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What is TDM?

What is TDM?



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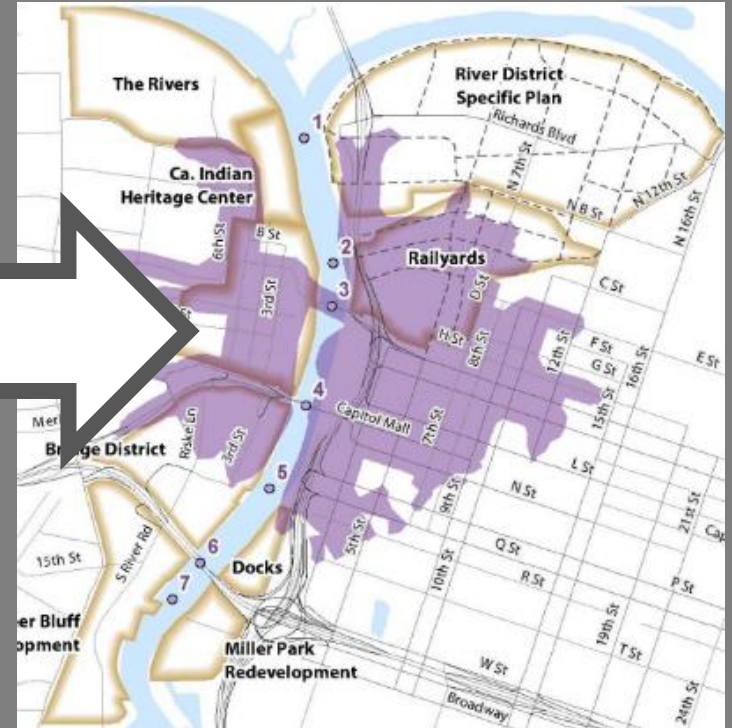
What is TDM?



Why does it matter?



Capacity



Accessibility



TDM in Sunnyvale

Ria Hutabarat Lo, Transportation Manager

August 10, 2017



What affects travel demand?

6Ds of Travel Demand

Density

Diversity

Design

Destinations

Demand Management

Demographics

7Es of Traffic Safety

Education

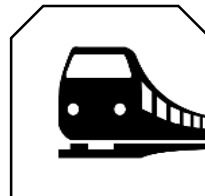
Encouragement

Enforcement

Engineering

Evaluation

Equity & Engagement



What does an effective TDM program include?



Vehicle and Bike Share



Site Context and Design (4Ds)



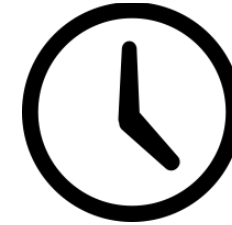
Ped/Bike Access



Transit Services and Passes



Students, Contract Workers
& Affordable Housing



Targets, Monitoring &
Penalties



TDM Coordination



Parking Management

Sunnyvale Commercial/Industrial TDM Program



Vehicle and Bike Share



Site Context and Design (4Ds)



Ped/Bike Access



Transit Services and Passes



Targets, Monitoring & Penalties



TDM Coordination



Parking Management

Sunnyvale Industrial/Commercial TDM Program

- 1990s TDM Program
 - FAR intensification areas
 - Trip reductions 20 - 40%
 - Monitoring
- Updated Penalty Schedule
 - 6-month grace period
 - Penalties from \$750 - \$3000 per trip
- Sunnyvale TMA (Peery Park)



Sunnyvale Multi-Family Residential TDM Program



Vehicle and Bike Share



Site Context and Design (4Ds)



Ped/Bike Access



Transit Services and Passes



Students, Contract Workers
& Affordable Housing



TDM Coordination

Sunnyvale Residential TDM Menu of Strategies

- 10 point minimum

- Starting point

Transportation Demand Management Strategies		Points Obtained
Proximity to Transit	Less than .5 miles to a major transit route (15-min headway)	1
	Less than .5 miles to a major transit stop (2 routes @ 15-min headway)	5
	Less than .5 miles to Caltrain/Light Rail Station	8
Affordable Housing	20% Affordable Housing Project	1
	40% Affordable Housing Project	2
	60% Affordable Housing Project	3
	80% Affordable Housing Project	4
	100% Affordable Housing Project	5
Proximity to Commercial Uses	Less than .5 miles from: 1. A shopping center consisting of at least three tenant spaces, or 2. Three separate retail/restaurant/service/recreational uses	1
	Less than .25 miles from: 1. A shopping center consisting of at least three tenant spaces, or 2. Three separate retail/restaurant/service/recreational uses	3

