

# **3035 El Camino Real Transportation Demand Management (TDM) Plan**

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FEHR  PEERS

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# 1. INTRODUCTION

The 3035 El Camino Real (the “Project”) is a residential-focused mixed-use development located in Santa Clara. The approximately 1.88-acre site is located on the north side El Camino Real to the east of Calabazas Boulevard. High frequency transit service along El Camino Real and bike facilities in the vicinity of the Project provide the opportunity to promote multi-modal transportation options for residents to travel by modes other than driving alone.

The primary purpose of any Transportation Demand Management (TDM) plan is to reduce the amount of vehicle traffic generated by a development by creating measures, strategies, incentives, and policies to shift employees and residents from driving alone to using other travel modes including transit, carpooling/ridesharing, cycling, and walking. TDM strategies can include informational resources, physical site enhancements, monetary incentives, and more. This report presents the comprehensive TDM Plan for the Project. The nearby transit and bicycle services and facilities plus the measures provided in this TDM Plan will allow the Project to meet Section 6.1 of the City’s Climate Action Plan (CAP); residential developments with over 25 units are required to reduce vehicle miles traveled (VMT) by 20 percent with 10 percent from TDM measures. This TDM Plan was also created to reduce the parking demand of the residents and reduce the amount of parking needed on site and the use of parking spaces on nearby streets.

The transit, bicycle, and pedestrian facilities near the site are illustrated in this document to provide the transportation context of the Project. The TDM Plan includes attributes of the site’s location/physical improvements at the site and TDM measures that will be provided by the Project. These measures and their implementation are described in detail.

## 1.1 PROJECT DESCRIPTION

3035 El Camino Real is located near the northeast corner of the El Camino Real and Calabazas Boulevard intersection in Santa Clara, California. The Project contains 42 residential condominium units, 6 live/work condominium units, 102 parking spaces, 15 Class I long-term bicycle parking spaces, and eight short-term bicycle parking spaces (bike racks). In addition, the Project provides open space for residents which includes a quiet park-like setting, picnic area with BBQ, shade canopy and seating options. The site location is shown on **Figure 1**. The site plan is shown on **Figure 2**. Vehicular access is provided by the main driveway on El Camino Real located on the southwest corner of the Project site. Frontage improvements will be constructed including an upgraded sidewalk with landscaping.

