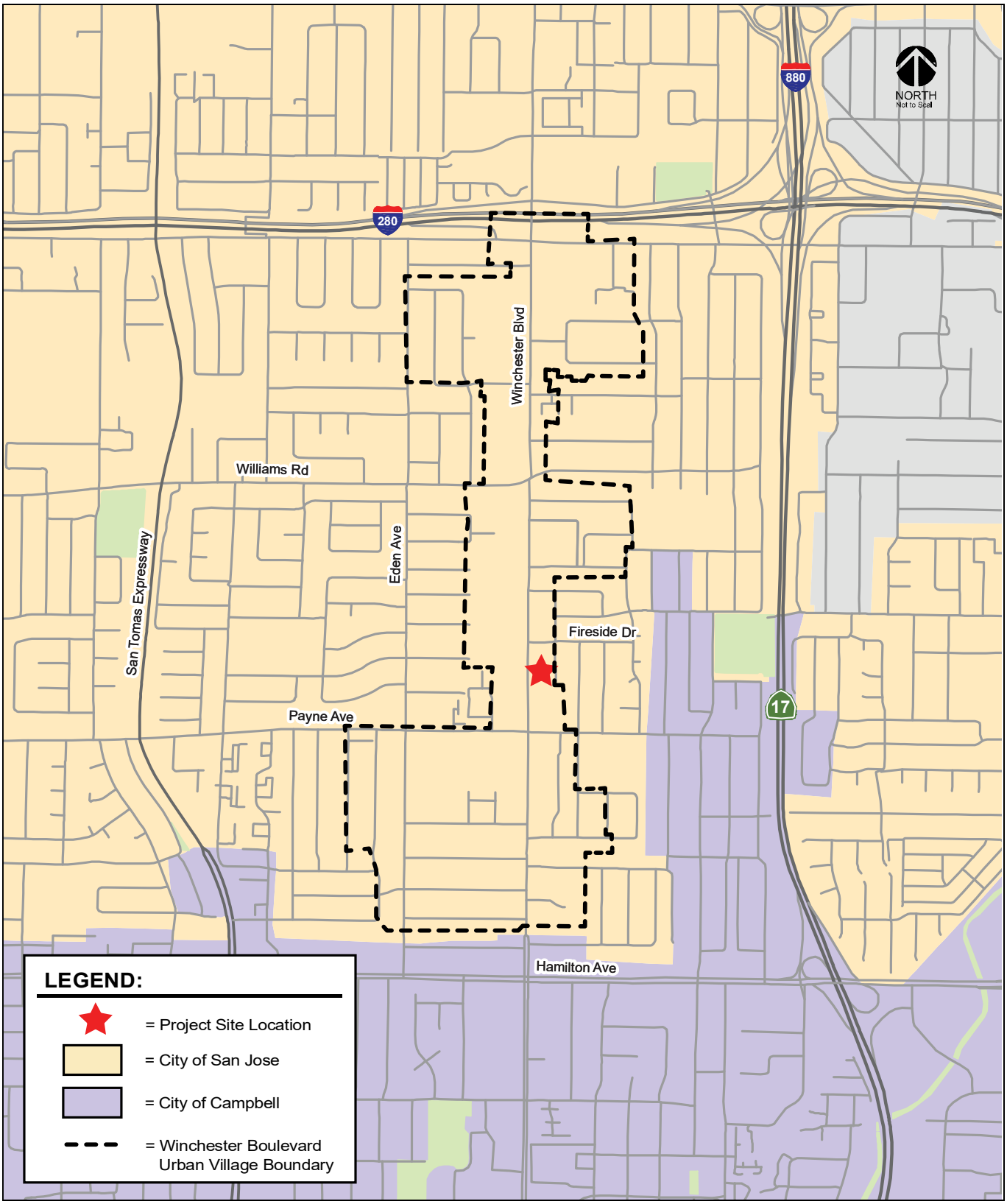

Figure 1
Project Site Location

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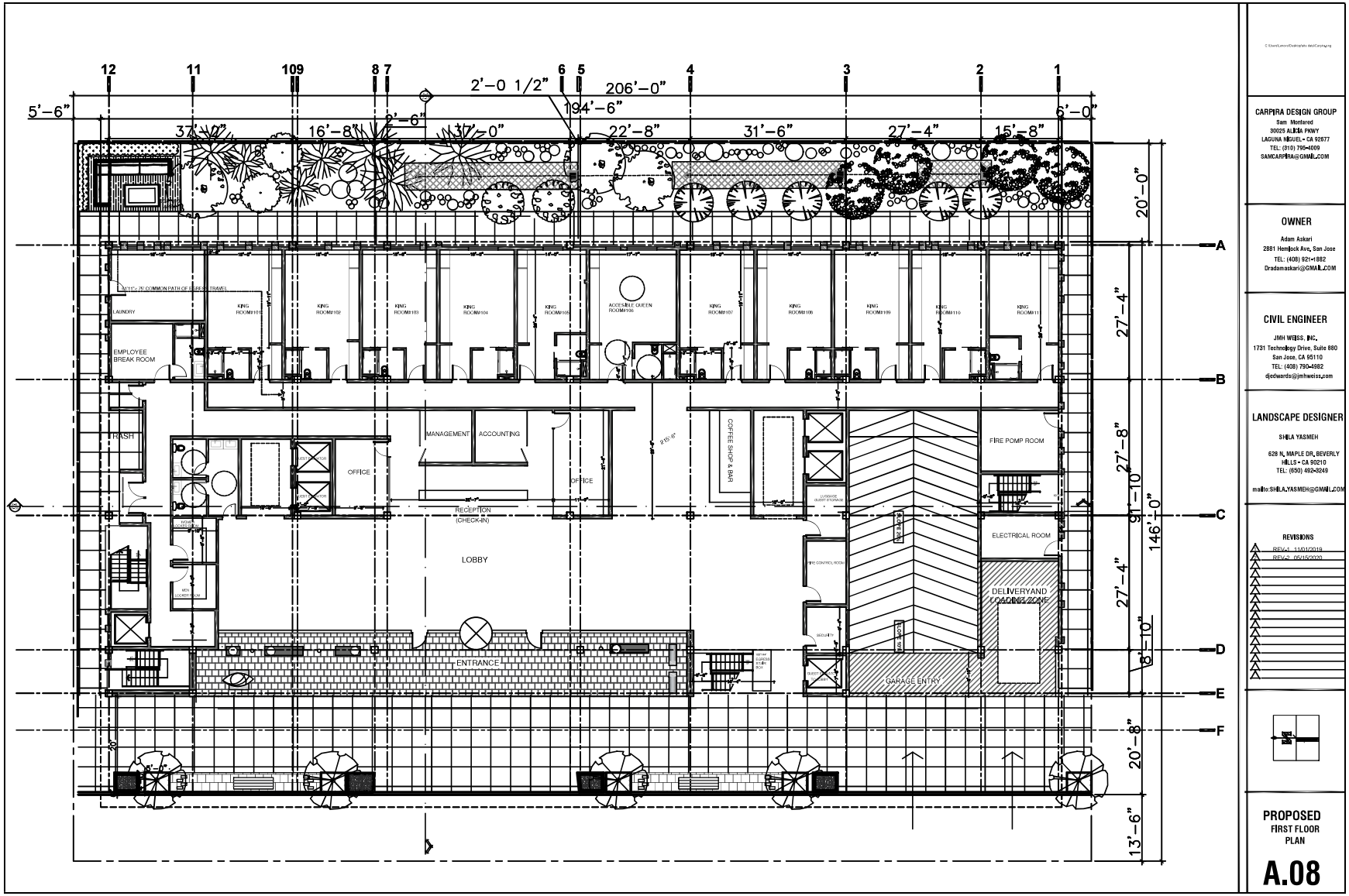

Figure 2
Project Site Plan

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 SR 17 and I-280. These facilities are described below.

SR 17 is a six-lane freeway in the vicinity of the site. It extends from Santa Cruz to I-280 in San Jose, at which point it makes a transition to I-880 to Oakland. Access to the site is provided via its interchange with Hamilton Avenue.

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 to 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 and via SR 17 to Hamilton Avenue.

Local access to the site is provided by Winchester Boulevard, Moorpark Avenue, Williams Road, Payne Avenue, Hamilton Avenue, San Tomas Expressway, and Eden Avenue. These roadways are described below.

