



227 N 1ST STREET & 240 N 2ND STREET, SAN JOSE



Hillbrook High School Transportation Demand Management Plan *Transportation Action Plan*



November 22, 2022



Hillbrook High School

227 N. 1st Street and 240 N 2nd St, San Jose

Student & Staff Transportation Demand Management Operations Plan



Prepared by



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Summary List of Hillbrook High School TDM Measures

TDM Specialists, Inc. Qualifications

TDM EXECUTIVE SUMMARY

1.0 INTRODUCTION

Hillbrook School was founded in 1935, with its main campus at Marchmont Drive, Los Gatos. Hillbrook School is restoring two historic spaces – the Moir Building and the Armory located in Downtown San Jose- to serve as a high school, their second campus.

Their current campus in Los Gatos has a robust Transportation Demand Management Program headed by their Director of Transportation Programs. This program aims to promote "eco-conscious and safe alternative transportation resources," Hillbrook School will extend and enhance this program for their high school campus in Downtown San Jose.

This Transportation Demand Management (TDM) Plan provides recommendations regarding TDM strategies feasible for Hillbrook High School's future faculty, employees, students, and parents. Executing the TDM Plan measures will increase commuter travel via walking, biking, scooter, carpooling, vanpooling, and transit use.

The TDM Plan combines services, incentives, facilities, and actions that reduce single occupant vehicle (SOV) trips, heavily promoting the school's expanded shuttle program, public transit, cycling, and ridesharing, relieving traffic congestion, parking demand, and air pollution.

The following consolidated TDM Plan presents mitigation strategies for peak-hour and daily vehicle trips typically associated with a high school.

This TDM Plan encompasses an array of alternative transportation mode-use strategies categorized in the following six sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure Measures
- III. General TDM Strategies & Programs
- IV. Student Programmatic TDM Strategies
- V. Faculty, Staff, Employee Programmatic TDM Strategies
- VI. TDM Monitoring and Reporting

Hillbrook High School will monitor its trip reduction activities. The first Annual Student Travel Mode Assessment Transportation Survey will be conducted at the academic year-end, one year after the high school opens.

2.0 HILLBROOK HIGH SCHOOL LOCATION

Hillbrook High School campus will be in the St. James Park neighborhood, occupying the 1894 Moir Building at 227 N. First Street, and San Jose Armory, located at 240 N. Second Street.

Hillbrook High School is close to a VTA bus stop and the St. James Light Rail Station, both within a quarter mile from the school. Shown below is a location map of the San Jose Hillbrook High School.

Hillbrook High School Location Map



SECTION I – EXISTING TRANSPORTATION CONDITIONS

3.0 TRANSIT INFRASTRUCTURE

This school's proximity to VTA buses and light rail leverages connections to additional transit resources. The VTA bus trips serving the nearest stop at the school are 221-weekday trips for routes 72 and 73, and the St. James Light rail station trips total 211-weekday trips for the Blue and Green Lines. Shown on page 4 is a listing of transit resources available to the school's faculty, employees, parents, and students.

Public Transportation Access

432 daily transit trips are serving the areas near the school. The VTA bus drop-off and pick-up locations offer walkable access to the school. The VTA bus stops serving routes 72 and 73 are a 1-minute walk (240 feet) from the school. The St. James Light Rail station serving the Blue and Green Lines is a 2-minute walk (0.10 miles) from the school.

Below is a map of walking routes to these nearby VTA stops and St. James Light Rail Station.

Walking Routes to Light Tail Station and Nearby VTA Stops



Route	Span of Service	Trips per Weekday	Communities Served
72 VTA	7 Days/Week 5:42 a.m. - 10:34 p.m.	113	Senter & Monterey, McLaughlin & Capitol Expressway, McLaughlin & Tully, McLaughlin & Story, 1st & Santa Clara, 2nd & Julian , and Bassett Terminal
73 VTA	7 Days/Week 5:50 a.m. - 10:30 p.m.	108	Senter & Monterey, Senter & Capitol Expressway, Senter & Quinn, Keyes & 12th, 1st & Santa Clara, 2nd & Julian , and Bassett Terminal
Blue Line VTA	7 Days/Week 4:56 a.m. - 12:39 a.m.	107	Santa Teresa Station, Snell Station, Ohlone-Chynoweth Station, Capitol Station, Tamien Station, Convention Center Station, Santa Clara Station, St. James Station , Civic Center Station, Metro/Airport Station, and Baypointe Station
Green Line VTA	7 Days/Week 4:58 a.m. - 12:27 a.m.	104	Winchester Station, Bascom Station, Fruitdale Station, Diridon Station, Convention Center Station, Santa Clara Station, St. James Station , Civic Center Station, Metro/Airport Station, Tasman Station, and Old Ironsides Station
Total Bus Trips/Weekday		432	

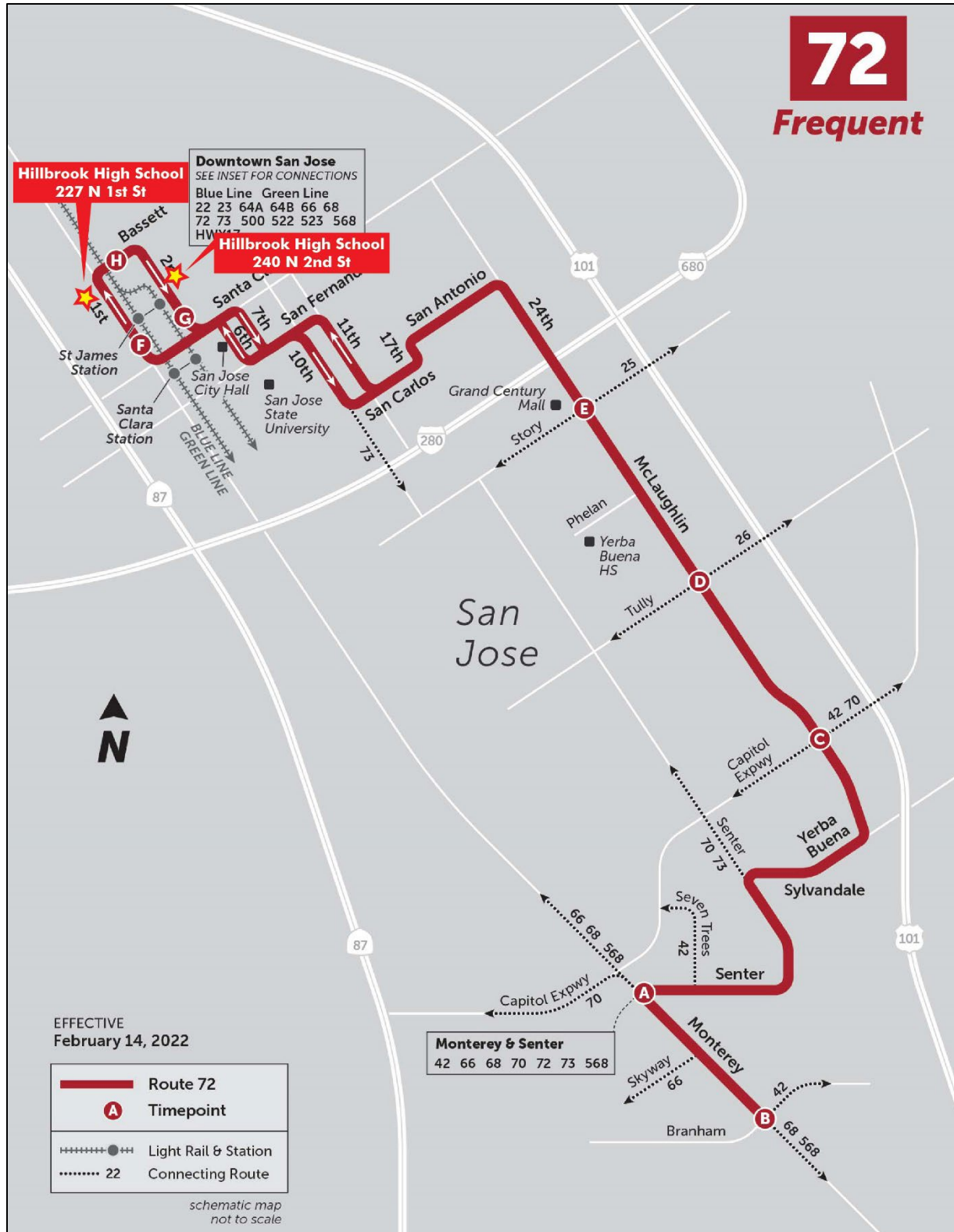
* All buses and trains are lift equipped for handicapped, elderly, or those in need.

The VTA system map below shows the various transit resources available to Hillbrook High School within walking distance. The VTA bus maps for routes 72 and 73 are on pages 5 and 6.

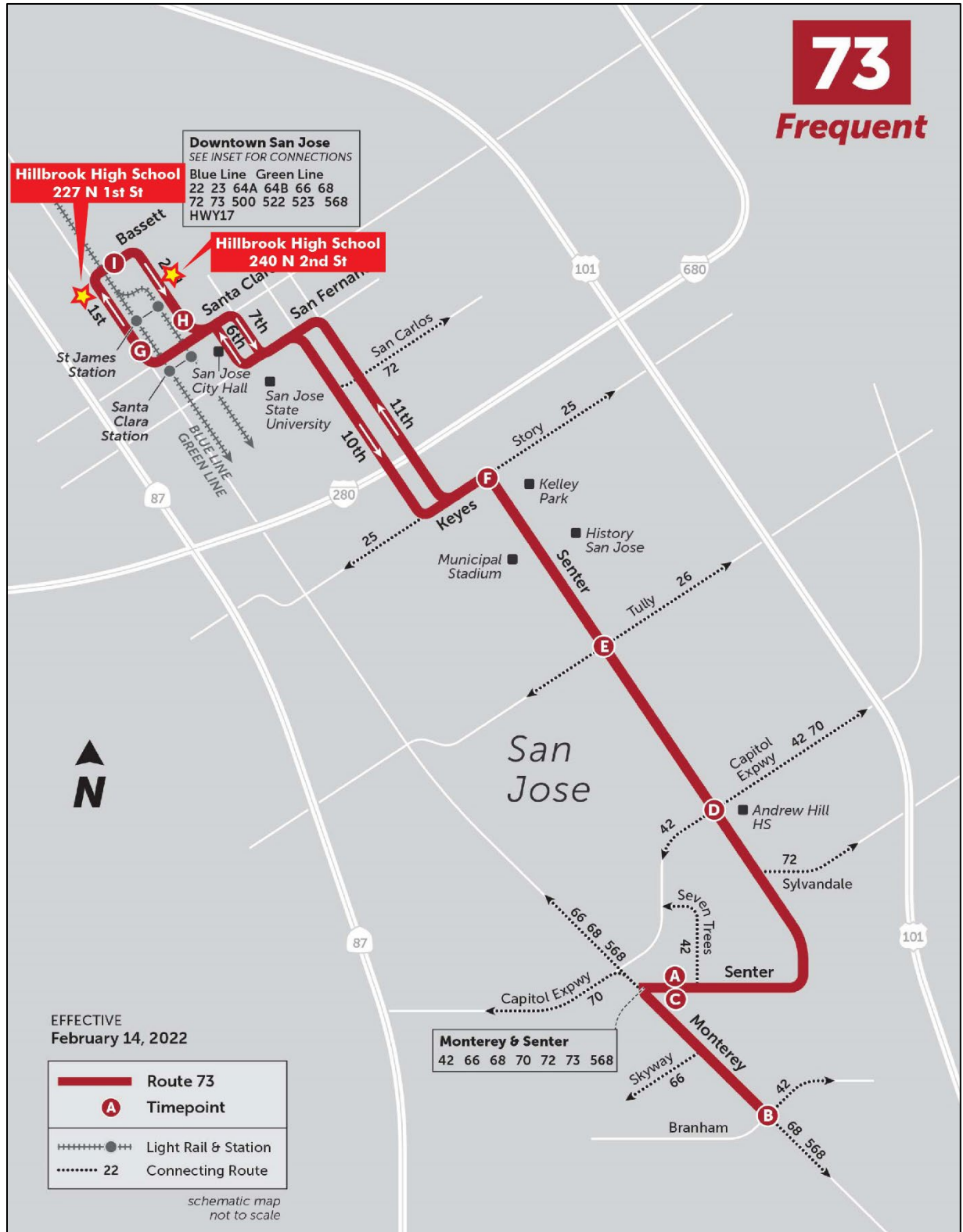
Downtown San Jose Transportation Authority Map



