HEXAGON TRANSPORTATION CONSULTANTS, INC.

3521 & 3591 Homestead Road Residential Development

Transportation Demand Management (TDM) Plan

Prepared for:

Pulte Home Company

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Table of Contents

1. Introduction and Project Description 1
2. Transportation Setting 5
3. Proposed TDM Measures 10
4. TDM Implementation and Monitoring 17

List of Tables

Table 1 Project Trip Estimates 4
Table 2 Proposed TDM Measures for 3521 & 3591 Homestead Road 11

List of Figures

Figure 1 Site Location 2
Figure 2 Site Plan 3
Figure 3 Existing Transit Services 7
Figure 4 Existing and Proposed Bicycle Facilities 9

1. Introduction and Project Description

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 mixed-used development at 3521 & 3591 Homestead Road in Santa Clara, California, in order 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.

This TDM plan includes a broad range of TDM measures designed to reduce the VMT by the residential portion of the proposed project. The amount by which each TDM measure is expected to reduce VMT has been quantified using the California Air Pollution Control Officers Association (CAPCOA) December 2021 report, *Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity* and the Santa Clara Countywide VMT Evaluation Tool. Based on these sources, the project would exceed the City's residential VMT reduction goals.

Project Description

The project site is located at the northeast corner of the Lawerence Expressway/Homestead Road intersection. The project site and the surrounding study area are shown on Figure 1. The project site currently contains neighborhood mixed-use retail stores, which will be demolished. The project proposes 147 residential units (57 townhomes, 90 stacked townhomes) and 5,105 square feet (s.f.) of commercial space on a 5.5-acre site. The project would include two garage parking spaces per unit for a total of 294 resident spaces plus 47 on-street guest/commercial spaces within the project site. Access to the project site would be provided by one full-access driveway on Homestead Road and one full-access driveway on Lochinvar Avenue. The proposed site plan is shown on Figure 2.

