HEXAGON TRANSPORTATION CONSULTANTS, INC.

1530-1544 San Carlos Street Mixed-Use Development

Draft Transportation Demand Management (TDM) Plan

Prepared for:
Studio Current

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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 trips generated by new development; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for sustainable transportation usage; (3) reduce the parking demand generated by new development 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 proposed mixed-use development located at 1530-1544 San Carlos Street to satisfy the requirements outlined in Section 20.90.220 of the San Jose Code of Ordinances. The ordinance allows developments to reduce the required off-street parking up to a maximum of 50 percent, so long as the following requirements are met:

- The reduction in parking will not adversely affect surrounding projects
- The reduction in parking will not rely upon or reduce the public parking supply
- The project provides a detailed TDM plan and demonstrates that the TDM program can be maintained indefinitely

This TDM Plan addresses all the requirements of the City's ordinance and includes TDM measures designed to reduce the proposed project's parking demand. The TDM plan includes maintaining an online kiosk of trip-planning resources, providing 100 percent unbundled parking for all residential spaces, providing VTA SmartPasses to residential tenants, and providing adequate on-site bicycle storage.

Project Description

The proposed project is located at 1530-1544 San Carlos Street, south of San Carlos Street and east of Buena Vista Avenue , within a designated Urban Village (West San Carlos). According to the Envision San Jose 2040 General Plan, an Urban Village strategy fosters:

- Mixed residential and employment activities that are attractive to an innovative workforce
- Revitalization of underutilized properties that have access to existing infrastructure
- Densities that support transit use, bicycling, and walking
- High-quality urban design

The project site is currently occupied by two automobile sales lots, an approximately 2,250 square-foot restaurant and eight detached residential units. The project as proposed consists of 173 multi-family residential units and 18,242 s.f. of commercial space. A total of 189 parking spaces are provided within one ground-level and one below-ground parking level. The proposed project site will be accessed by one right-in/right-out driveway on San Carlos Street.

The project site location and the surrounding study area are shown on Figure 1. The project site plan is shown on Figure 2.

Location and Proximity to Transit

The location of a project within an Urban Village promotes pedestrian and bicycle travel in a high-density area of complementary land uses.

San Carlos Street, located along the north project frontage, is a high-quality transit corridor with VTA bus service headways of less than 15 minutes during peak commute periods. Several VTA local and express route bus stops are located within walking distance of the project site along San Carlos Street. Chapter 2 describes the existing transit services in the study area.

Parking

Based on the City's standard parking requirements, the project is required to provide a total of 328 off-street parking spaces. However, the project is located in the West San Carlos Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. With the 20 percent reduction, the required parking would be reduced to 262 spaces, consisting of 199 spaces for the residential use, 63 spaces for the commercial use. The project is proposing a total of 189 parking spaces, which would not meet the City's reduced parking requirements.

The proposed number of parking spaces represent a 42% reduction from the standard required number of spaces. With the 20% Urban Village reduction, the project requires an additional 22% reduction in on-site parking spaces. Therefore, the project will need to submit and have approved a TDM plan. The TDM plan will need to include at least three TDM measures specified in Subsections c and d of Section 20.90.220.A.1. It should also be noted that the proposed reduction in off-street parking for the project will be consistent with the West San Carlos Urban Village Plan which encourages all developments within the plan area to strive for the City's maximum 50 percent reduction in required off-street parking spaces.

Report Organization

The remainder of this report is divided into two chapters. Chapter 2 describes the transportation facilities and services in the vicinity of the project site. Chapter 3 describes the TDM measures that would be implemented for the proposed project, including the program for implementing and monitoring the TDM plan.