VTA Bus Route 72

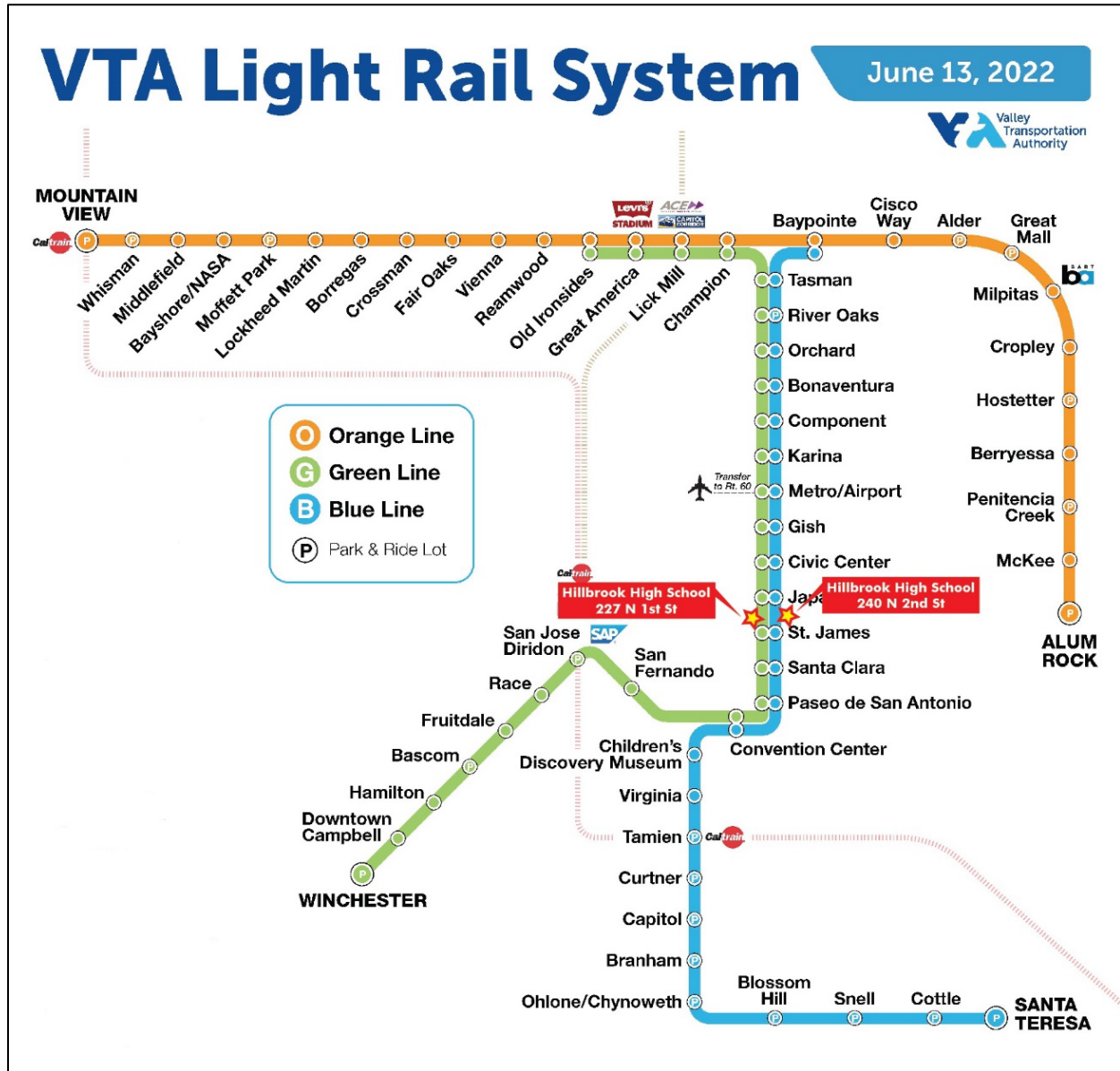


VTA Bus Route 73



Below is the VTA Light Rail map showing the Green and Blue Lines resources available to the school.

VTA Light Rail Map



The St. James Light Rail Station and the San Jose Diridon Caltrain station are within a bikeable distance (0.25 miles and 1 mile) from the school. Below is VTA Bike Map.

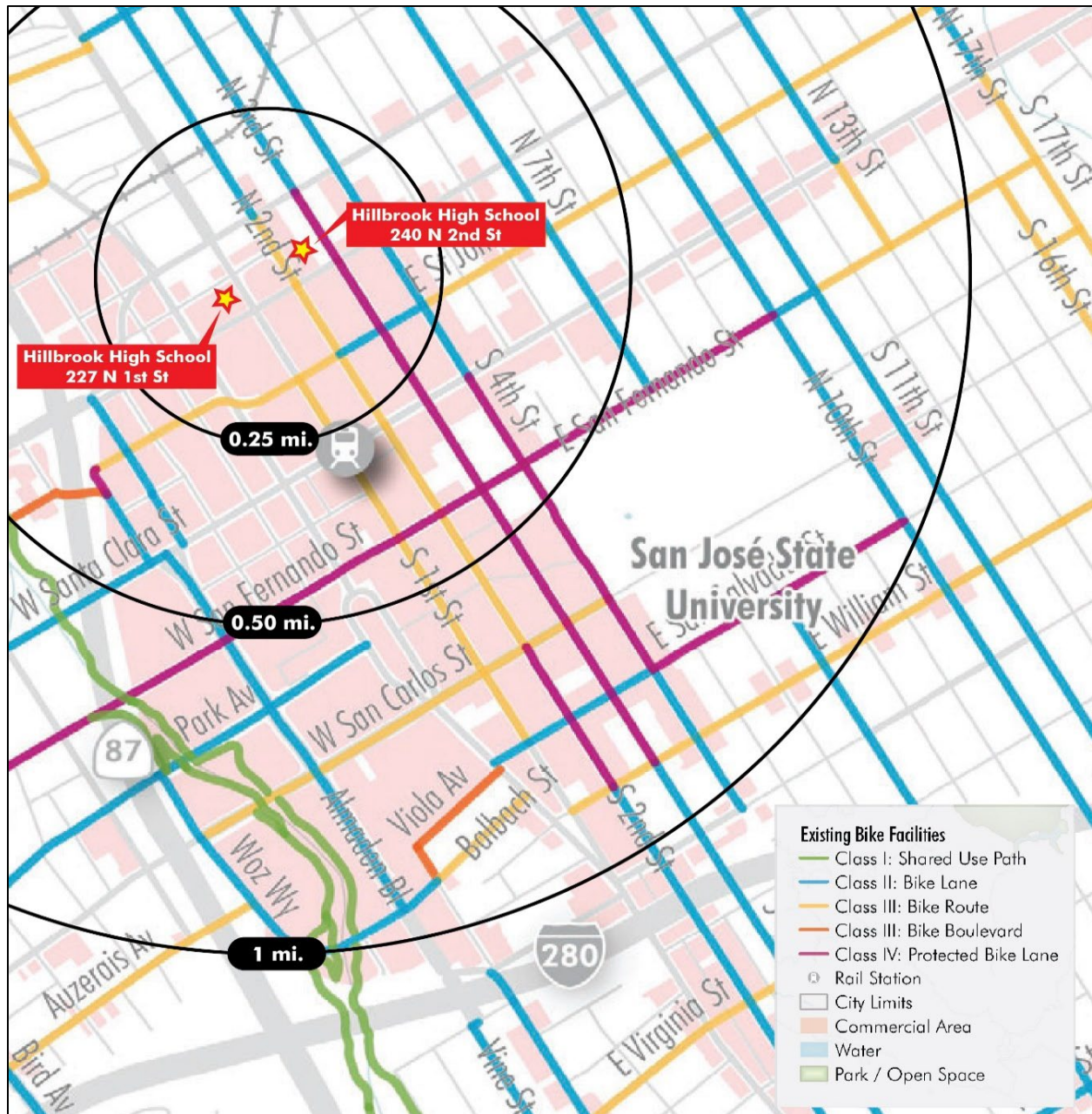
Transit Score
70
Excellent Transit
Transit is convenient for most trips.

According to WalkScore.com, Hillbrook High School is situated in an "Excellent Transit" location with an average score of 70 out of 100, meaning that the sites are well served by public transit.

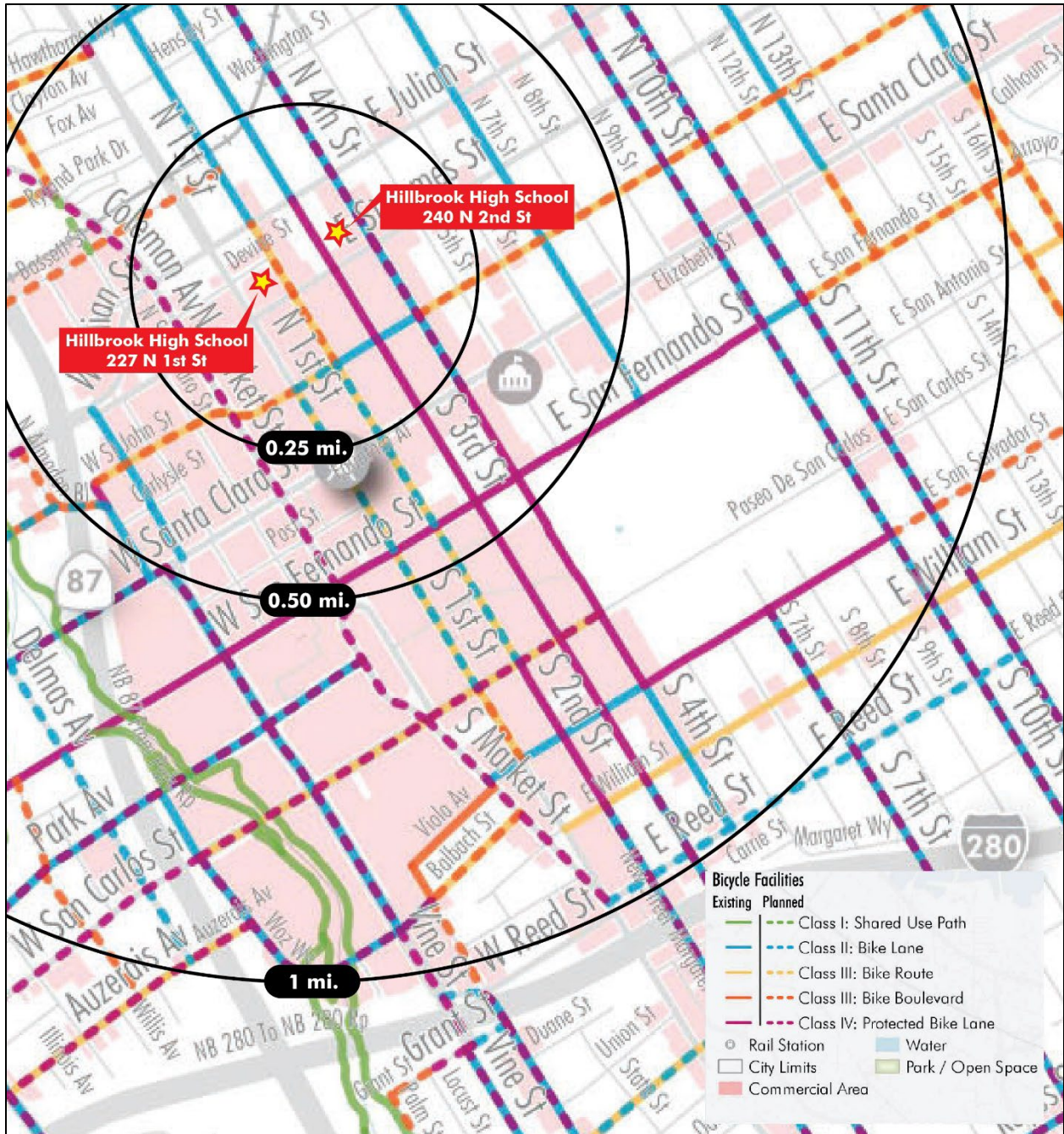
There are protected bike lanes that physically separate motor vehicle traffic and are distinct from the sidewalk near the school. The city plans additional (enhanced) protected bike lanes in the future.