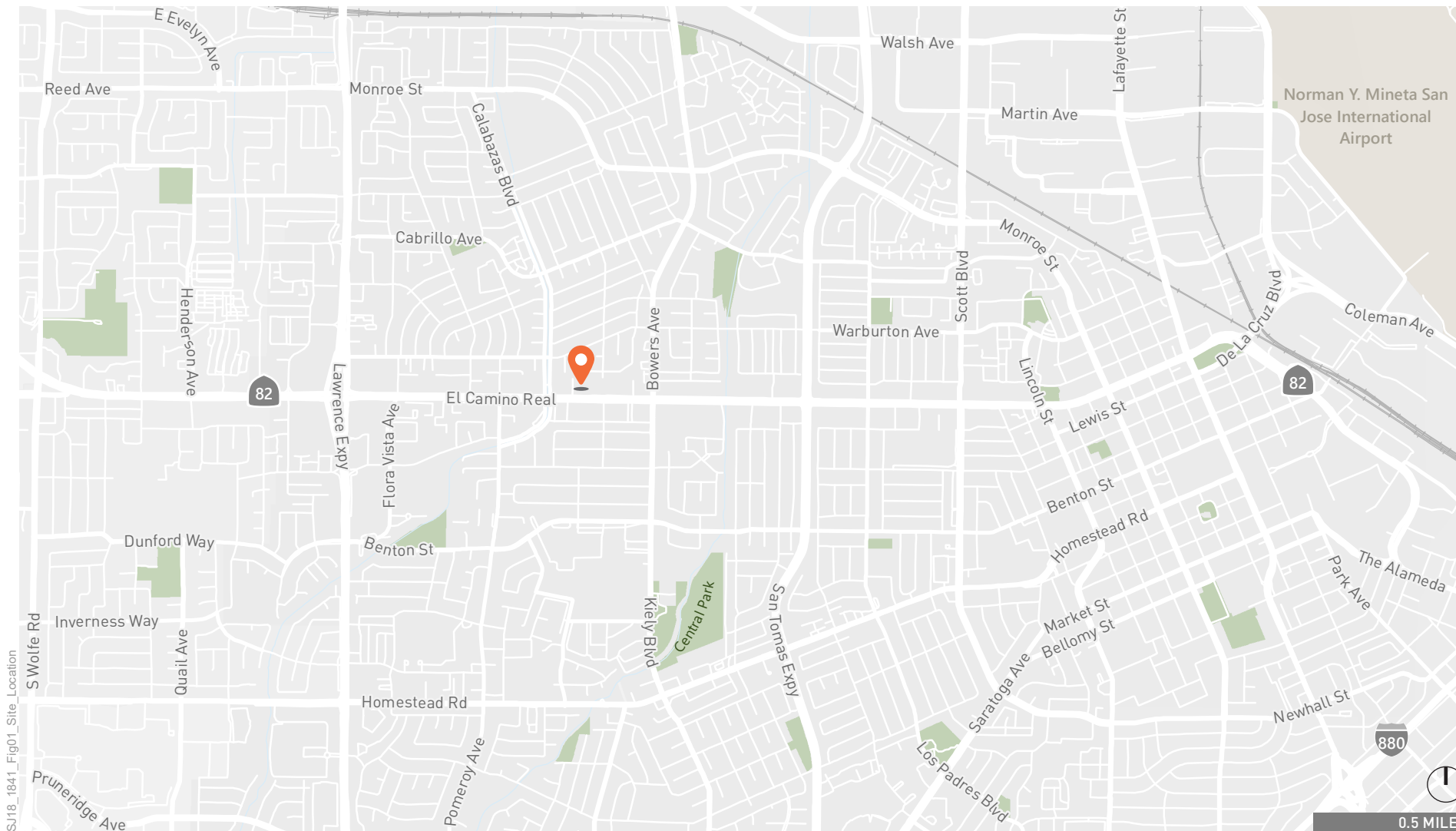


## 1.2 PARKING REDUCTION

One of the purposes of this TDM Plan is to reduce the demand for parking to be in line with the number of spaces provided. This will be accomplished by reducing the residents' reliance on automobiles by increasing their use of walking, biking, and transit, through use of services provided by Transportation Network Companies (TNCs), such as Uber and Lyft, carshare companies, and by attracting tenants with one (or no) vehicle per unit, and other strategies.

With 102 spaces for 48 units, parking is being provided at a rate of 2.12 spaces per unit. Parking demand for residential developments fluctuates throughout the day and peak parking demand occurs between 12:00 midnight and 4:00 am. Based on the Institute of Transportation Engineers, *Parking Generation Manual*, Fifth Edition (January 2019), mid-rise multi-family housing developments in suburban locations generate peak parking demands at a rate of 1.31 spaces per unit, on average. The 85<sup>th</sup> percentile rate is typically used to minimize the potential for have a parking supply that is too low. The 85<sup>th</sup> percentile rate is 1.47 space per unit. Surveys at South Bay apartments complexes yield similar demand rates. Therefore, the Project would have an adequate parking supply and the TDM Plan would further support this conclusion.

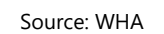




Study Site (3035 El Camino Real)



Figure 1  
Site Location



3035 ECR TDM Plan



## 2. SITE CONTEXT AND NEARBY TRANSPORTATION SERVICES

The transportation system serving the site includes roadway facilities, pedestrian and bicycle facilities, and transit services. The existing transit, bicycle and pedestrian facilities, and planned improvements that will support travel to the site by modes of transportation other than driving alone are described below.

### 2.1 ADJACENT LAND USES AND NEARBY DESTINATIONS

The dominant land use surrounding the Project site is residential with no major nearby employment centers. The site is located within 500 feet (less than 5 minutes walking distance) from VTA bus stops along El Camino Real. The Project site is served by VTA Route 22 and Rapid 522. Santa Clara Caltrain station and Santa Clara University are located approximately 2.5 miles to the east of the Project site (twenty-minute biking distance). Some examples of destinations near the site within a ten-minute walk or bike ride include Walgreens, Han's Pharmacy, Bowers Elementary School, Cabrillo Middle School, Pomeroy Elementary School, Santa Clara High School, Briarwood Elementary School, Dollar Tree, Starbucks, Lawrence Expressway Plaza Shopping Center, McWhorters Village Shopping Center, Moonlite Center, Oriental Market, Chase Bank, and Bank of America. These walkable and bike-able locations (and others) are shown on **Figure 3**.

### 2.2 NEARBY TRANSIT SERVICE

The City of Santa Clara encourages the use of transit as an alternative mode of transportation and is served by two major transit providers: VTA and Caltrain. VTA provides local and regional bus and light rail services, and Caltrain provides commuter rail service. Residents of Santa Clara have access to regional public transportation systems at the Santa Clara Station including Caltrain, the Altamont Commuter Express (ACE) train, the Capitol Corridor train, and VTA buses. Paratransit services are also available for seniors and people with disabilities.

Bay Area Rapid Transit (BART) has a planned extension to Santa Clara that will serve as the terminus of the VTA's BART Silicon Valley Extension. Its Santa Clara station will be located adjacent to the Caltrain station and Santa Clara University. Per VTA, the BART station would also include a bus transit center, bicycle storage facilities, passenger drop-off/pick-up areas, and a multi-level parking structure.

Transit services and facilities including bus routes nearest to the site, and major bus stops are shown on **Figure 4**. **Table 1** summarizes hours of operation and service frequencies for the bus routes nearest the site.





## 2.2.1 SANTA CLARA VALLEY TRANSPORTATION AUTHORITY (VTA)



The Santa Clara Valley Transit Authority (VTA) operates a light rail and bus system in Santa Clara County. Several VTA bus routes are within the vicinity of 3035 El Camino Real. These routes include VTA's 22, 57, 58, and Rapid 522. Bus stops serving these routes are accessible within a five-minute walk to and from the site; the closest stops are located on El Camino Real and Bowers Avenue.

## 2.2.2 CALTRAIN

Caltrain provides weekday commuter rail service between Gilroy and San Francisco.

There are currently 46 trains traveling northbound to San Francisco and 46 trains traveling southbound from San Francisco, for a total of 60 trains that depart Santa Clara Station per day. Santa Clara Station is located approximately 2.5 miles east of the Project site and can be accessed by a twenty-minute bicycle ride, or by taking a fifteen-minute bus ride on either bus route 22 or Rapid 522 near the site that drop riders off directly in front of the Santa Clara Station.



## 2.2.3 ALTAMONT COMMUTER EXPRESS (ACE) AND AMTRAK CAPITOL CORRIDOR



The Altamont Commuter Express (ACE) provides weekday train service between San Jose and Stockton. There are currently four peak direction trains arriving at the Santa Clara Station in the morning, and four trains that depart the station in the evening, for a total of eight trains per day. Santa Clara Station is located approximately 2.5 miles east of the site and can be accessed by a twenty-minute bicycle ride, or by taking a quick bus ride on multiple routes near the site that drop riders off directly in front of Santa Clara Station.

