HEXAGON TRANSPORTATION CONSULTANTS, INC.

400 Saratoga Avenue Residential Development

Draft Transportation Demand Management (TDM) Plan

Prepared for:

City of Santa Clara on Behalf of Demmon Partners

August 25, 2025

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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 traffic generated by new developments; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for alternative transportation usage; (3) reduce the parking demand generated by new developments 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 residential portion of the proposed development at 400 Saratoga Avenue in Santa Clara, California to propose effective and appropriate TDM measures, based on the project's size, location, and land use.

The TDM plan is intended to satisfy the City of Santa Clara requirements for trip reduction. In accordance with the City's *2022 Climate Action Plan* (CAP) requirements for multifamily developments the residential portion of the project will be required to reduce vehicle miles traveled (VMT) by a minimum of 20 percent with a minimum 10 percent reduction from active TDM measures. The Plan includes monitoring and reporting programs that will detail residents' awareness and use of the TDM programs to determine the VMT reduction for the project.

This TDM plan includes a range of measures designed to reduce the trips by the project's residents. The amount by which each active TDM measure is expected to reduce VMT has been quantified using the Santa Clara Valley Transportation Authority VMT Evaluation Tool. Based on the VMT Tool's projections, the TDM program will meet the required TDM reductions.

Project Description

The proposed residential development is located at the northeast corner of the San Tomas Expressway/Pruneridge Avenue intersection (see Figure 1). The project site is currently used as the Pruneridge Golf Course. The project proposes reconfiguring the existing golf course for the construction of a multifamily apartment building with 316 dwelling units and a 1.77-acre public park. The residential development would include a parking garage with 407 spaces within the building and 7 guest parking spaces located in a surface parking lot. Access to the project site would be provided by one full-access driveway on Pruneridge Avenue. The proposed site plan is shown on Figure 2.