Below is the San Jose Bike Map showing the existing network infrastructure, and on page 9 is the San Jose Bike Map showing the planned network infrastructure.

San Jose Bike Map – Existing Infrastructure



San Jose Bike Map – Planned Infrastructure



SECTION II – TDM INFRASTRUCTURE MEASURES

4.0 BICYCLE AND PEDESTRIAN INFRASTRUCTURE

The following physical infrastructure measures support commuters who use alternative transportation.

Bicycle and Pedestrian Connections

Bicycling and walking are alternatives to private automobiles. They are also zero-emission modes of transport; therefore, every trip converted from a car to a bike or walk helps our air quality. Hillbrook High School supports and encourages biking and walking programs. The school has easy connections to bicycle-friendly roads with dedicated lanes and bicycle trails in the neighborhood.

According to WalkScore.com, Hillbrook High School's location is a "biker's and walker's paradise," with average scores of 93 out of 100 and 91 out of 100.



Bike Score 93
Daily errands can be accomplished on a bike.

Walk Score 91
Daily errands do not require a car.

Hillbrook High School also enjoys being part of a "15-minute city" concept; daily necessities are accessible by foot or bike. Criteria for this designation include multiple amenities for groceries, medical, culture, education, transit, and leisure resources.



Congratulations!
227 N First St, San Jose, CA 95113-1003 meets the criteria for a 15-minute city!

Bicycle Parking

Hillbrook High School will provide 32 long-term (Class I) bike parking facilities for students, employees, and faculty.

The school will provide three Short-term (Class II) bike parking facilities for visitors and guests.

On-site Amenities

School amenities include a fitness center and hot meal service with snacks throughout the day. Additional amenities include lounges and a courtyard.

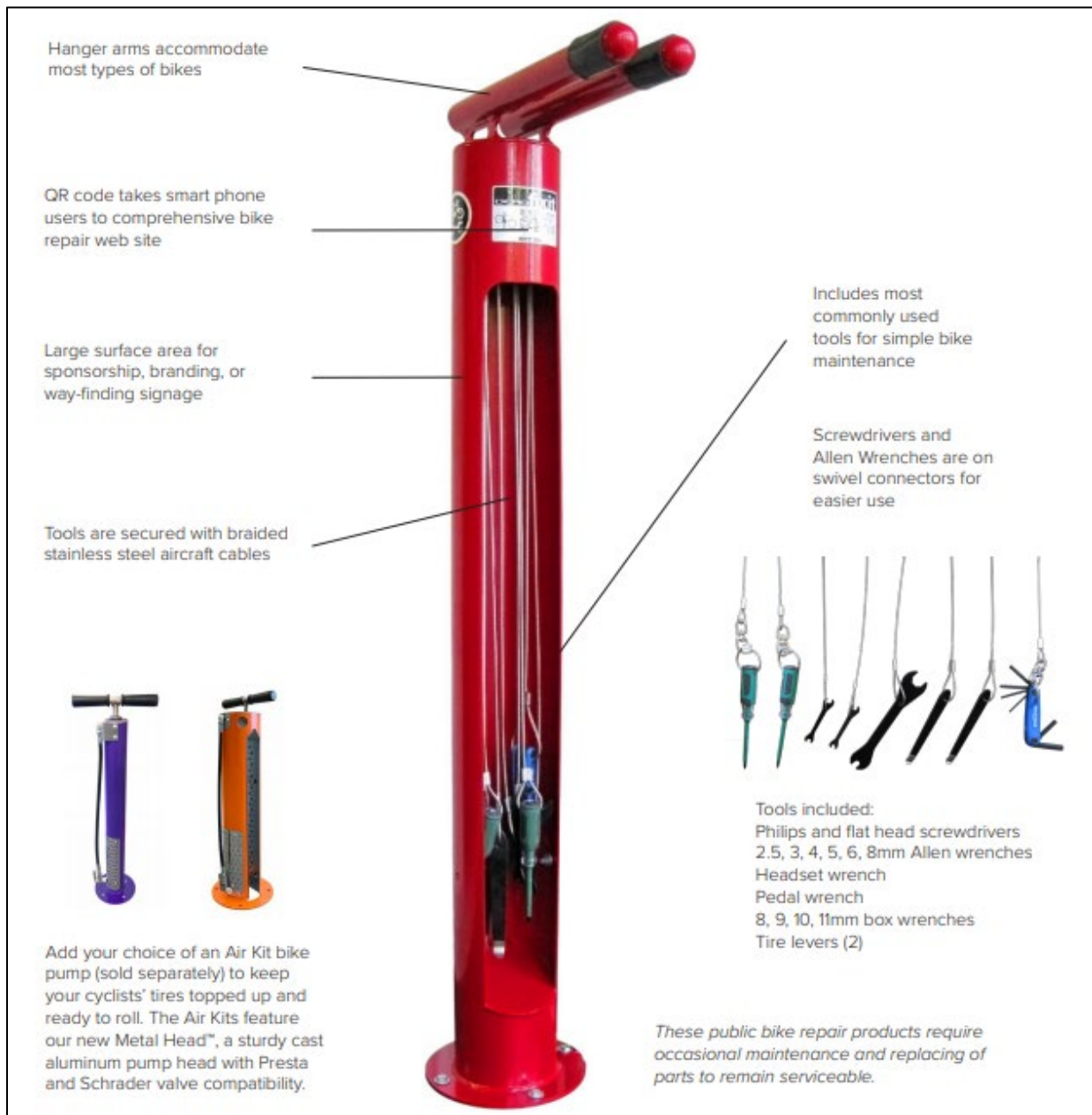


Students will access showers and clothes lockers. There will be separate shower facilities for the employees.

On-Site Bicycle Fix-It Repair Station

Hillbrook will install one bicycle Fix-it station near the bicycle parking area. The bike Fix-it station will include an air pump, working pedestal, do-it-yourself tools, and steel braided cables for theft protection. Below is an image of a Fix-it station.

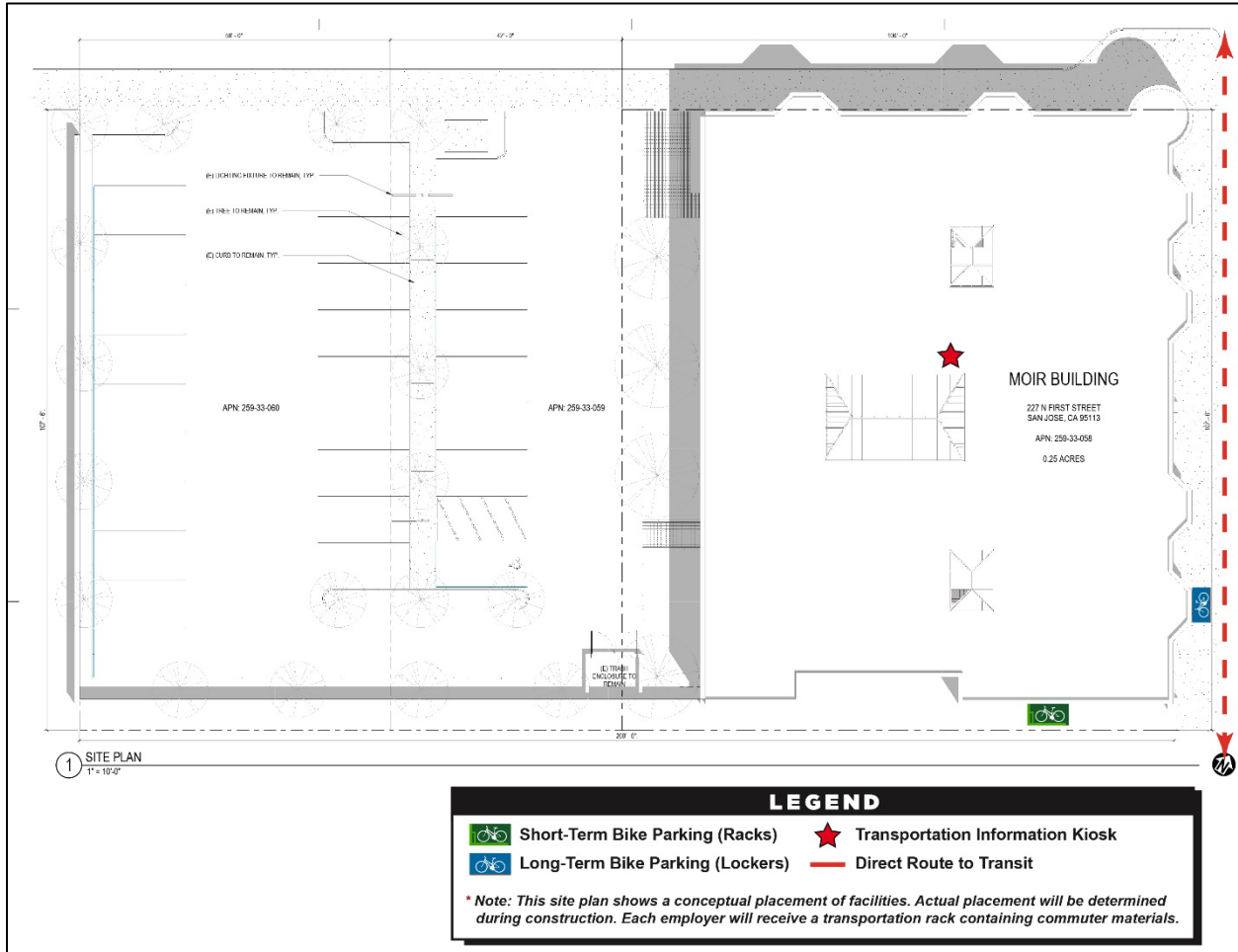
Bicycle Repair Fix-it Station



5.0 TDM SITE PLAN

The TDM Site Plan below highlights the commuter elements featured at the Moir building, including short-term and long-term bicycle parking and a transportation information kiosk.

227 North First Street TDM Site Plan



The TDM Site Plan below highlights the commuter elements at the Armory Building, including short-term bike parking, long-term bike parking, a fitness center, showers, and lockers.