The Capitol Corridor is a passenger train system operated by Amtrak that provides service to 18 stations in eight Northern California counties, from San Jose in Santa Clara County to Colfax in Placer County. Similar to the ACE, the Amtrak Capitol Corridor operates rail service to Santa Clara Station. On weekdays, seven eastbound and seven westbound trains serve Santa Clara Station.



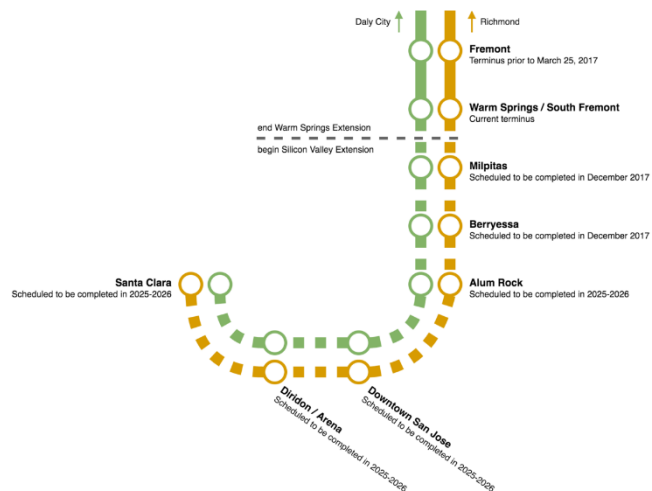
## 2.2.4 BAY AREA RAPID TRANSIT (BART)



BART operates train service throughout the San Francisco Bay Area. The system currently extends from Millbrae to San Francisco on the peninsula, San Francisco to Oakland, and from Oakland to Richmond, Pittsburg, Dublin, Fremont, and the Oakland International Airport (OAK) in the

East Bay. An underwater tube connects San Francisco and Oakland. Altogether, BART connects 46 stations with 112 miles of tracks. The average weekday ridership in May of 2017 was 421,000 passengers.

The two closest BART lines to Santa Clara are the Richmond-Fremont Line and the Daly City-Fremont Line. The Warm Springs/South Fremont BART Station is currently the terminus of those lines, although both will extend to the Berryessa Station in 2019 and Santa Clara Station projected to be completed in 2025-2026.



## 2.2.5 PARATRANSIT

VTA Access Paratransit is provided to eligible individuals with disabilities who are prevented from using regular transit services. Services are provided during the same hours of the day and days of the week that bus and light rail trains run their regular routes. Applicants are required to submit a form and go through a review process to be eligible for services. Eligible 3035 El Camino Real residents could use this service to reach nearby destinations.



In addition, Santa Clara residents who are 59 years of age or older and need transportation assistance can call Heart of the Valley for escorted rides to and from their destinations. Reservations must be made seven days in advance. The City of Santa Clara also subsidizes the fees paid by senior and disabled residents who use the Access transportation service.

**TABLE 1: NEARBY VTA TRANSIT SERVICES**

Route	From	To	Weekdays		Saturdays		Sundays	
			Operating Hours	Peak Headway (minutes)	Operating Hours	Headway (minutes)	Operating Hours	Headway (minutes)
22	Palo Alto Transit Center	Eastridge Transit Center	24 hours	12	24 hours	15	24 hours	15
57	West Valley College	Old Ironsides & Tasman	5:30 am – 11:00 pm	15	8:00 am – 9:00 pm	15	8:00 am – 7:30 pm	15
58	West Valley College	Liberty and Taylor	6:00 am – 8:00 pm	30	N/A	N/A	N/A	N/A
Rapid 522	Palo Alto Transit Center	Eastridge Transit Center	5:00 am – 11:00 pm	12	6:00 am – 11:00 pm	15	6:00 am – 10:00 pm	15