Multi-Modal Facilities	Access Improvements	Close Gaps: Bicycle, Pedestrian, and/or transit access improvements (e.g. bike lanes)	3
	Bicycle Facilities	Provide an on-site bicycle repair station and secured bicycle parking	0.5
	Proximity to Bicycle Share	Less than .5 miles from a bicycle share hub with bicycles available to on-site residents	0.5
	Wayfinding Station	On-site kiosk or information center with multi-modal wayfinding information and transit information	0.5
	Proximity to Car Share	Less than .5 miles from a car share hub with cars available to on-site residents	0.5
TDM Coordination and Communication	On-site TDM Coordinator (can be property manager) offering: multi-modal and wayfinding information, rideshare matching, walking/biking group coordination		0.5
	Distribution of transit, wayfinding and other TDM informational materials to new residents as they move in and annually to all residents		0.5
Transit Pass Programs	Provide VTA EcoPass (or a comparable program) membership to all residents for the first ten years following project completion		5
	Provide Caltrain Go Pass (or a comparable program) membership to all residents for the first ten years following project completion		10
	Offer discounted transit passes (VTA or Caltrain) to residents for the first ten years following project completion		2
Bicycle or Car Share Programs	Providing private or public bicycle share memberships to on-site residents		0.5
	Providing private or public car share memberships to on-site residents		0.5



Sunnyvale

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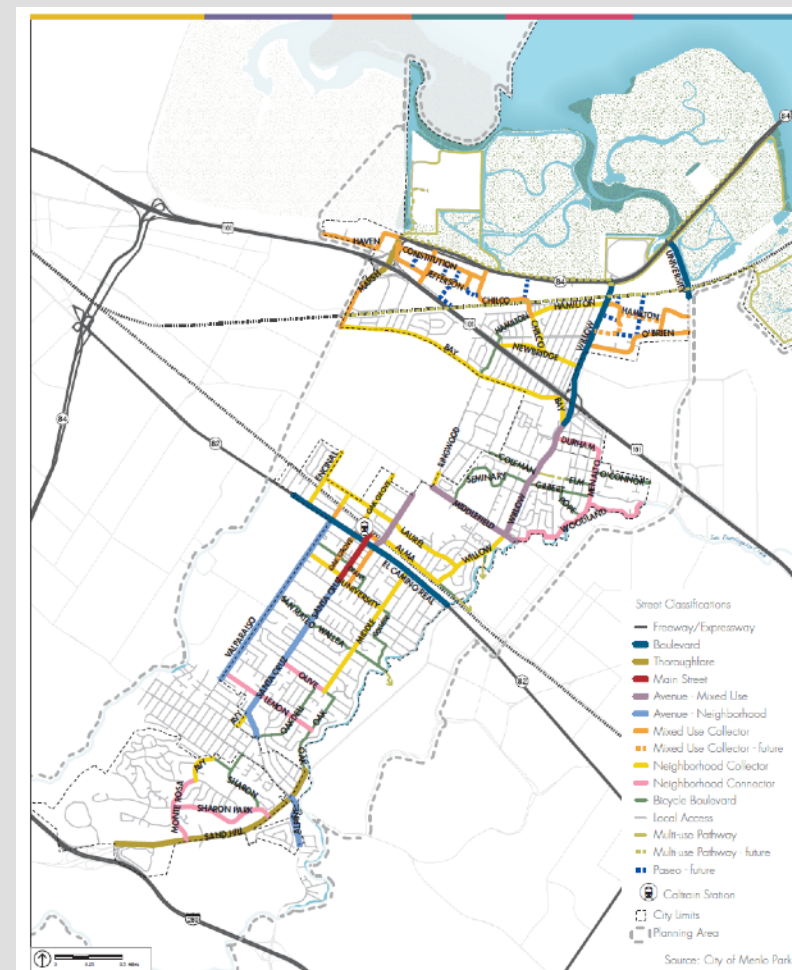