240 North Second Street TDM Site Plan



6.0 TRAFFIC AND PARKING MANAGEMENT

Limited off-site Parking (Reduced Parking)

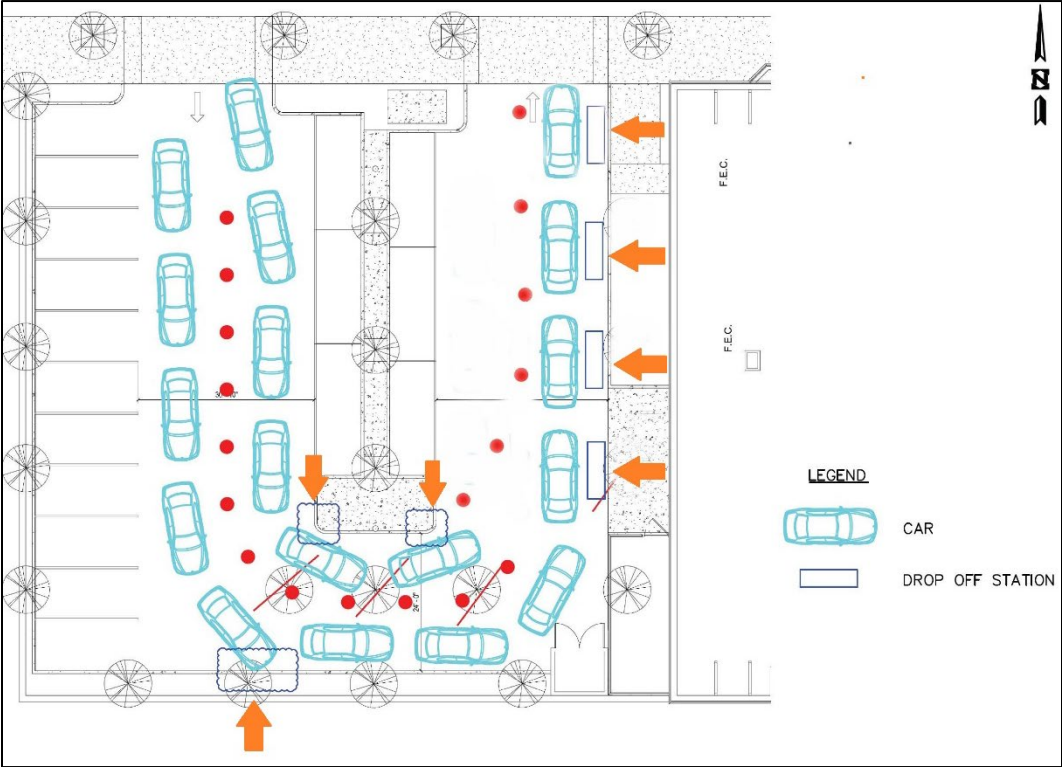
Reduced parking discourages driving and encourages alternative mode use by making it less convenient for drive-alone commuters to find parking spaces. The school plans to lease 34 dedicated parking spaces (behind the Moir Building and in the Park Townsend garage along Devine Street across from the school).

Limited Student Parking

The school will consider limiting juniors from driving alone and parking at school to encourage alternative transit modes such as carpooling to reduce drive-alone trips.

Designated Drop-offs and Pick-ups

Designated carpool and vanpool parking spaces incentivize ridesharing. The school will have two car drop-off areas - in front of the Armory on 2nd Street and Devine Street next to the Moir Building. The expectation is to have about 60 cars split between the two locations. The morning drop-off is between 8:15 am - 8:45 am, and the afternoon pick-up is between 3:15 pm - 3:45 pm. Staff members will assist in directing traffic and opening doors at both locations each morning and afternoon. Below is an image of drop-off and pick-up operations at the Moir Building.



SECTION III – GENERAL TDM STRATEGIES & PROGRAMS

7.0 PROGRAM MANAGEMENT

Commute Trip Reduction Program

Hillbrook successfully manages a Commute Trip Reduction (CTR) Program for faculty, employees, and families to discourage single-occupancy vehicle trips and encourage alternative modes of transportation such as carpooling, taking transit, walking, and biking. The school will establish performance standards (trip reduction requirements). The CTR program includes strategies such as event promotions, transportation publications, transit subsidies, an emergency ride-home program, and on-site amenities.

TDM Director of Transportation

Hillbrook has a designated Director of Transportation who is primarily responsible for overseeing and managing the transportation programs for the school. The Director will administer the annual commuter surveys, provide commuter information, educate students, parents, and employees, and conduct marketing and outreach.

Outreach, Marketing, and Communications

Periodic rideshare articles or emails will be written by the Director of Transportation for internal school newsletters (if desired), with ongoing highlights of alternative commuters and their successes. In addition, internal notices and incentive promotions should attract students, parents, and employees' attention, generate excitement about using commute alternatives, and reward those who rideshare.

Sustainable Mobility Curriculum

Hillbrook High School will strategically promote sustainable development and culture by introducing a sustainability mobility curriculum to form part of its environmental studies. The curriculum will encourage students' health through their movement, reduce the presence of cars in front of schools, and promote sociality and autonomy to improve air quality and reduce pollution.



Best "Sites" for Commuters National Recognition

Hillbrook will seek a Best "SITES" for Commuters certification. The Best Workplaces for Commuters program provides qualified sites with national recognition and an elite title for offering outstanding commuter benefits. Schools, residential locations, employers, and developments that meet the National Standard of Excellence in commuter benefits can be on the Best Workplaces for Commuters list.

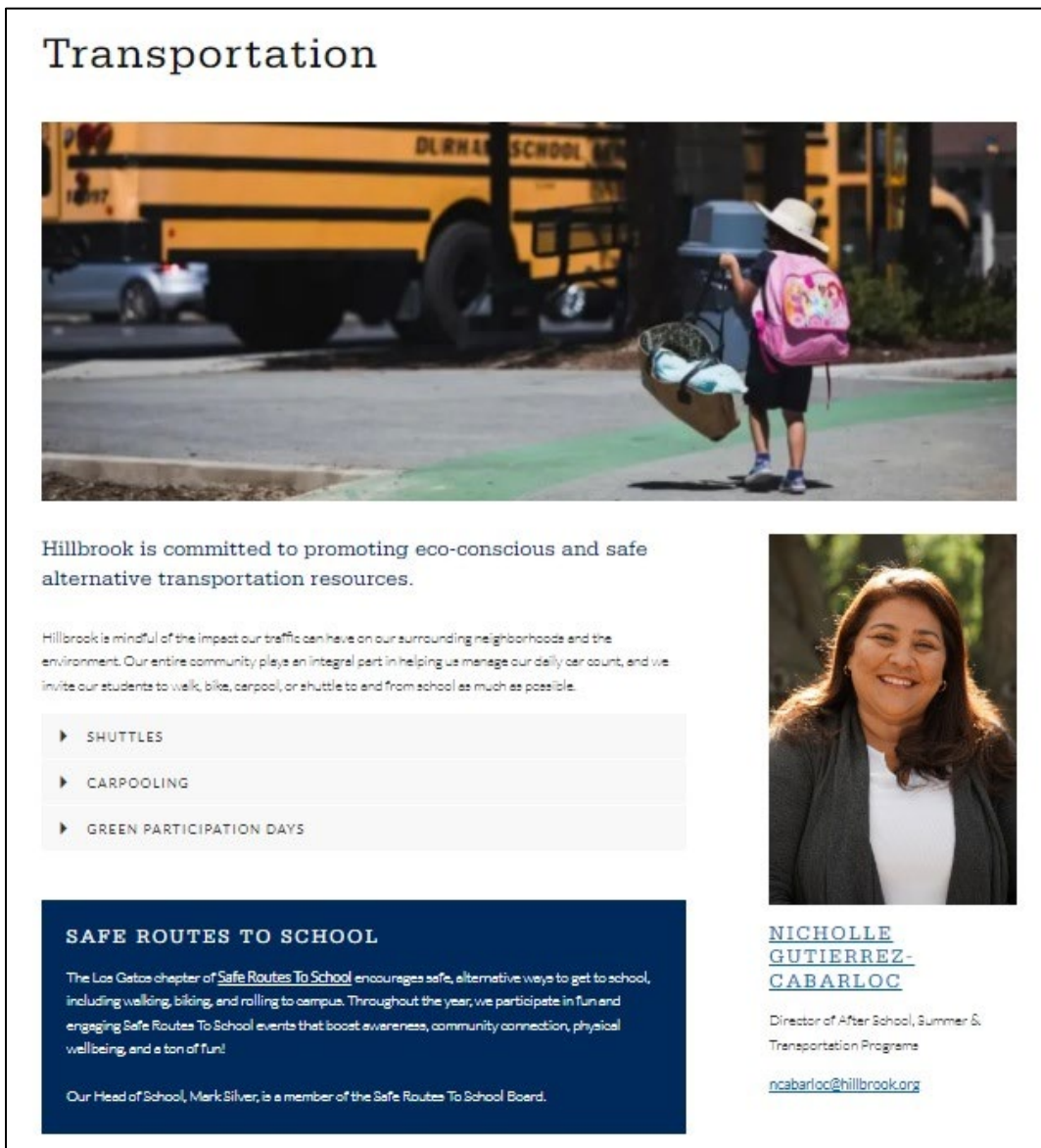
Green Participation Days

Hillbrook hosts Green Participation Days on designated dates throughout the year as part of their commute program. Families, employees, and faculty are invited to join and walk, carpool or shuttle to school.

Enhance Hillbrook Transportation Webpage

Hillbrook will enhance its Transportation Webpage and Portal to obtain comprehensive transportation information, resources, and links, including incentives, Bay Area Spare the Air notices, transit schedules, and other related information. The parent portal, which requires login, has additional information. Below is a sample of the Hillbrook Transportation Webpage.

Hillbrook School TDM Webpage



The screenshot displays the 'Transportation' section of the Hillbrook School TDM Webpage. At the top, the word 'Transportation' is written in a large, dark serif font. Below the title is a photograph of a young child with a pink backpack and a hat, carrying a bicycle on their back, walking on a green-painted path. In the background, a yellow school bus is visible. Below the image, there is a paragraph of text stating: 'Hillbrook is committed to promoting eco-conscious and safe alternative transportation resources.' This is followed by another paragraph: 'Hillbrook is mindful of the impact our traffic can have on our surrounding neighborhoods and the environment. Our entire community plays an integral part in helping us manage our daily car count, and we invite our students to walk, bike, carpool, or shuttle to and from school as much as possible.' Below this text is a list of three items, each with a right-pointing arrow: 'SHUTTLES', 'CARPOOLING', and 'GREEN PARTICIPATION DAYS'. To the right of this list is a portrait of Nicholle Gutierrez-Cabarloc, a woman with dark hair, smiling. Below her portrait is her name in blue, underlined text: 'NICHOLLE GUTIERREZ-CABARLOC'. Underneath her name is her title: 'Director of After School, Summer & Transportation Programs'. At the bottom right of the webpage screenshot is her email address: 'ncabarloc@hillbrook.org'. At the bottom left of the webpage screenshot, there is a dark blue box with white text. The box is titled 'SAFE ROUTES TO SCHOOL' in all caps. Below the title, it says: 'The Los Gatos chapter of Safe Routes To School encourages safe, alternative ways to get to school, including walking, biking, and rolling to campus. Throughout the year, we participate in fun and engaging Safe Routes To School events that boost awareness, community connection, physical wellbeing, and a ton of fun!' At the bottom of the box, it says: 'Our Head of School, Mark Silver, is a member of the Safe Routes To School Board.'

Bicycle Friendly Business Award

The school will join the Bicycle Friendly America Program and seek a Bicycle Friendly Business award. The League of American Bicyclists leads the national movement to create a Bicycle Friendly America for everyone. The League of American Bicyclists is a tool the school can use to make bicycling a real alternative transportation mode for its employees and students. Being bicycle-friendly will help the employees and students leave their vehicles at home and switch to a car-free transportation mode.



Transit Planning Mobile App

The "Transit" mobile app also provides trip and route planning resources for commuters to use. Users can view real-time information such as location, following departure times, and crowding data for local transit agencies like Caltrain, and VTA. In addition, the Transit app lets users preview routes using multiple transit modes and even integrates fare purchases and Lyft/Uber requests.



Guaranteed Ride Home Program

Hillbrook will implement a Guaranteed Ride Home (GRH) program that provides a "backup" ride to employees and students who use transit, carpool, bike/walk, or another transportation mode. For example, if an employee or student needs to leave school for an emergency, such as a sick child or other unexpected need, they will be reimbursed a portion for the cost of a taxi or ride-hailing ride (e.g., Uber or Lyft) to get them home. GRH programs are a supportive measure to encourage employees and students not to drive alone to school.