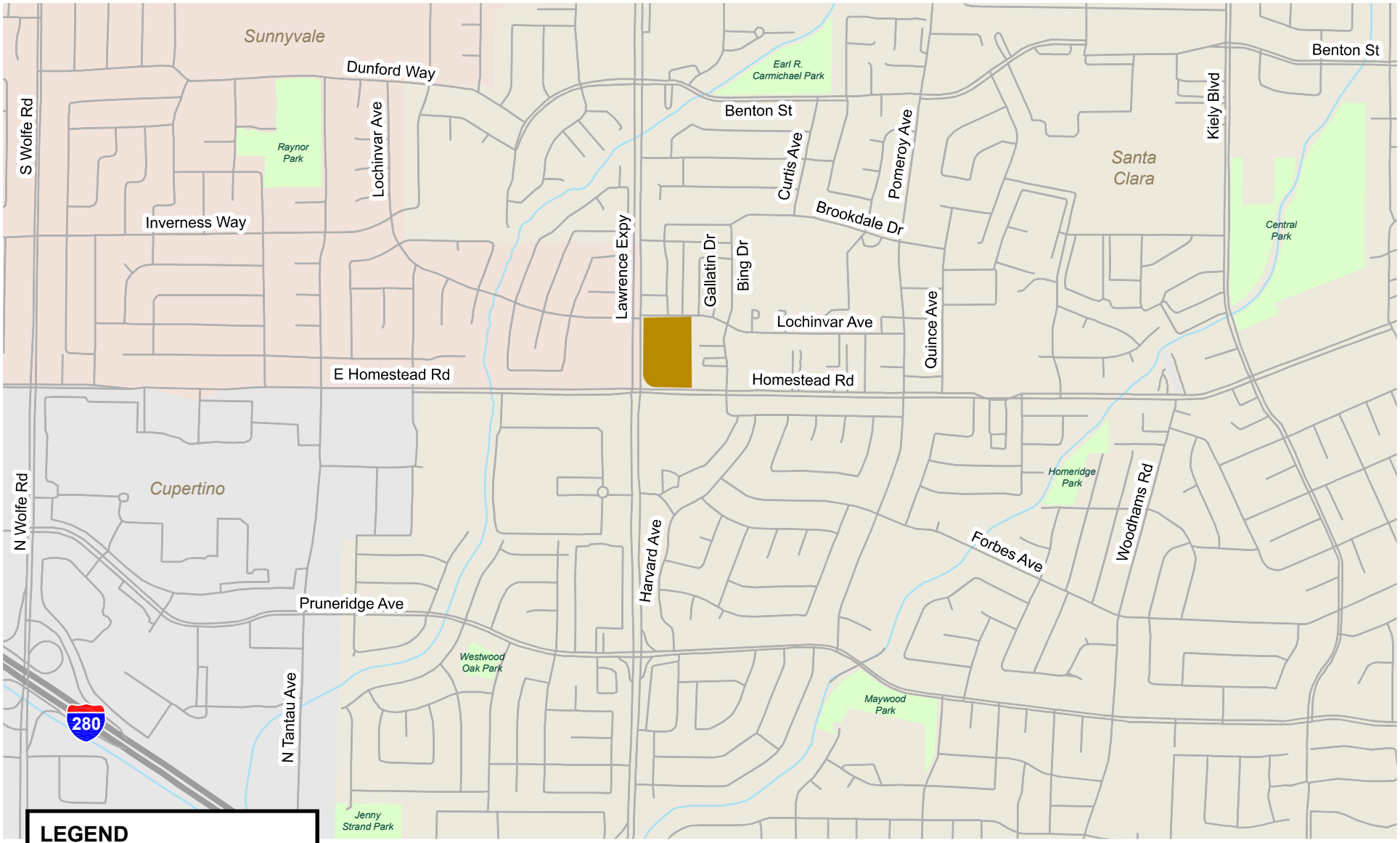
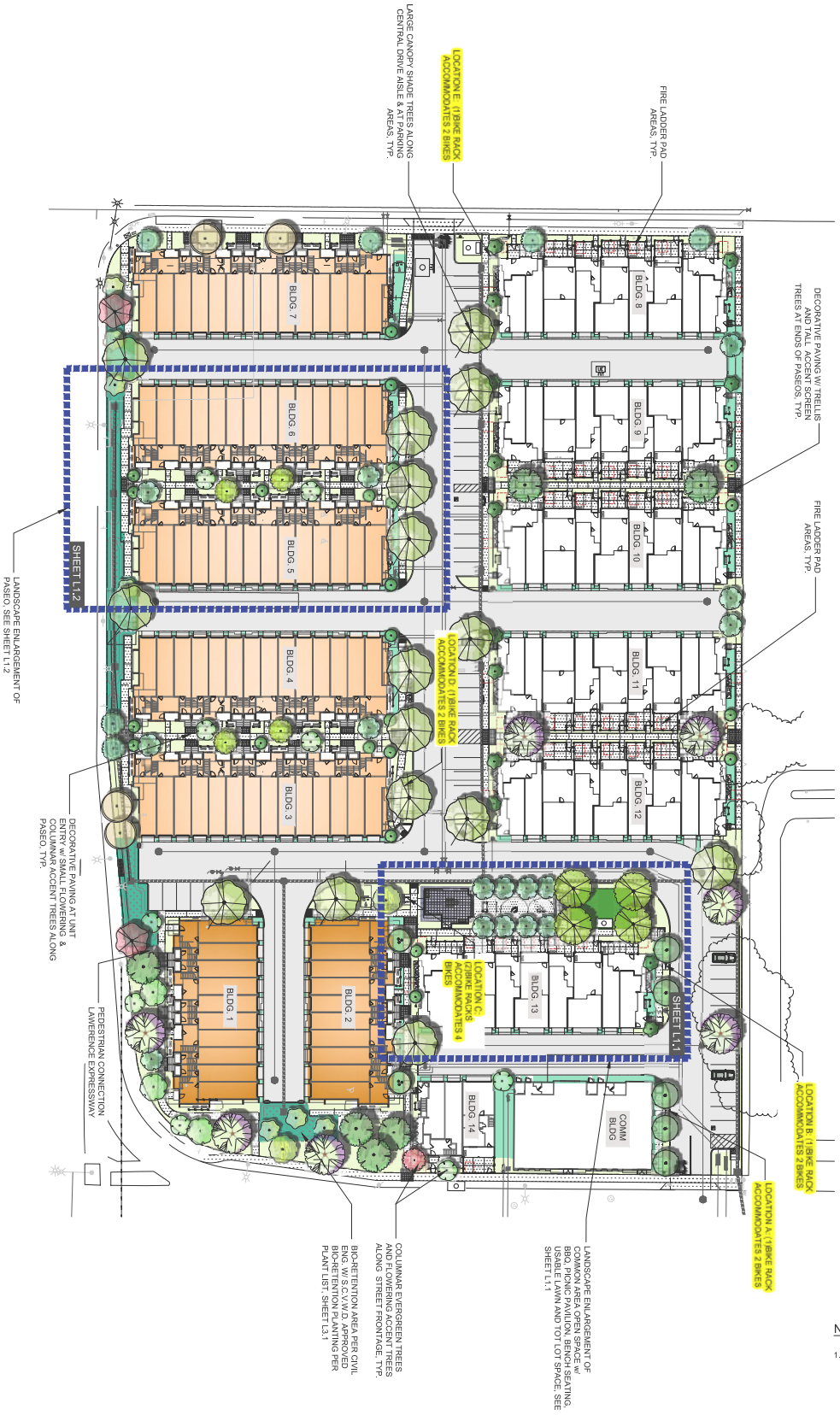