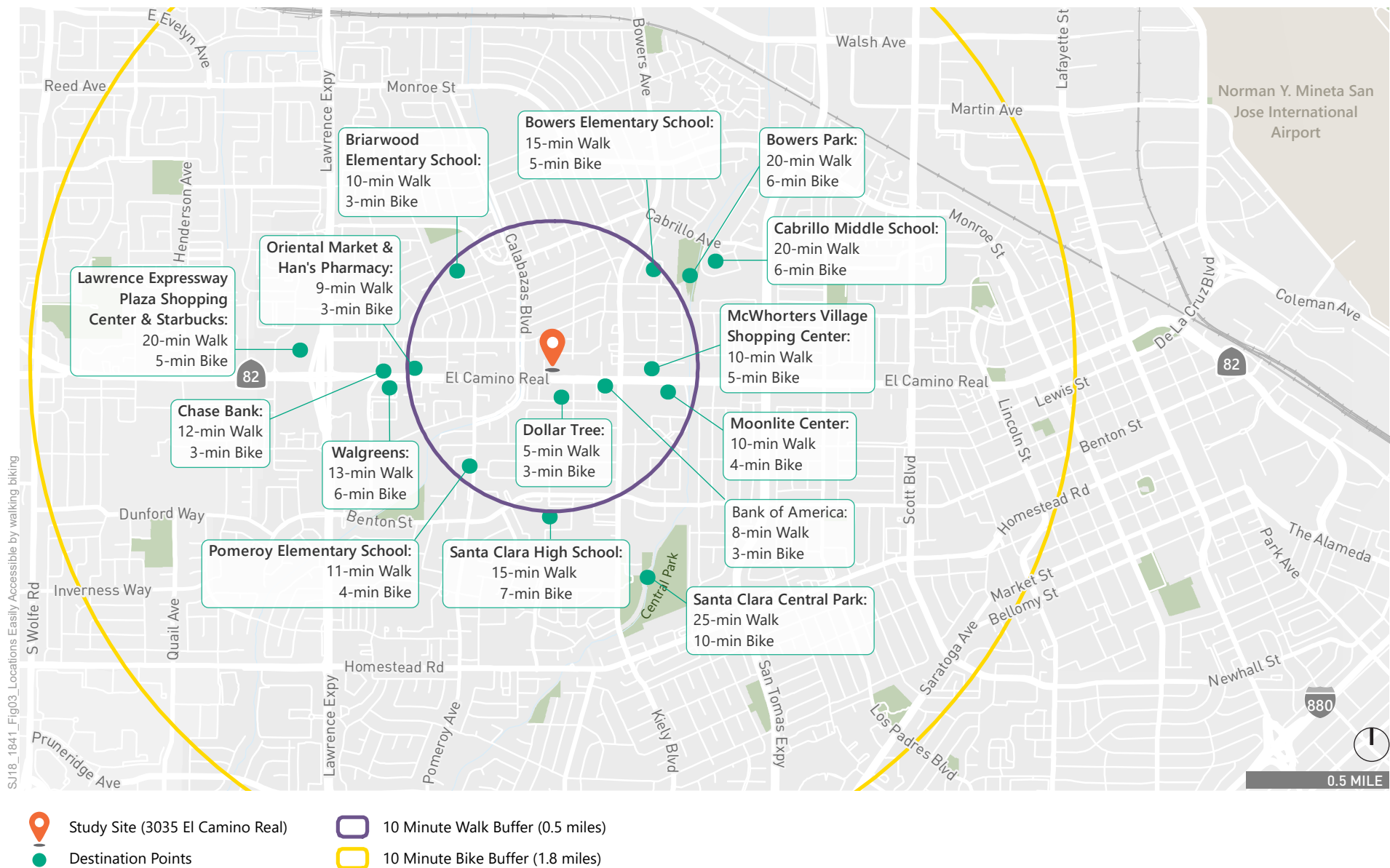
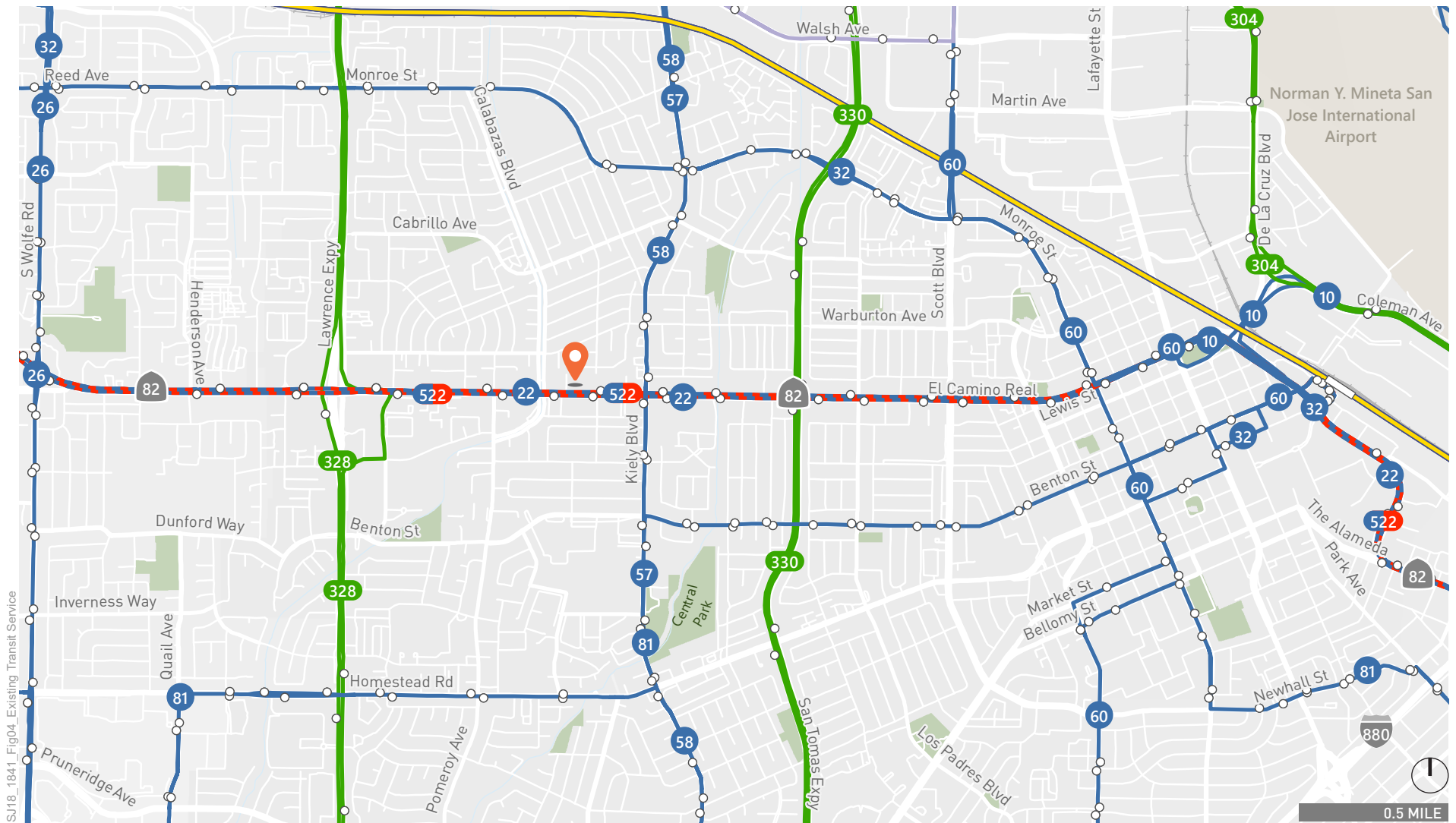


