Transportation Demand Management (TDM) Programs

City of Sunnyvale

TRANSPORTATION OPTIONS WORKSHOP
APRIL 28, 2016
TDM – Primary Success Elements

- **Site Location**
  - Proximity to Public Transportation (Commercial & Residential)
  - Proximity to a wide variety of housing types (Commercial)
  - Proximity to a wide variety of commercial uses (Commercial & Residential)

- **Financial Incentives** (e.g. Subsidized Transit Passes)

- **Parking Restrictions/Parking Costs**

- **Private Shuttle Buses**
Sunnyvale TDM Program History

• **TDM Toolkit** - 1999
• **Moffett Park Specific Plan 2003-2004**
  - Increased FAR for the area
  - 35%-80%
  - Mandatory TDM
  - 30% Peak Hour Reduction
  - 25% Total Reduction
  - Additional project-specific requirements as conditions of approval (e. g. Private Shuttle)
• Formation of the Moffett Park Business and Transportation Association
  - Now the Moffett Park Business Group
• **Council Policy on Residential TDM - 2005**
  - Encourages implementation of TDM techniques for high and very high density residential development in the Downtown, Fair Oaks/Tasman area, along El Camino Real and within 1/3 mile of a major transit stop.
Office/Industrial Transportation Demand Management
Office/Industrial TDM Program

• Current TDM Process
  • Trip reduction targets set as conditions of approval
  • Results in varying requirements from project to project
  • Developers submit TDM plan during Plan Check process
  • TDM plans are reviewed and approved by the City

• TDM Plan Requirements
  • Project Description
  • Trip Reduction Program
  • TDM Program Measures
  • Implementation
  • Monitoring & Evaluation
  • TDM Coordinator Contact
Office/Ind. TDM Program Monitoring & Penalties

- **TDM Monitoring**
  - Property Owner Completes TDM Status Reports Annually
  - Trip Reduction Measured by Driveway Counts
  - Results are Provided to Tenant or Prop. Owner

- **TDM Penalties for Non-Compliance** (City’s Goal is Full Compliance)
  - One-time 6-Month Grace Period
  - If TDM Reduction not Achieved Penalties are Assessed
    - Per Trip Cost Based on How Close to TDM Goal the Project is
      - Ranges from $750-$3,000 (per trip)
    - Maximum Penalties by Project Size
      - Less than 500,000 sq. ft. - $300,000
      - 500,000 to 1 million sq. ft. - $500,000
      - Greater than 1 million sq. ft. - $750,000
Peery Park Specific Plan

- Study includes an additional 2.2 million net new sq. ft. in an area with 7.5 million sq. ft. existing (and approved).
- Primarily office, R&D and industrial uses.
- Set for Public Review release on April 29, 2016 and adoption hearings in August/September 2016 (tentative).
- Places high priority on TDM and alternative transportation.
- Property owners will be required to join the Peery Park Transportation Management Association (privately run) as a condition of project approval.
- Plan includes a robust Community Benefits/Incentive Zoning Program for FAR above a baseline threshold.
<table>
<thead>
<tr>
<th>Project Size (gross sq. ft.)</th>
<th>TDM Trip Reduction Goal*</th>
<th>Parking Maximums** (spaces/1,000 sf)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 750,000</td>
<td>35%</td>
<td>3.0</td>
</tr>
<tr>
<td>300,001 to 750,000</td>
<td>30%</td>
<td>3.2</td>
</tr>
<tr>
<td>100,001 to 300,000</td>
<td>25%</td>
<td>3.4</td>
</tr>
<tr>
<td>Up to 100,000 and intensification of prior use</td>
<td>20%</td>
<td>3.6</td>
</tr>
</tbody>
</table>

* Trip reduction goals based on Institute of Transportation Engineers (ITE) AM/PM peak hour rates for each development.

** Additional parking allowed up to 3.6/1,000 with structured parking.
Peery Park Specific Plan
TDM Related Goals & Policies

- Provide settings that bring people together.
- Provide new district amenities and uses.
- Manage transportation to reduce traffic impacts on adjacent neighborhoods.
- Place priority on TDM and alternative transportation.
- Contribute to community sustainability.
Peery Park Rides Pilot Project

- Partnership project with VTA (via MTC grant)
- 2-year pilot project that would provide flexible shuttle service for Peery Park residents and employees:
  - Last mile solution connecting Peery Park to nearby Caltrain Stations
  - Local transit system connecting nearby residential to employment and retail
- Meet demand for alternative transit options as Peery Park grows as an employment destination
Multi-Family Residential TDM
Background

- Multiple multi-family development projects have been conditioned with various TDM requirements
- Not trip reduction based

Scope of the Study

- Generation of a menu of options for residential TDM
- Creation of a program for requiring TDM on multi-family projects
- Creation of a toolkit for Residential TDM

Next Steps

- Finalizing the new residential TDM tool kit and creating recommendations
- Approval of the tool kit and potential ordinance modifications by the City Council in Summer 2016
Residential TDM Considerations

- **Difficulties with Creating a Uniform Residential TDM Program**
  - Requiring ongoing TDM requirements for ownership development
  - Lack of on-site management company (or one property owner)
  - Creating reduction target goals
  - Monitoring and enforcement (especially with ownership projects)

- **TDM Techniques that are most feasible in Multi-Family Residential Projects**
  - Kiosks with information on public transportation, bike and pedestrian routes and other available TDM programs in the area
  - Site Design Aspects:
    - Bike lockers or secure bike storage areas
    - Connections to existing pedestrian and bike pathways
  - Parking Modifications: Shared, Unbundled or Reduced
Residential TDM Program Ideas

• Evaluation via Point System
  • Require a specific amount of points for each development project.

• Create a Menu of Options with Associated Points
  • Site Design Options vs. Ongoing TDM Techniques
    • Ownership projects more likely to choose TDM techniques that are site design oriented or are based on their surroundings (density, proximity to transit).
    • Rental projects have more opportunity to choose from the full menu of items (especially if they will have an on-site manager).
  • Site Design Options
    • Info kiosks, bike/ped. pathways, bike lockers and storage, etc.
  • Ongoing TDM Techniques
    • Private bike share, transit pass programs, bike repair facilities, etc.
  • General Project Standards
    • Development density, proximity to transit, affordable housing component, etc.