



HEXAGON TRANSPORTATION CONSULTANTS, INC.

April 16, 2025

Mr. Patrick Kallas
David J. Powers & Associates, Inc.
1874 The Alameda, Suite 200
San Jose, CA 95126

Subject: Analysis of TDM Measures for the Proposed Residential Development at 1957 Pruneridge Avenue in Santa Clara, California

Dear Mr. Kallas:

Hexagon Transportation Consultants, Inc. has analyzed a range of transportation demand management (TDM) measures for the proposed residential development at 1957 Pruneridge Avenue in Santa Clara, California. The project would construct 22 townhomes and demolish the existing unoccupied church. While the proposed project is not expected to have a significant impact on vehicle miles traveled (VMT), a set of TDM measures that would reduce vehicle travel by at least 5.5 percent have been identified as a means to offset the project's greenhouse gas emissions.

In coordination with the project applicant, two TDM program options have been developed. Table 1 lists the TDM measures to be implemented by the project under each option and the estimated reduction in VMT associated with each measure based on the Santa Clara Countywide VMT evaluation tool.

Proposed TDM Measures

Residential Density

The project would have increased residential densities compared to existing conditions in the surrounding area. Increased densities affect the distances people travel and provide greater options for the mode of travel they choose.

VMT Reduction

Using the Santa Clara Countywide VMT Evaluation Tool, it is estimated that Measure PC01 Increase Residential Density would reduce VMT by 0.3%.

TDM Administration and Promotion

Transportation Coordinator

Experience with other TDM programs indicates that having a transportation coordinator who focuses on transportation issues and is responsible for implementing the TDM program is key to its success. The homeowners' association will provide a transportation coordinator who will be responsible for implementing and managing the TDM plan. The transportation coordinator will be a point of contact for residents should TDM-related questions arise and will be responsible for ensuring that residents are aware of all transportation options and how to fully utilize the TDM plan. The transportation coordinator will provide the following services and functions to ensure the TDM plan runs smoothly:



**Table 1
 Estimated VMT Reductions due to Proposed TDM Measures**

TDM Measure	Option 1		Option 2	
	Scale	Est. VMT Reduction	Scale	Est. VMT Reduction
Residential Density ¹	22 sf du	0.3%	22 sf du	0.3%
Program Administration ²				
Designating a Transportation Coordinator	100%		100%	
Online Kiosk/TDM Information Board	participation	4.0%	participation	4.0%
Transportation Information Brochures	by residents		by residents	
Trip Planning Assistance				
School Pool Program ³	20%	1.6%	none	0.0%
	participation			
	by residents			
Bike Share Program or Bike in Each Unit ⁴	none	0.0%	include	2.0%
		5.9%		6.3%

Notes:

1. The VMT reduction for density references Measure PC01 Increase Residential Density from the Santa Clara Countywide VMT Evaluation Tool.
2. The VMT reduction for the program administration measures reference Measure TP18 Voluntary Travel Behavior Change Program from the Santa Clara Countywide VMT Evaluation Tool.
3. The VMT reduction for a School Pool Program references Measure TP01 School Pool Program from the Santa Clara Countywide VMT Evaluation Tool.
4. The project will provide space for or provide subsidies to a public bike share program. Alternatively, the developer may choose to provide a bike with each townhome. VMT reduction for this measure references Measure TP02 Bike Share Programs from the Santa Clara Countywide VMT Evaluation Tool.

- Provide transportation information packets to new residents.
- Set up and maintain an onsite information board and/or the online kiosk with information on non-auto transportation alternatives.
- Provide trip planning assistance to residents who are considering an alternative mode.
- Manage mode-share surveys and driveway counts annually to determine if the project's VMT reduction goal has actually been met. The results will be used to determine whether additional TDM measures are needed.
- Set up and manage a school pool program to match parents of students attending schools outside walking/biking distance that do not provide student bussing.



Transportation Information Packet

The transportation coordinator will provide transportation information packets to all new residents. The welcome packets will include information about bikeway maps, 511 bicycling resources, locations of adjacent bus stops, VTA transit maps, and VTA bus schedules for adjacent bus routes. Also included in the packet will be information regarding how to contact the transportation coordinator. New residents will also be advised to check information on non-auto transportation alternatives on the onsite information board and/or online transportation kiosk.