Figure 3  
Locations Easily Accessible by Walking or Biking



Project Site (3035 El Camino Real)

Regular Bus Service

Limited Stop Bus Service

Rapid 522

Caltrain

ACE Shuttles

Caltrain Station

VTA Bus Stops



Figure 4  
Existing Transit Service

## 2.3 EXISTING PEDESTRIAN AND BICYCLE FACILITIES

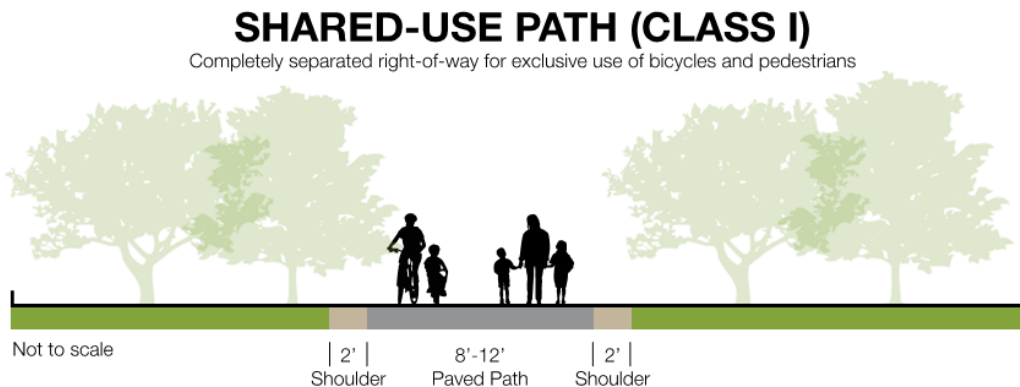
### 2.3.1 EXISTING PEDESTRIAN FACILITIES

Pedestrian facilities near the site include sidewalks, crosswalks, curb ramps, and pedestrian signals. There is a continuous sidewalk along the site frontage on the north side of El Camino Real that measures 8 feet in width. To access the south side of El Camino Real from the site, there are two signalized crosswalks within 500 feet walking distance from the Project site; one is located at the signalized intersection of El Camino Real and Calabazas Boulevard on the west side of the Project site and the other one is a pedestrian hybrid beacon, also known as a HAWK, located to the east at the intersection of El Camino Real and Alpine Avenue. As part of 3035 El Camino Real, the existing sidewalk in front of the Project site on the north side of El Camino Real will be enhanced with building setbacks, street trees and landscaping.

### 2.3.2 EXISTING BICYCLE FACILITIES

The California Department of Transportation (Caltrans) recognizes four classifications of bicycle facilities:

- **Class I Shared-Use Path**, or commonly referred to as a Bikeway or Bike Path, is a facility separated from automobile traffic for the exclusive use of bicyclists. Class I facilities can be designed to accommodate other modes of transportation, including pedestrians and equestrians, in which case they are referred to as shared use paths.

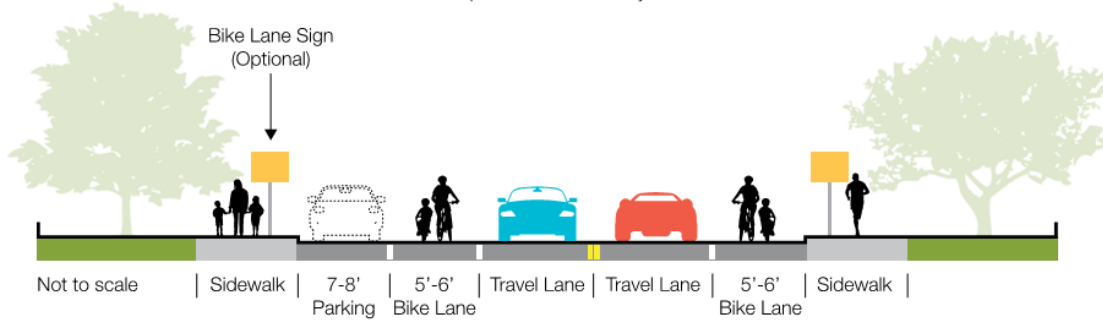


- **Class II Bicycle Lane** is a dedicated facility for bicyclists immediately adjacent to automobile traffic. Class II facilities are identified with striping, pavement markings and signage, and can be modified with a painted buffer to become a buffered bicycle lane (Class II)



## BICYCLE LANE (CLASS II)

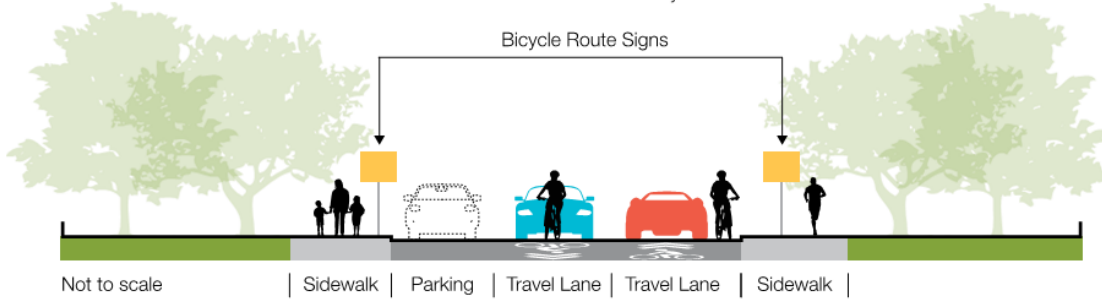
On-street striped lane for one-way bike travel



- **Class III Bicycle Route** is an on-street route where bicyclists and automobiles share the road. They are identified with pavement markings and signage, and are typically assigned to low-volume and/or low-speed streets.