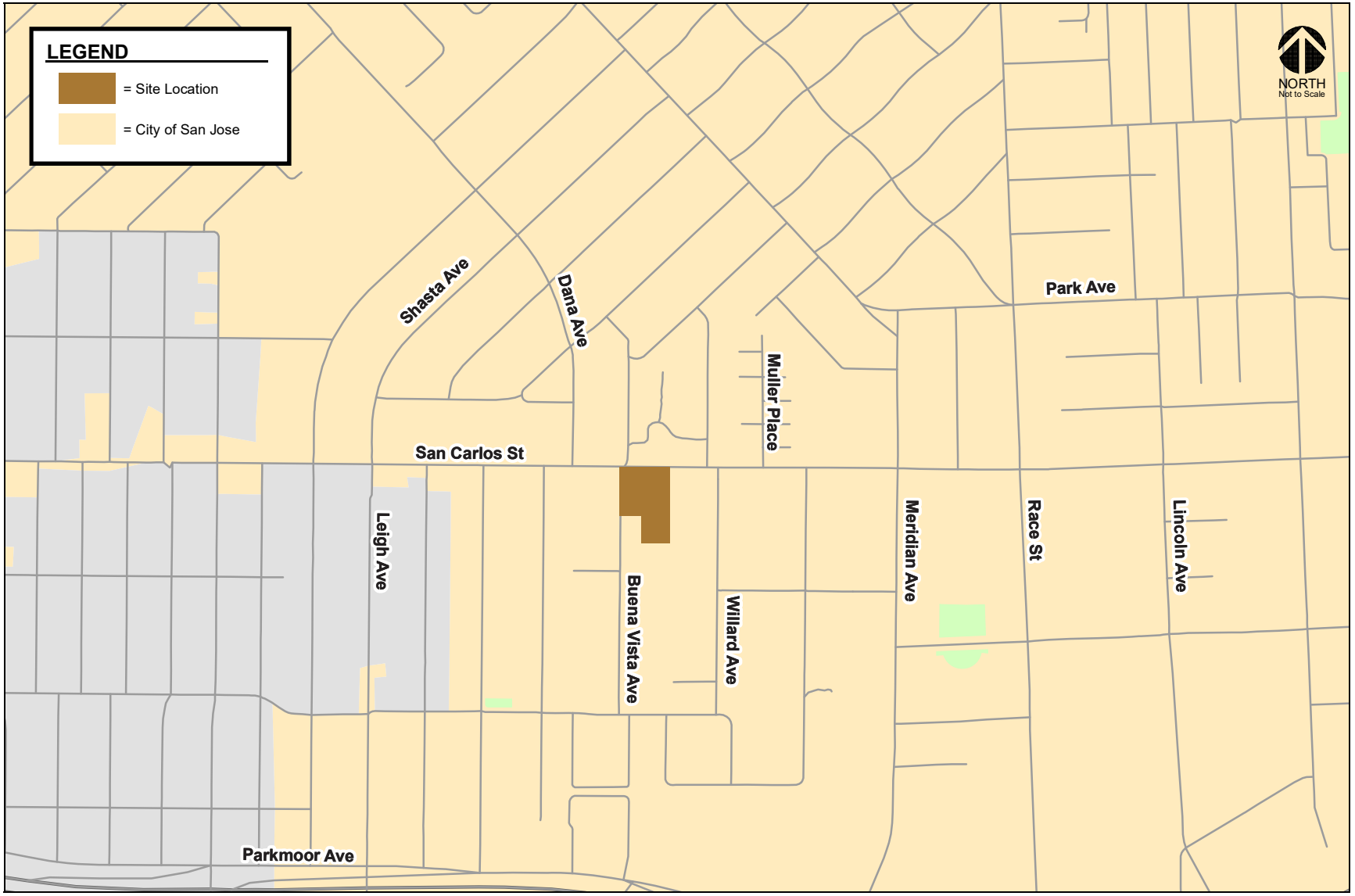

Figure 1
Site Location

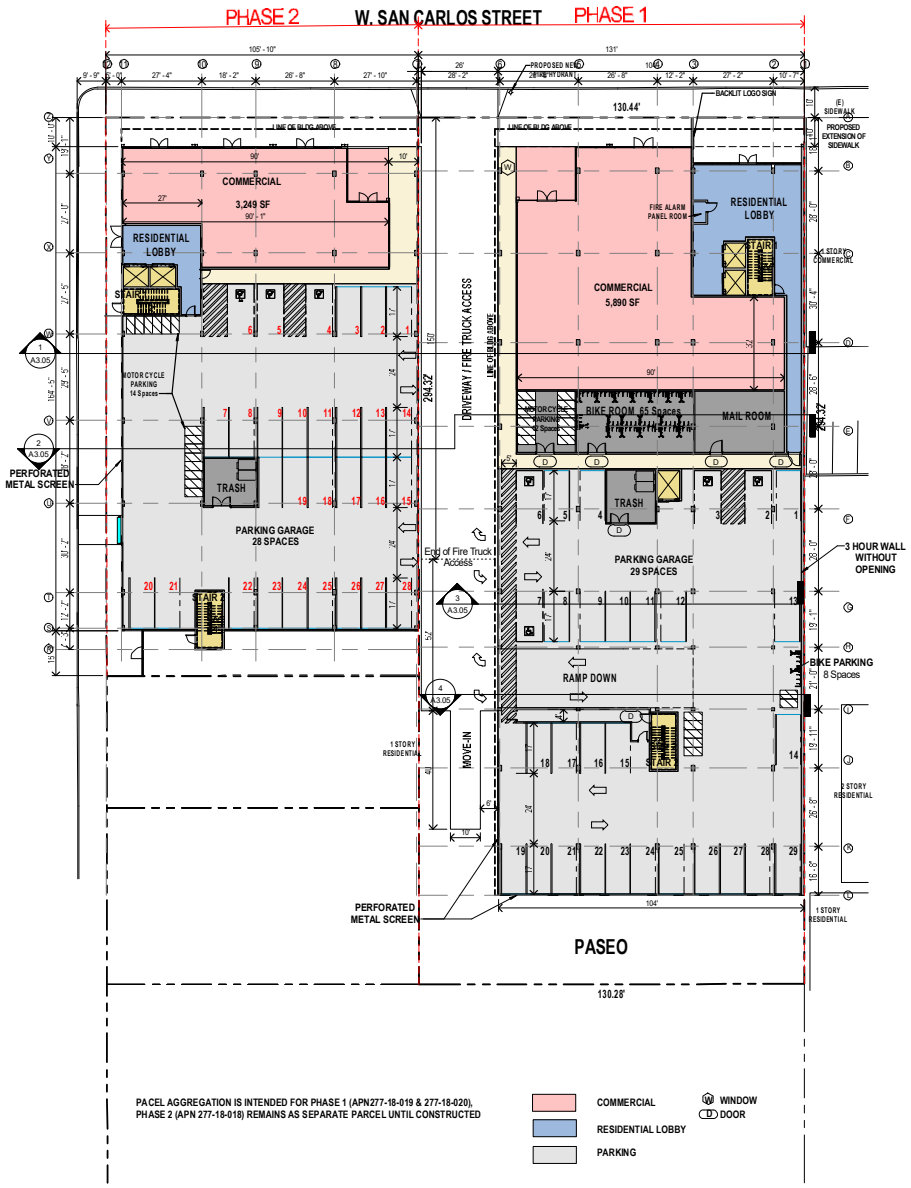

Figure 2
Project Site Plan

2. Existing Transportation Facilities

This chapter describes the existing conditions for all of the major transportation facilities in the vicinity of the project site, including the roadway network, transit service, and bicycle and pedestrian facilities.

Existing Roadway Network

Regional access to the project site is provided via I-880 and I-280. These facilities are described below.

I-880 is a six-lane freeway in the vicinity of the site. It extends north to Oakland and south to I-280 in San Jose, at which point it makes a transition into SR 17 to Santa Cruz. Access to the site is provided via its interchanges with Stevens Creek Boulevard and I-280.

I-280 is an eight-lane freeway in the vicinity of the site. It extends northwest to San Francisco and east to King Road in San Jose, at which point it makes a transition into I-680 to Oakland. North of I-880, I-280 has high occupancy vehicle (HOV) lanes in both directions. Access to and from northbound I-280 to the site is provided via ramps at Parkmoor Avenue. Access to and from southbound I-280 to the site is provided via ramps at Moorpark Avenue. Alternative access to I-280 is provided via an interchange at Meridian Avenue.

Local access to the site is provided by San Carlos Street/Stevens Creek Boulevard, Leigh Avenue/Shasta Avenue, Dana Avenue, Buena Vista Avenue, Meridian Avenue, and Race Street. These roadways are described below.

San Carlos Street is a divided four-lane east-west roadway in the vicinity of the project site. It extends from Downtown San Jose westward to I-880, at which point it makes a transition into Stevens Creek Boulevard to Cupertino. In the project vicinity, San Carlos Street has a posted speed limit of 35 mph with sidewalks and on-street parking on both sides of the street and no bike lanes. San Carlos Street runs along the north project frontage and provides direct access to the project site via one driveway.