MENLO PARK TDM POLICIES

August 10, 2017

MENLO PARK: GROWTH POTENTIAL

- Bayfront (2016)
 - 2.3 MSF non-res
 - 4500 housing units
 - 400 hotel rooms
- Downtown (2012)
 - 0.33 MSF non-res
 - 680 housing units
 - 380 hotel rooms
- Housing Element (2014)
 - New higher density zoning



TDM POLICIES

- Bayfront (2016)
 - TDM Plan required
 - 20% vehicle trip reduction
 - Frontage improvements: sidewalks and bike lane installation
 - Parking minimums and maximums
- Downtown (2012)
 - TDM Plan required
 - Zero “net new” trips
 - Follow C/CAG guidelines for trip credits



VEHICLE TRIP CAPS

- Schools
- Menlo Gateway
- Facebook

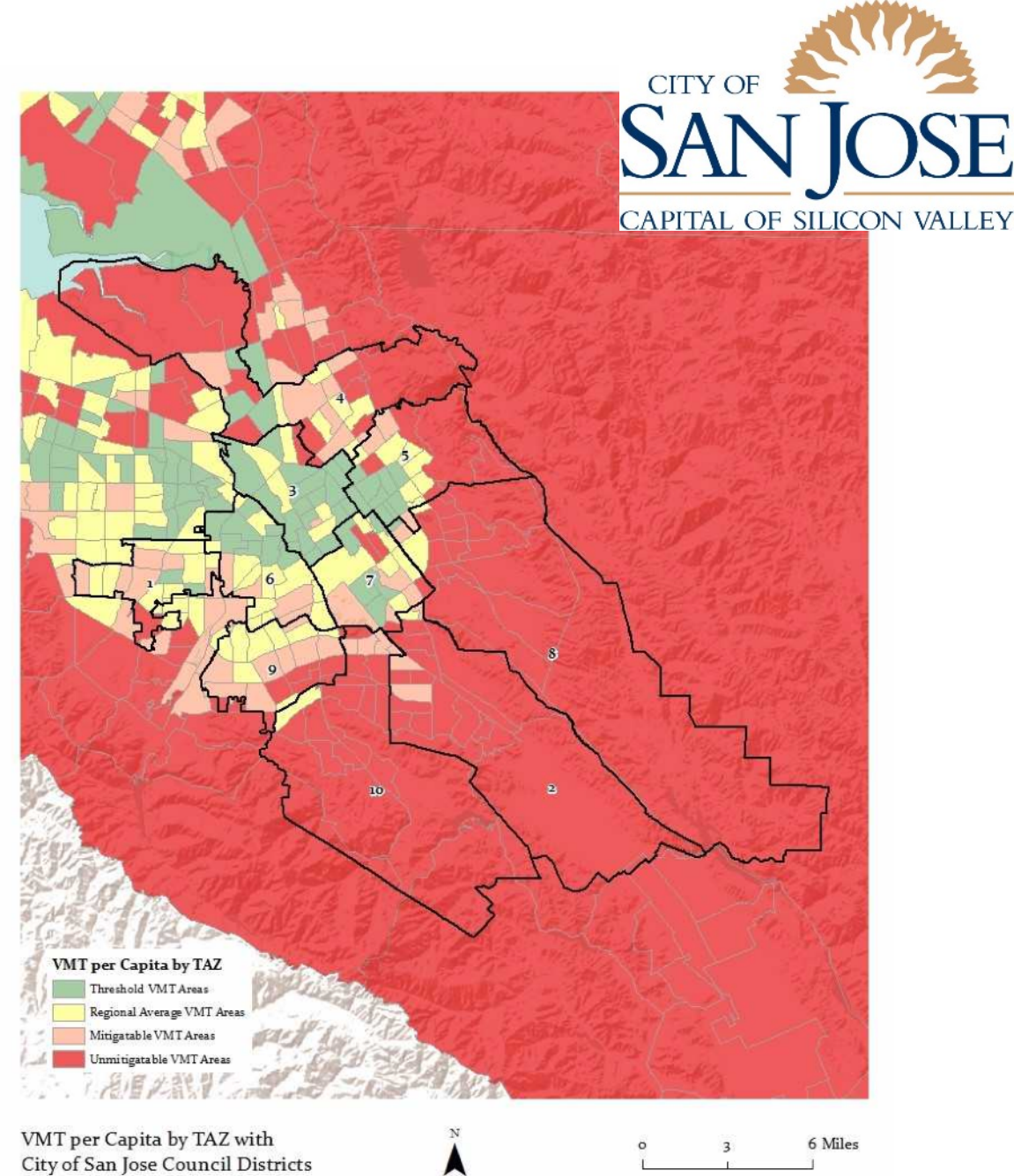




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SB 743

- Focus on transportation system change versus travel behavior
- Tiering Mitigations