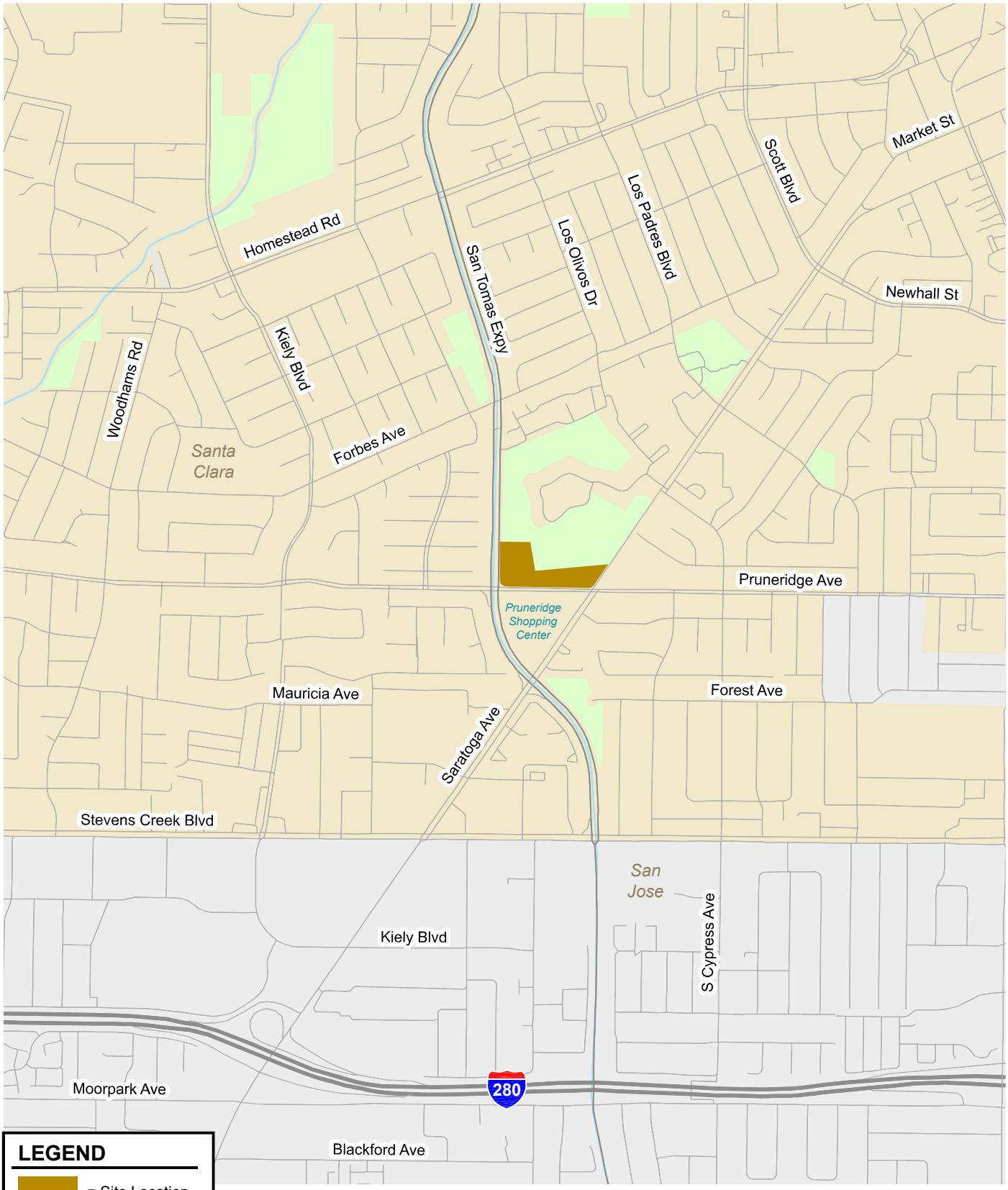

Figure 1
Site Location

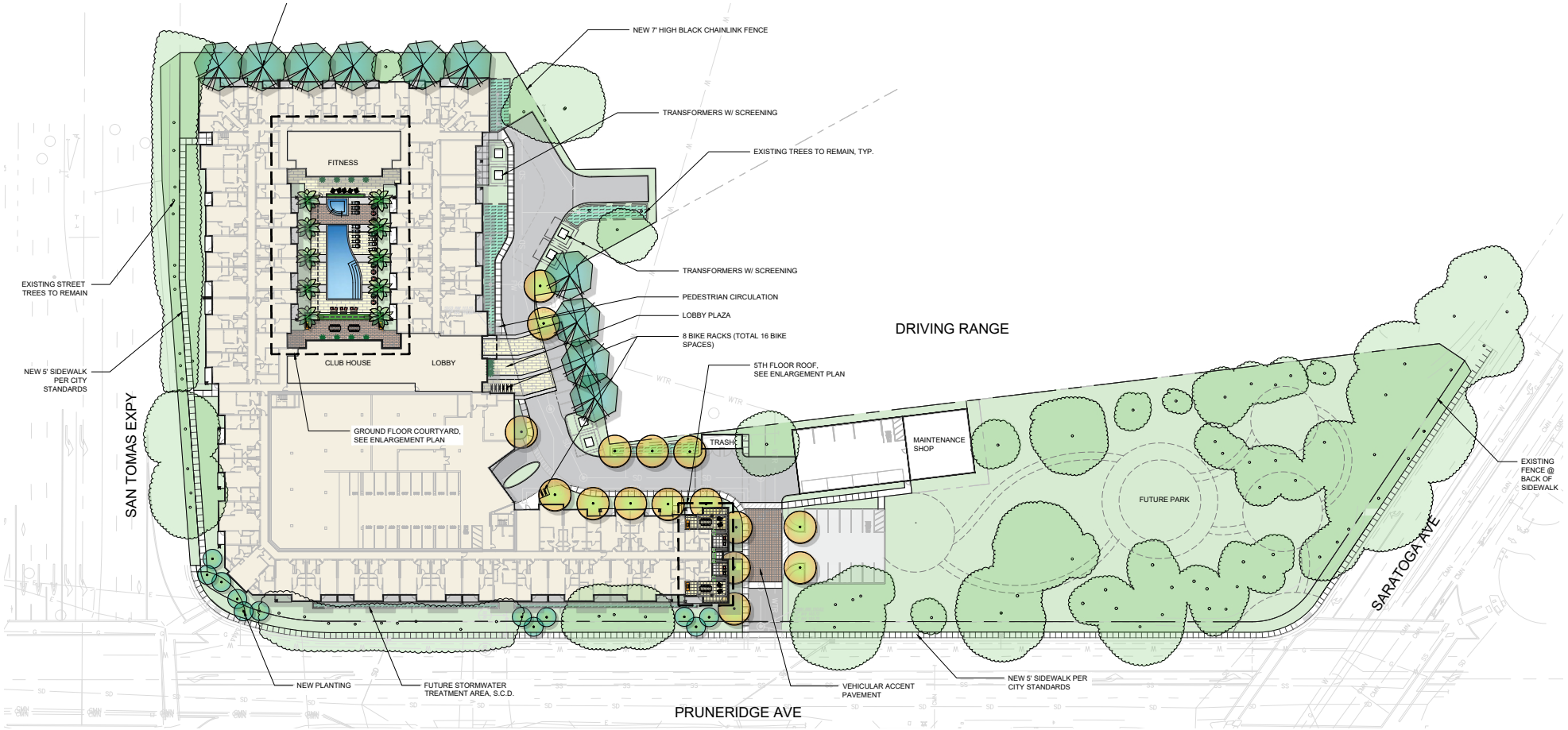

Figure 2
Site Plan

NORTH
Not to Scale

Project Trip Generation and Trip Reduction Target

Vehicle trips that would be generated by the proposed residential project were estimated using the trip generation rates published in the Institute of Transportation Engineers (ITE) *Trip Generation Manual*,11th Edition, for "Mid-Rise Multifamily Housing" (Land Use Code 221). Based on the published trip rates, the proposed residential project is estimated to generate 1,435 daily trips with 117 trips (27 inbound and 90 outbound) during the AM peak hour and 123 trips (75 inbound and 48 outbound) during the PM peak hour.