Leigh Avenue is a two-lane north-south roadway that extends southward from San Carlos Street to Blossom Hill Road. North of San Carlos Street, Leigh Avenue makes a transition to Shasta Avenue. In the project vicinity, Leigh Avenue has a posted speed limit of 25 mph with sidewalks and on-street parking on both sides of the street and no bike lanes. Access to the project site from Leigh Avenue is provided via San Carlos Street.

Dana Avenue is a two-lane north-south roadway that extends northward from San Carlos Street to Hedding Street. In the project vicinity, Dana Avenue has a posted speed limit of speed limit of 25 mph with sidewalks and on-street parking on both sides of the street. Dana Avenue is a designated Class III bike route with "sharrows" and bike route signage. Access to the project site from Dana Avenue is provided via San Carlos Street.

Buena Vista Avenue is a two-lane north-south roadway that extends between Martin Avenue and Scott Street. In the project vicinity, Buena Vista Avenue is a residential street with a speed limit of 25 mph with sidewalks and on-street parking on both sides of the street and no bike lanes. Buena Vista Avenue runs along the west project frontage. Access to the project site from Buena Vista Avenue is provided via San Carlos Street.

Meridian Avenue is generally a four-lane north-south arterial that runs northward from Camden Avenue to Park Avenue. The roadway narrows to two lanes between San Carlos Street and Park Avenue. Access to the project site from Meridian Avenue is provided via San Carlos Street.

Race Street is a north-south roadway that runs northward from Fruitdale Avenue to The Alameda. It is a four-lane road between Saddle Rack Street and the I-280 off-ramp and a two-lane road north of Saddle Rack Street and south of the I-280 off-ramp. Bike lanes are provided along both sides of Race Street, between The Alameda and Park Avenue and between San Carlos Street and Parkmoor Avenue. Access to the project site from Race Street is provided via San Carlos Street.

