



MEMORANDUM

To: Kathy Layendecker
From: Brian Canepa
Date: June 17, 2019
Subject: 2016 TDM Plan Supplement

This memorandum is intended to supplement the Castilleja School's 2016 transportation demand management (TDM) plan and fully comply with the City of Palo Alto's 2017 amended Code Section 18.52.050 (d) (1) by updating monitoring report requirements and administrative penalties. This supplement includes the following provisions:

1. Commit to enrollment and growth targets

The School shall:

1. Maintain peak vehicle trips at equal to or less than 440
2. Add no more than 27 students per year
3. Establish hours of school operations and limit the number of special events in the following ways:
 - a. No school events on Sunday
 - b. Limit athletic competitions to weekdays and completed by 8 pm
 - c. Limit the number of Special Events (events with > 50 guests) to 90 events per school year and require parking on Spieker Field as needed
 - d. Prohibit events to be held on campus which do not directly relate to Castilleja.

2. Update monitoring measures and consequences

In addition to compliance with Palo Alto Municipal Code 18.52.050 (d), Castilleja School shall:

1. Submit to annual audits of the school's enrollment by an independent firm. A fine of \$500 per school day should be levied if the school is in violation of its enrollment cap.
2. Submit to bi-annual peak trip audits by an independent firm with the following measures to be put in place in case of non-compliance:
 - a. 1st peak trip count above 440 - add an additional TDM measure
 - b. 2nd consecutive peak trip count above 440 - add a more intensive TDM measure
 - c. 3rd consecutive peak trip count above 440 - reduce enrollment by 5 students in next admission cycle

3. Introduce new TDM programs

The Castilleja School shall:

1. Provide bicycle safety education for students, parents, and staff so that this education is accessible to all.
2. Host school-wide encouragement events for biking, walking, carpooling, and transit to instill active transportation as a community-held value.

APPENDIX A CITY OF PALO ALTO TDM ORDINANCE

SECTION 12. Section 18.52.050 (d)(1) of Chapter 18.52 (Parking and Loading Requirements) of Title 18 (Zoning) is amended to read as follows:

...

(d) Transportation Demand Management (TDM)

(1) A Transportation Demand Management (TDM) program may be (a) proposed by an applicant, or may be (b) required by the director for any project requesting a reduction in parking or generating 10050 or more net new weekday (AM or PM peak hour) or weekend peak hour trips; or (c) may be required as CEQA mitigation for identified potential significant parking impacts.

(2) Where a Transportation Demand Management (TDM) program is proposed or required, the TDM program shall outline parking and/or traffic demand measures to be implemented to reduce parking need and trip generation. The Director shall have the authority to adopt guidelines for preparing TDM plans. Required measures may include, but are not limited to: participation in the Transportation Management Authority or similar organization, limiting "assigned" parking to one space per residential unit, providing for transit passes, parking cash-out, enhanced shuttle service (or contributions to extend or enhance existing shuttle service or to create new shared or public shuttle service), car-sharing, traffic-reducing housing, providing priority parking spaces for carpools/vanpools or "green" vehicles (zero emission vehicles, inherently low emission vehicles, or plug-in hybrids, etc.), vehicle charging stations, additional bicycle parking facilities, or other measures to encourage transit use or to reduce parking needs. The program shall be proposed to the satisfaction of the director, shall include proposed performance targets for parking and/or trip reduction and indicate the basis for such estimates, and shall designate a single entity (property owner, homeowners association, etc.) to implement the proposed measures.

(3) Monitoring reports shall be submitted to the director two years after building occupancy and again every three years year thereafter five years after building occupancy, noting the effectiveness of the proposed measures as compared to the initial performance targets, and implementing suggestions for modifications if necessary to enhance parking and/or trip reductions.

(4) Where the monitoring reports indicate that performance measures are not met, the director may require further program modifications and may impose administrative penalties if identified deficiencies are not addressed within six months.