



HEXAGON TRANSPORTATION CONSULTANTS, INC.

1477 Huntington Avenue Residential Development

Draft Transportation Demand Management (TDM) Plan

Prepared for:

The City of South San Francisco on Behalf of Overton Moore Properties

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1. Introduction

This Transportation Demand Management (TDM) plan has been prepared for the proposed residential development at 1477 Huntington Avenue in South San Francisco, California. TDM is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, greenhouse gas emissions, and air pollution problems. The purpose of a TDM plan is to promote more efficient utilization of existing transportation facilities, and to ensure that new developments are designed to maximize the potential for sustainable transportation usage.

In accordance with City goals to reduce the number of vehicle trips during peak commute hours, this TDM Plan seeks to reduce the number of peak hour trips and auto dependency/vehicle ownership through a combination of appropriate measures to promote alternative forms of transportation. This TDM plan is designed to achieve a 28% peak hour trip reduction target, as established in the El Camino Real / Chestnut Avenue (ECR/C) Area Plan Update Traffic Impact Analysis. Although the project is not located within the ECR/C Area Plan boundary, there is no zoning in place for this project, and the ECR/C Zoning districts are similar to the density and type of development envisioned for this area. The proposed density is consistent with the El Camino Real/Chestnut Residential, High Density (ECR/C-RH) zoning district. The ECR/C-RH zoning district permits a base maximum density of 120 dwelling units per acre (du/ac), and a maximum density with incentives of 180 du/ac. The project is proposing a density of 132 du/ac and would be consistent with the maximum density with incentives.

As a requirement for achieving the density bonus, the project will be required to implement a TDM Plan. The TDM Plan should have a demonstrable effect of reducing the number of trips generated to achieve the minimum 28% trip reduction.

Project Description

The residential development is located on Huntington Avenue, south of Spruce Avenue at 1477 Huntington Avenue in South San Francisco, California (see Figure 1). The project would demolish the existing commercial building and construct a seven story multi-family apartment building with 262 dwelling units. Access to the project would be provided via a full access driveway on Huntington Avenue (see Figure 2).