Information Board/Kiosk

The transportation coordinator will set up and maintain an onsite bulletin board and/or online kiosk with information on non-auto transportation alternatives. The transportation board will update key transportation information included in the welcome packets. Additionally, transportation news and commuter alerts will be posted on the board.

The online kiosk will include all of the site-specific information about the transportation resources available to residents, including:

- A summary of VTA and Caltrain services and links to further information about their routes and schedules.
- Bicycling resources on 511.org.
- A local bikeways map and information about the bike parking on site.
- A link to the many other trip planning resources available in the Bay Area, such as Moovit, Waze, real-time traffic conditions, etc.
- How to sign up for the on-site school pool program

VMT Reduction

Providing TDM information, TDM marketing, and designating a TDM Coordinator is estimated to achieve a 4.0% VMT reduction, based on Measure TP18 Voluntary Travel Behavior Change Program from the Santa Clara Countywide VMT Evaluation Tool. Increased resident targeting and participation will increase the effectiveness of this TDM measure.

School Pool Program

Under TDM Program Option 1, the project would also include a school pool program to help create a ridesharing program for school children. School pool programs help match parents to transport students to private schools, or to schools where students cannot walk or bike but do not meet the requirements for bussing. School pool programs reduce onsite air pollution emissions at nearby schools by reducing private vehicle trips.

VMT Reduction

The CAPCOA Handbook classifies a school pool program as a supporting or non-quantified reduction measure. However, the Santa Clara Countywide VMT Evaluation Tool estimates that a school pool program may achieve a maximum VMT reduction of 8.25% assuming full participation or a 1.6% reduction assuming a 20% participation rate.



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Bike Share Program

Under TDM Program Option 2, the project would also include a bike share program to help residents reduce vehicle trips. The project would provide space for or provide subsidies to a public bike sharing program. Alternatively, if there are no areawide public bike share programs operating within the vicinity of the site when the project is constructed, the developer may choose to provide a bike with each townhome. The bike share program would help residents travel to destinations that are outside of walking distance but within biking distance and provide a first/last mile connection for transit users

VMT Reduction

The Santa Clara Countywide VMT Evaluation Tool estimates that a bike share program at this site would achieve a VMT reduction of 2.0%.

Conclusions

In combination, the TDM measures included in TDM Program Options 1 and 2 are estimated to reduce the project's VMT by 5.9 and 6.3 percent, respectively. Either TDM Program Option would be sufficient to achieve the 5.5 percent reduction in VMT needed to offset the project's greenhouse gas emissions

Sincerely,
HEXAGON TRANSPORTATION CONSULTANTS, INC.

A handwritten signature in black ink that reads "Michelle Hunt". The signature is fluid and cursive, with a large initial "M" and a stylized "H".

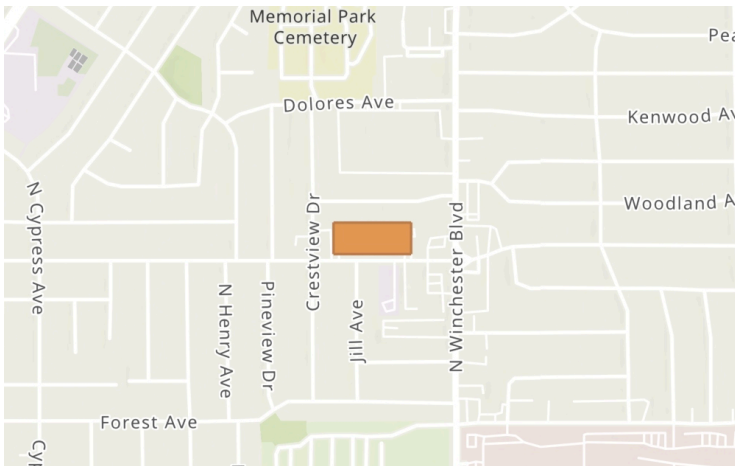
Michelle Hunt
Vice President and Principal Associate

Project Details

Timestamp of Analysis	April 16, 2025, 05:17:08 PM
Project Name	1957 Pruneridge Avenue Residential
Project Description	22-unit townhome development

Project Location Map

Jurisdiction:	APN	TAZ
Santa Clara	30303025	1255



Analysis Details

Data Version	VTA Countywide Model December 2019
Analysis Methodology	Parcel Buffer Method
Baseline Year	2015

Project Land Use

Residential:	
Single Family DU:	22
Multifamily DU:	
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Total DUs:	22