Based on the Travel Demand Management (TDM) trip reduction requirements set forth in the City of Santa Clara's *Climate Action Plan* (CAP) *2022,* a 20 percent reduction is applied to trips generated by the multifamily development. With this required 20 percent VMT reduction, the vehicle trips generated by the project should not exceed 1,148 daily trips with at most 94 trips during the AM peak hour and 98 trips during the PM peak hour. The trip generation and reductions are shown in Table 1 below.

Table 1
Project Trip Estimates

		Daily		AM Peak Hour				PM Peak Hour			
Land Use	**Size**	**Rate**	**Trips**	**Rate**	**In**	**Out**	**Total**	**Rate**	**In**	**Out**	**Total**
Proposed Use											
Residential[1]	316 units	4.54	1,435	0.37	27	90	117	0.39	75	48	123
VMT Reduction Requirement (20%) [2]			***(287)***		***(5)***	***(18)***	***(23)***		***(15)***	***(10)***	***(25)***
Net Project Trips			**1,148**		**22**	**72**	**94**		**60**	**38**	**98**

Source: ITE Trip Generation Manual, 11th Edition, 2021.
Notes:
1. Average trip rates expressed in trips per dwelling unit for Mid-Rise Multifamily Housing (Land Use 221) are used.
2. Based on the Travel Demand Management (TDM) trip reduction requirements set forth in the City of Santa Clara's Climate Action Plan 2022, a 20 percent VMT reduction was applied to trips generated by the multi-family units.

Report Organization

The remainder of this report is divided into three chapters. Chapter 2 describes the transportation facilities and services in the vicinity of the project site. Chapter 3 presents the TDM measures that will be implemented for the proposed development. Chapter 4 describes the program for implementing and monitoring the TDM plan.

2. Transportation Setting

Transportation facilities and services that support sustainable modes of transportation include VTA buses, pedestrian facilities, and bicycle facilities. This chapter describes the existing facilities and services near the project site. Information on the nearby roadway network is also included in order to provide a more comprehensive description of the nearby transportation network.

Roadway Network

Access to the project site is currently provided via the project driveway on Pruneridge Avenue with local access via San Tomas Expressway, Saratoga Avenue, and Stevens Creek Boulevard. These roads are described below.

San Tomas Expressway is a north-south expressway with a raised median. South of Homestead Road, there are six lanes. North of Homestead Road, there are eight lanes. It transitions from Montague Expressway in Santa Clara in the north and extends southward where it transitions into Camden Avenue at SR 17. South of Homestead Road, San Tomas Expressway has high-occupancy vehicle (HOV) lanes in both directions. During the AM peak hour, the northbound lane is designated for HOV use and during the PM peak hour, the southbound lane is designated for HOV use. During other times, the lane is open to all users. It has a posted speed limit of 45 miles per hour (mph). On-street parking is prohibited. San Tomas Expressway does not provide sidewalks, except at the intersections where there are crosswalks. There are no bike lanes on San Tomas Expressway, but bikes are allowed to ride on the shoulders. San Tomas Expressway provides access to and from the project site via Pruneridge Avenue.

Saratoga Avenue is a north-south major arterial extending from Fallon Avenue in the north to the City of Saratoga in the south. In the vicinity of the project, Saratoga Avenue has four lanes north of Stevens Creek Boulevard and six lanes south of Stevens Creek Boulevard. It has a raised, landscaped median with left-turn pockets provided at intersections in the project vicinity. Saratoga Avenue has sidewalks on both sides of the street and has a posted speed limit of 35 mph. On-street parking is permitted on both sides of the street in the project's vicinity. Between Pruneridge Avenue and Glendenning Avenue, on-street parking has a two-hour limit from 6 AM to 10 PM along the east side. Saratoga Avenue has bike lanes on both sides south of Stevens Creek Boulevard and between San Tomas Expressway and Los Padres Boulevard. Saratoga Avenue provides access to and from the project site via Pruneridge Avenue.

Stevens Creek Boulevard is a six-lane arterial that runs in an east-west direction in the vicinity of the site. There are left-turn pockets provided at intersections and a center turn lane provided between intersections in the study area. Stevens Creek Boulevard extends westward to Cupertino and eastward

to Bascom Avenue, where it transitions into San Carlos Street. Stevens Creek Boulevard includes sidewalks on both sides of the street and has a posted speed limit of 40 mph. On-street parking is permitted on both sides of the street with a two-hour limit from 6 AM to 10 PM in the project vicinity. Bike lanes exist along both sides of the street west of Di Salvo Avenue/Wainwright Avenue. Stevens Creek Boulevard provides access to the project site via its intersection with Saratoga Avenue.

Pruneridge Avenue is a four-lane minor arterial that runs in an east-west direction in the vicinity of the site. Pruneridge Avenue has a two-way left-turn center lane between Tanoak Drive and Saratoga Avenue. Pruneridge Avenue extends westward to Tantau Avenue and eastward to Winchester Boulevard, where it transitions into W. Hedding Street. Pruneridge Avenue includes sidewalks on both sides of the street and has a posted speed limit of 35 mph. On-street parking is prohibited between Gamblin Drive and Saratoga Avenue and Gamblin Drive. Pruneridge Avenue provides direct access to the project site.