Draft Mitigation Types and Examples

Tier	1		2	3
Mitigation Type	Project	Infrastructure	Parking	Programmatic Measures
Examples	Project Density	Internal pedestrian/bike network	Project parking supply	Transportation management associations
	Land Use Diversity	Accessibility to and quality of external pedestrian/bike network	Unbundle Parking	Ride-sharing
	Project Design	Neighborhood traffic calming improvements	Internal bike facilities	Telecommuting and alternative schedules
	Affordable housing	Accessibility to and quality of transit network	Bike parking	Commute trip reduction marketing/education
			Workplace parking pricing	Car-sharing
				Employer-sponsored vanpool/shuttle
				Bike-sharing
				Subsidized transit program
				Parking “cash-out”

City Wide TDM

- Cap or programs

Santa Clara Valley Transportation Authority (VTA)

- Independent special district, covering 15 cities and the County of Santa Clara
- Responsible for:
 - Bus, light rail and paratransit operations;
 - Congestion management;
 - Specific highway improvement projects; and
 - Countywide transportation planning
- Involved with transit, freeways, Express Lanes, bikeways and pedestrian facilities
- Also the Congestion Management Agency (CMA) and the transportation sales tax authority for Santa Clara County



VTA Roles in Transportation Demand Management

Roles	Activities
Transportation Impact Analysis (TIA) Guidelines for development projects/ plans	<ul style="list-style-type: none">• 2014 update of VTA TIA Guidelines allows greater reductions for projects that commit to targets with monitoring/enforcement, or provide data/studies• (Future) VTA could provide web clearinghouse for TDM data and reports in Santa Clara County
Land Use / Transportation Partnerships and Development Review	<ul style="list-style-type: none">• VTA reviews and comments on proposed development projects and plans, acts as resource to local agency staff
Transit Incentives	<ul style="list-style-type: none">• Offering VTA Eco Passes (deeply discounted transit passes) as an incentive, which can help employers implement Bay Area Commuter Benefits ordinance
Transportation Management Associations (TMAs)	<ul style="list-style-type: none">• VTA encourages the formation of TMAs and can participate in / support TMA activities



Approaches for Documenting TDM/Trip Reductions

Table 2: Comparison of Trip Reduction Approaches

	Standard Reductions	Peer/Study-Based Reductions	Target-Based Reductions
Maximum percentages in VTA TIA Guidelines?	Yes, see <i>Table 1: Standard Auto Trip Reduction Rates</i>	No	No
Data required in TIA Report?	No	Yes, existing or new studies	No
Commitment to a target required?	No	No	Yes
Description of measures required?	No	Yes, if applicable	Yes
Monitoring required?	No	Yes	Yes
Enforcement required?	No	No	Yes
Data Sharing required?	No	Yes	Yes



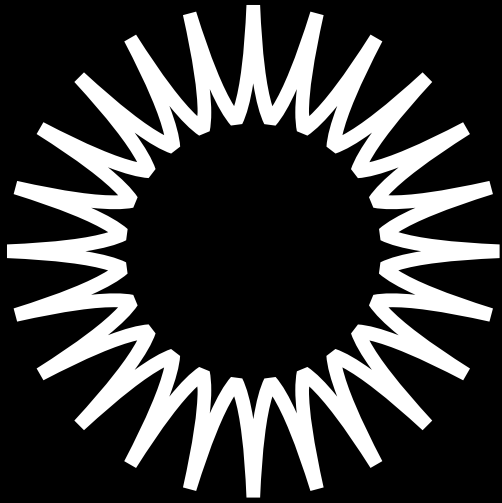
SB 743 CEQA Reform & TDM



SB 743
LOS → VMT

Auto Level of Service to
Vehicle-Miles-Traveled





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