Winchester Boulevard is a divided six-lane north-south roadway that runs from Los Gatos to Lincoln Street in Santa Clara. In the project vicinity, Winchester Boulevard is considered a “Main Street” based on the City’s General Plan 2040 Street Typologies and has a posted speed limit of 35 mph with sidewalks on both sides of the street and on-street bike lanes between I-280 and Stevens Creek Boulevard. Direct access to and from the project site is provided via a right-in/right-out only driveway along Winchester Boulevard.

Moorpark Avenue is a four-lane east-west roadway that runs from Lawrence Expressway to Bascom Avenue. Moorpark Avenue is considered a “City Connector Street” based on the City’s General Plan 2040 Street Typologies. East of Bascom Avenue, Moorpark Avenue makes a transition into a three-lane one-way roadway to Leigh Avenue. Moorpark Avenue provides access to the project site via Winchester Boulevard.

Williams Road is a two-lane east-west roadway in the vicinity of the project site. It extends east from Moorpark Avenue to South Daniel Way, just east of Winchester Boulevard and is considered as "On-Street Primary Bicycle Facility" based on the City's General Plan 2040 Street Typologies. Williams Road provides access to the project site via Winchester Boulevard.

Payne Avenue is a two-lane east-west roadway in the vicinity of the project site. It extends east from Saratoga Avenue to Almarida Drive, just east of Winchester Boulevard and is considered a "Local Connector Street" based on the City's General Plan 2040 Street Typologies. Payne Avenue provides access to the project site via Winchester Boulevard.

Hamilton Avenue is a six-lane east-west roadway between Marathon Drive and Leigh Avenue. West of Marathon Drive, Hamilton Avenue narrows to a four-lane roadway and extends west to Campbell Avenue. East of Leigh Avenue, Hamilton Avenue narrows to a four-lane roadway and extends west to Meridian Avenue. Hamilton Avenue provides access to the project site via Winchester Boulevard.

San Tomas Expressway is a north-south expressway that begins at its interchange with US 101 and extends southward through Santa Clara and San Jose and into Campbell, where it transitions into Camden Avenue at SR 17. San Tomas Expressway provides access to and from the project site via Williams Road and Payne Avenue.

Eden Avenue is a two-lane north-south roadway in the vicinity of the project site. It extends north from Hamilton Avenue to Moorpark Avenue. Eden Avenue provides access to the project site via Williams Road and Payne Avenue.

Existing Bicycle and Pedestrian Facilities

Class II Bikeway (Bike Lane). Class II bikeways are striped bike lanes on roadways that are marked by signage and pavement markings. Within the vicinity of the project site, striped bike lanes are present on the following roadway segments.

- Winchester Boulevard, between Hamilton Avenue and Payne Avenue
- Hamilton Avenue, west of SR 17
- Payne Avenue, west of Winchester Boulevard
- Williams Road, west of Baywood Avenue
- Moopark Avenue, west of Thornton Way
- Monroe Street, between Tisch Way and Stevens Creek Boulevard
- Winchester Boulevard, between Tisch Way and Stevens Creek Boulevard

Class III Bikeway (Bike Route). Class III bikeways are bike routes and only have signs to help guide bicyclists on recommended routes to certain locations. In the vicinity of the project site, the following roadway segments are designated as bike routes.

- Payne Avenue, between Winchester Boulevard and Greenbriar Avenue
- Eden Avenue, between Impala Drive and Hamilton Avenue
- Milton Avenue, south of Hamilton Avenue
- Darryl Drive, between Hamilton Avenue and Payne Avenue
- Monroe Street, between Moopark Avenue and Williams Road
- Williams Road, between Baywood Avenue and Daniel Way
- Daniel Way, between Williams Road and Westfield Avenue
- Thornton Way, between Moorpark Avenue and Downing Avenue
- Central Avenue, bewteen Hamilton Avenue and Westfield Avenue
- Downing Avenue, east of SR 17

Although none of the residential streets near the project site (i.e., Cadillac Drive and Eden Avenue) provide bike lanes or are designated as bike routes, due to their low traffic volumes, many of them are conducive to bicycle usage. The existing bicycle facilities are shown in Figure 3.

The locations of three pedestrian footbridge crossings over freeways in vicinity of the project site are listed below and shown in Figure 3.