LEGEND


 = Site Location

Figure 1
Project Site Location

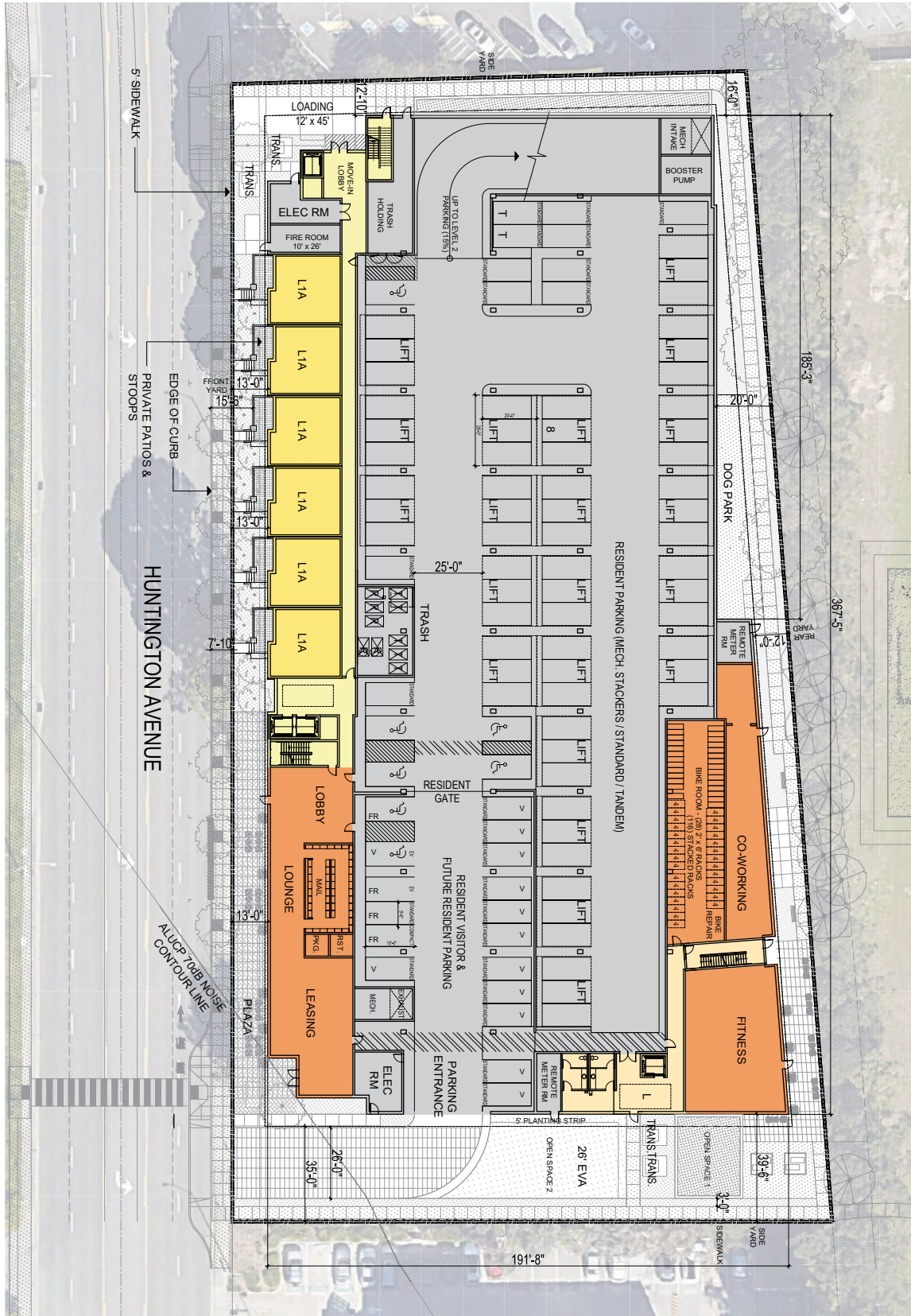


Figure 2
Site Plan

Project Trip Generation and Trip Reduction Target

Trip generation resulting from the development is estimated using the trip rates published in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual*, 10th Edition (2017). Trips that would be generated by the proposed residential units were estimated using the ITE trip rates for "Multifamily Housing Mid-Rise" (Land Use 221). The "Multifamily Housing Mid-Rise" ITE land use category includes apartment, townhouse, and condominium developments with a total of at least four (4) dwelling units and that have between three (3) and ten (10) levels. The project would construct a seven-story residential building with 262 residential units.

Based on the published trip rates, the project is expected to generate 94 trips during the AM peak hour and 115 trips during the PM peak hour (see Table 1). With the required 28 percent trip reduction, the vehicle trips generated by the project should not exceed 68 trips during the AM peak hour and 83 trips during the PM peak hour.

Table 1
Project Trip Estimates

Land Use	Size	Unit	Daily			AM Peak Hour			PM Peak Hour			
			Trip Rate	Trips	Trips	Trip Rate	Trips In	Trips Out	Trip Rate	Trips In	Trips Out	Trips Total
Multifamily Housing ¹	262	unit	5.44	1,425	0.36	24	70	94	0.44	70	45	115
- 28% TDM Reduction				-399		-7	-19	-26		-20	-12	-32
Project Trips with TDM Reduction				1,026		17	51	68		50	33	83

Source: ITE Trip Generation Manual, 10th Edition, 2017
1. Average trip rates, in trips per unit, for Mid-Rise Multifamily Housing (Land Use 221) are used.

2. Existing Transportation Facilities

Transportation facilities and services that support sustainable modes of transportation include buses, commuter rail, and bicycle and pedestrian facilities. This chapter describes existing facilities and services near the project site that would support the TDM measures described in this plan.

Pedestrian Facilities

A complete network of sidewalks is present along the streets in the vicinity of the project site, including Huntington Avenue, Spruce Street, Noor Avenue and El Camino Real. Crosswalks with pedestrian signal heads are located at the signalized intersections in the project vicinity. Continuous pedestrian facilities are present from the site to the nearby bus stops and retail plaza. Overall, the existing network of sidewalks and crosswalks provides pedestrians with safe routes to transit services and other points of interest within the project vicinity.

