

Outline of TDM Plan Overview	Annotations / Description of Section
<p>1. Introduction</p> <p>1.1. Purpose of the Plan</p> <p>1.2. Goals of the Plan</p> <p>1.3. Organization of the Plan by Implementation Stage</p> <p>1.3.1. Stage 1: Pre-Development Site and Infrastructure Planning and Regulatory Controls (<i>Preparing the Soil for Healthy Growth</i>)</p> <p>1.3.2. Stage 2: Managing the TDM Plan to Maturity and Optimal Effectiveness (<i>Tending the Orchard from Seedlings to Sturdy Fruit-Bearers</i>)</p> <p>1.3.3. Stage 3: Post-Buildout Planning and Adaptation to Change (<i>Long-term Maintenance and Preparing to Regenerate the Orchard</i>)</p>	<p>The introduction states the purpose of the Plan and links the goals of the Plan with the goals for Alameda Point in the General Plan and with other citywide goals such as economic development. Emphasizes balance of goals where they compete or conflict.</p> <p>This section briefly describes the organization of the TDM Plan around three stages of implementation (the sub-titles of the stages are based on the analogy of the lifecycle approach to orchard farming). It explains the importance of preparing Stage 1 correctly, testing, developing and retaining what works best through maturity of Alameda Point in Stage 2. And, finally, as development reaches the end of its lifespan, the need to start planning for redevelopment.</p>
<p>2. Alameda Point Development Program</p> <p>2.1. Sub-Areas / Districts</p> <p>2.1.1. Land Use Summary (Project)</p> <p>2.2. Alameda Point's Growth Projections and Absorption Rate Through Buildout</p> <p>2.2.1. Graph of Uniform Growth – Residential (8 years)</p> <p>2.2.2. Graph of Uniform Growth – Commercial (30 years)</p> <p>2.3. Growth Projections as an Implementation Guide</p>	<p>This section reviews the land use program by subarea. It presents graphs of residential and commercial growth, explaining the assumption of a uniform growth rate over time. This section describes the effect of residential and commercial land use developing at different rates, and how it can affect implementation of the TDM Plan. Using the growth rate graphs, this section shows how the rate of development affects:</p> <ol style="list-style-type: none"> 1) Projected revenue for funding the TDM plan 2) Determine thresholds for implementing major elements of the Plan such as transit system improvement, ferry service, and other supportive TDM programs. 3) Identify points in development phasing when the trip reduction targets can be increased to match growth in travel.

Exhibit 1

Item 5-B, 11/20/13

Transportation Commission

November 20, 2013

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<p>3. Alameda Point Trip Generation</p> <p>3.1. Overview of Trip Generation</p> <p>3.1.1. How Context Affects Trip Generation</p> <p>3.1.2. Trip Generation Targets – What are Reasonable and Realistic Targets?</p> <p>3.1.3. Types of Trip Reductions</p> <p>3.2. Trip Generation Analysis</p> <p>3.2.1. Comparison of Weekday Peak Hour (AM and PM) With and Without TDM Plan</p>	<p>This section reviews the difference between conventional trip generation data and urban infill data and the detrimental effects that can be caused by overestimating traffic generation. The role of estimating trip generation in the TDM Plan is defined.</p> <p>This section describes the flexibility in the procedures for gradually reaching reduction targets over time based on development levels, and thresholds for implementing major elements of the Plan.</p> <p>It briefly presents an analysis in which Alameda Point's trip generation (consistent with the EIR) is compared with the difference that would be shown if conventional trip generation data were used to estimate traffic.</p>
<p>4. Managing the TDM Plan using a Transportation Management Association</p> <p>4.1. TMA Formation and Management Structure</p> <p>4.2. TMA Responsibilities</p> <p>4.3. Funding the TDM Plan</p> <p>4.4. Timeline for TMA Formation</p>	<p>This section presents how a TMA is formed, how it is structured and directed by those who use the TMA's services, the TMA's typical responsibilities, and describes a general process of how the TMA membership is self-funded through assessments or other public facility funding instruments.</p> <p>The land use projection graphs are used to illustrate the concept that Alameda Point needs to reach a minimum level of development before it can fund the TMA's services along with transit and other capital and/or operational components of the Plan.</p>