- SR 17 pedestrian footbridge connecting Westfield Avenue and Downing Avenue
- I-280 pedestrian footbridge connecting Moorpark Avenue and Cypress Avenue
- I-280 pedestrian footbridge connecting Moorpark Avenue and Tisch Way

Controlled crosswalks across Winchester Boulevard are provided near the project site at the signalized Williams Road and Payne Avenue intersections with Winchester Boulevard. 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 and described below. The local bus routes near the project site are shown on Figure 4. The project site is served directly by one bus route (Frequent Route 60) with a stop along its frontage on Winchester Boulevard.

Frequent Route 25 runs from the De Anza College to Alum Rock Transit Center and operates from 5:00 AM to 12:30 AM on weekdays with 15- to 30-minute headways during commute periods. Route 25 operates along Winchester Boulevard and Williams Road in the project area. The closest bus stop is located approximately 2,000 feet north of the project site at the intersection of Winchester Boulevard and Williams Road.

Local Route 56 runs from Lockheed Martin to Tambien Station and operates from 5:00 AM to 10:30 PM on weekdays with 30-minute headways during commute periods. The closest bus stop is located approximately 0.6 mile south of the project site at the intersection of Winchester Boulevard and Hamilton Avenue.

Frequent Route 60 runs from the BART Station in Milpitas to Winchester Station via SJC Airport and operates from 5:00 AM to 12:30 AM on weekdays with 15-minute headways during commute periods. Route 60 operates along Winchester Boulevard in the project area. The closest southbound and northbound bus stops to the project site are located approximately 500 feet south of the project site near the Winchester Boulevard and Payne Avenue intersection.

Express Route 101 runs from the Camden Avenue near Highway 85 to Stanford Research Park in Palo Alto and operates two northbound trips during the morning commute period and two southbound trips during the afternoon commute period with 50- to 60-minute headways. The closest bus stop is located approximately 0.6 mile south of the project site at the intersection of Winchester Boulevard and Hamilton Avenue.

VTA Light Rail Transit (LRT) Service

LRT Green Line runs from the Winchester Transit Center in Campbell to Old Ironsides in Santa Clara and operates from 5:00 AM to 1:00 AM with 15-minute headways during the peak commute periods. The closest LRT station is located approximately 1.4 miles from the project site at the interchange of SR 17 and Hamilton Avenue.

LRT Route 902 connects to other services such as Caltrain, Amtrak, and ACE in downtown San Jose at the Diridon Transit Center.