Figure 1
Project Site Location

NORTH
Not to Scale



NOTES:

1. 6 BIKE RACKS PROVIDED IN 5 LOCATIONS, FOR A TOTAL OF 12 SHORT TERM BIKE PARKING.

NORTH
Not to Scale

Project Trip Generation and Trip Reduction Target

Trip generation resulting from the mixed-use development was estimated using the trip rates accessed from the Institute of Transportation Engineers' (ITE) *TripGen* online database, which is based on the ITE *Trip Generation Manual, 11th Edition, 2021*. The rates published for "Multifamily Housing (Low Rise) – Not Close to Rail Transit" (Land Use Code 220) were used to estimate the trips generated by the proposed 3-story townhomes, the rates for "Multifamily Housing (Mid Rise) – Not Close to Rail Transit" (Land Use Code 221) were used to estimate the trips generated by the proposed 4-story stacked townhomes, and the rates for "Strip Retail Plaza (<40k)" (Land Use Code 822) were used to estimate the trips generated by the proposed commercial space.

Based on the published trip rates, the proposed mixed-use development is expected to generate 1,071 daily trips including 68 trips during the AM peak hour and 98 trips during the PM peak hour (see Table 1). With the required 20 percent VMT reduction applied to the residential uses, the vehicle trips generated by the mixed-use project should not exceed 912 daily trips with at most 57 trips during the AM peak hour and 85 trips during the PM peak hour.

Table 1
Project Trip Estimates

Land Use	Size	Daily Rate[1]	Daily Trips	AM Peak Hour				PM Peak Hour			
				Rate	In	Out	Total	Rate	In	Out	Total
Proposed (Both Alternatives)											
3-Story Townhomes [1]	57 d.u.	6.74	384	0.40	6	17	23	0.51	18	11	29
4-Story Stacked Townhomes [2]	90 d.u.	4.54	409	0.37	8	25	33	0.39	21	14	35
Commercial [3]	5,105 s.f.	54.45	278	2.36	7	5	12	6.59	17	17	34
Gross Total Project Trips			**1,071**		**21**	**47**	**68**		**56**	**42**	**98**
VMT Reduction Requirement (20%) [4]			***(159)***		***(3)***	***(8)***	***(11)***		***(8)***	***(5)***	***(13)***
Net Project Trips			**912**		**18**	**39**	**57**		**48**	**37**	**85**

Notes
d.u. = dwelling units
s.f. = square feet

[1] Trip generation rates for the proposed 3-story townhomes are based on the *ITE's Trip Generation Manual, 11th Edition* rates for Land Use Code 220 "Multifamily Housing (Low Rise) - Not Close to Rail Transit" in General Urban/Suburban areas.

[2] Trip generation rates for the proposed 4-story stacked townhomes are based on the *ITE's Trip Generation Manual , 11th Edition* rates for Land Use Code 221 "Multifamily Housing (Mid-Rise) - Not Close to Rail Transit" in General Urban/Suburban areas.