Bicycle Facilities

The bicycle facilities that exist within one mile of the project site (see Figure 3) include a multi-use trail (Class I bikeway), striped bike lanes (Class II bikeway) and shared bike routes/boulevards (Class III bikeway). Bike paths or multi-use trails are shared between pedestrians and bicyclists and separated from motor vehicle traffic. Bike lanes are lanes on roadways designated for use by bicycles with special lane markings, pavement legends, and signage. Bike routes are signed bike routes where bicyclists share a travel lane with motorists. Bike boulevards are modified bike routes with additional treatments that offer convenient and efficient through-routes for bicyclists of all skill levels.

The Centennial Way Trail is located approximately 150 feet to the east of the proposed project. The trail runs from the South San Francisco BART Station in the north to the San Bruno BART Station in the south. The trail is shared between pedestrians and bicyclists and separated from motor vehicle traffic. The trail can be accessed from Spruce Avenue, approximately 400 feet north of the project site. The City is kicking off a visioning process for the Centennial Trail over the next few months to develop open space and recreation improvements along the trail. The project site plan shows a conceptual future connection to the Centennial Trail from the east side of the project site. Future residents of the project would be able to access South San Francisco High School, Los Cerritos school, parks, and other public facilities via the Centennial Way Trail. The Sister Cities Park trail exists along Colma Creek between Spruce Avenue and Orange Avenue.

Striped bike lanes are present on Sneath Lane between west of the I-280 northbound off-ramp and Huntington Avenue, with a discontinuation between El Camino Real and Sea Biscuit Avenue.



Figure 3
Existing Bicycle Facilities

Bike routes are typically designated with signs and/or sharrows (shared-lane markings). Bike routes are present along Spruce Avenue between El Camino Real and N. Canal Street, Hazelwood Drive between Rosewood Way and El Camino Real, Ponderosa Road between Southwood Center and Alhambra Road, Victory Avenue between Spruce Avenue and S. Linden Avenue, and San Mateo Avenue between S Linden Avenue and Gateway Boulevard.

In addition, there are routes identified as additional suggested routes for bicyclists on the San Mateo County Bicycle Map published by C/CAG and the County. These routes include:

- Orange Avenue between Westborough Boulevard and Park Way,
- Cherry Avenue between Sneath Lane and Jenevein Avenue,
- Huntington Avenue between Spruce Avenue and Santa Helena Avenue,
- Herman Street between El Camino Real and S. Linden Avenue, and
- San Mateo Avenue between El Camino Real and S. Linden Avenue.

Transit Services

Existing public transit services in the study area are provided by the San Mateo County Transit District (SamTrans), Caltrain, and Bay Area Rapid Transit (BART). The San Bruno BART station is located approximately 0.4 mile to the south of the project site. The San Bruno Caltrain station is located approximately 1.1 miles away.

The SamTrans bus routes, BART Station, and Caltrain station in the project vicinity and the bus/shuttle stops near the project site are shown on Figure 4.

SamTrans Service

There are two existing SamTrans bus routes serving the project vicinity with bus stops located within 1/4 mile of the site: Routes 141 and ECR. The closest bus stop is located on Huntington Avenue, along the project frontage, with service provided by route 141.

Route 141 runs between Shelter Creek/Fire Road 1 to Airport/Linden between 6:10 AM and 8:00 PM with headways of 30 minutes during peak hours. The bus stop along the project frontage serves the eastbound route and the bus stop located on the west side of Huntington Avenue serves the westbound route.

Route ECR runs between the Palo Alto Transit Center and Daly City BART between 24 hours a day with headways of 15 minutes during peak hours. The closest bus stops are on El Camino Real at Spruce Avenue, approximately 0.3 mile from the project site.

Bay Area Rapid Transit (BART)

The Bay Area Rapid Transit (BART) District provides transit service on an exclusive rail right-of-way to 44 stations in the Bay Area. The BART system runs the following five lines:

- Richmond – Millbrae
- Antioch – San Francisco Airport (SFO)
- Berryessa/North San Jose – Daly City
- Richmond – Berryessa/North San Jose
- Dublin/Pleasanton – Daly City

The San Bruno BART station, the closest station to the project site, is served by both the Richmond to Millbrae and the Antioch to SFO lines. Connections may be made to other lines at numerous transfer

stations. The San Bruno station is the second-to-last station for the Richmond and Antioch lines; south of San Bruno, the lines diverge in order to serve the San Francisco Airport and the Millbrae station.