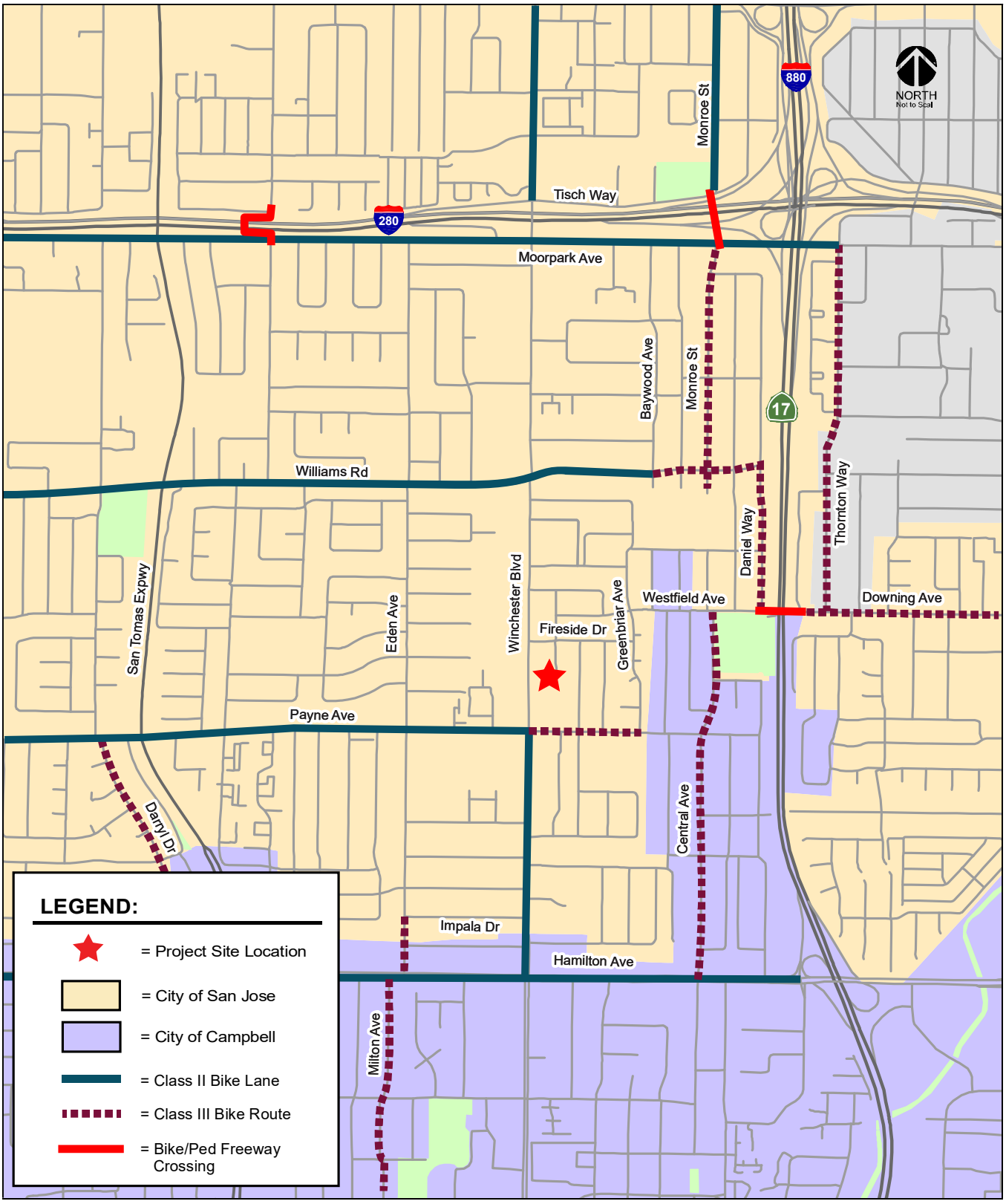

Figure 3
Existing Bicycle Facilities

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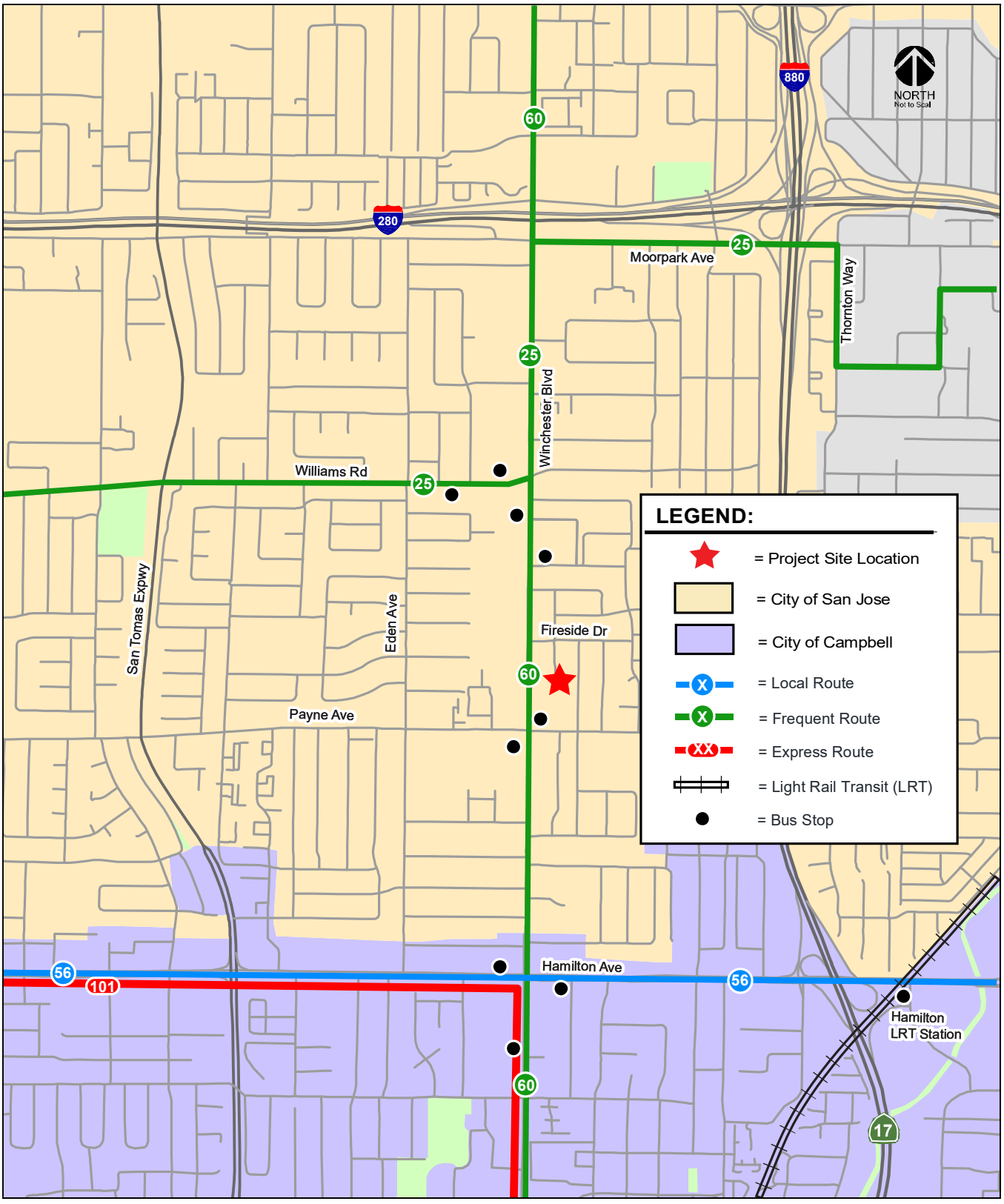