Existing Pedestrian Facilities

Pedestrian facilities consist of sidewalks, crosswalks, and pedestrian signals at signalized intersections. In the project vicinity, Pruneridge Avenue and Saratoga Avenue have sidewalks on both sides of the street. San Tomas Expressway provides limited sidewalk connectivity at the intersections where there are crosswalks. There is no sidewalk along the project frontage on San Tomas Expressway.

Crosswalks are provided on all approaches of all signalized intersections in the vicinity of the project site. All of the crosswalks at the nearby signalized intersections include pedestrian signal heads and push buttons. Sidewalks and crosswalks in the project vicinity provide adequate access to the nearby transit facilities.

Pedestrians are permitted to use the shared-use paths such as the bicycle and pedestrian crossing across San Tomas Expressway south of Saratoga Avenue (see Figure 3).

Existing Bicycle Facilities

The bicycle facilities that exist in the project vicinity (see Figure 3) include striped bike lanes (Class II bikeway) and shared bike routes (Class III bikeway).

Class II Bike Lanes are lanes on roadways designated for use by bicycles with special lane markings. Within a one-mile radius of the project site, striped bike lanes are present along the following roadway segments:

- Saratoga Avenue, between San Tomas Expressway and Los Padres Boulevard and south of Stevens Creek Boulevard
- Homestead Road, for the entire street
- Los Olivos Drive, north of Forbes Avenue
- Los Padres Boulevard, for the entire street

Class III Bike Routes are streets designated for bike travel and shared with motor vehicles. Within a one-mile radius of the project site, a bike route is present along the following roadway segment:

- Forbes Avenue, between Los Padres Boulevard and Harvard Avenue

Bicycles are also permitted to ride on the shoulders of San Tomas Expressway. However, due to high speeds and traffic volumes, the expressways are recommended for use only by bicyclists of intermediate to advanced skills.