Existing Bicycle and Pedestrian Facilities

There are several bicycle facilities in the vicinity of the project site. Bicycle facilities are divided into the following three classes of relative significance:

Class I Bikeway (Bike Path). Class I bikeways are bike paths that are physically separated from motor vehicles and offer two-way bicycle travel on a separate path. The Los Gatos Creek Trail is located in the project area and is a continuous multi-purpose pathway for pedestrians and bicycles that is separated from motor vehicles. It begins at Vasona Lake County Park in the south and continues to West San Carlos Street in the north, all alongside Los Gatos Creek. A connection to the northern segment of the Los Gatos Creek Trail system is located on San Carlos Avenue, approximately 0.85-mile east of the project site.

Class II Bikeway (Bike Lane). Class II bikeways are striped bike lanes on roadways that are marked by signage and pavement markings. Within the vicinity of the project site, striped bike lanes are present on the following roadway segments.

- Park Avenue, along the entire length of the street
- Race Street, between The Alameda and Park Avenue; between San Carlos Street and Parkmoor Avenue
- Lincoln Avenue, between San Carlos Street and Minnesota Avenue

Class III Bikeway (Bike Route). Class III bikeways are bike routes and only have signs to help guide bicyclists on recommended routes to certain locations. In the vicinity of the project site, the following roadway segments are designated as bike routes.

- Dana Avenue, between San Carlos Street and Hedding Street
- Douglas Street, between Meridian Avenue and Willard Avenue
- Willard Avenue, between Douglas Street and Scott Street
- Scott Street, between Willard Avenue and Bascom Avenue
- Lincoln Avenue, between Park Avenue and San Carlos Street

- Auzerais Avenue, all segments east of Race Street without striped bike lanes

The existing bicycle facilities are shown in Figure 3.

Pedestrian facilities near the project site consist mostly of sidewalks along the streets in the study area. Sidewalks are found along both sides of all streets near the project site including San Carlos Street. Other pedestrian facilities in the project area include crosswalks and pedestrian push buttons at all signalized study intersections. At the intersection of Buena Vista Avenue and San Carlos Street, marked crosswalks are located along the west, north, and south legs of the intersection.

Pedestrian generators in the project vicinity include commercial areas and bus stops along the San Carlos Street corridor. The project site is within the service boundaries of Trace Elementary School, Herbert Hoover Middle School, and Lincoln High School, all of which are located on Dana Avenue approximately ½-mile to ¾-mile from the project site. Existing sidewalks along San Carlos Street and Dana Avenue provide a pedestrian connection between the project site and pedestrian destinations in the project vicinity. Overall, the existing network of sidewalks and crosswalks provides good connectivity and provides pedestrians with safe routes to transit services and other points of interest in the area.

Existing Transit Service

Existing transit service to the study area is provided by the VTA and shown on Figure 4. The Diridon Transit Center is located approximately 1.36-mile north and east of the project site, along Cahill Street. The Diridon Transit Center provides connections between local and regional bus routes, light rail lines, and commuter rail lines.

VTA Bus Service

The project site is primarily served by two VTA bus routes (Frequent Route 23 and Rapid Route 523). These bus lines are listed in Table 1, including their terminus points and commute hour headways. The nearest bus stops to the project site serve Frequent Route 23 and are located along both sides of San Carlos Street (near Buena Vista Avenue), approximately 100 feet from the project site. The nearest bus stop serving Rapid Route 523 is located at the intersection of Meridian Avenue and San Carlos Street, approximately ¼-mile from the project site.

VTA Light Rail Transit (LRT) Service

The VTA currently operates the 42.2-mile VTA light rail line system extending from south San Jose through downtown to the northern areas of San Jose, Santa Clara, Milpitas, Mountain View and Sunnyvale. The nearest LRT station is located at the Diridon Transit Center. LRT service at the Diridon Transit Center is provided by the Green LRT line (Winchester – Old Ironsides). The Green LRT line provides service from the Winchester station in Campbell, through Downtown San Jose. A transfer point to the Blue LRT line (Santa Teresa – Baypointe) is provided at all Downtown stations, starting at the Convention Center LRT Station. From Downtown San Jose, the Green LRT line runs to north San Jose where it curves west and operates along the Tasman Corridor to Old Ironsides station, where a connection is provided to the Orange LRT line (Mountain View – Alum Rock).