Non-Residential:

Office KSF:	
Local Serving Retail KSF:	
Industrial KSF:	

Residential Affordability (percent of all units):

Extremely Low Income:	0 %
Very Low Income:	0 %
Low Income:	0 %

Parking:

Motor Vehicle Parking:	63
Bicycle Parking:	22

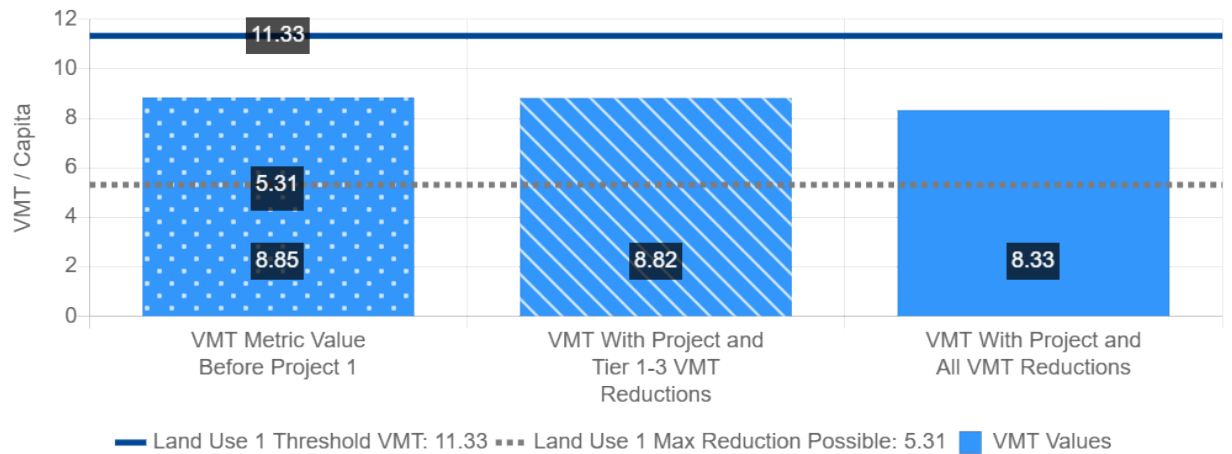
Proximity to Transit Screening

Inside a transit priority area?	Yes (Pass)
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Residential Vehicle Miles Traveled (VMT) Screening Results

Land Use Type 1:	Residential
VMT Metric 1:	Home-based VMT per Capita
VMT Baseline Description 1:	County Average
VMT Baseline Value 1:	13.33
VMT Threshold Description 1 / Threshold Value 1:	-15% / 11.33
Land Use 1 has been Pre-Screened by the Local Jurisdiction:	N/A

	Without Project	With Project & Tier 1-3 VMT Reductions	With Project & All VMT Reductions
Project Generated Vehicle Miles Traveled (VMT) Rate	8.85	8.82	8.33
Low VMT Screening Analysis	Yes (Pass)	Yes (Pass)	Yes (Pass)



Tier 1 Project Characteristics

PC01 Increase Residential Density

Existing Residential Density:	9.39
With Project Residential Density:	9.47

PC02 Increase Residential Diversity

Existing Residential Diversity Index:	0.67
With Project Residential Diversity Index:	0.66

PC03 Affordable Housing

PC04 Increase Employment Density

Existing Employment Density:	44.4
With Project Employment Density:	44.4

Tier 4 TDM Programs

TP01 School Pool Programs

School Pool Program Percent of Expected Participant Households:	20 %
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TP18 Voluntary Travel Behavior Change Program

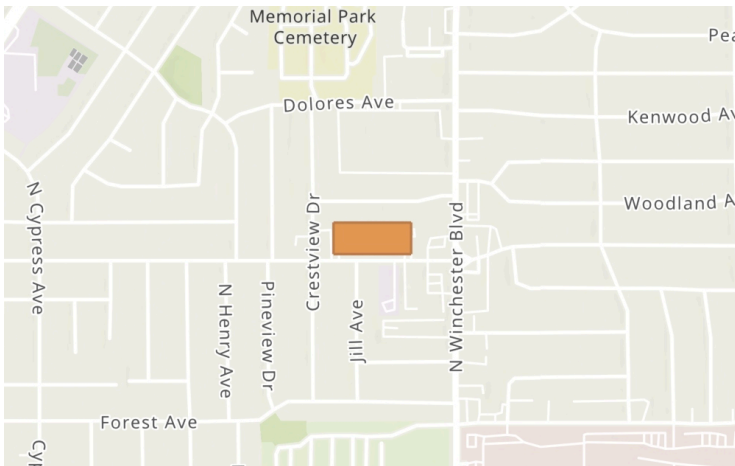
Percent of Behavior Program Participants :	100 %
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Project Details