BART trains typically run every 15 minutes except weekends, when trains run about every approximately 20 minutes. However, due COVID-19, BART trains currently run every 30 minutes with some added trains for weekdays. Because BART provides service with approximately 30-minute headways on both of the Richmond to Millbrae and the Antioch to SFO lines, the San Bruno BART station is served by a train in each direction approximately every 7 minutes between 5:15 AM and 10:45 PM on weekdays. During weekends, the Antioch to SFO line serves the San Bruno Station. Hours of operation are generally 7:45 AM to 9:00 PM on Saturdays, and 8:15 AM to 11:00 PM on Sundays and major holidays.

The project site is located approximately 0.4 miles from the San Bruno BART station, which is a reasonable walking and biking distance. The San Bruno BART station includes bike lockers that may be used by project residents who do not need or want to take their bike on the train and choose to store it at the BART station.

Caltrain Commuter Train Service

Caltrain provides frequent commuter train service between San Jose and San Francisco seven days a week, with stops at most cities in between. During the AM peak period between 7:00 and 10:00, there are 3 limited-stop northbound trains and 4 limited-stop southbound trains serving the San Bruno station. During the PM peak period between 4:00 and 7:00, there are 3 limited-stop and 4 limited-stop southbound trains serving the San Bruno station. Bicycles are permitted on Caltrain, and there are bicycle racks and bicycle lockers available at the San Bruno Caltrain Station. To get to the station, bicyclists could either travel down Huntington Avenue, which is a suggested route on the San Mateo County Bicycle Map, or take the Centennial Way Trail located behind the project site and continue along a short segment of Huntington Avenue before arriving at the San Bruno station.



Figure 4
Existing Transit Services

3.

Proposed TDM Measures

This chapter describes Transportation Demand Management (TDM) measures that are proposed for the project. These TDM measures include planning and design measures related to the attributes of site location, the site design, on-site amenities, and TDM programs. The TDM programs, including services, incentives, and actions, will encourage residents to travel using alternatives to single-occupant vehicles.

The City's Municipal Code requires all nonresidential development expected to generate 100 or more average daily trips to implement a transportation demand management (TDM) program to reduce the number of vehicle trips by increasing access to and use of alternative modes of transportation, including transit, bicycling, and walking. The City's Municipal Code does not apply to residential projects. Nevertheless, the proposed project seeks increased density as provided for under the El Camino Real/Chestnut Avenue (ECR/C) Area Plan and Zoning Ordinance. One way to achieve the incentives is by including a TDM Plan as part of the project. Accordingly, the project is proposing this TDM Plan with the goal to reduce peak hour trips from the development by 28% from ITE levels, consistent with the ECR/C Area Plan Transportation Impact Analysis.

Table 2 presents a summary of the measures proposed in this plan, along with an indication of who will have primary responsibility for implementing each measure. The project site is well suited to have a successful TDM Plan based on its location near retail and commercial development and its access to bicycle, pedestrian, and transit facilities.

Table 2
TDM Program Measures

TDM Measure	Implementation Responsibility
Program Administration	
Designating a Transportation Coordinator	Building developer
Online Kiosk/TDM Information Board ¹	Transportation Coordinator
Transportation Information Packets	Transportation Coordinator
Participation in Transportation Management Association	Building developer
Trip Planning Assistance	Transportation Coordinator
Program Monitoring and Reporting	
Annual Resident Surveys	Transportation Coordinator
Target Drive-alone Mode Share Monitoring	Transportation Coordinator
Transit Elements	
Proximity to Transit Center	Site Location
Transit Subsidy	Transportation Coordinator
Resources (schedules, route maps & other info)	Transportation Coordinator
Carpool and Vanpool Programs	
Ridematching Assistance	Transportation Coordinator
511 Ridematching Service	Available to public
Incentives for New Carpools/Vanpools	Available to public
Discounted Tolls on Bay Area Bridges	Available to public
Bicycle Facilities	
Bicycle Parking	Building Developer
Private Bikeshare Program	Building Developer
Resources (bikeway maps & other info)	Transportation Coordinator
Other On-Site Amenities	
High-Bandwidth Internet Connection	Building developer
On-Site Fitness Center and Co-Work Space	Building Developer
Unbundled Parking	Building developer
Notes:	
1. The building developer will have initial responsibility for creating an online kiosk and appointing the Transportation Coordinator. After the building is occupied, the Transportation Coordinator will have ongoing responsibility for the online kiosk and various program elements.	