## BICYCLE ROUTE (CLASS III)

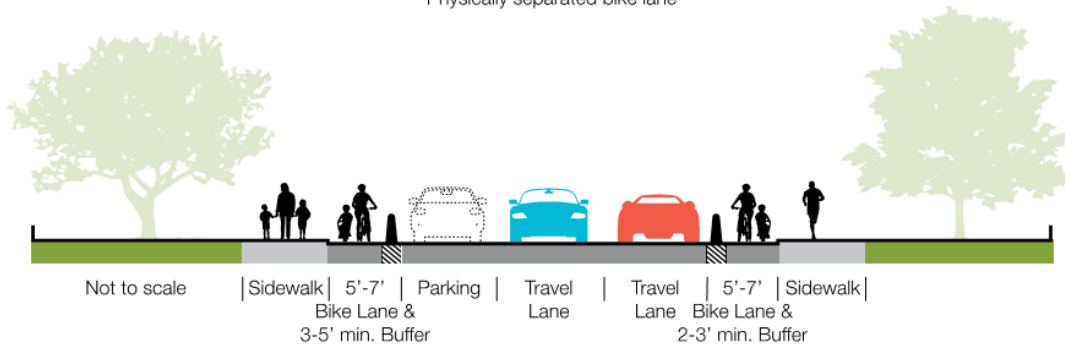
Shared on-street facility



- **Class IV Cycle Track or Separated Bikeway**, commonly referred to as a protected bicycle lane, is a facility that combines elements of Class I and Class II facilities. They offer an exclusive bicycle route immediately adjacent to a roadway similar to a Class II facility, but provide a physical separation from traffic with plastic delineators, raised curb, or parked automobiles.

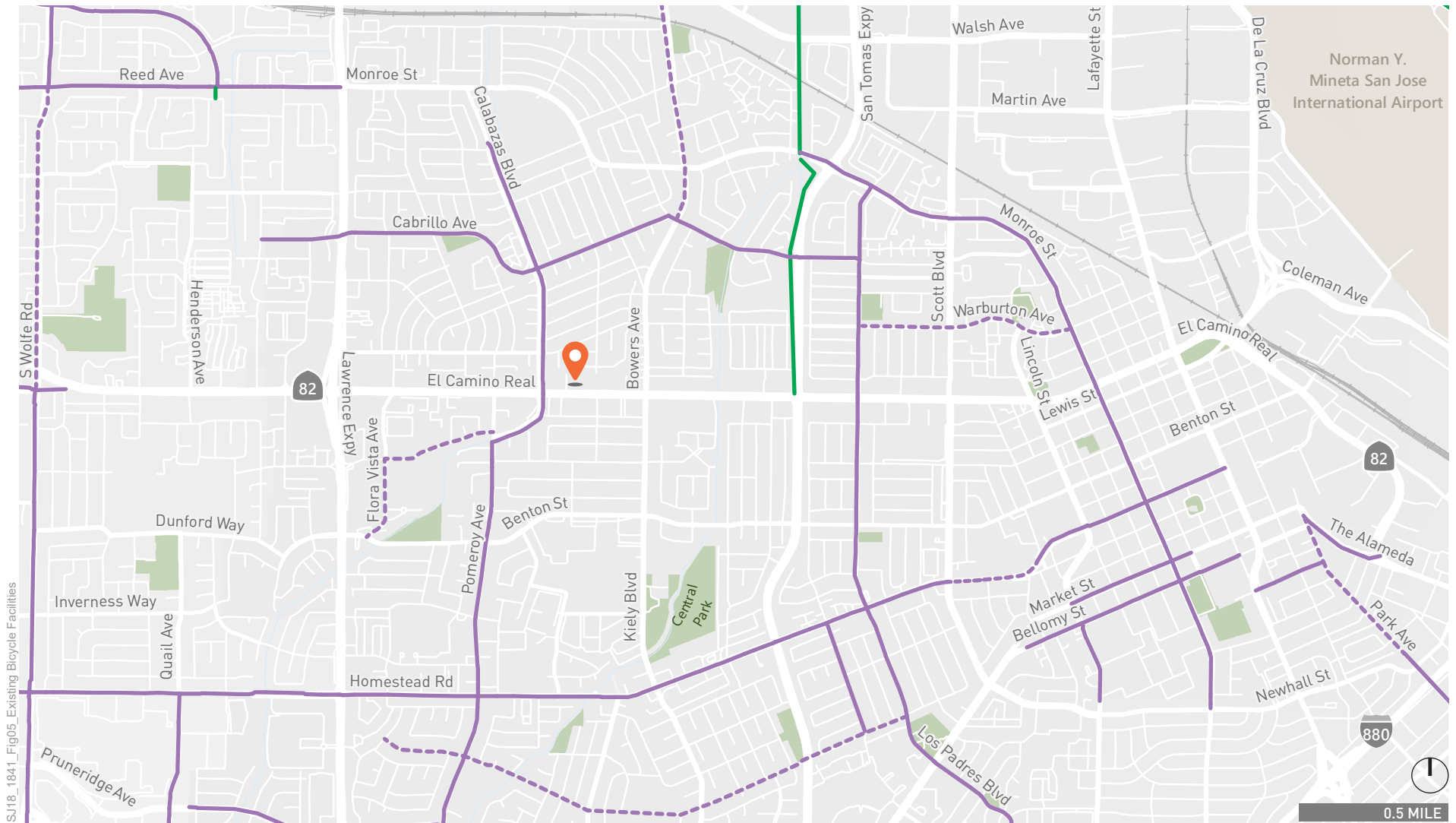
## CYCLE TRACK/SEPARATED BIKEWAY (CLASS IV)