[3] Trip generation rates for the proposed commercial space are based on the ITE's *Trip Generation Manual, 11th Edition* rates for Land Use Code 822 "Strip Retail Plaza (<40k) " in General Urban/Suburban areas.

[4] 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 the 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, Caltrain, pedestrian facilities, and bicycle facilities. This chapter describes the existing facilities and services near the 3521 & 3591 Homestead Road 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's driveways on Lawerence Expressway, Lochinvar Avenue and Homestead Road. These roads are described below.

Homestead Road is a four-lane arterial roadway with a two-way left-turn lane or dedicated left-turn lane(s) in the median in the vicinity of the project. It extends from Lafayette Street in the east to Foothill Expressway in Los Altos. Homestead Road does not allow on-street parking along the project frontage but does permit on-street parking in other nearby segments.

Lawrence Expressway begins at Saratoga Avenue and extends northward to State Route 237. Lawrence Expressway has six mixed-flow lanes plus carpool (high-occupancy vehicle or HOV) lanes. The HOV lane designation is in effect in both directions of travel during both the AM and PM peak commute hours. At other times, the lane is open to all users. Lawrence Expressway has a raised, landscaped median with left-turn pockets provided at intersections.

Lochinvar Avenue is a two-lane local street in the vicinity of the project. It starts at Pomeroy Avenue in the east and extends westward past Lawrence Expressway to Swallow Drive where it turns northward and eventually terminates at Dunford Way.

HOV Lanes

High Occupancy Vehicles (HOV) lanes, also known as diamond or carpool lanes, restrict use to vehicles with two or more occupants (carpool, vanpool, and buses), motorcycles, and ILEVs (subcategory of clean-fuel vehicles that have essentially no fuel vapor emissions) during the morning and evening commute periods (hours vary). As noted above, HOV lanes are present on Interstate 280 and Lawerence Expressway. HOV lanes are also found on portions of the following south bay roadways that project residents might use: US 101, SR 85, SR 87, I-880, Central Expressway, Montague Expressway, and Capital Expressway.

HOV lanes serve as a significant incentive to residents to form or join a carpool or vanpool for their journey to work. CMP data indicates that HOV lanes generally are less congested than mixed-flow lanes and allow users to reduce their travel time.

Express Lanes

Express lanes are present on US 101 (north of SR 237) and SR 237. The express lane system on US 101 will eventually be installed in both directions from SR 237 to Morgan Hill. Express lanes will allow 3+ person carpools, vanpools, buses, and motorcycles to use the facility for free with a properly set FasTrak Flex or FasTrak CAV (clean air vehicle) toll tag. Solo drivers may use the express lane facility by paying the full price. Solo CAV, and 2-person carpools may use the facility by paying 50 percent of the solo driver's fee. Express lanes are in operation Monday through Friday from 5 AM until 8 PM. Outside these hours, all vehicles may use the facility for free.

Express lanes would encourage commuters to seek carpool alternatives as they may use the faster express lane (compared to general purpose lanes) for free.

Transit Services

VTA Bus Routes

Existing transit service to the study area is provided by the VTA. The VTA bus service is described below and shown on Figure 3.

Local Route 53 operates on Homestead Road in the study area. It runs between the Sunnyvale Transit Center and the Santa Clara Transit Center from 6:20 AM and 7:45 PM with 30-minute headways in both directions during the peak commute periods. The bus stops closest to the project site are at the intersection of Homestead Street and Bing Drive (about 200 and 500 feet east of the project site).

Caltrain

Commuter rail service between San Francisco and Gilroy is provided by Caltrain. The project site is located approximately 2.9 miles from the Lawrence Caltrain Station and 3.6 miles from the Santa Clara Caltrain Station. The stations are beyond a reasonable walking distance from the project site but are within biking distance.

VTA's Local Route 53 provides service between the Santa Clara Caltrain Station and the project site with bus stops approximately 200 and 500 feet east of the project site at the Homestead Road and Bing Drive intersection.

Caltrain provides service with approximately 15- to 30-minute headways during the weekday AM and PM commute hours to the Santa Clara station. The station is not a stop for the Caltrain Baby Bullet (limited stop) express trains. Weekday service is provided from approximately 4:50 AM to 11:40 PM in the northbound directions and from approximately 6:00 AM to 1:20 AM the next day in the southbound direction.