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<p>5. Alameda Point TDM Framework</p> <p>5.1. The Cornerstones of Effective TDM</p> <p>5.1.1. What does it take to make TDM work and keep working</p> <p>5.2. The Three Stages of TDM Planning and Implementation (The General Process)</p> <p>5.2.1. Stage 1: Pre-Development Site and Infrastructure Planning and Regulatory Controls</p> <p>5.2.1.1. Tools and Implementation Strategies.</p> <p>5.2.1.2. Topics (See Appendix A)</p> <p>5.2.2. Stage 2: Managing the TDM Plan to Maturity and Optimal Effectiveness</p> <p>5.2.2.1. Tools and Implementation Strategies.</p> <p>5.2.2.2. Topics (See Appendix B)</p> <p>5.2.3. Stage 3: Post-Buildout Planning and Preparing for Change</p> <p>5.2.3.1. Tools and Implementation Strategies.</p> <p>5.2.3.2. Topics (See Appendix C)</p>	<p>This section describes the most influential components and strategies of the TDM Plan and explains why they are the most effective. This section presents a high-level overview, or framework, for the TDM Plan and presents strategies in terms of concepts and the mechanism behind their effectiveness.</p> <p>This section describes the measures and strategies that support the Plan's key strategies. Defines reasonable and realistic trip reduction target in terms of the context—the state of development, and the maturity of programs. This section describes each stage of TDM implementation and the tools used:</p> <p>Stage 1 is defined as the stage that provides the physical setting upon which true sustainable development builds. It also provides the regulatory setting that ensures the support facilities and development restrictions are legally enforceable and are consistently applied. This stage establishes expectations for the future implementation of strategies.</p> <p>Stage 2 is defined as the ongoing development and implementation of the TDM Plan as it evolves from the initial development projects through buildout. This stage is comprised of the cycle of implement / monitor / analyze / report / refine / re-implement. Stage 2 covers the lifespan of the planned development of Alameda Point.</p> <p>Stage 3 discusses preparing for change and redevelopment. It also addresses the need for flexibility and adaptability within Stage 2, and the need for considering changes in technology, development patterns, and business and housing trends.</p>

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<p>6. Menu of TDM Strategies</p> <p>6.1. Overview of Approach</p> <p>6.1.1. Strategy Tiers (Higher Tiers Triggered by Missing Targets)</p> <p>6.2. General Categorization of Strategies</p> <p>6.2.1. Transit</p> <p>6.2.2. Parking Management</p> <p>6.2.3. Facilities and Design</p> <p>6.2.4. Efficiency</p> <p>6.2.5. Marketing and Promotion</p> <p>6.2.6. Incentives</p> <p>6.2.7. Support Strategies</p> <p>6.3. Essential and Core Supportive Services (Provided by TMA)</p> <p>6.4. Preliminary Tier I Strategies</p> <p>6.4.1. HOA and Employer-Based Strategies</p> <p>6.5. Preliminary Tier II Strategies</p> <p>6.5.1. Augmentation of Core Services</p> <p>6.5.2. Increasingly Robust TDM Measures</p> <p>6.6. Preliminary Tier III Strategies</p> <p>6.6.1. Aggressive Measures / Use of Disincentives</p> <p>6.7. Marketing and Promotion of TDM Plan</p> <p>6.8. Attracting Self-Selective Residents and Tenants</p>	<p>This section provides a general overview of the continuous TDM planning process and the use of a tiered menu of strategies with higher level tiers having more rigorous and costly measures to be implemented if current measures fail to achieve goals.</p> <p>The section reviews the types of strategies that typically comprise employer-based TDM programs, frequently tailored specifically for the characteristics of the employer's personnel. It also describes the TDM Plan's flexibility (and minimum requirements) for the development of employer-based TDM programs.</p> <p>This section describes the general categorization of strategies and their relationship to each other (e.g., are they complementary or alternatives). It describes the "essential services" that will have the greatest impact on trip reduction, and which strategies are important to support the essential services.</p> <p>Core services—the fundamental services offered by the TMA to all members—are described and categorized as stand-alone, supportive to employer-based TDM programs, or supportive to the essential services. Example menus of tiered strategies (and general estimates of their trip reduction efficacy) are provided, as well as how strategies can be packaged for optimal effectiveness.</p> <p>This section describes how TDM should be marketed and promoted by the TMA and member employers, as well as describing the resources available to employers and travelers. Marketing and promotion include attracting residents to Alameda Point who choose to live in transit-oriented communities as a part of their lifestyle, and attracting employers whose company culture supports sustainable communities.</p>