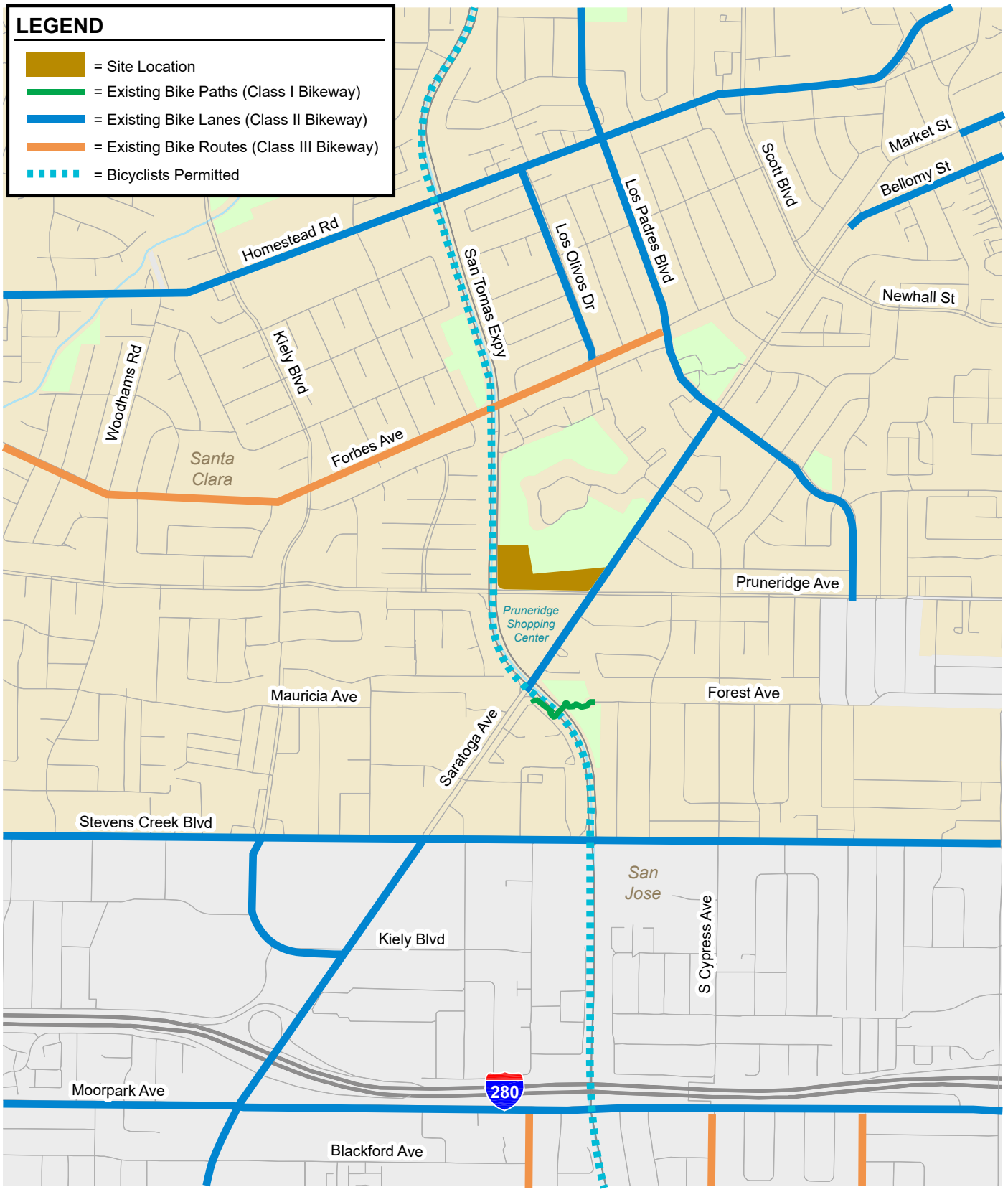

Figure 3
Existing Bicycle Facilities

Transit Services

Existing transit services to the project area are provided by the VTA's Frequent Bus Route 57 with bus stops within walking distance. The closest Route 57 bus stops are located on Kiely Boulevard at Pruneridge Avenue, approximately 2,400 feet from the project site. Route 57 runs between West Valley College and Old Ironsides Station from 5:50 AM to 10:55 PM with 15-minute headways. Other nearby routes include routes 23, 59, and 523 (see Figure 4). However, all bus stops for these routes are greater than ½ mile walking distance from the project site.