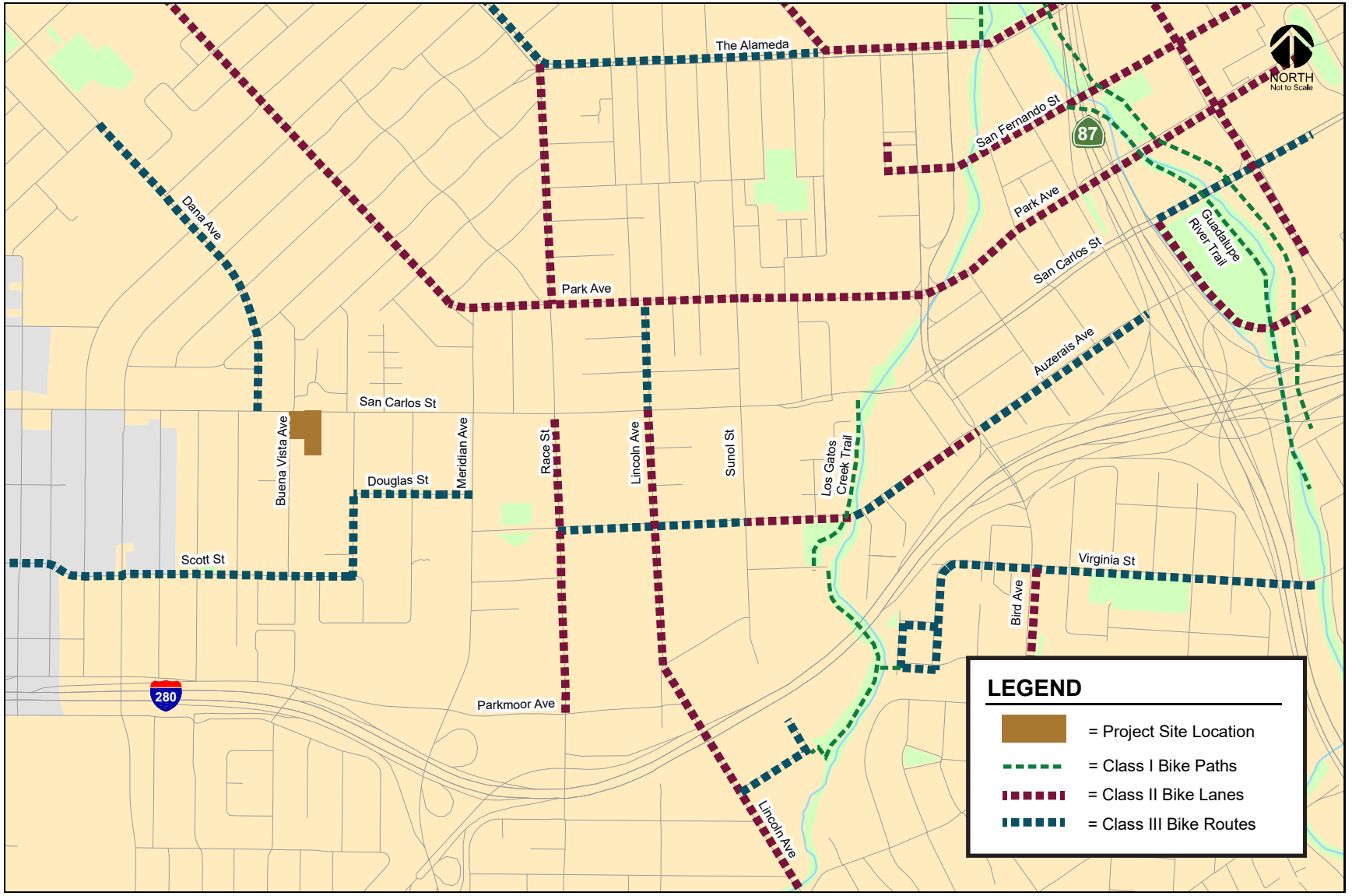

Figure 3
Existing Bicycle Facilities

Figure 4
Existing Transit Facilities

Table 1
Bus Transit Service

Bus Route	Route Description	Nearest Stop	Headway [1]
Frequent Route 23	DeAnza College to Alum Rock Transit Center via Stevens Creek	San Carlos/Buena Vista	12 - 15 min
Rapid Route 523	Berryessa BART to Lockheed Martin via De Anza College	San Carlos/Meridian	15 - 20 min

Notes:
[1] Approximate headways during peak commute periods.

Other Transit Services Near the Project Site

Additional local and express bus routes, as well as commuter rail services, are provided at the Diridon Transit Center. Services to regional destinations are provided by VTA Express bus routes 168, 181, Rapid Route 500, and the Amtrak Highway 17 Express. North of the Diridon Transit Center, the Rapid Route 522 stops at the SAP Center and provides service between Palo Alto and East San Jose with 12-minute headways.

Regional commuter rail services provided at the Diridon Transit Center include the following:

Caltrain Service

Caltrain operates a commuter rail service seven days a week between San Jose and San Francisco. During weekday commuting hours, Caltrain also serves the South County including Gilroy, San Martin, and Morgan Hill. The existing Caltrain station is located at the Diridon Transit Center. Trains stop frequently at the Diridon station between 4:28 AM and 10:30 PM in the northbound direction, and between 6:31 AM and 1:38 AM in the southbound direction. The Diridon station provides 581 parking spaces, as well as 16 bike racks, 48 bike lockers, and 27 Ford GoBike bike share docks.