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<p>7. Parking Management Plan (PMP)</p> <p>7.1. Objectives of the PMP</p> <p>7.1.1. Controlling Parking Supply and Pricing to Reduce Automobile Travel</p> <p>7.1.2. Implementing the PMP through Zoning Updates</p> <p>7.2. The PMP's Public / Private Partnership</p> <p>7.2.1. Private Development's Role in the Partnership</p> <p>7.2.1.1. Off-Street Parking Requirements for Private Development</p> <p>7.2.1.2. Elimination of Minimum, and Addition of Allowable and Maximum Parking Ratios</p> <p>7.2.1.3. Separating the Cost of Parking from Sales Price or Rent ("Unbundling" Parking)</p> <p>7.2.1.4. Restrictions on the Use of Unbundled Parking Spaces</p> <p>7.2.2. The City of Alameda's Role in the Partnership</p> <p>7.2.3. Provision of Public Parking (On and Off Street)</p> <p>7.2.4. Creating Parking Districts to Fund Public Parking</p> <p>7.3. Other Parking Strategies Supporting the TDM Plan</p>	<p>The section on the Parking Management Plan describes the rationale for controlling the supply and pricing of parking as a key component of TDM. This section describes how the PMP is implemented through the Off-Street Parking Requirements in the new zoning code for Alameda Point.</p> <p>This section describes the PMP as a partnership between private development and the City symbiotically and mutually beneficial in that the City provides a reservoir of public parking for private development that might generate an unusually high parking demand for transit-oriented-development, hold special events, or choose not to provide any off-street parking at all because of site constraints.</p> <p>The proposed zoning code chapter on off-street parking requirements will be included in the appendix.</p>

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<p>8. Alameda Point TDM Plan Implementation and Phasing</p> <p>8.1. Summary of Recommended Implementation Steps</p> <p>8.2. TDM Plan Flexibility in Initial Phases of Development and Strategies to Attract Catalyst Development</p> <p>8.3. Description of the Major Transportation Components of the TDM Plan</p> <p>8.3.1. Shuttle or Standard Transit Service to BART</p> <p>8.3.2. Capital Improvements Supporting Transit in Alameda Point</p> <p>8.3.3. Potential for a Cross-Island Rapid Transit Service</p> <p>8.3.4. Relocation of WETA Ferry Service to Seaplane Lagoon</p> <p>8.3.5. Other Capital Projects</p> <p>8.4. Flexibility in Implementation</p> <p>8.5. Recommended TDM Plan Phasing Based on Relative Development Levels and Threshold Triggers</p>	<p>The TDM implementation and phasing section reiterates the steps required to implement the TDM (summarized from other sections), but focuses much of the first part of the section describing how the flexibility in the Plan can be used to attract, rather than, repel new catalyst development on Alameda Point—including strategies and offers that won't be available to future development.</p> <p>The section describes the major transportation services or infrastructure in serving those who use public transportation, and estimates the phasing or timeframe for implementing improvements based on the level of phasing and associated revenue generation. Services not funded by Alameda Point (such as WETA ferry service relocating to Seaplane Lagoon).</p>
<p>9. Monitoring and Reporting</p> <p>9.1. Objectives of Monitoring and Reporting</p> <p>9.2. The Approach to Monitoring</p> <p>9.3. Reporting the Findings</p> <p>9.4. Consequences of Failing to Meet Trip Reduction Targets</p>	<p>The final section of the Summary Overview describes the TDM Plan's annual cycle of implementation, monitoring, analysis, reporting, refinement, and re-implementation.</p>

10. Appendix A: List of Detailed Topics Under Stage 1 Implementation Tools and Strategies

- Policies / Trip Reduction Targets / Integrate into Long Range and Regulatory Plans
- Public Improvements and Urban Design
- Site Development Guidelines / TDM in Standardized (but Adaptable) Conditions of Approval and Development Agreements
- Supportive Requirements in Zoning or Form Based Code
- TDM in Standard Construction Impact Mitigation Measures
- Inter-Agency Coordination and Partnerships
- Legal Mechanisms to Assure Continuance of TDM (Tied to Property not Tenant, Funding Plan)
- Flexible implementation of TDM Plan including initial services with emphasis on anticipated residential development outpacing commercial

11. Appendix B: List of Detailed Topics Under Stage 2 Implementation Tools and Strategies

- Phased Trip Reduction Targets (Tied to Development Levels, Major Mitigation Measures, and Revenue)
- Implementation of Revenue Collection and Fund Management
- Implementation of Opening Day Services (e.g., shuttles, transit subsidies, etc.)
- TDM Plan Management Framework (Employer Based Plans, TMA Formation)
- Monitoring and Reporting Plan (Tangible Incentives for Achieving Goals)
- Plan Refinement
- Ongoing Marketing and Promotion / Recruitment of Optimum Market

12. Appendix C: List of Detailed Topics Under Stage 3 Implementation Tools and Strategies

- Plan Refinement and Periodic Updates
- Full Expansion of TMA Authority / Possible Consolidation of TMAs
- Reports to City Council: Plan Efficacy and Lessons Learned.

13. Appendix D: Proposed Chapter on Off-Street Parking Requirements in the Zoning Code for Alameda Point