Bike lockers are available at the Santa Clara station for commuters who bike to and/or from the station. Caltrain encourages commuters to park their bikes at the Caltrain station due to the limited onboard bike space.

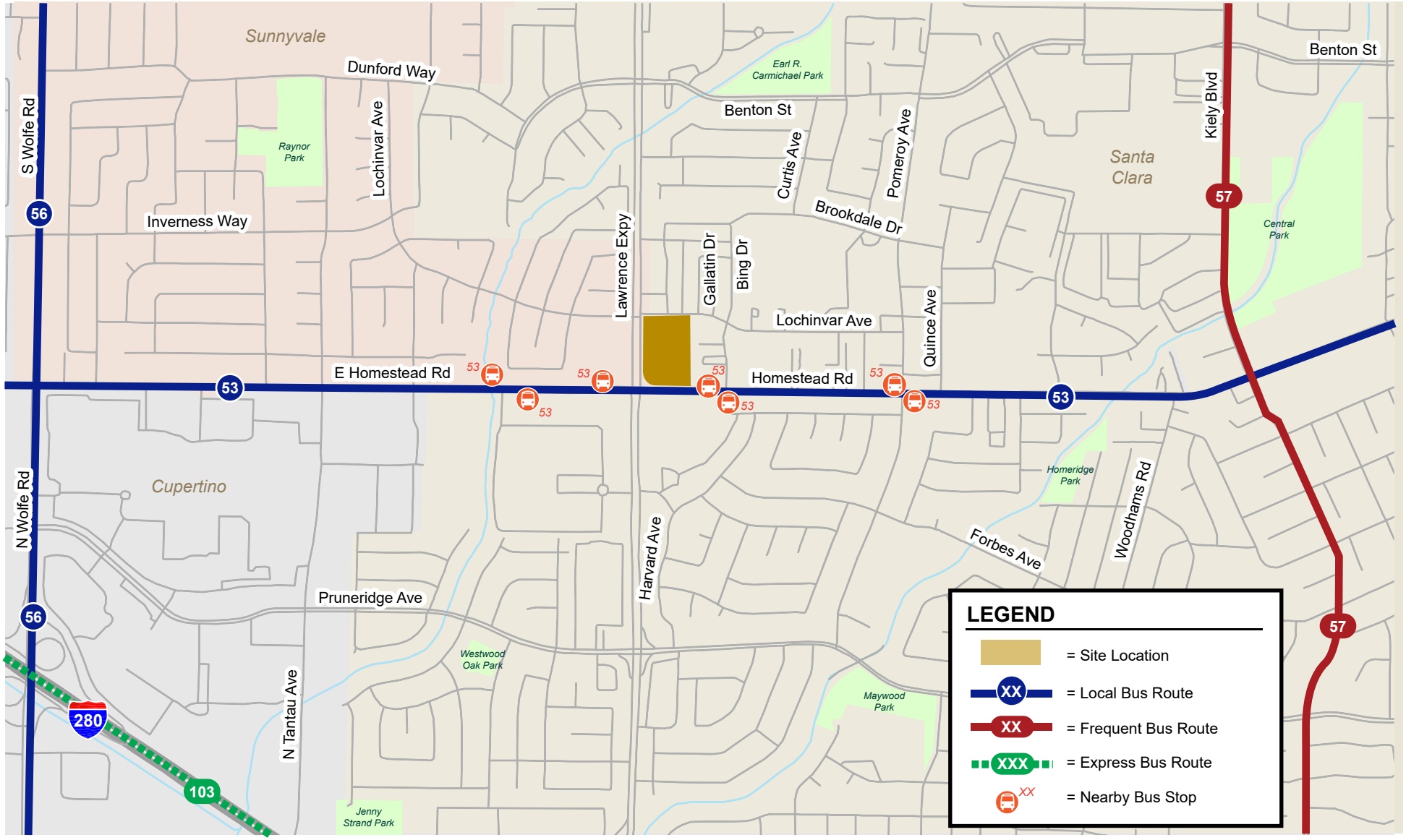


Figure 3
Existing Transit Services

ACE Rail Service

The Altamont Commuter Express (ACE) is a commuter rail service connecting the Central Valley with Silicon Valley via the Altamont Pass. Stops along the ACE corridor includes Stockton, Manteca, Tracy, Vasco Road, Livermore, Pleasanton, Fremont, Great America, Santa Clara, and Diridon Station in San Jose. Four ACE trains operate westbound during the AM peak period, and four trains operate eastbound during the PM peak period.