SECTION IV – STUDENT PROGRAMMATIC TDM STRATEGIES

8.0 TRANSIT, SCHOOL BUS, AND SHUTTLE

Hillbrook Buses

Hillbrook has partnered with School Transportation of America (STA), a national, full-service provider, to provide three free school bus services. Routes include from Los Altos, Campbell, and San Jose to the Marchmont Campus; this service will expand to serve the Downtown San Jose Campus.



Hillbrook's bus schedule will align with its campus operating hours. Operating hours will stagger with the high-school times being a bit later (8:45 am to 3:10 pm) than their lower and middle-school times to enable all students (faculty, staff, and employees) to ride the bus.

School bus drop-off and pick-up stops have been carefully planned and identified along the routes to serve many families living throughout Silicon Valley.

Expand School Bus Program

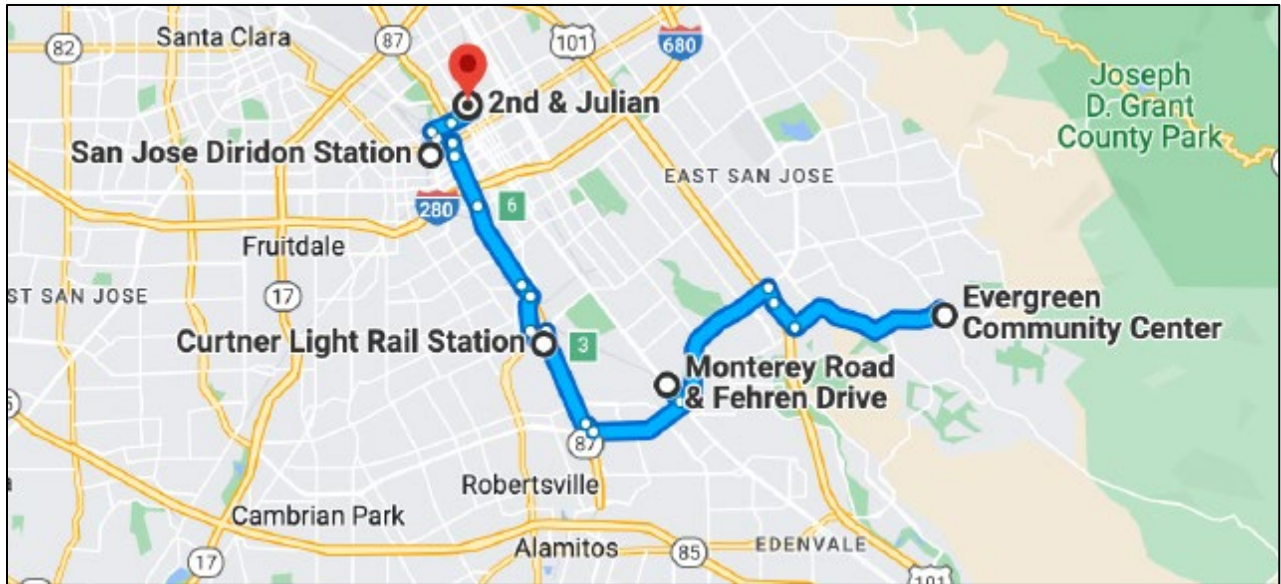
Hillbrook High School will expand its current bus routes and stop locations.

A new route includes a morning and afternoon Evergreen Community Centre/Hillbrook High School route. Stops include the Evergreen Community Center, Capital Station, Curtner Light Rail Station, Diridon Station, and Hillbrook High School.

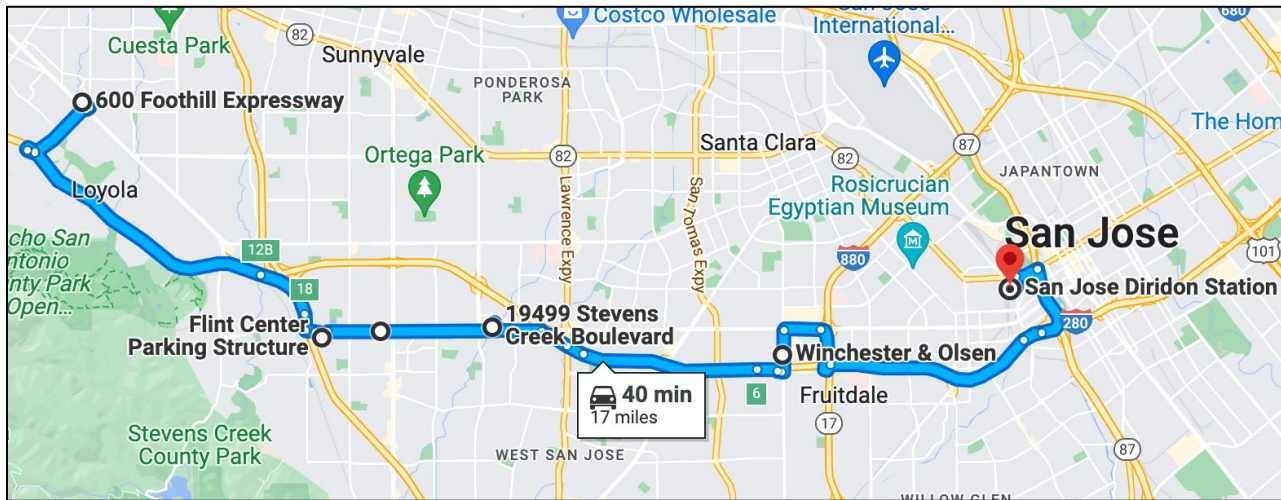
An additional Los Altos route will serve Foothill Expressway, Los Altos, to the Diridon Station in San Jose. The Diridon Station connects with Caltrain, VTA buses and light rail, Capitol Corridor, and the ACE Train. Stops include the Rancho Center, De Anza College, Main Street Cupertino, Winchester & Olsen, the Diridon Station, and Hillbrook High School.

The afternoon Los Altos Route will run from the high school to Foothill Expressway in Los Altos. Below are the maps, and the expanded school bus schedule is on page 20 and on page 21 is the route mapping overlaid with the student GIS map.

Evergreen Bus Route Map



Los Altos Bus Route Map

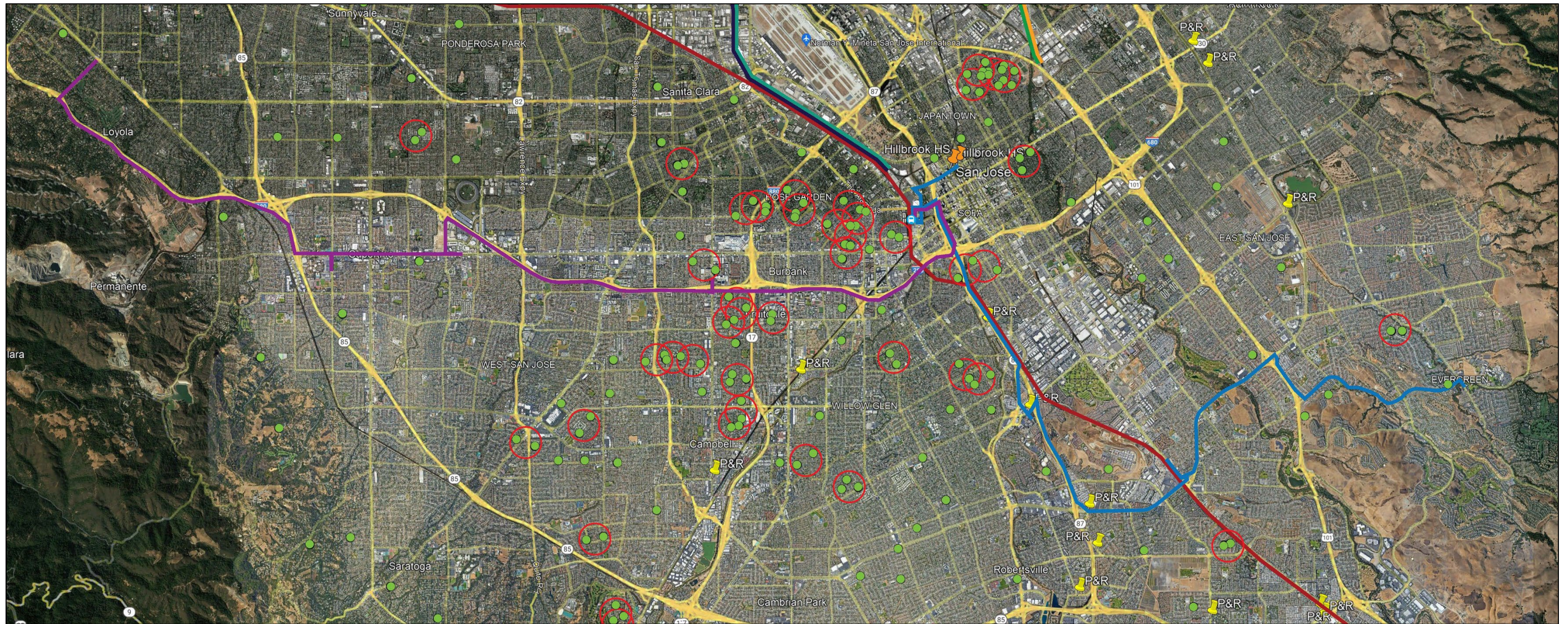


Expanded Bus Route Schedules

<p><u>Evergreen AM Route Bus Stops</u> Arrives at: 7:52 AM Evergreen Community Center 4860 San Felipe Rd, San Jose, 95135</p> <p>Arrives at: 8:05 AM Capital Station Monterey Rd & Fehren Dr, San Jose, 95111</p> <p>Arrives at: 8:15 AM Curtner Light Rail Station 2348 Canoas Garden Ave, San Jose, 95118</p> <p>Arrives at: 8:23 AM Diridon Station, San Jose, CA 95110</p> <p>Arrives at: 8:30 AM Hillbrook High School 2nd & Julian, San Jose, CA 95112</p>	<p><u>Evergreen PM Route Bus Stops</u> PM bus on this route departs Hillbrook at 3:15 PM</p> <p>Arrives at: 3:23 PM Diridon Station, San Jose, 95110</p> <p>Arrives at: 3:31 PM Curter Light Rail Station 2348 Canoas Garden Ave, San Jose, 95118</p> <p>Arrives at: 3: 41 PM Capital Station Monterey Rd & Fehren Dr, San Jose, 95111</p> <p>Arrives at: 3:55 PM Evergreen Community Center 4860 San Felipe Rd, San Jose, 95135</p>
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<p><u>Los Altos AM Route Bus Stops</u> Arrives at: 7:50 AM Rancho Center 600 Foothill Expy, Los Altos, 94024</p> <p>Arrives at: 7:59 AM De Anza College 21250 Stevens Creek Blvd., Cupertino, 95014</p> <p>Arrives at: 8:09 AM Main Street Cupertino 19499 Stevens Creek Blvd, Cupertino, 95014</p> <p>Arrives at: 8:19 AM Winchester & Olsen, San Jose, 95117</p> <p>Arrives at: 8:30 AM San Jose Diridon Station, San Jose, 95126</p>	<p><u>Los Altos PM Route Bus Stops</u> PM bus on this route departs Hillbrook at 3:15 PM</p> <p>Arrives at: 3:23PM San Jose Diridon Station, San Jose, 95126</p> <p>Arrives at: 3:34 PM Winchester & Olsen, San Jose, CA 95117</p> <p>Arrives at: 3:45 PM Main Street Cupertino 19499 Stevens Creek Blvd, Cupertino, 95014</p> <p>Arrives at: 3:55PM De Anza College 21250 Stevens Creek Blvd., Cupertino, 95014</p> <p>Arrives at: 4:05 PM Rancho Center 600 Foothill Expy, Los Altos, CA 94024</p>
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Expanded Hillbrook Bus Route Map with Student Locations



Local Last-mile shuttles

Hillbrook will operate a last-mile van pick-up service for students and employees traveling to and from school from the Diridon Caltrain Station.