Figure 4
Existing Transit Facilities

3. TDM Plan

The TDM measures for the project were developed based on the parking reduction requirements outlined in Section 20.90.220 of the San Jose Code of Ordinances and were geared to meeting up to a 48.8 percent parking reduction.

Implementation of the proposed TDM measures would encourage hotel guests to utilize 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 20 percent is automatically allowed if the provisions of Subsections a and b are met. A reduction of up to 50 percent may be authorized if the project conforms to the 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.

Urban Village Area (Subsection A)

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 (Subsection B)

According to the City's Bicycle Parking Standards (Chapter 20.90, Table 20-190), the project is required to provide bicycle parking for the project at a rate of one bicycle parking space plus one space per 10 guest rooms. This equates to a total requirement of 13 bicycle parking spaces. The project site plan indicates that two bicycle storage areas will be located within the basement level of the parking garage. The storage areas are shown to provide space for a total of 27 bicycles. Therefore, the proposed bicycle parking on-site will exceed the City's requirements and encourage the use of non-auto modes of travel and minimize the demand for on-site parking. Therefore, the project would comply with Subsection 20.90.220.A.1.b.

Vehicle Parking Requirement

The City's parking requirements for hotel uses (Section 20.90.060 Table 20-210) requires 1 vehicle parking space for each hotel room and 1 vehicle parking space for each hotel employee. The project proposes 119 hotel rooms and 10 employees per shift. Based on the City's parking code requirements, the project would need to provide 129 off-street parking spaces before any reductions. However, the project is located in the Winchester Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. With the 20 percent reduction, the required parking would be reduced to 104 spaces. The project is proposing a total of 66 parking spaces, which would not meet the City's reduced parking requirements.

The proposed number of parking spaces represent a 48.8% reduction from the standard required number of spaces. With the 20% Urban Village reduction, the project requires an additional 28.8% reduction in on-site parking spaces. Therefore, the project will need to submit and have approved a TDM plan. The TDM plan will need to include at least three TDM measures specified in Subsections c and d of Section 20.90.220.A.1.

Recommended TDM Measures

The recommended TDM measures are intended to encourage hotel guests and employees 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. 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 20.90.220.A.1.e.

Bicycle Programs (Guests)

Bicycle Storage/Facility

The project will provide adequate bicycle parking per the City of San Jose Parking Code.

On-Site Bicycle Share Program

The proposed project would provide on-site bicycles for visitors to share. The bicycles would be stored in a secured common space that can be checked out by guests. Local destinations such as Westridge Valley Fair, Santana Row, and Winchester Mystery House are a short bicycle ride away from the proposed project. Inclusion of a bike share program would likely reduce the need for guests to use a car.

Guest Shuttle Services (Guests)

The proposed project would offer free shuttles to guests. The shuttle destinations would be determined based on guest preferences. It is initially thought that shuttles would serve the Mineta International Airport and downtown in San Jose. Since the proposed project is a hotel, a portion of the guests would likely be traveling through the airport. With the option of using the free shuttle, the need for a car and a parking space would be reduced. Mineta International Airport is approximately 4.4 miles driving distance from the proposed project. The shuttles may also serve other transit hubs including Diridon Station if deemed necessary by guest demand.