Pedestrian and Bicycle Facilities

A complete network of sidewalks is present along the streets in the immediate vicinity of the project site, including Homestead Road, Lochinvar Avenue, and Bing Drive. In addition, Lawrence Expressway has sidewalks along certain segments including the site frontage, both sides of the street between Lochinvar Avenue and Lehigh Drive, the east side of the street north of Lochinvar Avenue and the west side of the street between Lehigh Drive and Stevens Creek Boulevard. Crosswalks with pedestrian signal heads are provided on all legs at the signalized intersections on Homestead Road nearest the project site. The Lawrence/Lochinvar intersection only has crosswalks and pedestrian signal heads on the south and east legs. Crosswalks on the west and north legs are not recommended given the lack of a sidewalk adjacent to the west side of Lawrence Expressway north of Lochinvar Avenue and the intersection geometry. Furthermore, the signalized crosswalks at the Lawrence Expressway intersections adjacent to the project site include ADA-compliant curb ramps. Overall, the existing network of sidewalks and crosswalks has good connectivity and provides pedestrians with safe routes to transit services and other points of interest in the project vicinity.

The bicycle facilities that exist within one mile of the project site include striped bike lanes (Class II bikeway) and bike routes. These bike lanes are present along Homestead Road, Wolfe Road, Pomeroy Avenue, North Tantau Avenue and Pruneridge Avenue between North Tantau and Pomeroy Avenues. Bike routes are located on Dunford Way and Forbes Avenue.

In addition, the City has approved the Benton Street Bikeway project which includes adding buffered bike lanes on Benton Street from Dunford Way to Maryann Drive. Between Maryann Drive and Lincoln Street, Benton Street will be a bicycle boulevard with speed humps/cushions, parking on both sides. The existing and proposed bicycle facilities are shown graphically on Figure 4.

There are no designated bicycle facilities on Lawerence Expressway, Lochinvar Avenue, and Bing Drive. Lochinvar Avenue and Bing Drive are residential streets that carry low traffic volumes and are conducive to bicyclists. Lawerence Expressway has high traffic volumes and vehicle speeds. Bicyclists need to exercise caution when riding on Lawrence Expressway. Only bicyclists with advanced skills should ride on Lawrence Expressway.