Late Afternoon Shuttle

A late afternoon shuttle will transport students participating in after-school programs such as athletics, activities, and enrichment classes. Below is a sample



schedule, and a similar shuttle plan will be created for the High School Transportation webpage, informing students, parents, and employees of the shuttle pick-up times.

Hillbrook Late Afternoon Shuttle Schedule				
Departs Hillbrook	4:15 PM	4:30 PM	4:45 PM	5:00 PM
Shir Hadash	4:20 PM	4:35 PM	4:50 PM	5:05 PM
Willow & Camino Ramon				5:25 PM
Shir Hadash-20 Cherry Blossom Lane, Los Gatos, 95032				
Willow & Camion Ramon-1309 Willow Street, San Jose, 95125				

Guide to Riding Shuttles

The school has a Guide that provides safety information and process to follow for Riding Shuttles for students, parents, and employees. The guide will be made available along with the schedule in the school's internal Transportation portal.

9.0 STUDENT TRANSIT SUBSIDIES

VTA and Caltrain Subsidies

Hillbrook High School will implement a transit subsidy program and offer students a transit subsidy or a transit pass for commuting to the school.



VTA offers discounted fare programs for youths between the ages



of 5 and 18. Below is a discounted fare chart showing youth prices.

Student VTA fares include using the VTA Express Bus service without an upgrade. Students with access to VTA services will receive a VTA transit pass when they pledge to use transit at least four days per week.

		Adult (19-64)	Adult Express	Senior (65+) & Disabled	Youth (5-18)
Fare Type	Cost	Available for purchase using:			
		Cash	Clipper		
Single Ride	\$1.25	✓	✓*	*2 Hours of FREE Transfers when you purchase a single-ride fare using Clipper.	
8-Hour Light Rail Pass	\$2.50	✓	✗		
Day Pass	\$3.75	✗	✓*	*available through the Clipper Day Pass Accumulator feature.	
Monthly Pass	\$35	✗	✓		
Annual Pass	\$385	✗	✗	*available through subscription only.	

Income-eligible students who pledge to ride Caltrain at least four days per week will receive a Caltrain pass. Eligible discount monthly student pass holders get free local rides or free local ride credits on SamTrans. VTA also offers a free transfer for students with Caltrain Eligible Discount Monthly Passes.

Hillbrook is establishing an income-eligible transit subsidy program for students using Caltrain as their transportation mode. Below is the student discounted Caltrain fare chart.

Eligible Discount Fare**

Ticket Type*	How to Buy	Travel within					
		1 Zone	2 Zones	3 Zones	4 Zones	5 Zones	6 Zones
One Way	Ticket Machine	\$1.75	\$2.75	\$3.75	\$4.75	\$5.75	\$6.75
	Clipper Card	\$1.60	\$2.60	\$3.60	\$4.60	\$5.60	\$6.60
Day Pass	Ticket Machine	\$3.75	\$6.00	\$8.25	\$10.50	\$12.75	\$15.00
Zone Upgrade	Ticket Machine	\$1.00 per zone					
Monthly Pass+	Clipper Card	\$48.00	\$78.00	\$108.00	\$138.00	\$168.00	\$198.00
		\$38.40	\$62.40	\$86.40	\$110.40	\$134.40	\$158.40

Clipper Card Discounts for Youth

Youth (ages 5-18) can receive reduced fares and access to discounted passes. Clipper card using an acceptable form of Identification. For more information on how to apply, visit the webpage:

<https://www.clippercard.com/ClipperWeb/discounts.html>.



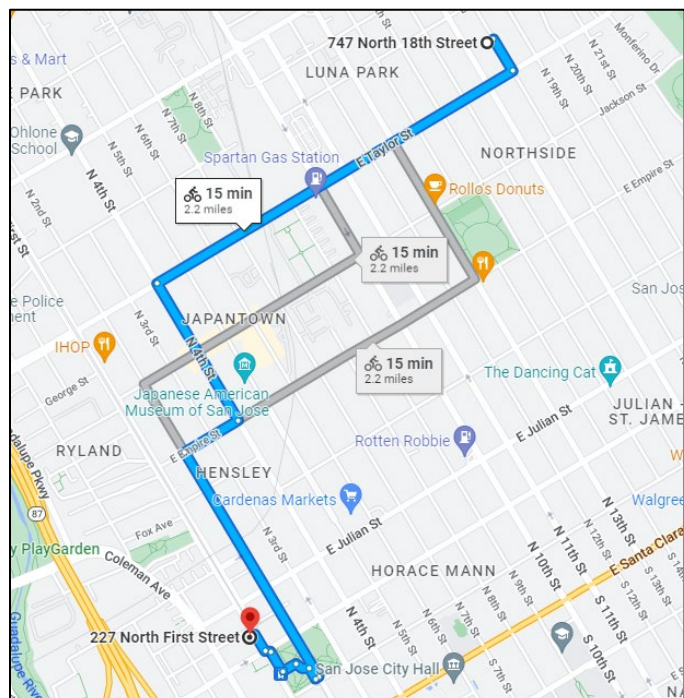
10.0 STUDENT BICYCLE AND SCOOTER RESOURCES

Bicycle Student Mapping

Hillbrook will create a map that shows students' bicycle distance from the school. Should a student be interested in biking to and from school, they could locate families in the area who are interested in logging onto the school portal app.

On-Campus Bikeshare

Hillbrook may partner with local bike-sharing companies to provide resources for students, faculty, and staff for commuting, lunchtime recreation, or daytime errands. A secondary option is outsourcing bikes with a local vendor, managing availability, maintenance, and costs.



On-Campus e-Scooters

Hillbrook may partner with local e-scooter companies to provide resources for students, faculty, and staff for commuting, lunchtime recreation, or daytime errands. A secondary option is outsourcing scooters with a local vendor, managing availability, maintenance, and costs.



11.0 CARPOOL

The school will promote carpooling as it is a convenient way to travel to and from school with lots of benefits, such as savings on gas and easing the burden of commuting while minimizing the impact on the environment and congestion.

Student Carpool Facilitation

Hillbrook's student carpool matching efforts include a program called Family Maps which uses a mapping exercise to identify households that live near an active school carpool or other homes to help foster a carpool arrangement between these families.



In addition, Hillbrook uses GIS mapping to identify student locations near transit options, shuttles (and new shuttle routes), and carpool opportunities. The following three maps (pages 27 and 28) show clustered green dots of student residents, and the red circles represent a half-mile radius. Also shown are park and ride lots as yellow push-pin icons.

Shown in red is the Caltrain line, the BART lines are yellow and green, ACE Train is black, and Amtrak/Capitol Corridor is teal.

Using Caltrain in areas north of the school can save 40+ trips (assuming travel to the Diridon Station). At least 18-20 students in San Jose can easily use nearby VTA services for travel to the school.

Students south of the school (Campbell) have opportunities to develop many carpools, or Hillbrook can establish new shuttle routes. The students living near Los Gatos can ride the planned shuttle to the San Jose school.

Below is an image of the Hillbrook carpool matching tool.

Hillbrook Carpool Matching Tool

Family ▾
🔍 Include All Fields
☰ List **🗺 Map** 🖨

Results

875 Total Results
 Maximum number of 200 matches reached. Please refine criteria.

Road

📍

+

-

Manage








Home City

- All ✓
- Los Gatos (345) ✓
- San Jose (333) ✓
- Saratoga (54) ✓
- Monte Sereno (24) ✓
- Campbell (22) ✓
- Cupertino (19) ✓
- Santa Clara (18) ✓
- Sunnyvale (17) ✓
- Los Altos (16) ✓
- Morgan Hill (8) ✓
- Mountain View (7) ✓
- Los Altos Hills (4) ✓

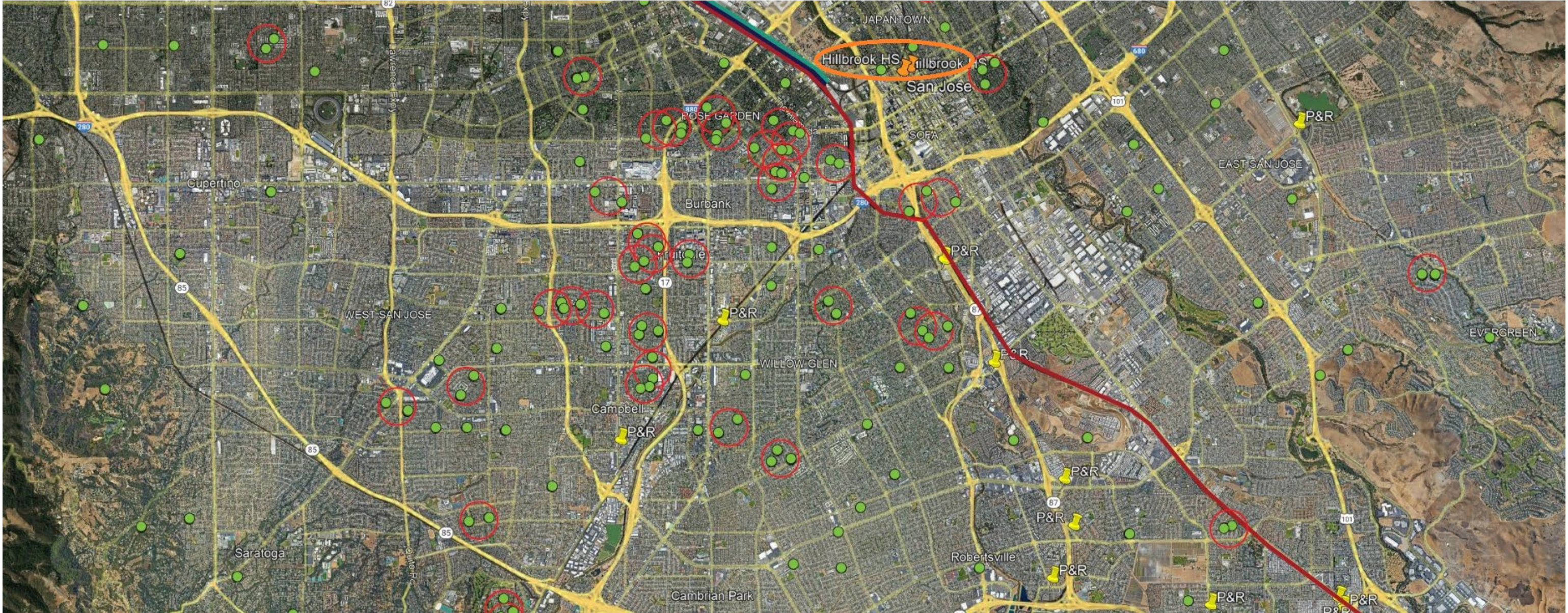
Hillbrook High School – Student GIS location Map (Part 1)










LEGEND

-  Hillbrook School Sites
-  ACE Train
-  BART
-  Caltrain
-  Capitol Corridor/Amtrak
-  Park & Ride Lots
-  0.50-mile Distance