TDM Administration and Promotion

Transportation Coordinator

The project will appoint a Transportation Coordinator who will be the primary contact with the City and will be responsible for implementing and managing the TDM plan. The Transportation Coordinator will be a point of contact for residents when TDM-related questions arise and will be responsible for ensuring that residents are aware of all transportation options and how to fully utilize the TDM plan. The Transportation Coordinator will provide the following services and functions to ensure the TDM plan runs smoothly:

- Provide transportation information packets to new residents.
- Maintain the on-line kiosk

- Provide trip planning assistance and/or ride-matching assistance to residents who are considering an alternative transportation mode.
- Manage annual resident travel surveys. The results will be used to determine whether the implemented TDM measures are effective and whether new TDM measures should be implemented.

Transportation Management Association (TMA)

The project applicant will participate in the Peninsula Traffic Congestion Relief Alliance (Alliance), which provides comprehensive and ongoing support for alternative commute programs in San Mateo County. By joining the Alliance, the Transportation Coordinator need not “re-invent the wheel” to develop an effective TDM program. All commuters in San Mateo County can utilize the resources, incentive programs, and services provided by the Alliance to promote commute alternatives. The Alliance’s website at www.commute.org provides detailed information on their programs.

Marketing Program for Alternative Travel Modes

“Online Kiosk”: An Online Information Center

A key element of this TDM plan is to set up an attractive, up to date “online kiosk” with all of the site-specific information about the transportation resources available to residents. The website will include information about all the measures, services, and facilities discussed in this plan, including:

- A summary of SamTrans buses, BART and Caltrain services and links to further information about their routes and schedules.
- A summary of the “welcome” trial transit passes offered to all residents.
- A local bikeways map, information about the bike lockers/secure bike storage areas on site and those nearby, and information about the Bikeshare program.
- Information about ridematching services (e.g., 511.org, Zimride, Scoop and TwoGo) and the incentive programs available to carpools and vanpools.
- Information related to a carshare program, including benefits and nearby locations.
- A link to the many other resources available in the Bay Area, such as Dadnab, the 511 Carpool Calculator, the 511 Transit Trip Planner, real-time traffic conditions, etc.

The building developer will have responsibility for contracting with someone to initially create the website so that it is up and running as soon as residents move in. More specific information can be added later to reflect any programs specific to certain groups of residents. The Transportation Coordinator will be responsible for adding new information to the website (or providing it to the website designer) and including the web address for the online kiosk so that the “online kiosk” remains current and informative.

Information Packet for Residents

In addition to the online information center, the Transportation Coordinator will provide “hard copy” information packets to all residents when they first move into the building. Because all information will be available online, this packet need not be a comprehensive stack of paper about all services available, which residents tend to disregard anyway. Instead, the New Resident Packet will provide a quick easy-to-read announcement of the most important features of the TDM program for residents to know about immediately.

In addition, the packets will include a message to residents that their building manager and/or owner values alternative modes of transportation and takes their commitment to supporting alternative transportation options seriously.

Carpool and Vanpool Programs

Rideshare Matching Assistance

One of the greatest impediments to carpool and vanpool formation can be finding suitable riders with similar work schedules, origins, and destinations. Facilitated rideshare matching can overcome this obstacle by enabling commuters who are interested in ridesharing to enter their travel preferences into a database and receive a list of potential rideshare partners. The success of these programs is largely determined by the number of participants and, in turn, the number of potential matches that can be made.

The Transportation Coordinator will distribute a carpool matching application to all residents as part of the transportation information packets. The application will match residents who work in the same area who may be able to carpool or vanpool together. Some residents who may be reluctant to reach out to find carpool partners via the 511 RideMatch service or Waze Carpool may be more likely to fill out a form that will be administered by their Transportation Coordinator. Furthermore, residents may be more likely to try ridesharing with another resident who lives in the same building than with an unknown person who lives nearby.