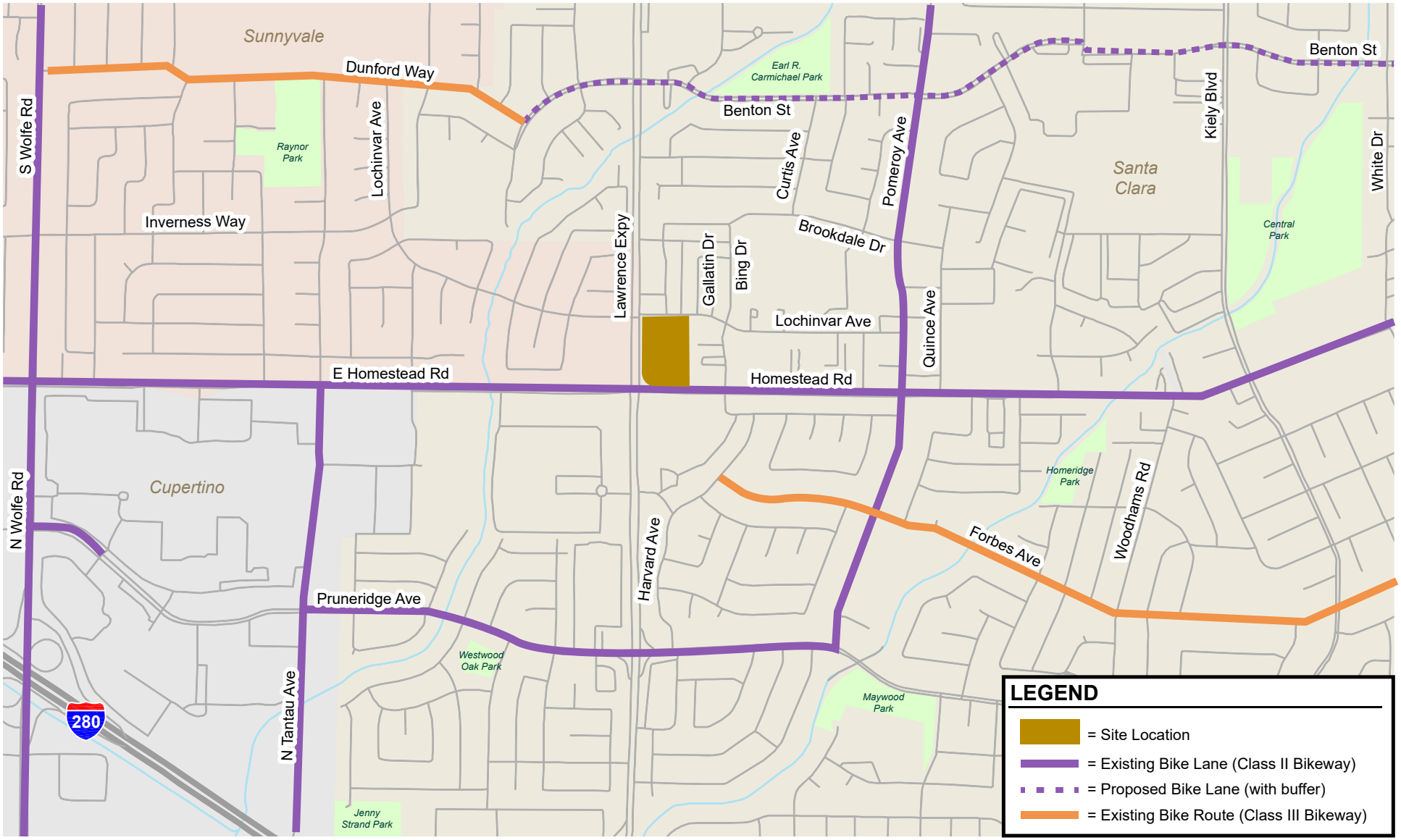


Figure 4
Existing and Proposed Bicycle Facility

3. Proposed TDM Measures

The TDM measures to be implemented for the residential portion of the 3521 & 3591 Homestead Road 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's residential VMT reduction has been estimated using the CAPCOA December 2021 report, *Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity* and 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, the presence of bike lanes on Homestead Road and the mix of complementary locations within walking distance are expected to further reduce the residential VMT. 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 homeowners' association will be responsible for implementing additional measures.

Table 2
Proposed TDM Measures for 3521 & 3591 Homestead Road

TDM Measure	Implementation Responsibility	Estimated VMT Reduction
Program Administration		
Designating a Transportation Coordinator	Property Developer/HOA	
Online Kiosk/TDM Information Board [1]	Transportation Coordinator	
Transportation Information Brochures	Transportation Coordinator	4.0% [2]
Participation in Transportation Management Association	Property developer	
Trip Planning Assistance	Transportation Coordinator	
Transit Elements		
Proximity to Transit	Site Location	N/A [3]
Resources (schedules, route maps & other info)	Transportation Coordinator	
School Pool Program	Property Developer/HOA	2.9% [4]
Bike Share Program	Property Developer/HOA	1.7% [5]
Other On-Site Amenities		
Commercial Space	Property Developer	5.1% [6]
High-Bandwidth Internet Connection	Property Developer	--
Total Estimated VMT Reduction from Active TDM:		**13.7%**

Notes:

1. The property developer will have initial responsibility for creating an online kiosk and appointing the Transportation Coordinator. After the townhomes are sold, the Homeowners Association (HOA) will appoint a Transportation Coordinator who will have ongoing responsibility for the online kiosk and various program elements.
2. The VMT reduction for the program administration measures reference Measure TP-18 Voluntary Travel Behavior Change Program from the Santa Clara Countywide VMT Evaluation Tool.
3. VMT reduction for proximity to transit is not shown since it is not an active TDM measure while the effect of providing transit resources is included within the program administration measure.
4. The VMT reduction for a School Pool Program assumes 35% participation and references Measure TP-01 School Pool Program from the Santa Clara Countywide VMT Evaluation Tool.
5. The VMT reduction for a Bike Share Program references Measure TP-02 Bike Share Programs from the Santa Clara Countywide VMT Evaluation Tool.
6. Due to the project being mixed-use, residential VMT would be reduced by internal trips. The analysis assumes that 15% of all commercial trips would be generated by residents of the site, which is estimated to equate to a 5.1% reduction in residential VMT.