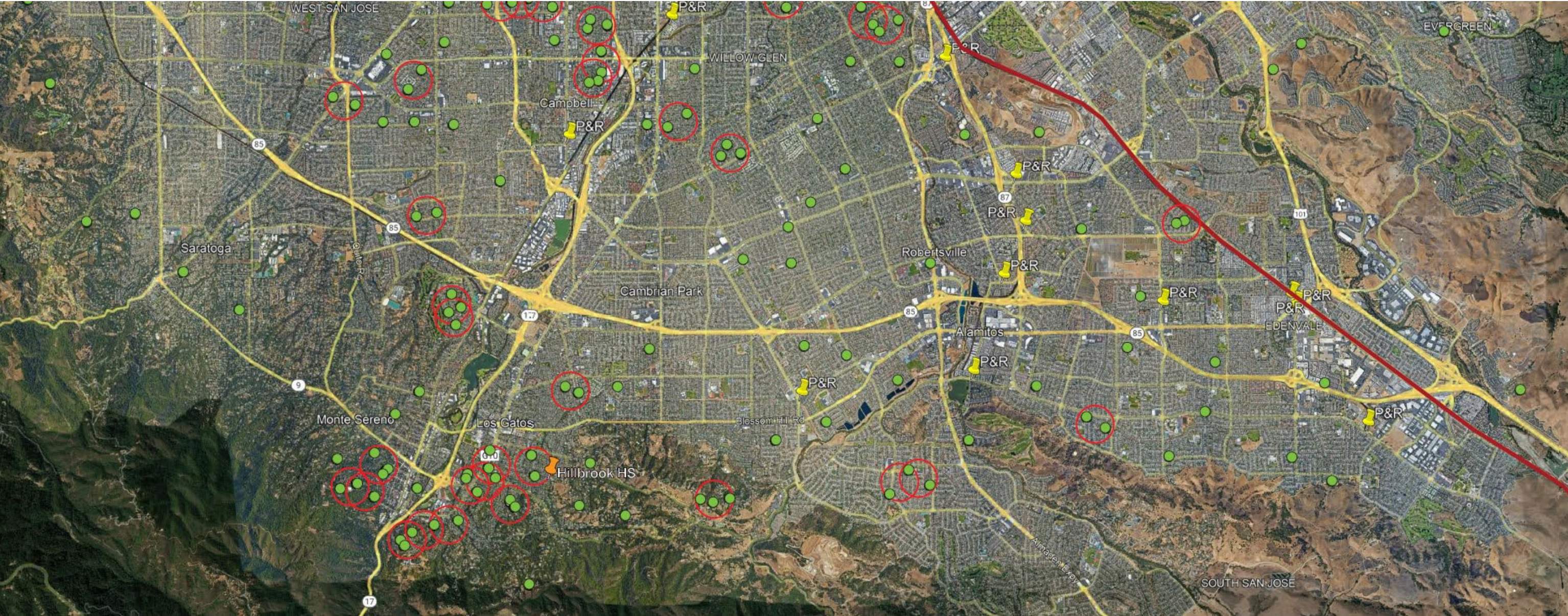
Hillbrook High School – Student GIS location Map (Part 2)



LEGEND

-  Hillbrook School Sites
-  ACE Train
-  BART
-  Caltrain
-  Capitol Corridor/Amtrak
-  Park & Ride Lots
-  0.50-mile Distance

Hillbrook High School – Student GIS location Map (Part 3)



- LEGEND**
- Hillbrook School Sites
 - ACE Train
 - BART
 - Caltrain
 - Capitol Corridor/Amtrak
 - Park & Ride Lots
 - 0.50-mile Distance

12.0 WALKING, BICYCLING, AND SCOOTERS

According to WalkScore.com, Hillbrook High School rates 91 out of 100 as a "walker's Paradise" location.



Safe Routes to School

Safe Routes to School programs provide safe and direct access to schools, training for students, and encouragement and information for families to reduce single-student carpools and greenhouse gas emissions. Hillbrook High School will provide bike safety education and promote safe and alternative ways to get to schools, such as walking and biking.

The head of the school is a member of the Safe Routes To School Board, and throughout the year, the school will participate in fun and host events such as Walk to School day and Bike to School Day to create awareness.

Bicycle Tune-up Days

Hillbrook High School will host two free events during the school year with a local bicycle shop or mobile service to provide free bicycle mini-tune-up or maintenance checks for all students, faculty, and staff. Tune-up events help promote the Bike-to-School Days campaign. Mobile bike shops such as Summit Bicycles, Velofix, or Bike Mobile offer these events.



SECTION V – FACULTY & EMPLOYEE PROGRAMMATIC STRATEGIES

13.0 FACULTY STAFF AND EMPLOYEES

Annual Stipend

Full-time employees who take alternative modes of transportation to drive alone to and from school regularly (every work day) receive \$1,200 per annum (per person, paid as a \$60 semi-monthly stipend for the ten months of September through June).

Carpool Benefit

Any employee that carools (two or more adults in a car), takes the Hillbrook bus shuttle, carools, uses a bike/scooter/skateboard, walks to and from school on the identified Green Participation Days, and is not enrolled in for the Annual Taxable Stipend, will receive a \$10 per day stipend, per person.

Any employee that carools (with two or more adults in a car), takes the Hillbrook bus shuttle, uses a bike/scooter/skateboard, or walks to and from school on days other than Green Participation Days will receive a \$5 per day stipend, per person. This benefit applies only to employees not enrolled to receive the annual stipend.

A monthly Google form, available to all employees, is completed and submitted to payroll at the end of the month for reimbursement.

Employee and Staff Carpool Matching

Hillbrook's online carpool matching tool allows employees to search for carpool matches with other staff or faculty. The tool enables employees to coordinate carools to and from school, log daily trips, and provide a survey tool.

\$25 Carpool Incentive

Faculty, employees, and parents who log their commutes using the [511.org Merge](https://www.511.org/Merge) platform can earn a \$25 gift card for every 25 carpool trips they log. The Transportation Director will promote this existing resource to the school faculty, employees, and parents.



Create a [Merge account](#) and earn 10 points per logged carpool commute trip, and a \$25 reward for every 250 points earned. Choose from a catalog of e-gift cards or donate your reward amount to a nonprofit.

511 Bay Area \$400 Monthly Vanpool Subsidy

The Bay Area Vanpool Program provides qualified vanpools \$400 off the monthly cost. It also helps commuters find vanpool seats, start vanpools, keep vanpools on the road with an "empty seat" subsidy, provide free bridge tolls to qualifying vanpools, and help vanpools get discounted parking. The Commuter Coordinator will promote vanpool incentives to faculty, employees, and families.

Faculty, employees, and students who use vanpool as a commuter option will receive a designated parking space.

VTA \$350 Vanpool Monthly Subsidy

VTA offers vanpool groups \$350 per month for vanpool expenses for vanpools that start and end within Santa Clara County.

Vanpoolers can combine this vanpool subsidy with the 511 Bay Area Vanpool Program subsidy to receive up to \$750 per month discounted from their vanpool. The Commuter Coordinator will promote this subsidy to faculty, employees, and families.



Employee Transit Subsidy

Any employee paying for qualified commuter expenses such as vanpool fees, public transit, bus, train, light rail, etc. A transit subsidy program may include a set amount, or percentage, up to a maximum of \$300 (per 2023 IRS limits). Subsidy benefits are useable in tandem with the transit pre-tax deduction option. Hillbrook High School may provide these subsidies with the pre-tax payroll deduction program for the faculty, staff, and employees.

Employee Bicycle Subsidy

Any employee who pays for eligible bicycle commuting expenses such as the purchase of a bike, bicycle improvements, repair, and storage can be reimbursed up to \$20 per month as a taxable benefit.

Employee Bikeshare

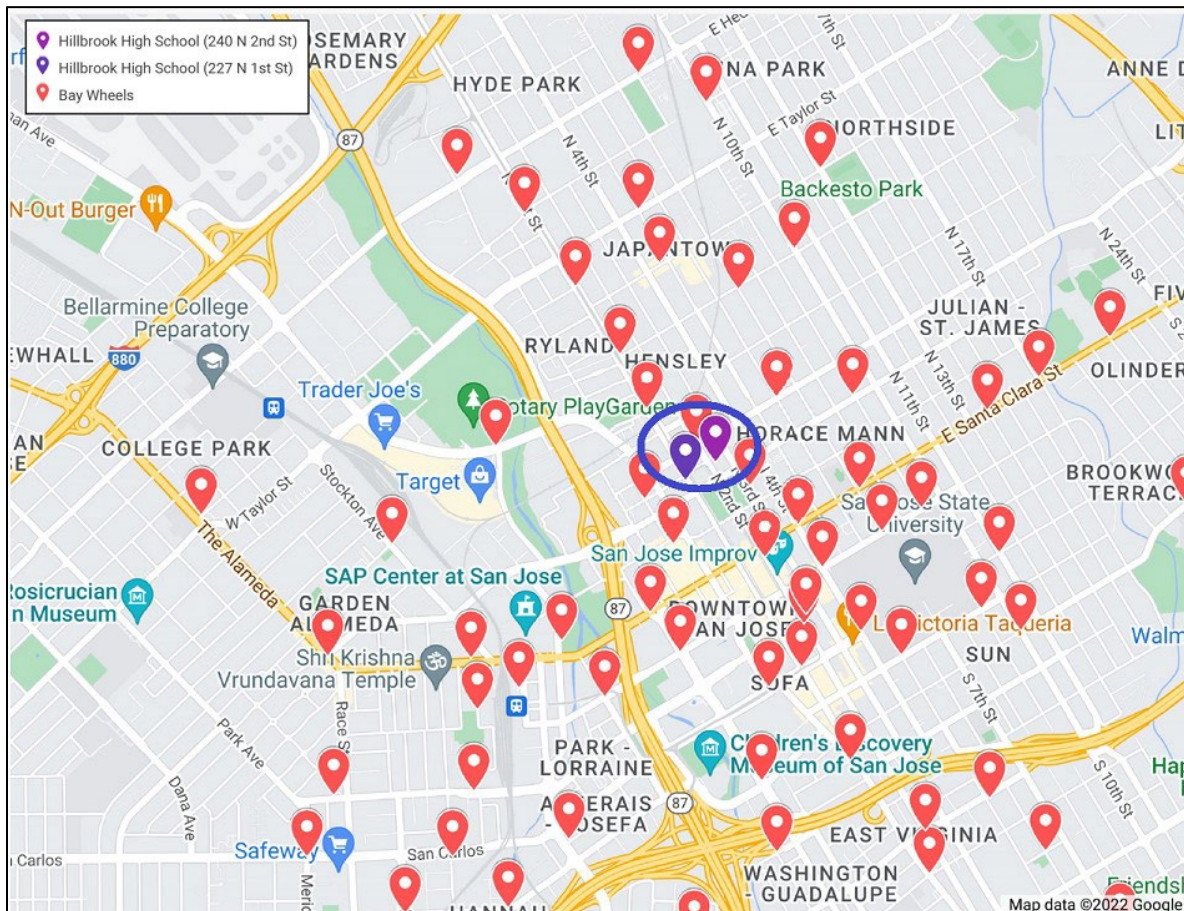
Hillbrook provides a bike-share program for the faculty staff. Four on-campus bicycles are available during the day and can be used for lunchtime recreation or daytime errands. At the right is an image of the Hillbrook School bicycles.

Also, faculty and staff can use public bikeshare (and scooter) programs for last-mile travel to transit, commuting,



lunchtime recreation, or daytime errands. Below is a map showing the location of the Bay Wheels bike and scooter resources near the school.

Bay Wheels Map



Bay Area Commuter Benefits Program ¹

Air District Regulation 14, Rule 1, also known as the Bay Area Commuter Benefits Program, requires employers with 50 or more full-time employees to register and offer commuter benefits to their employees. This rule aims to improve air quality, reduce emissions of greenhouse gases and other air pollutants, and decrease traffic congestion in the San Francisco Bay Area by encouraging employees to commute by transit, vanpool, carpool, bicycling, walking, or telework.



¹ <https://511.org/employers/commuter-benefits-program>

Employee TDM Pledge

Hillbrook High School may require its employees to use alternative travel modes at least three times per week or monitor drop-offs and pick-ups two days a week by signing a pledge. Below is a sample employee pledge.

Sample Employee Pledge Form

Hillbrook High School TDM Requirement

Employee Pledge Form

Hillbrook High School requires employees to implement green transportation, mobility, and commuter programs.

I have received the Hillbrook Benefits Employee Enrollment Form, which provides information on alternative transportation services and benefits.

I pledge to commute via:

- Carpool, vanpool, bicycle, ride the Hillbrook shuttle or take public transit at least three days a week.



Employee Signature

Date

Employee Name (Print)



SECTION VI – MONITORING AND REPORTING MEASURES

A comprehensive program of TDM measures and incentives can reduce parking demand, traffic, and air pollution, creating a more sustainable school environment while freeing up valuable land for higher and better uses.