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Project Name	1957 Pruneridge Avenue Residential
Project Description	22-unit townhome development

Project Location Map

Jurisdiction:	APN	TAZ
Santa Clara	30303025	1255



Analysis Details

Data Version	VTA Countywide Model December 2019
Analysis Methodology	Parcel Buffer Method
Baseline Year	2015

Project Land Use

Residential:	
Single Family DU:	22
Multifamily DU:	
Total DUs:	22

Non-Residential:

Office KSF:	
Local Serving Retail KSF:	
Industrial KSF:	

Residential Affordability (percent of all units):

Extremely Low Income:	0 %
Very Low Income:	0 %
Low Income:	0 %

Parking:

Motor Vehicle Parking:	63
Bicycle Parking:	22

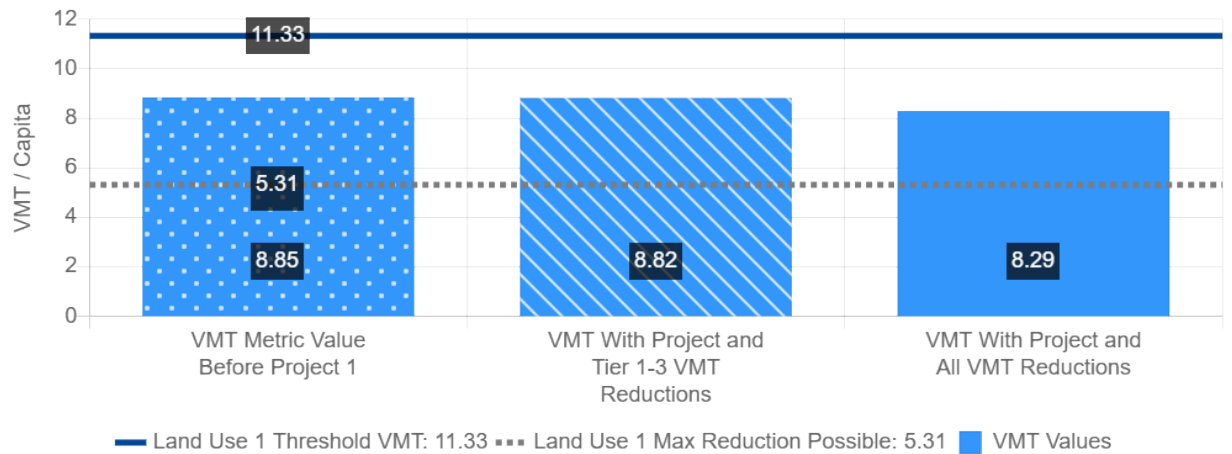
Proximity to Transit Screening

Inside a transit priority area?	Yes (Pass)
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Residential Vehicle Miles Traveled (VMT) Screening Results

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VMT Baseline Description 1:	County Average
VMT Baseline Value 1:	13.33
VMT Threshold Description 1 / Threshold Value 1:	-15% / 11.33
Land Use 1 has been Pre-Screened by the Local Jurisdiction:	N/A

	Without Project	With Project & Tier 1-3 VMT Reductions	With Project & All VMT Reductions
Project Generated Vehicle Miles Traveled (VMT) Rate	8.85	8.82	8.29
Low VMT Screening Analysis	Yes (Pass)	Yes (Pass)	Yes (Pass)



Tier 1 Project Characteristics

PC01 Increase Residential Density

Existing Residential Density:	9.39
With Project Residential Density:	9.47

PC02 Increase Residential Diversity

Existing Residential Diversity Index:	0.67
With Project Residential Diversity Index:	0.66

PC03 Affordable Housing

PC04 Increase Employment Density

Existing Employment Density:	44.4
With Project Employment Density:	44.4

Tier 4 TDM Programs

TP02 Bike Share Programs

Percent Change in Bike Trips:	6%
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TP18 Voluntary Travel Behavior Change Program

Percent of Behavior Program Participants:	100 %
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