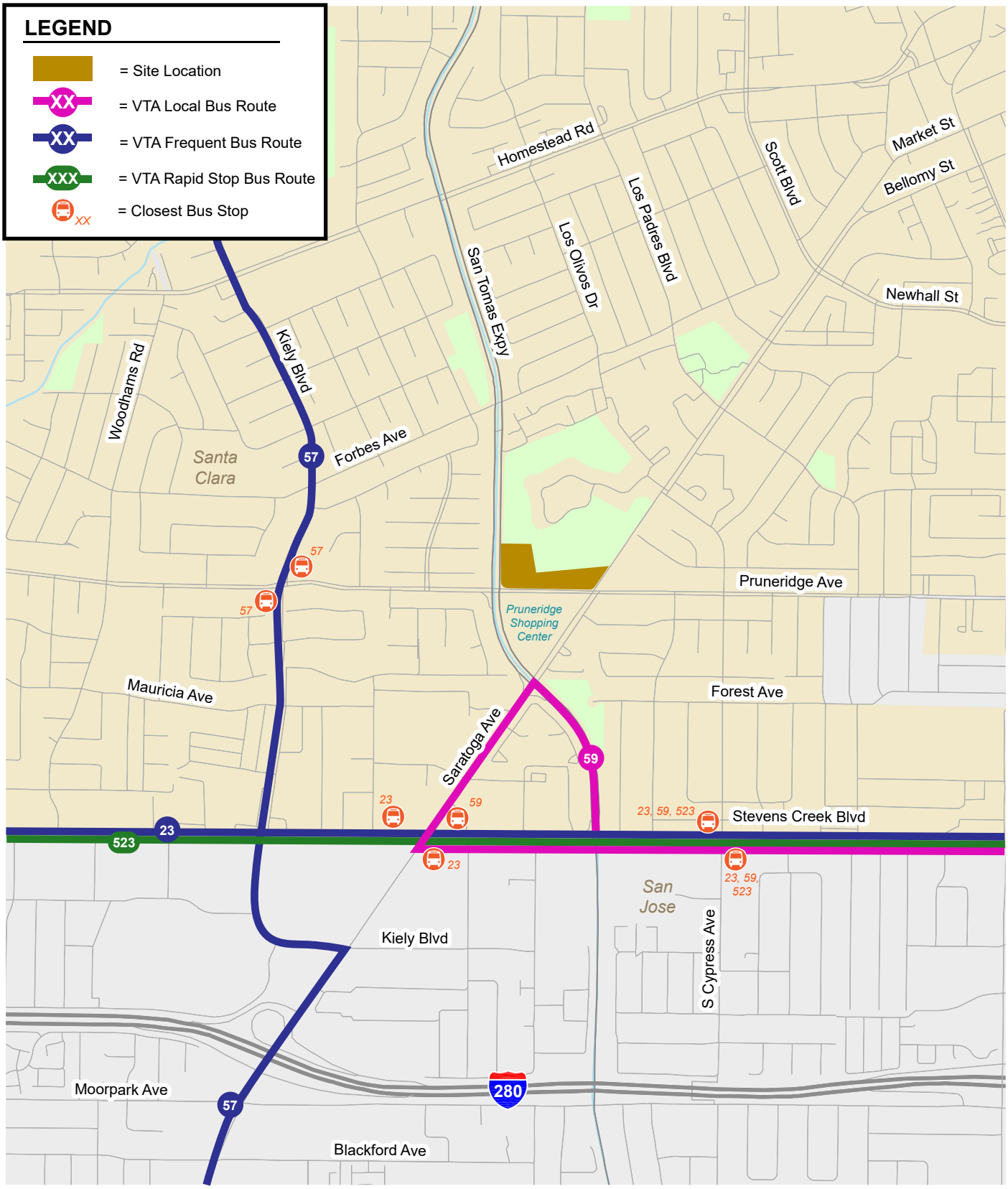

Figure 4
Existing Transit Services

3. Proposed TDM Measures

The TDM measures to be implemented for the residential portion of the 400 Saratoga Avenue project include design features, programs, and services that promote sustainable modes of transportation and reduce the number of vehicle trips that would be generated by the project. The main goal of this TDM plan is to provide effective measures that would reduce the vehicle trips from future residents. The TDM plan is also intended to satisfy the City's CAP requirements for the reduction of residential VMT. In accordance with the goal established by the CAP, this TDM plan is expected to reduce the project's residential VMT by at least 10 percent. Overall, the project is required to reduce residential VMT by at least 20 percent when the project's density, surrounding street design, diversity of surrounding land uses, transit accessibility, bicycle and pedestrian networks are considered in combination with the proposed TDM measures.

Table 2 summarizes the TDM measures proposed in this plan. An indication of who will have primary responsibility for implementing each measure is also shown in the table.

The project would construct 316 dwelling units on a 3.66 acre site, resulting in a residential density of 86 dwelling units per acre. The project also proposes providing 5 percent of the units (16 units) as very low income and 10 percent of the units (31 units) as moderate income.

The project's residential VMT reduction has been estimated using the Santa Clara Countywide VMT Evaluation Tool, which provides an initial indication of a TDM Plan's likely effectiveness in various settings. Based on these sources, it is expected that the proposed TDM measures will exceed the residential VMT reduction requirements set forth in the City's *Climate Action Plan*.

Furthermore, the project's proximity to nearby bus stops, new sidewalk along the project frontage on San Tomas Expressway, and a mix of complementary locations within walking distance are expected to further reduce the residential VMT. The project is located next to a new public park within the site. Across the street from the project, within a ¼ mile walk, is the Pruneridge Shopping Center plaza which has a grocery store, a bank, and restaurants. Considering the project's location and proposed TDM measures, the project is expected to reduce residential VMT by at least 20 percent. After the project has been occupied and the TDM Plan has been implemented, driveway counts should serve as the monitoring tool to determine if the goal of a 20 percent residential VMT reduction has been met. If not, the property management will be responsible for implementing additional measures.

Given that only one bus route stops within walking distance of the project site, it is likely that carpooling and bicycling will be a more attractive option than transit for most residents who commute to work. Efforts to encourage residents to carpool and ride their bicycles are likely to provide the greatest benefit in terms of residential VMT reduction. After the project site has been occupied and the TDM plan has been implemented, resident mode-share surveys and driveway counts will serve as monitoring tools to

determine if the City's goal of a 20 percent residential VMT reduction has actually been met. If not, then the building management will be responsible for identifying and implementing additional measures.

Table 2
Proposed TDM Measures for 400 Saratoga Avenue

TDM Measure	Implementation Responsibility	Estimated VMT Reduction
Residential Density	Property Developer	4.6% [2]
Affordable Housing	Property Developer	1.3% [3]
Program Administration		
Designating a Transportation Coordinator	Property Developer	4.0% [4]
Online Kiosk/TDM Information Board [1]	Transportation Coordinator	
Transportation Information Brochures	Transportation Coordinator	
Participation in Transportation Management Association	Property Developer	
Trip Planning Assistance	Transportation Coordinator	
Transit Elements		
Proximity to Transit	Site Location	N/A [5]
Resources (schedules, route maps & other info)	Transportation Coordinator	
Carpool/Vanpool		
Incentives for New Carpools/Vanpools	Available to public	N/A [5]
Discounted Tolls on Bay Area Bridges	Available to public	
Bicycle & Pedestrian Facilities		
Bicycle Parking	Property Developer	N/A [5]
Contribute to Future Bike Lane	Property Developer	
Resources (bikeway maps & other info)	Transportation Coordinator	
Sidewalk along Project Frontage	Property Developer	
Bike Share Program	Property Developer	2.0% [6]
Total Estimated VMT Reduction from Active TDM:		**-11.9%**

Notes:

1. The property developer will have initial responsibility for creating an online kiosk and appointing the Transportation Coordinator who will have ongoing responsibility for the online kiosk and various program elements.
2. The VMT reduction for density references Measure PC01 Increase Residential Density from the Santa Clara Countywide VMT Evaluation Tool. The project would construct 316 dwelling units on a 3.66 acre site, resulting in a density of 86 dwelling units per acre.
3. The project proposes 5% of the units as very low income and 10% of the units as moderate income. Per the VMT Evaluation Tool, the moderate income units do not contribute to reduction while the very low income units do. The VMT reduction for Affordable Housing references PC03 - Affordable Housing from the Santa Clara Countywide VMT Evaluation Tool.
4. The VMT reduction for the program administration measures reference Measure TP04 - CTR Marketing and Education from the Santa Clara Countywide VMT Evaluation Tool.
5. VMT reduction for proximity to transit, carpool/vanppol, and pedestrian/bicycle facilities is not shown since they are not active TDM measures, however it is still expected that these measures will effect VMT.
6. The project will provide space for or provide subsidies to a public bike share program. VMT reduction for this measure references Measure TP02 Bike Share Programs from the Santa Clara Countywide VMT Evaluation Tool.