Altamont Corridor Express Service (ACE)

ACE provides commuter rail service between Stockton, Lathrop/Manteca, Tracy, Livermore, Pleasanton, Fremont, Santa Clara, and San Jose during commute hours, Monday through Friday. Service is limited to four westbound trips in the morning and four eastbound trips in the afternoon and evening with headways averaging 60 minutes. ACE trains stop at the Diridon Station between 6:32 AM and 9:17 AM in the westbound direction, and between 3:35 PM and 6:38 PM in the eastbound direction.

Amtrak Capitol Corridor

Amtrak provides daily commuter passenger train service along the 170-mile Capitol Corridor between the Sacramento region and the Bay Area, with stops in San Jose, Santa Clara, Fremont, Hayward, Oakland, Emeryville, Berkeley, Richmond, Martinez, Suisun City, Davis, Sacramento, Roseville, Rocklin, and Auburn. The Capitol Corridor trains stop at the San Jose Diridon Station eight times during the weekdays between approximately 7:38 AM and 11:55 PM in the westbound direction. In the eastbound direction, Amtrak stops at the Diridon Station seven times during the weekdays between 6:40 AM and 7:15 PM.

3. TDM Plan

The TDM measures for the project were developed based on the parking reduction requirements outlined in Section 20.90.220 of the San Jose Code of Ordinances.

Implementation of the proposed TDM measures would encourage future residents and retail tenants taking alternative transportation modes (transit, bicycle, and carpool) to further reduce the SOV trips and parking demand generated by the project.

City of San Jose Parking Code

According to Section 20.90.220.A.1 of the San Jose Parking Code, a reduction in the required off-street vehicle parking spaces of up to 20 percent is automatically allowed if the provisions of Subsections a and b are met. A reduction of up to 50 percent may be authorized if the project conforms to the requirements specified in Subsections a and b, and implements at least three TDM measures specified in Subsections c and d. Section 20.90.220.A.1 is outlined below.

Section 20.90.220.A.1 – Reduction in Required Off-street Parking Spaces

A. Alternative transportation.

1. *A reduction in the required off-street vehicle parking spaces of up to fifty percent may be authorized with a development permit or a development exception if no development permit is required, for structures or uses that conform to all of the following and implement a total of at least three transportation demand management (TDM) measures as specified in the following provisions:*
    a. *The structure or use is located within two thousand feet of a proposed or an existing rail station or bus rapid transit station, or an area designated as a Neighborhood Business District, or as an Urban Village, or as an area subject to an area development policy in the city's general plan or the use is listed in Section 20.90.220G.; and*
    b. *The structure or use provides bicycle parking spaces in conformance with the requirements of Table 20-90.*
    c. *For any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least one of the following measures:*

i. *Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable onsite locations at the ratio set forth in the development permit or development exception considering type of use; or*

ii. *Develop a transit use incentive program for employees and tenants, such as on-site distribution of passes or subsidized transit passes for local transit system (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement).*

d. *In addition to the requirements above in Section 20.90.220.A.1.c. for any reduction in the required off-street parking spaces that is more than twenty percent, the project shall be required to implement a transportation demand management (TDM) program that contains but is not limited to at least two of the following measures:*

i. *Implement a carpool/vanpool or car-share program, e.g., carpool ride-matching for employees, assistance with vanpool formation, provision of vanpool or car-share vehicles, etc. and assign car pool, van pool and car-share parking at the most desirable on-site locations; or*

ii. *Develop a transit use incentive program for employees, such as on-site distribution of passes or subsidized transit passes for local transit system (participation in the region-wide Clipper Card or VTA EcoPass system will satisfy this requirement); or*

iii. *Provide preferential parking with charging facility for electric or alternatively-fueled vehicles; or*

iv. *Provide a guaranteed ride home program; or*

v. *Implement telecommuting and flexible work schedules; or*

vi. *Implement parking cash-out program for employees (non-driving employees receive transportation allowance equivalent to the value of subsidized parking); or*

vii. *Implement public information elements such as designation of an on-site TDM manager and education of employees regarding alternative transportation options; or*

viii. *Make available transportation during the day for emergency use by employees who commute on alternate transportation. (This service may be provided by access to company vehicles for private errands during the workday and/or combined with contractual or pre-paid use of taxicabs, shuttles, or other privately provided transportation); or*

ix. *Provide shuttle access to Caltrain stations; or*

x. *Provide or contract for on-site or nearby child-care services; or*

xi. *Incorporate on-site support services (food service, ATM, drycleaner, gymnasium, etc. where permitted in zoning districts); or*

xii. *Provide on-site showers and lockers; or*

xiii. Provide a bicycle-share program or free use of bicycles on-site that is available to all tenants of the site; or

xiv. Unbundled parking; and

e. For any project that requires a TDM program:

i. The decision maker for the project application shall first find in addition to other required findings that the project applicant has demonstrated that it can maintain the TDM program for the life of the project, and it is reasonably certain that the parking shall continue to be provided and maintained at the same location for the services of the building or use for which such parking is required, during the life of the building or use; and

ii. The decision maker for the project application also shall first find that the project applicant will provide replacement parking either on-site or off-site within reasonable walking distance for the parking required if the project fails to maintain a TDM program.