511 Ride Matching Services

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 car 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 Scoop and Waze Carpool, which utilize mobile apps to match commuters. These publicly available ride matching services benefit from a large database of commuters and may enable residents to locate people who may not live or work nearby but nevertheless share similar commute patterns.

Carpool and Vanpool Incentive Programs

The 511 Regional Rideshare Program and the Peninsula Traffic Congestion Relief Alliance (511.org and commute.org) offer a number of incentive programs to encourage people to try carpooling and vanpooling. Most of these programs are designed to reward someone for forming or trying a carpool or vanpool and provide an award or subsidy after the first three or six months of use.

The Peninsula Traffic Congestion Relief Alliance offers a carpool incentive program called “The Carpool Rewards Program”. The Carpool Rewards Program rewards commuters who use Scoop and Waze Carpool to log their carpool trips to and from work. This program provides \$25 e-gift card reward after every ten days of users logging their



carpool trips in their account up to four times for a total of \$100. Similarly, the Bicycle to Work Rewards program provides \$25 e-gift card reward after every ten days of users logging their bicycle trips in their account up to four times for a total of \$100.

The Peninsula Traffic Congestion Relief Alliance offers free transit tickets to commuters who live or work in San Mateo County to try SamTrans, Caltrain or San Francisco Bay Ferry. Also, residents and commuters who travel to, from or through San Mateo County can earn their reward points by logging their commutes in the STAR Platform. Every day the commuter earns a point for using alternative to driving alone. The user can either redeem the points for great rewards or a donate to nonprofits.

The Alliance's vanpool incentive program will reimburse each passenger up to \$300 in cash or pay the driver \$500 (for driving a vanpool of seven or more passengers for a minimum of six months). The 511 Regional Rideshare Program also offers a variety of rewards to encourage non-solo driving options. The Employer Contact will publicize these incentive programs.

Vanpool Seat Subsidy. The 511 Regional Rideshare Program also offers a vanpool seat subsidy in the form of gas cards. The seat subsidy will provide seat subsidy for three months per van during the program year, to help cover the fare of a lost participant. The gas cards will be offered to eligible vans on a first come, first-served basis until the funds are exhausted.

Discounted Tolls. The 511 Regional Rideshare Program offers free toll passage on seven of the Bay Area's bridges for vanpools with 11-15 people who register with 511. Additionally, the program also offers toll discounts to carpools with three or more people (two people in a two-seat vehicle) on eight of the Bay Area's bridges during peak commute hours. The discounts vary per bridge, but typically are half of the standard toll price.

Enterprise Vanpool Subsidy. The 511 Regional Rideshare Program provides \$350 monthly subsidy to the vanpools rented from Enterprise. The subsidy is awarded on a first come, first-served basis, until funds are exhausted.

Carpool Promotions: 511 also has occasional promotions such as winning gift cards by taking carpools using app-based programs such as Scoop or Waze Carpool. Carpoolers would track their carpool usage and upload verification by screenshots of completed trips to be entered into a raffle to win small prizes every season(fall).

Free Carpool Rides. The Bay Area Carpool Program provides first five rides free for all new Scoop and Waze Carpool app users in the nine-county Bay Area.

Transit Elements

Proximity to Transit

The project is located 0.4 mile away from the San Bruno BART Station and 1.1 mile from the San Bruno Caltrain Station. Caltrain and BART provide frequent and reliable transit service to a high percentage of regional destinations. SamTrans bus stops are also located along the project frontage, served by Route 141.

Subsidized Transit Passes

The developer will provide a \$100 welcome transit pass to all new residents for the first one year following building occupancy. This will encourage residents to explore transit options in the project vicinity and motivate residents to use transit for commuting to work. The Transportation Coordinator will be responsible for administering the program. Each resident will be given a clipper card that can be used on various transit systems like BART, Caltrans and SamTrans. Clipper is the all-in-one transit card for the Bay Area and can be used on all Bay Area transit systems, including Muni.