Site Characteristics

Residential Density

The project would have increased resiential 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, reducing VMT. The project would construct 316 dwelling units on a 2.66 acre site, resulting in a residential density of 86 dwelling units per acre.

VMT Reduction

Using the Santa Clara Countywide VMT Evaluation Tool, it is estimated that Measure PC01 Increase Residential Density would reduce VMT in this location by 4.6%.

Affordable Housing

The project proposes providing 5 percent of the units (16 units) as very low income and 10 percent of the units (31 units) as moderate income. Developing affordable housing for low-income households provides greater opportunity for these families to live closer to transit. These households generally make fewer trips by automobile than households with higher incomes, resulting in reduced VMT.

VMT Reduction

Using the Santa Clara Countywide VMT Evaluation Tool, the very low income units (5% of units) would contribute to VMT reduction. It is estimated that Measure PC03 Integrate Affordable and Below Market Rate Housing would reduce VMT 1.3%.

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 building management 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:

- 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 City'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. The on-line kiosk will include information about all the measures, services, and facilities discussed in this plan, including:

- A summary of VTA and Caltrain services and links to further information about their routes and schedules.
- Bicycling resources on 511.org.
- A local bikeways map 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 TP04 CTR Marketing and Education from the Santa Clara Countywide VMT Evaluation Tool. Increased resident targeting and participation will increase the effectiveness of this TDM measure.

Transit Elements

Proximity to Transit Services

The project is located along Pruneridge Avenue, 2,400 feet from the nearest bus stops serving Route 57. The routes to these bus stops are pedestrian friendly with continuous sidewalks on Pruneridge Avenue. Furthermore, the project is located in a walkable area with a mix of land uses including housing, retail, offices, and community services. The project's location along a local bus route in a walkable mixed-use area is considered a passive TDM measure that could reduce vehicle travel.

Pedestrian and Bicycle Facilities

Bicycle Parking

Providing secure bicycle parking encourages bicycle commuting and reduces the parking demand. The proposed project will include secure bicycle storage for 316 bicycles in a secure bicycle room on the

ground level within the parking garage for easy access. Also, short-term bicycle racks for guests will be provided.

While the City's General Plan encourages new developments to provide on-site bicycle facilities, the CAPCOA's *Handbook for Analyzing Greenhouse Gas Emission Reductions (December 2021)* classifies bicycle parking as a supporting or non-quantified reduction measure. Supporting measures may potentially achieve a VMT reduction on their own or support the effectiveness of other TDM measures.

Pedestrian and Bicycle Network

The project will contribute an in lieu fee to the planned bike lane along the project frontage on Pruneridge Avenue. Additionally, the project will construct a new sidewalk along the project frontage on San Tomas Expressway. These improvements will encourage more residents to walk or bike instead of driving and may potentially achieve VMT reduction on their own or support the effectiveness of other TDM measures.

Bike Share Program

The project will 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. 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 operate a private bike share program for resident use, managed by the building manager or vendor of private bike share systems. Assuming 2 residents per unit and a 25% participation rate, and one bike per 15-20 residents, the project would need to provide about 8 to 11 bikes. The bike share program would help residents travel to destinations that are outside of walking distance but within biking distance and provide first/last mile transit connection for transit users.

VMT Reduction

Using the Santa Clara Countywide VMT Evaluation Tool, it is estimated that a bike share program, Measure TP02 Bike Share Programs, would reduce VMT by 2.0%.

Resources & Incentives

Bicycling Resources

The welcome packets and the transportation board/kiosks will include resources useful to cyclists. For example, the local bikeways map will be posted for easy reference. The following resources that are available to bicycle commuters through 511.org will also be noted in the welcome packets and the transportation board/kiosk, in order to make residents aware of them.

- Bikeway and trail maps
- Bicycle maintenance and safety tips
- Information about taking bikes on public transit
- Location and use of bicycle parking at transit stations
- Tips on selecting a bike, commute gear, and clothing
- Links to bicycle organizations

Trip Planning Resources

There are several free trip planning resources that residents may not be aware of. Information on these services will be included in the welcome packets for new residents. These include:

Google Maps

Google has collaborated with select regional transit agencies (including VTA, Caltrain, and ACE) to provide a public transit planner to riders. Residents can find free services online at www.google.com/maps/dir/.

Caltrain Mobile

The Caltrain Mobile app offers commuters the ability to purchase and use fares instantly on their mobile phones.

For easy access to Caltrain's schedules and rider alerts, residents can download the Caltrain Mobile app.

Clipper App

Clipper is the Bay Area's regional transit fare payment system, allowing users to travel on all Bay Area transit including bus, rail, ferry, and train. The traditional Clipper card stores cash value and transit passes. With the Clipper app, commuters can add cash value and passes, set up Autoload, and view user activity, real-time transit information, and helpful trip planning tools.