As described in the previous chapter, pedestrian, bicycle, and transit facilities are considered well connected in the project vicinity. The project is along Homestead Road where bus route 53 operates, and bus stops in both directions are located only 200 to 500 feet east of the project site. This bus route also connects to the Santa Clara Transit Center with about a 17-minute bus ride. The surrounding street network offers shorter block distances which promotes walking. The bike lanes present on Homestead Road adjacent to the project site and the bike-friendly environment of surrounding residential streets would encourage residents to use active forms of transportation. 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 homeowners' association will be responsible for identifying and implementing additional measures.

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:

- 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 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.

Design Feature to Facilitate Telecommuting

The project will include fiber optic wiring to facilitate telecommuting and support its future residents to implement an alternative work schedule.

VMT Reduction

While providing fiber optic wiring is consistent with Transportation Demand Management Policy 5.8.5-P2 in the City of Santa Clara 2010-2035 General Plan, and the General Plan also promotes programs that reduce peak hour trips, such as telecommuting, the CAPCOA Handbook does not reference reductions for this measure. However, it is expected that fiber optic wiring will contribute to achieving a VMT reduction.

Bicycle Storage



Providing secure bicycle parking encourages bicycle commuting and reduces the parking demand. The proposed townhomes will include secure bicycle storage within each private garage. Also, short-term bicycle racks with a minimum of 12 bicycle parking slots for guests will be provided.

VMT Reduction

While the City's General Plan encourages new developments to provide on-site bicycle facilities, the CAPCOA Handbook 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.

Transit Elements

Proximity to Transit Services

The project is located along Homestead Road, only 200 to 500 feet from the nearest bus stops serving Route 53. The routes to these bus stops are pedestrian friendly with continuous sidewalks on Homestead Road. Furthermore, the project is located in a compact, 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.



School Pool Program

This project will also include a school pool program to help create a ridesharing program for school children. School pool programs helps 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 projects that school pool programs may achieve a maximum VMT reduction of 8.25% assuming full participation or a 2.9% reduction assuming a 35% participation rate.

Bike Share Program

Currently, there are no areawide public bike share programs in operation. If a public bike share program is established 'Prior to Final' for the Building Permit, the developer will 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 obtains its Building Permit, the developer will 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 projects that a bike share program would achieve a VMT reduction of 1.7%.

Mixed-Use Development

The project would incorporate residential and commercial uses within the same site. Developments with a mix of land uses can reduce VMT because trips between different uses on the same site are shorter and can be accommodated with non-automotive modes. It is anticipated that site residents would walk

or bike to the proposed commercial use on the project site, reducing the need to drive to similar uses off site.

VMT Reduction

Based on VTA *Transportation Impact Analysis Guidelines*, it is estimated that 15 percent of the commercial use trips may be internal trips by project site residents. This would result in an additional 5.1% reduction in home-based VMT per resident.

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 competing among users to gain rewards through trip logging. Users earn incentives 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.

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 homeowners' association 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 after the first full year of occupancy, 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 first mode split survey six months after building occupancy and then in another six months to assess whether the project is meeting the City's VMT goal for the project 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 mixed-use project's trip generation will be measured through counts at the project driveways. Due to the difficulty in distinguishing trips generated by the residential uses from those generated by the commercial use, the driveway counts will include all vehicle trips generated by both residential and commercial uses. The annual counts will be conducted for three weekdays, Tuesday through Thursday, during a week without a holiday and 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 funded by the property owner and document the results in a TDM monitoring report. The date of the surveys shall not be disclosed in advance to the residents. 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 include the Transportation Coordinator's contact information, mode-share survey results, detail the operation, utilization, awareness of the TDM measures and driveway counts, along with an assessment of whether the TDM measures implemented during the preceding year met the VMT reduction goal.. 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.