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MONTEREY PARK ORANGE ONTARIO SAN DIEGO

Transportation Demand Management and Monitoring Program (TDM&MP) Plan 5000 South Beethoven Street, Los Angeles

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Appendices

This Transportation Demand Management and Monitoring Program (TDM&MP) is to be implemented by the applicant and site management for the proposed project to be located at 5000 South Beethoven Street in the City of Los Angeles.

This TDM&MP is being submitted to the City of Los Angeles Department of Transportation (LADOT) and the Department of City Planning for review and approval, prior to the issuance of any project Certificate of Occupancy from the City of Los Angeles.

These TDM elements and monitoring efforts will assure that the project properly manages trip demand and avoids significant traffic impacts. These measures should become integral parts of the project design and operations, throughout the lifespan of the site and the timespan of the monitoring plan.

The TDM&MP will enforced by the City as part of general project permit monitoring.

A. PROJECT DETAILS

The proposed Project would provide a total of 236 apartment units. The project name is Del Rey Pointe and the address is 5000 Beethoven Street in Los Angeles. A private traffic bridge would be constructed over the Centinela Creek Channel connecting to the cul-de-sac on Beethoven Street. The project site plan is provided in Attachment A.

The Traffic Impact Study for the project was produced by KOA and the final report approved by the City is dated October 19, 2017. The approval letter from LADOT was dated January 11, 2018.

The project would create a significant study intersection impact under the Existing with-Project Traffic and Future with-Project Traffic scenarios analyzed in the traffic study. The impacts would occur at the intersection of Jefferson Boulevard and Centinela Avenue-Inglewood Boulevard. .

In order to manage the vehicle trip generation of the proposed project, and assure that significant impacts do not occur that require physical mitigation, this TDM&MP document has been produced.

B. ELEMENTS

The following elements are included as a package of trip reduction measures, for implementation of the Transportation Demand Management and Monitoring Program (TDM&MP) by site management once the project land uses are operational.

Project Access Bridge Configuration

A new access bridge would be provided, where no access exists currently, on the south side of the project site. The bridge would be constructed between the existing cul-de-sac at the north end of Beethoven Street and the southern boundary of the project site.

A major supporting element of a TDM plan is the provision of good site access for vehicles, pedestrian, and bicyclists. The project will provide this element by designing site circulation and the access bridge to make accommodations for pedestrians, bicyclists, and vehicles. The bridge will cross Ballona Creek and will be constructed with two roadway travel lanes and sidewalks. Bicycles can share the travel lanes easily with vehicles, as speeds will not be high on this short local roadway link, and signs and striping that support such shared conditions can be included in the final striping and signing plan for the bridge.

Demand Management Measures

The TDM measures to be implemented by the site owner upon site occupancy include the following, at a minimum:

- Provide an internal Transportation Management Coordination Program, with a designated on-site Transportation Coordinator. Provide the coordinator contact name and phone number and other details to LADOT, once established.

- Provide a dedicated shuttle service. The shuttle will operate daily, at a peak frequency that adequately meets the travel needs of site residents.

- The Transportation Coordinator will survey incoming residents of the project, and periodically thereafter, to determine the desire for shuttle trips and the times that work best for employment and weekend leisure trips, and schedule the route and frequency accordingly based on destinations and estimated vehicle passenger loads.

- The route of the Shuttle will initially follow the weekday/weekend service concept shown in Attachment B to this document. The weekday route will provide access to employment and entertain/recreational destinations, while the weekend route will focus less on locations of employment. The route will be adjusted as necessary based on the resident survey efforts and passenger input.

- The Transportation Coordinator will provide a rideshare program and support for project tenants.

- The Transportation Coordinator will provide subsidized transit passes for eligible project tenants.

- Coordinate with DOT to determine if the site would be eligible for one or more of the services to be provided by the future Mobility Hubs program (secure bike parking, bike share kiosks, and car-share parking spaces)

- Provide on-site transit routing and schedule information.

- Provide a program to discount transit passes for residents, through negotiated bulk purchasing of passes with transit providers or other means.

- Contribute a one-time fixed fee into the City's Bicycle Plan Trust Fund to implement bicycle improvements within the area near the proposed project. The amount of this fee is to be determined in consultation with DOT and Council District 11 staff.

- Provide a Guaranteed Ride Home Program.

- Design the project to ensure a bicycle, pedestrian and transit friendly environment.

C. SITE TRIP MONITORING

Maximum Trip Generation Threshold

The traffic report estimated that the proposed project would generate approximately 1,569 weekday daily trips, including 120 trips during the a.m. peak hour (24 inbound trips and 96 outbound trips) and 165 trips during the p.m. peak hour (107 inbound trips and 58 outbound trips).

The recommended mitigation measure for analyzed project impacts was this TDM&MP and a 20 percent reduction in generated trips from the estimated trip generation total. Therefore, the trip cap threshold (total in and out vehicle trips) will be 96 for the a.m. peak hour and 132 for the p.m. peak hour.

Monitoring Program

LADOT requires that projects pursuing a trip generation cap as traffic mitigation implement a Monitoring Plan to provide assurance that TDM measures are working as intended. The following are based on the project monitoring directives from LADOT:

- The measurement of actual vehicle trips to and from the site will be conducted using an automated detection and surveillance monitoring system. This could be installed on or adjacent the project access bridge landings, as all vehicle traffic would enter and exit the site via this route.

- In addition to providing hourly vehicular count tabulations, the monitoring system shall also be designed in a manner that will permit direct data access to DOT staff.

- The monitoring program shall continue until such time that the Project has shown, for five consecutive years, at a minimum of 85% occupancy, achievement of the peak hour trip volume requirements as listed.

- The project owner will report on project occupancy with each submitted annual monitoring report.

- Should the review show that the peak hour trip cap threshold has been exceeded for typical weekday project trip activity, the project shall be subject to a penalty program, to be developed in consultation with LADOT.

- The installation and maintenance of the monitoring system will be at the project owner's expense.

- All TDM&MP monitoring and reporting will need to be prepared by a licensed Traffic Engineer and submitted to DOT for review. The reports will be prepared on an annual basis.

- To the extent possible, the project owner will need to coordinate the project adjacent Playa Vista and Howard Hughes Center Transportation Management Organizations (TMO's) to coordinate on trip reduction measures for travel to and from these areas.

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ATTACHMENT A -
Proposed Project Site Plan

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ATTACHMENT B -
Conceptual Shuttle Route Plan