Ride Matching Resources

SmartCommute

SmartCommute is VTA's free ride matching service that provides an interactive system to help commuters find carpool and vanpool partners. The Transportation Coordinator will promote this online program to residents. The free carpool and vanpool matching tool help commuters find others with similar routes and travel patterns with whom they may share a ride. Registered users provide their commute information and get matched with other users. Participants can then search and view potential trip matches that are based on a specific radius from the origin, destination, and along the route and may contact them to discuss schedules and see if the match is a good fit. The service also provides a range of travel options for a user's trip and the impacts associated with each choice to help the user make an informed decision.

Carpool/Vanpool Incentives

SmartCommute

SmartCommute provides users with challenges, incentives, and events. Challenges are competitions among users to gain rewards through trip logging. Incentives are earned by users when available by working towards certain requirements or collecting redeemable points to use to buy an item. Events can be set up by users to share information about travel options when a user is hosting an in-person event. Users can also view upcoming events in their area and learn more about their own travel options.

Vanpool Programs

The Transportation Coordinator will inform the residents about the $500 monthly vanpool subsidy from 511.org and the Metropolitan Transportation Commission (MTC). Qualified vanpools commuting within Santa Clara County can receive an additional $400 per month for the first year. The Bay Area 511 Vanpool Program partnered with Commute with Enterprise to provide an all-inclusive option to make

vanpooling easy. A Commute with Enterprise vanpool comes with a newer model, low-mileage van, or SUV, including roadside assistance and maintenance.

Guaranteed Ride Home (GRH) Program

The Transportation Coordinator will inform the residents about VTA's Guaranteed Ride Home (GRH) program. The program encourages commuters to use a sustainable mode of transportation to work, college, or adult education classes in Santa Clara County by providing reimbursement on the cost to get home in the event of an emergency. Participants are eligible to receive up to six reimbursements a year or $500 in total reimbursements, whichever comes first. Each qualified trip may be reimbursed up to $125.

4. TDM Implementation and Monitoring

The plan's purpose is to reduce residential VMT and minimize single-occupancy vehicle trips. As required by the *Climate Action Plan*, the project will submit annual reports describing the effectiveness of the specifically implemented TDM measures. Reports will include the number of residents on site and the success of the measures expressed in daily and peak-hour vehicle trips generated by the project.

Implementation

The project applicant will ensure that the TDM trip reduction measures are implemented. After construction and occupancy, the property management will identify a Transportation Coordinator. The Transportation Coordinator for the project will be responsible for implementing the ongoing TDM measures (e.g., maintaining the welcome flyer and online kiosk, marketing, and resident outreach).

Monitoring

As stated in the *Climate Action Plan*, the project is required to submit annual TDM monitoring reports to City staff to evaluate the project's progress toward the TDM goals. The Transportation Coordinator will utilize annual resident survey data and driveway trip counts to evaluate the success of the TDM Plan. The annual survey and driveway trip count results will be submitted to the City for review, along with an assessment of whether the TDM measures implemented during the preceding year led to the targeted residential VMT reduction. Note that it is not possible to differentiate through surveys or counts the reduction in residential VMT attributable from the project's location or density versus the reduction achieved through the implementation of TDM measures. Therefore, the monitoring program will focus on quantifying the project's overall reduction in VMT. If it is determined that the target residential VMT reduction has not been achieved, the report will outline additional measures to be adopted in the coming year to achieve the goal.

Resident Surveys

To monitor progress towards the TDM goal, the Transportation Coordinator will conduct an annual survey of all residents of the site to determine the mode split among residents, whether the existing TDM measures are effective, and whether residents prefer different TDM measures. The Transportation Coordinator will administer the survey and communicate the results to the City.

In addition to obtaining quantitative data on the mode split, the survey will provide qualitative data regarding resident perceptions of the alternative transportation programs and perceptions of the obstacles to using an alternative transportation mode. The survey results will measure the relative

effectiveness of individual program components and facilitate the design of possible program enhancements. Along with collecting information on mode split, the survey can gather data on bike storage and transit use.

Driveway Counts

Consistent with common traffic data collection principles, the residential project's trip generation will be measured through counts at the project driveway. The annual counts will be conducted for three weekdays when schools are in session to determine the daily project trips and trips during the AM and PM peak hours of commute traffic. The site Transportation Coordinator will work with an independent consultant to obtain traffic count data and document the results in a TDM monitoring report. The driveway counts will be compared to the project trip estimates presented in Table 1. For the purposes of determining the percentage of residential VMT reduction achieved by the plan, a one percent reduction in daily trips will be considered equivalent to a one percent reduction in residential VMT.

Annual Reports

The Transportation Coordinator will submit reports with the results of the surveys to the City of Santa Clara's Planning Division annually for the project's life. The annual report will detail the operation, utilization, and awareness of the TDM measures and quantify the site trip generation rates. If the report indicates that the project is failing to achieve the 20 percent residential VMT reduction, additional TDM measures will be implemented. Program enhancements will be developed based on the findings of the TDM monitoring report regarding the residents' awareness and usage of current TDM program elements.

The individual preparing these reports for the City will coordinate with City staff on the City's reporting requirements. The City will determine whether the site has met its annual target.