High Bandwidth Internet Connection

In an effort to decrease the number of trips residents have to make to and from work each week, the developer proposes to install cable wiring throughout the residential development to provide residents access to high-speed internet service, allowing them to work from home. This TDM measure is meant to encourage telecommuting, whereby residents of the development who typically report to a central office location, will be able to work at home one or more days per week.

Bicycle Facilities

Bicycle Parking

Providing secure bicycle parking encourages bicycle commuting and reduces vehicle trips and parking demand. For residential developments, the South San Francisco Zoning Code requires providing bicycle parking spaces that make up 10 percent of motorized vehicle parking spaces.

Based on the ECR/C Area Plan Zoning Ordinance, residential developments should provide at least one parking space per unit and can provide up to a maximum of 2 parking spaces per unit, which calculates to 262 to 524 parking spaces. The project will provide 307 parking spaces at the rate of 1.17 parking spaces per dwelling unit. The parking ratio is on the lower end of the scale, which will also encourage residents to not own a car. The project will require 31 bicycle parking spaces. The project will provide 144 secure bicycle parking spaces in a bicycle storage room on the ground floor, which will be accessible through the garage and the open space along the southern edge of the site.

Bicycle Resources

The following resources are available to bicycle commuters through 511.org. These resources will be noted in the transportation information packet, in order to make residents aware of them.

- Free Bike Buddy matching
- Bicycle maps
- Bicycle safety tips
- Information about taking bikes on public transit
- Location and use of bike parking at transit stations
- Information on Bike to Work Day
- Tips on selecting a bike, commuter gear, and clothing
- Links to bicycle organizations

Bicycle Repair

The project is proposing to provide bike repair stands/kiosks in the bicycle storage room. The bicycle repair stands will include all the tools necessary to perform basic bike repairs and maintenance, from changing a flat tire to adjusting brakes and derailleurs. Repair stations also provide a singular point where bicyclists can share information on routes, commuting, and maintenance practices to help generate a stronger community that is more engaged in bicycling as a mode of transportation.

Private Bikeshare Program

To further encourage bicycling, Hexagon recommends the project set up a bikeshare program with electric bikes and/or cargo bikes that residents can rent for free. The idea behind bike sharing is to make bikes available to users for short journeys, such as between the project and the nearby San Bruno Towne Center and Tanforan Shopping Center. This will reduce the use of single occupancy vehicles. Bikes will be checked out and returned following procedures established by the building operator.

Hexagon recommends an initial stable of 10 bikes. This number could be adjusted up or down depending on the usage over time. We recommend that one of the bikes be a cargo bike so that users could use it to run errands that require transporting objects. We further recommend that two of the bikes be electric bikes to encourage usage by bicyclists who do not wish to pedal. In addition to bikes, the program should include helmets and locks.

Unbundled Parking

To further encourage non-auto transportation methods and to reduce costs for residents, onsite residential parking will be unbundled from each living unit. This will allow residents without cars to rent a unit without having to pay for a parking spot. Parking spaces will be added to leases only for residents who desire parking. Unbundling of parking encourages residents to forego a second car or to have no car at all. The ECR/C Area Plan Zoning Ordinance allows parking in excess of one space per unit to be rented separate from the residential unit.

Other On-Site Amenities

On-site amenities can be beneficial in reducing vehicle trips by offering activities and common retail needs on site. The project will provide a package room, fitness center, and a co-working space on site that will be open to all residents. The package room will allow for safe space for residents' packages to be picked up at their convenience. Having a free fitness center on site will encourage residents to use the available facilities rather than travel to a fitness center elsewhere. Fitness centers can often encourage alternative modes of transportation by educating users of the additional benefits that can be obtained by using active modes of transportation for other trips. The co-working space will give residents an option besides their own unit to stay on site and work from home.

Hexagon recommends a rideshare pick up/drop off space on Huntington Avenue along the project frontage. Providing convenient passenger loading zones near the entrance of the building would encourage residents and guests to utilize rideshare services/programs (e.g., Uber, Lyft, Scoop, Waze Carpool, etc.) and reduce parking demand.

4. **TDM Implementation, Monitoring, and Reporting**

The purpose of the TDM Plan is to reduce single-occupant vehicle trips, parking demand, traffic congestion, and vehicle emissions generated by the proposed project. All of the proposed measures will be implemented as a comprehensive program and are expected to achieve the 28 percent alternative mode use goal among residents.