Compliance with the City Parking Code

The following sections describe how the project will comply with the City Parking Code.

Proximity to Transit

The project is located in a designated Urban Village area. Therefore, the project would conform to Subsection 20.90.220.A.1.a.

Bicycle Parking Requirement

The City's bicycle parking requirements for each of the project components (Section 20.90.060 Tables 20-190 and 20-210) are as follows: 1 parking space per 4 residential units and 1 parking space per 3,000 s.f. of retail floor area. Based on these standard parking requirements, the project is required to provide 50 off-street bicycle parking spaces consisting of 44 spaces for the residential units and 6 spaces for the retail use. The project site plan indcates a total of 73 bicycle parking spaces to be provided on-site. The proposed bicycle parking on-site will exceed the City's requirements and encourage the use of non-auto modes of travel and minimize the demand for on-site parking. Therefore, the project would comply with Subsection 20.90.220.A.1.b.

Vehicle Parking Requirement

The City's parking requirements for multiple-dwelling residential uses (Section 20.90.060 Table 20-210) are as follows: 1.25 parking spaces for studios or one-bedroom unit and 1.7 parking spaces for two-bedroom units. The project proposes 5 studios, 87 one-bedroom units, and 31 two-bedroom units. Based on the City's parking code requirements, the project would need to provide 250 off-street parking spaces for the proposed residential units before any reductions.

The 18,242 s.f. of retail space will be required to provide one off-street parking space per 200 square feet of floor area per the City's Zoning Regulations (Section 20.90.060 Table 20-190). Based on the City's parking code requirements, the project is required to provide 78 off-street parking spaces for the proposed retail use before any reductions.

Table 2
Vehicle Parking Requirements

Proposed Project		City of San Jose Parking Code[1]			General Required Parking	Urban Village Required Parking[3]
Land Use	Size	Land Use	Parking Ratio			
Residential	17 units	Multiple dwelling residential	1.25	spaces per studio unit	21	16
Residential	83 units	Multiple dwelling residential	1.25	spaces per one-bedroom unit	104	83
Residential	70 units	Multiple dwelling residential	1.70	spaces per two-bedroom unit	119	95
Residential	3 units	Single-Family residential	2.00	spaces per unit	6	5
Residential Sub-Total	*173 units*				*250*	*199*
Retail	15,506 s.f.[2]	Retail sales, goods, and merchandise	1.00	space per 200 s.f. of floor area	78	63
Total					**328**	**262**

Notes:
[1]City of San Jose Zoning Ordinance: Parking Spaces Required by Land Use
[2]Floor area = 85% of gross square feet
[3]Includes 20% allowable reduction of parking requirement in an Urban Village.

Based on the City's standard parking requirements, the project is required to provide a total of 328 off-street parking spaces (see Table 2). However, the project is located in the West San Carlos Urban Village. The Urban Village Overlay automatically allows for a 20 percent reduction in parking. With the 20 percent reduction, the required parking would be reduced to 262 spaces, consisting of 199 spaces for the residential use and 63 spaces for the retail use. The project is proposing a total of 189 parking spaces, which would not meet the City's reduced parking requirements.

The proposed number of parking spaces represent a 42% reduction from the baseline required number of spaces. With the 20% Urban Village reduction, the project requires an additional 22% reduction in on-site parking spaces. Therefore, the project will need to submit and have approved a TDM plan. The TDM plan will need to include at least three TDM measures specified in Subsections c and d of Section 20.90.220.A.1. It should also be noted that the proposed reduction in off-street parking for the project will be consistent with the West San Carlos Urban Village Plan which encourages all developments within the plan area to strive for the City's maximum 50 percent reduction in required off-street parking spaces.

Recommended TDM Measures

The recommended TDM measures are intended to encourage future tenants of the residential development and future employees of the commercial use to utilize alternative transportation modes available in the area to reduce single occupancy vehicle trips and parking demand generated by the project. The specific TDM measures that are recommended for the project are described below and are based on the measures specified in Subsections 20.90.220.A.1.c and d. Additionally, the project needs to ensure that the TDM plan will be maintained for the life of the project, which is in compliance with Subsection 20.90.220.A.1.e.

Online Kiosk

This TDM Plan recommends an online kiosk with information regarding non-auto transportation alternatives. The online kiosk will update key transportation information included in the welcome packets. Additionally, transportation news and commuter alerts will be posted online. Residents and commercial tenants should be able to access the kiosk from their desk at work, their home, or anywhere else. TDM-related links and information will be posted on this forum, and the Transportation Coordinator will have host permissions to send tenants email notifications pertaining to the TDM Plan and measures. The online 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.
- Information about ridematching services (511.org, Zimride, and TwoGo).
- A link to the many other trip planning resources available in the Bay Area such as Dadnab, the 511 Transit Trip Planner, real-time traffic conditions, etc.