On-Site Car-Share Program (Guests)

The proposed project would provide on-site access to a car-sharing service such as Zipcars for hotel employees and guests. Vehicles will be located on-site allowing hotel employees and guests to come and go at their convenience. Vehicles can be reserved prior to visiting the hotel.

On-Site Paid Parking (Guests)

The project proposes to provide valet-only parking only on-site due to the presence of stacked parking lifts within the parking garage. Use of the valet service will incur an additional fee for guests, which will be added to room billings. Providing only paid parking on-site would encourage guests to utilize alternative modes of travel to the hotel, such as transit or guest shuttle service.

Free VTA Smart Passes (Employees)

The proposed project would offer free annual VTA Smart Passes for employees for the life of the project. Smart Passes would give employees unlimited rides on VTA Bus, light rail transit (LRT), and Express Bus service seven days a week. Smart Pass is deeply discounted below the standard fares, making it an attractive low-cost benefit to employees.

Financial Incentives for Biking or Walking to Work (Employees)

In order to encourage employees of the proposed project to use alternative modes to get to work, a parking cash-out program for employees would be established. Employees who walk or bike to work at least 4 days per week would be eligible to receive a financial incentive for doing so. Employees who request a parking cash-out for bicycling or walking to work would not be eligible to receive subsidized annual VTA Smart Passes.

Participating employees would not be allowed to park in the project's parking garage on a daily basis. However, since there may be times when employees who primarily commute using alternative modes of transportation need to drive to work, employees who receive a financial incentive for biking or walking to work (or who receive subsidized transit passes) should be allowed to park in the garage on such occasions. The maximum number of times those individuals may park in the garage could be set at twice a month, or some similar limit based on employee feedback from annual Employee Surveys.

The amount of the financial incentive for walking or biking to work would be $50 per month. The Federal Bike Commuter Benefit allows employees to receive up to $20 per month tax-free. The balance of $30 for bicyclists and the full $50 for those who regularly walk to work would be considered taxable income to employees. (Although transit and vanpool subsidies up to $255 per month are exempt from federal income taxes, the Federal Bike Commuter Benefit is limited to $20 per month.)

Parking cash-out is a state law in California, but the state law only applies to employers with 50 employees or more who lease their parking and where parking costs can be separated out as a line item on their lease. Because the proposed hotel would not have 50 employees, we note that the state law does not apply to this project. The parking cash-out program is voluntarily included as an element of this TDM Plan.

On-Site TDM Coordinator and Services (Employees)

The proposed project would provide an on-site TDM coordinator, who would be responsible for implementing and managing the TDM plan. The TDM coordinator would be a point of contact for guests and employees should TDM-related questions arise, and would be responsible for ensuring that guests are aware of all transportation options and how to fully utilize the TDM plan. The TDM coordinator would provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide guests information at the time of check-in. The process would include information about public transit services, ridesharing services (e.g., Uber, Lyft, and Wingz), bicycle maps, the on-site bicycle-share program, the on-site car-sharing program and the guest shuttle.
- A summary of the transportation options offered to all guests and employees.
- Manage the on-site bicycle-share program to ensure the bicycles remain in good condition.
- Manage the on-site car-share program to ensure the vehicles are used in the manner intended by the car-sharing service.
- Provide information to employees about subsidized transit passes and the financial incentive programs for employees who bike or walk to work.
- Conduct parking surveys annually to track actual parking demand and determine whether additional TDM measures, or another parking solution, is needed.

TDM Implementation and Monitoring

As previously stated, the primary purpose of the TDM plan is to reduce the proposed project's parking demand by up to 48.8 percent. Per Section 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 TDM plan would need to be re-evaluated annually for the life of the project. If it is determined that the 48.8 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, the site design, and on-site amenities. Such measures encourage walking, biking, and use of transit. The TDM plan includes the following measures:

- Bicycle parking
- On-site bicycles for guest use
- Guest Shuttle services
- On-site access to car-share vehicles for hotel employees and guests
- On-site paid parking
- Free annual VTA Smart Pass for employees
- Financial Incentives for employees who bike or walk to work
- On-site TDM coordinator and services