Recent research regarding TDM programs suggests that it is extremely difficult to predict how much of a mode shift is likely to be produced by an individual measure. Instead, successful programs include many measures that mutually reinforce each other and produce a culture of using sustainable modes of transportation. Many developments have found that a whole TDM program can be greater than the sum of the individual parts when a comprehensive TDM program is consistently and effectively promoted to residents. Accordingly, this plan in total is expected to achieve a 28 percent mode shift, but the specific percentage contribution of each measure to that shift has not been estimated.

Implementation

The project applicant along with the property manager/Transportation Coordinator will be responsible for ensuring the TDM plan is implemented.

Monitoring and Reporting

The purpose of monitoring and reporting the TDM plan is to ensure that the plan is successful in reducing the trip generation of the residents. The property manager/Transportation Coordinator will prepare an annual TDM report and submit it to the City to document the effectiveness of the TDM plan in achieving the goal of reducing trip generation. The Transportation Coordinator will conduct annual resident surveys and document the results in a TDM monitoring report.

The initial TDM report for the project will be submitted one year after final occupancy. Subsequent reports will be collected annually. The property manager/Transportation Coordinator and/or the consultant preparing the report will coordinate with City staff for any additional reporting requirements.

Annual Commute Surveys

Annual commute surveys will be administered by the transportation coordinator to measure the number of residents commuting by alternative modes and whether they are aware of the services and programs that are available to them. Residents who do not respond to the survey will be assumed to be driving alone. In addition to obtaining quantitative data on the mode split, the survey will provide qualitative data regarding resident perceptions of the alternative transportation programs. The survey results will measure the relative effectiveness of individual program components relative to other components and facilitate the design of possible program enhancements. Along with collecting information on mode split, the survey will gather information on use of the bike storage, vehicular parking demand, use of the online kiosk, and walking trips made to nearby retail, restaurant, and entertainment uses. The transportation coordinator will be responsible for administering the survey, compiling the results, and communicating the results to the City.

Annual Driveway Counts

In order to evaluate whether or not the project has met the 28 percent peak-hour trip reduction requirement, annual driveway counts will be conducted. A count of the number of vehicles entering and exiting the project's driveways on a typical weekday during the AM and PM peak period will be conducted annually by an independent third party to determine the number of vehicle trips being generated by the project. The counts will be conducted at the site's driveway on a weekday that is not disclosed in advance. All vehicles entering and exiting the project driveway on Huntington Avenue during the AM peak period (7:00 – 9:00 AM) and PM peak period (4:00 – 7:00 PM) will be counted, and the peak-hour volumes will be identified.

The Transportation Coordinator will provide the results of the driveway counts to the City of South San Francisco, along with a statement as to whether the goal of 28 percent of the project trips made by transit, biking or walking is met.

Additional TDM Measures

If the results of the driveway count indicate that there are more than 68 AM peak-hour trips or 83 PM peak-hour trips at the site, then additional TDM measures need to be implemented in order to ensure that the 28 percent trip reduction requirement is met. The following measures are presented as potential supplemental measures. However, if the results of the surveys suggest other measures may be effective, then the measures considered most likely to further reduce single-occupant vehicle trips will be selected for implementation. Additional TDM measures will be implemented until the 28 percent trip reduction requirement has been met, as documented by driveway counts.

Car Sharing

One of the major impediments to foregoing ownership of a permanent car is the need for residents to make longer trips and for use in emergencies. Car sharing programs provide individuals with access to a vehicle whenever they need it, so they do not need to own a car. A carsharing service (e.g., Zipcar or equivalent) could be established at the project site or nearby. Having Zipcars located within the parking garage or nearby would provide quick and easy access to these cars for all residents onsite who use an alternative mode for their commute.

Transit Subsidy Alternative

If the project does not achieve a 28% trip reduction during the peak hours, the developer may increase the \$100 subsidy and provide the transit pass for more than the first year, until the desired trip-reduction goal is achieved.

Alternatively, discount transit passes could be offered through the SamTrans Way2Go program, which allows residential complexes to purchase annual unlimited ride passes for all eligible employees or residents.