The building developer would have responsibility for creating the website so that it is up and running as soon as the new building is ready for leasing. More specific information can be added later to reflect any programs specific to certain tenants.

Trip Planning Resources

There are several free trip planning resources that tenants may not be aware of. Information on these services should be included in online kiosk for new residential tenants and future employees of the commercial uses. These include:

511 Transit Trip Planner

Online transit trip planning services are available to the greater San Francisco Bay Area through 511.org. Users enter their starting and ending points, and either the desired starting or ending trip time. The service can build an itinerary that best suits the user's preferences for the fastest trip, fewest transfers, or least walking.

511 Mobile

Many popular features from 511.org can be accessed using smart phones or mobile devices. With 511 Mobile, commuters can: (1) receive real-time transit departure predictions, (2) plan a public transit trip, (3) check real-time traffic conditions on the live traffic map, and (4) get current driving times for the most popular routes in the Bay Area.

511 Carpool Calculator

The 511 Carpool Calculator is a 511-sponsored online calculator that determines the cost of commuting by driving alone. Users input commute details such as the number of miles traveled to and from work, vehicle mileage, fuel cost, parking costs, and bridge tolls. The tool then calculates solo commuting costs and vehicle CO2 emissions, as well as the potential savings by adding carpool partners.

511 RideMatch

The 511 RideMatch service provides an interactive, on-demand system that helps commuters find carpools, vanpools or bicycle partners. This free car and vanpool ride matching service helps commuters find others with similar routes and travel patterns with whom they may share a ride. Registered users are provided with a list of other commuters near their employment or residential ZIP code along with the closest cross street, email, phone number, and hours they are available to commute to and from work. Participants are then able to select and contact others with whom they wish to commute. The service also provides a list of existing carpools and vanpools in their residential area that may have vacancies. Ride matching assistance is also available through a number of peer-to-peer matching programs, such as Zimride, which utilize social networks to match commuters.

Dadnab

Dadnab.com enables Bay Area commuters to get transit directions by text message. Users send a text message with their origin, destination, and optional departure or arrival time and Dadnab replies with a detailed itinerary listing which buses or trains to take, stop locations, and departure times.

Unbundled Parking

The project will provide 100 percent unbundled parking for all residential spaces. Unbundled parking means separating the cost of parking from residential leases and allowing residents to choose whether or not to lease a parking space. With this approach those tenants without a vehicle

would not be required to pay for parking that they do not want or need. This is the most equitable approach and would free up parking for those tenants that require a space and are willing to pay for it. The parking spaces will be priced to avoid tenants parking on the streets or in nearby parking lots. Unbundling residential parking costs from the cost of housing can reduce tenant vehicle ownership and parking demand and can be implemented on a month-to-month lease basis. With a lease, residents receive a monthly bill showing how much they are spending on a parking space and have the option to give up the space if they no longer need it.

Note that Policy TR-8.8 of the Envision San Jose 2040 General Plan calls for San Jose to "Promote use of unbundled private off-street parking associated with existing or new development, so that the sale or rental of a parking space is separated from the rental or sale price for a residential unit or for non-residential building square footage." In addition, Policy TR-10.1 states: “Explore development of a program… to require that parking spaces within new development in areas adjacent to transit and in all mixed-use projects be unbundled from rent or sale of the dwelling unit or building square footage.”

Transit Subsidies

Subsidized transit passes are an extremely effective means of encouraging residents and employees to use transit rather than drive. Transit passes allow residents and employees to save money, as well as help them to avoid the stress of driving during commute periods. One way of doing this is to provide VTA SmartPasses to all residential tenants. SmartPasses will give tenants unlimited rides on VTA Bus, LRT and Express Bus service seven days a week. SmartPass is deeply discounted below the standard fares, making it an attractive low-cost benefit to residential communities.

Bicycle Programs

The project will provide adequate bicycle parking spaces for both the residential and commercial (office and retail) uses, per the City of San Jose Parking Code.

TDM Implementation and Monitoring

As previously stated, the primary purpose of the TDM plan is to reduce the proposed project’s parking demand. Per Section 20.90.220 of the San Jose Code of Ordinances, monitoring progress would be necessary to ensure that the TDM measures are effective and continue to be successfully implemented.

The TDM plan would need to be re-evaluated annually for the life of the project. If it is determined that the parking reduction is not being achieved (i.e., the on-site parking garage reaches full capacity), additional TDM measures would need to be introduced to ensure that the parking demand is being addressed by the project without the burden being placed on outside entities.

Conclusions

The TDM measures to be implemented by the project include planning and design measures related to the attributes of the site location and on-site amenities. Such measures encourage walking, biking, and use of transit. The TDM plan includes maintaining an online kiosk of trip-planning resources, providing 100 percent unbundled parking for all residential spaces, providing VTA SmartPasses to residential tenants, and providing adequate on-site bicycle storage.