Physically separated bike lane



Class II bicycle lanes exist near the site, as shown in **Figure 5**. Calabazas Boulevard, located approximately 500 feet to the west of the Project site, has buffered bike lanes (and sharrows on its approaches to El Camino Real) and serves local trips with north-south connectivity along the Calabazas Creek. Currently, there are no bicycle facilities along El Camino Real in the vicinity of the Project site. However, protected bike lanes along El Camino Real are being proposed as part of the City's bicycle master plan update and as part of the El Camino Real Specific Plan.





Project Site (3035 El Camino Real)

**Existing Bicycle Facilities**




-  Bike Path Off Street
-  Bicycle Lane On Street
-  Bicycle Route or Sharrow



Figure 5  
Existing Bicycle Facilities

## 2.4 CARSHARE

Carsharing allows members to reserve vehicles by the hour or the day, and is typically used for short-term, local trips. Carsharing supports alternative transportation options, such as transit, carpooling, walking, and biking, by providing users with access to a vehicle when needed. Carsharing allows families with multiple vehicles to consider downsizing and reserve an added vehicle as necessary.

There are several Carsharing providers in Santa Clara. Some examples include Zipcar, Enterprise, Travelers Auto, Hertz, Avis, Budget and so forth. **Figure 6** shows the locations of the Carsharing providers around 3035 El Camino Real. The closest car rental providers (Avis & Budget) are located within 3 minutes walking distance to the east side of the Project site adjacent to the intersection of Bowers Avenue and El Camino Real.

Additionally, other carshare services allow residents and neighbors to offer their own vehicles as part of carsharing services (peer-to-peer) such as Getaround, and Turo (formerly Relay Rides).