Online Employee Commuter Survey

Hillbrook High School must conduct an online employee commuter survey before starting each new school year. The survey must show how employees commute to campus daily. The academic year-end Hillbrook TDM Monitoring Report will include the annual employee (student and parent) travel mode survey data.

Annual Student & Parents Travel Mode Assessment Transportation Survey

Annually, Hillbrook High School will conduct an online survey of students and parents to understand better commute patterns and programs that might encourage them not to drive alone to campus. The findings of each survey will help inform the selection of strategies that may have the most significant impact on reducing future vehicle trips to campus and parking demand.

The academic year-end Hillbrook TDM Monitoring Report will include the annual student (parent and employee) travel mode survey data. At the right is a sample survey outcome representing possible alternative transportation use. It is estimated that 80.60 percent of faculty, employees, and students will use an alternative mode of transportation and not drive alone.

Hillbrook High School Non Drive-Alone Transportation Modes	Alt. Mode-use Percent
School bus transit	50.00%
Transit (bus, light rail, Caltrain)	20.00%
Carpool - park on-site	6.30%
Bicycle/ scooter	4.00%
Walk	0.30%
Alternative transportation mode-use-rate	80.60%

School bus ridership, drop-off/pick-up, transit subsidy participation, and bicycle parking counts will provide additional data for the assessment.

ATTACHMENT

Summary List of Hillbrook High School TDM Measures

Summary List of Hillbrook High School TDM Measures

TDM Measures	Page No.	Status	Implementation & Oversight Responsibility	Monitoring
TDM INFRASTRUCTURE AND PHYSICAL MEASURES				
Bicycle and Pedestrian Connections	11	Mandatory	School Board	n/a
Bicycle Parking	11	Mandatory	School Board	Annual TDM Report
On-site Amenities	11	Mandatory	School Board	Annual TDM Report
On-Site Bicycle Fix-It Repair Station	12	Mandatory	School Board	Annual TDM Report
Limited off-site Parking (Reduced Parking)	15	Mandatory	School Mgmt.	n/a
Limited Student Parking	15	Mandatory	School Mgmt.	n/a
Designated Drop-offs and Pick-ups	15	Mandatory	School Mgmt.	Annual TDM Report
GENERAL TDM STRATEGIES AND PROGRAMS				
Commute Trip Reduction Program	16	Mandatory	School Mgmt.	Annual TDM Report
TDM Director of Transportation	16	Existing	School Mgmt.	Annual TDM Report
Outreach, Marketing, and Communications	16	Mandatory	School Mgmt.	Annual TDM Report
Sustainable Mobility Curriculum	16	Mandatory	School Mgmt.	Annual TDM Report
Best "Sites" for Commuters National Recognition	16	Existing	School Mgmt.	Annual TDM Report
Green Participation Days	17	Mandatory	School Mgmt.	Annual TDM Report
Enhance Hillbrook Transportation Webpage	17	Mandatory	School Mgmt.	Annual TDM Report
Bicycle Friendly Business Award	18	Existing	School Mgmt.	Annual TDM Report
Transit Planning Mobile App	18	Mandatory	School Mgmt.	Annual TDM Report
Guaranteed Ride Home Program	18	Existing	School Mgmt.	Annual TDM Report
STUDENT PROGRAMMATIC STRATEGIES				
TRANSIT, SCHOOL BUS, AND SHUTTLE				
Hillbrook Buses	19	Mandatory	School Mgmt.	Annual TDM Report
Expand School Bus Program	19	Mandatory	School Mgmt.	Annual TDM Report
Evergreen Bus Route Map	20	Mandatory	School Mgmt.	Annual TDM Report
Los Altos Bus Route Map	20	Mandatory	School Mgmt.	Annual TDM Report
Expanded Bus Route Schedules	21	Mandatory	School Mgmt.	Annual TDM Report
Expanded Hillbrook Bus Route Map w/Student Locations	22	Mandatory	School Mgmt.	Annual TDM Report
Local Last-mile shuttles	23	Mandatory	School Mgmt.	Annual TDM Report
Late Afternoon Shuttle	23	Mandatory	School Mgmt.	Annual TDM Report
Guide to Riding Shuttles	23	Mandatory	School Mgmt.	Annual TDM Report
STUDENT TRANSIT SUBSIDIES				
VTA and Caltrain Subsidies	24	Existing	School Mgmt.	Annual TDM Report
Clipper Card Discounts for Youth	25	Existing	School Mgmt.	Annual TDM Report
STUDENT BICYCLE AND SCOOTER RESOURCES				
Bicycle Student Mapping	25	Mandatory	School Mgmt.	Annual TDM Report
On-Campus Bikeshare	25	Mandatory	School Mgmt.	Annual TDM Report
On-Campus e-Scooters	26	Mandatory	School Mgmt.	Annual TDM Report
CARPOOL				
Student Carpool Facilitation	26	Mandatory	School Mgmt.	Annual TDM Report
Hillbrook Carpool Matching Tool	27	Mandatory	School Mgmt.	Annual TDM Report
WALKING, BICYCLING, AND SCOOTERS				
Safe Routes to School	31	Mandatory	School Mgmt.	Annual TDM Report
Bicycle Tune-up Days	31	Mandatory	School Mgmt.	Annual TDM Report
FACULTY, STAFF, EMPLOYEE PROGRAMMATIC STRATEGIES				
FACULTY STAFF AND EMPLOYEES				
Annual Stipend	32	Mandatory	School Mgmt.	Annual TDM Report
Carpool Benefit	32	Mandatory	School Mgmt.	Annual TDM Report
Employee and Staff Carpool Matching	32	Mandatory	School Mgmt.	Annual TDM Report
\$25 Carpool Incentive	32	Existing	School Mgmt.	Annual TDM Report
511 Bay Area \$400 Monthly Vanpool Subsidy	33	Existing	School Mgmt.	Annual TDM Report
VTA \$350 Vanpool Monthly Subsidy	33	Existing	School Mgmt.	Annual TDM Report
Employee Transit Subsidy	33	Mandatory	School Mgmt.	Annual TDM Report
Employee Bicycle Subsidy	33	Mandatory	School Mgmt.	Annual TDM Report
Employee Bikeshare	33	Mandatory	School Mgmt.	Annual TDM Report
Bay Area Commuter Benefits Program	34	Existing	School Mgmt.	Annual TDM Report
Commuter Benefits Employee Enrollment Form	35	Mandatory	School Mgmt.	Annual TDM Report
Employee TDM Pledge	36	Mandatory	School Mgmt.	Annual TDM Report
TDM MONITORING AND REPORTING MEASURES				
Online Employee Commuter Survey	37	Mandatory	School Mgmt.	Annual TDM Report
Annual Student Travel Assessment Transportation Survey	37	Mandatory	School Mgmt.	Annual TDM Report

TDM Specialists, Inc. Qualifications



A Transportation Demand Management Company



We are planners and technical experts focused on development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, greenhouse gases, and air pollution impacts. We work successfully with developers, employers, and government agencies to get TDM Plans approved and projects entitled. We also implement and manage on-site commuter programs and achieve required TDM goals.

Our TDM practitioners provide full-service commute and traffic mitigation, sustainable LEED planning, and air quality conformity. Serving as an extension of client staff, we provide a broad range of services to get the job done efficiently while meeting the unique needs of the client and specific jurisdiction.

“We have finished the review of the Draft TDM. First let me say, that was the best TDM I have ever seen! The best by a large margin...a fantastic TDM Plan. Thank you so much.”

Steve Lynch, AICP, Senior Planner, City of Santa Clara, California

Transportation Demand Management

TDM Specialists develop Transportation Demand Management plans, traffic mitigation plans, and sustainable programs that address green commuting, mobility, and constrained parking issues. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source emissions, and ensure that projects are designed in ways to maximize the potential for alternative transportation use.

Commute Program Implementation

We have a proven track record of getting employees out of their cars. As projects are built and occupied, TDM Specialists can develop the structure, outreach and promotions necessary to implement and manage employee Commute Programs. The initial start-up, implementation, and ongoing management of the Commute Program are designed to meet TDM or trip reduction objectives and requirements. The overarching goal of a Commute Program is to enhance the quality of life and reduce commute trips for project employees.

Quality of life improvements can enhance employee recruitment, morale and retention, and increase productivity that create positive benefits for businesses.

Sustainable Air Quality and Greenhouse Gas (GHG) Solutions

TDM Specialists successfully implements trip reduction programs tailored to fit the project, and can typically reduce employee trips to the site by 30 percent. This results in reduced drive-alone trips and complies with requirements to reduce project GHG impacts. We coordinate the mechanisms to calculate and report these results to appropriate agencies.

Contact:
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A Transportation Demand Management Company

Areas of Expertise

Traffic Mitigation

TDM/TSM Mitigation Plans
 TDM Employer Training
 Commute Program Development
 Commute Program Management
 Commute Program Audits
 Commuter Surveys
 Transportation Fairs and Events
 Car Management Strategies
 Shuttle Programs
 TMA Management

Parking Mitigation

Parking Demand Reduction
 Parking Management Strategies
 Parking Constraints Solutions

Entitlement

Project Support
 Strategic Counsel
 Critical Response Support
 Environmental (EIR) Mitigation
 (Air Quality and Transportation)

Sustainability

Greenhouse Gas Emission Reductions
 Supporting LEED Components
 Air Quality Mitigation Plans

TDM Applications

- Office or R&D buildings
- Corporate Headquarters/Campus
- Master Plan projects
- Specific Plans
- Business Parks
- Hospitals/Medical Offices
- Retail/Shopping Centers
- Residential (multi family, single family, hi-rise, etc.)
- Special Events
- Recreation
- Universities and Colleges
- Warehouse and Manufacturing
- Airports and Transit Stations

Development, Property Management and Employer Projects

- Facebook
- Genentech
- NVIDIA
- SAP Labs
- Intel Folsom
- Intel Santa Clara
- Nokia
- Yahoo! Inc.
- NetApp
- VMware
- McClellan Business Park
- Juniper Networks
- Sunnyvale City Center
- Marvell
- Access/Palm Source
- Alexandria Real Estate Equities
- Oyster Point Business Park
- Metro Air Park
- Raley Field
- Moffett Park Business and Transportation Association
- Intuitive Surgical
- The Allen Group
- Spieker Properties
- HCP, Inc.
- Granite Regional Park
- Hyatt Place Hotel – So. San Francisco
- So. San Francisco Business Center
- Masonic Homes of California
- Fairview River Landing
- Donahue Schriber
- BioMed Realty Trust
- Panattoni Development
- Taylor Properties Development Co.
- SKS Investments, LLC
- Shorestein
- LBA Realty
- Jones Lang LaSalle
- California Farm Bureau
- California Highway Patrol
- Separovich • Domich
- Newell Real Estate Advisors
- LinkedIn
- Menlo Equities, LLC
- TMG Partners
- The Minkoff Group
- Arnell Enterprises, Inc.
- The Pollock Financial Group
- Wolff Enterprises

Municipal & Agency Locations

- Sacramento Area Council of Governments
- California Highway Patrol
- County of Sacramento, Dept. of Human Services
- City of South San Francisco
- City of Mountain View
- City of Santa Clara
- City of Sunnyvale
- State of California, Dept. of General Services
- San Mateo City/County Association of Governments
- City of Union City
- Cal PERS
- Cal STRS
- Ogden City, UT
- City of Brisbane
- Grand Rapids Interurban Transit, MI
- City of Citrus Heights
- University of California San Diego West Campus
- Sacramento County International Airport

Biotech, Pharmaceutical and Hospital Projects

- Genentech
- Amgen
- Rigel
- Takeda
- Onyx Pharmaceutical
- University of California San Diego, East Campus Medical Center
- Sutter Medical Center, Sacramento
- Mercy General Hospital
- Mercy San Juan Medical Center
- Enloe Medical Center
- Intuitive Surgical
- Blood Source
- Eclipsys, MA
- Counsyl, Inc.
- Theravance, Inc.