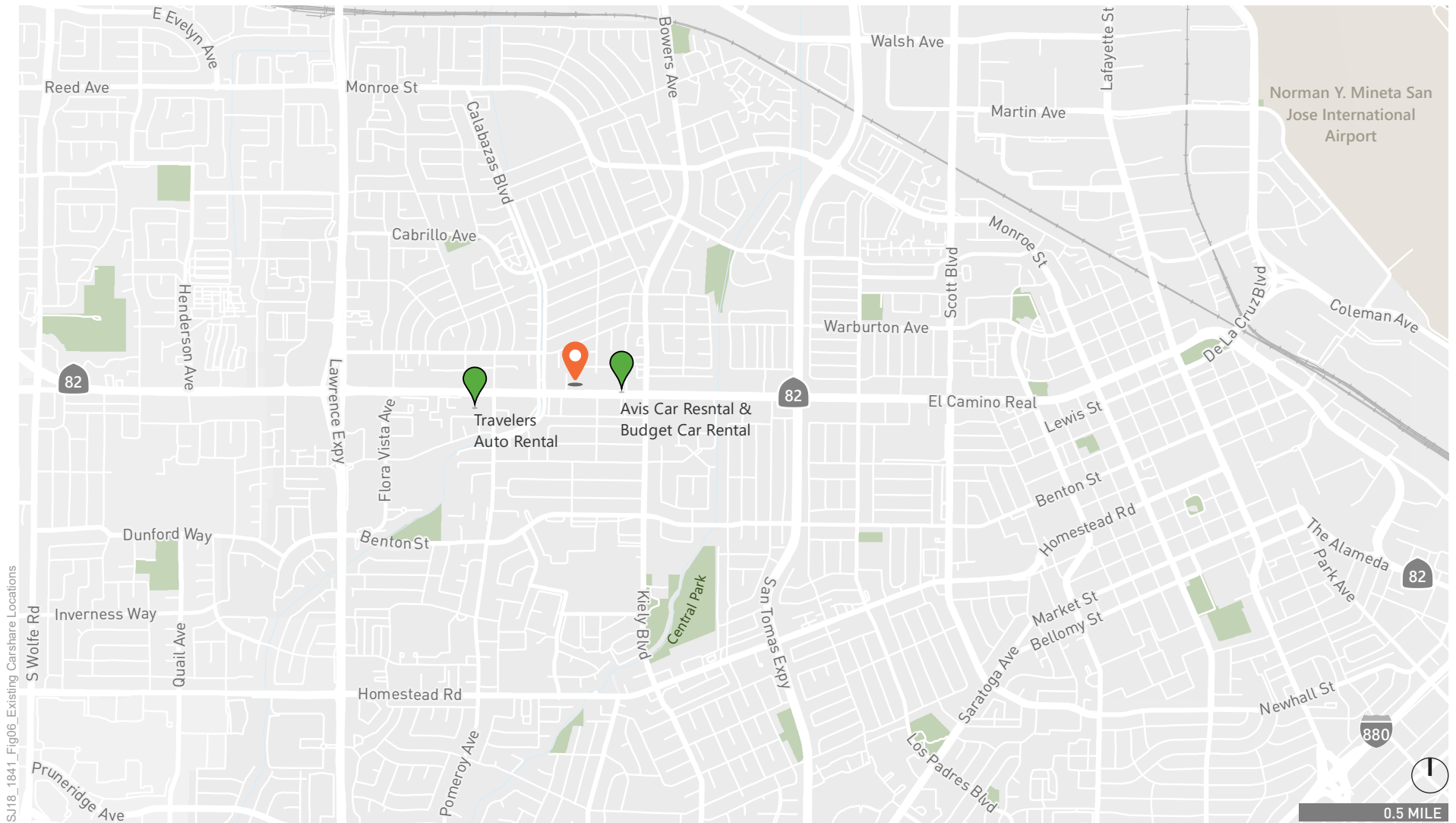
## 2.5 RIDESHARE

Ridesharing is the term to describe grouping travelers into common trips, which allows travelers to better utilize empty seats in passenger cars or vans. Rideshare matching programs, such as 511 Regional Rideshare Program, Scoop, Waze Carpool, Lyft Carpool, Duet, Carma Carpooling, and other ridesharing apps help carpools and vanpools to form by matching drivers and passengers. Ridesharing services make it easy to coordinate carpools and allows residents to consider downsizing or eliminating the number of vehicles they own.

## 2.6 RIDESOURCING

Ridesourcing is for-hire, point-to-point transportation services, which include transportation network companies (TNCs) and taxis. Within the last few years, TNCs, such as Uber and Lyft, have become the primary method of ridesourcing since the many users can easily utilize smartphone apps to send requests for rides. Similar to carshare and rideshare, ridesourcing makes it easy to almost instantly coordinate and reserve a ride, which allows residents to consider downsizing or eliminating the number of vehicles they own.





Project Site (3035 El Camino Real)



Carshare Locations



Figure 6  
Existing Carshare Locations

### 3. TDM MEASURES AND STRATEGIES

There are numerous strategies that can be used to encourage residents to use modes of transportation other than driving alone and, therefore, reduce the VMT and parking demand generated by a development. Some strategies can be incorporated into a development's design, such as locating building entrances near transit stops, providing ample bicycle parking, and providing amenities on-site. Others are policies and programs that are provided by building management, such as providing information to promote alternative travel modes in new resident packets. **Table 2** presents the TDM measures that will be implemented by 3035 El Camino Real in conformance with the City of Santa Clara Climate Action Plan (CAP) and the Mobility and Transportation policies of the Santa Clara General Plan.

The related CAP policy is:

**Policy 6.1 Transportation demand management program:** Require new development located in the city's transportation districts to implement a TDM program to reduce drive-alone trips.

The goal for the Project is to reduce VMT by 20 percent with 10 percent attributable to TDM.

Santa Clara's mobility and transportation policies that the proposed TDM measures are consistent with are as follows:

**Policy 5.8.1-P5:** Work with local, regional, State and private agencies, as well as employers and residents, to encourage programs and services that reduce vehicle miles traveled.

**Policy 8.8.3-P10:** Encourage safe, secure and convenient bicycle parking and end-of-trip, or bicycle "stop", facilities, such as showers or bicycle repair near destinations for all users, including commuters, residents, shoppers, students, and other bicycle travelers.

**Policy 5.8.5-P1:** Require new development to include transportation demand management site design measures, including preferred carpool and vanpool parking<sup>1</sup>, enhanced pedestrian access, bicycle storage and recreational facilities.

**Policy 5.8.5-P5:** Encourage transportation demand management programs that provide incentives for the use of alternative travel modes to reduce the use of single-occupancy vehicles.

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<sup>1</sup> The TDM measure would only be applicable to employment-generating uses.



### 3.1 TDM MEASURES AND STRATEGIES

The TDM measures and strategies for 3035 El Camino Real are summarized in **Table 2**.

**TABLE 2: TDM MEASURES AND STRATEGIES FOR 3035 EL CAMINO REAL**

<b>TDM Measure</b>	<b>Description</b>
Transit Use Incentive Program	The Transit Use Incentive Program will provide all tenants with free transit passes. Participation in the region-wide Clipper Card or VTA SmartPass system will satisfy this requirement.
Free Use of Bicycles on Site	Two bicycles will be available for free use to all residents and will be stored in two secure bicycle parking spaces on site. Property management will be responsible for maintenance of the bicycles.
Unbundled Parking	Unbundled parking, which separates the sale or lease of a vehicular parking space from the sale or lease of living units, will be provided for all units.
New Residents Alternative Travel Modes Informative Packet	New resident packets including information about available alternative modes of transportation and nearby transit, bike and pedestrian facilities will be provided upon move-in.
Bike Parking	Per VTA Bicycle Technical Guideline, for residential uses such as apartments, condominiums and townhomes, one Class I bicycle parking per three units and one Class II bicycle parking per 15 units are recommended.



## 4. CONCLUSION

This Transportation Demand Management (TDM) Plan described the physical attributes of the site and programmatic measures that will be implemented by 3035 El Camino Real to reduce VMT and the demand for vehicle parking generated by its residents. The transit use incentive program, free use of bicycles, bicycle parking, and unbundled parking on-site will allow residents to use alternative modes of transportation when they travel.

### 4.1 ANNUAL STATUS REPORTS

Per this TDM Plan, 3035 El Camino Real is committed to implementing the measures described in this document to reduce VMT, parking demand by the residents, and along nearby streets. A report will be submitted annually to the City that will state the TDM measures that have been implemented that year and the results of a resident mode-share survey.

The mode-share survey will be designed to ascertain the percentage of residents who are using an alternative mode to travel to work on a typical weekday. The following trip reductions will be applied based on the responses:

1. Two vehicle trip reductions will be applied for each resident who bikes, walks, or uses transit
2. The number of vehicle trip reductions for residents that use carpools or vanpools will be based on the number of people in the car/vanpool, to be determined from the survey

The annual status report will be submitted to the Santa Clara Community Development Department following the first full year of occupancy. It will state whether the VMT reduction target is met.



