
Marina Shores Transportation Demand Management Program

Marina Shores is a residential development by Lennar Homes of California, Inc. (“Lennar”) that will provide 89 new residential units in eight (8) phases at 1551 Buena Vista Avenue in the City of Alameda (the “Project”).

Implementation of a Transportation Demand Management (TDM) program is a requirement of the Project’s Mitigation Monitoring and Reporting Program and land use entitlements with the City of Alameda.

- 1. Program Goal:** The goal of the Marina Shores TDM Program (the “MSTDM”) is to implement, on a permanently funded basis, programs and measures intended to reduce weekday peak hour vehicle trips by 10%, reduce weekday total trips and vehicle emissions, and increase awareness and use of alternative modes of transportation (the “Program Goal”).
- 2. Program Objectives:** Specific objectives to implement this goal include:
 - Provide additional transportation options for Marina Shores residents.
 - Increase transportation services and ridership
 - Increase bicycle and pedestrian options as viable commute options
 - Improve connections to regional transportation services and destinations
 - Expand partnerships between public and private sector stakeholders to create regional transportation solutions along the northern waterfront and Oakland Alameda Estuary
 - Plan and implement permanently funded programs and measures intended to minimize weekday, peak hour, single occupancy vehicle (SOV) trips;
 - Reduce greenhouse emissions;
 - Reduce demand for on-street parking; and
 - Increase public awareness and use of alternative modes of transportation to encourage long-term mode change from SOV trips.
- 3. Program Schedule and Duration:** This Marina Shores TDM Program will be implemented before or concurrent with the first occupancy permit and shall continue for the life of the project or until such time that the program is amended by the Transportation Commission or City Council.
- 4. TDM Program Annual Funding:** The Marina Shores Community Association (“Community Association”) shall provide funding on an annual basis to support the Marina Shores TDM program. The Project is subject to the Declaration of Covenants, Conditions and Restrictions for Marina Shores, a Planned Development (the “Declaration”), to which this Marina Shores TDM Program shall be attached as an Exhibit. The provisions of this Declaration provide a requirement and mechanism of annual funding by the Community Association of its obligations under this Marina Shores TDM Program and to ensure that the Community Association will fund its TDM obligations to the City or a TMA or similar

organization. The funding shall be provided on a permanent basis as a Common Expense of the Community Association through the Community Association's assessments on the Lots and Units in the Project as established under the Declaration for the Project.

The Community Association's participation and funding for program services under this Marina Shores TDM Program is mandatory and shall be considered an obligation and requirement of the Community Association under the Declaration. The obligations, requirements and provisions under this Marina Shores TDM Program cannot be amended, revised, deleted or rescinded by the Community Association or its membership without the prior written approval of the City's Transportation Committee or City Council, based on findings consistent with the original Tentative Map approval, mitigation measures and conditions of approval.

In 2015, each of the Lots or Units in Phases of the Project shall be assessed an initial amount of \$550 per year for the required transportation services to be provided under this Marina Shores TDM Program. To ensure adequate funding for "Day One" services, the project developer and home builder, (Lennar) shall pre-fund the first 2 year's assessment fees for each member of the Community Association at first certificate of occupancy.

The initial annual assessment fee of \$550 per Lot/Unit per year shall be subject to being annually increased according to the annual changes in the Bay Area Consumer Price Index. The assessment amounts shall be subject to re-evaluation by the City's Transportation Commission and City Council as part of the annual monitoring program established under the Marina Shores TDM Program regarding the 10% trip reduction goals for the Project. The Transportation Commission or City Council may require an increase in the annual fees in the event that the annual reports reveal that the program is not achieving its goal for a 10% reduction in peak hour traffic, subject to the increase limitations contained in Paragraph 11 hereof.

5. TDM Program Transit Service Providers: The Marina Shores Community Association ("Community Association"), which is the owner's association for the Project, shall coordinate with transit service providers to ensure that the TDM Program services are provided to the Marina Shores residents utilizing the funds provided by the assessment fees.

For the "Day One" services, the Community Association will enter into an agreement with the existing Estuary Crossing Shuttle program (currently operated by the City of Alameda), which shall provide the initial "day one" shuttle services to BART and AC Transit, which shall provide Transit Passes.

As other developments in the Northern Waterfront Priority Development Area (PDA) begin their "day one" services, it is anticipated that Marina Shores, the Del Monte Warehouse project, the Wind river Campus, Marina Village, the Boatworks project, and the other Northern Waterfront properties will create a Northern Waterfront Transportation Demand Management Association (TMA) or join the existing West Alameda TMA, which will provide BART Peak Hour Shuttle services to all the projects in the Northern Waterfront PDA. Any such consolidated TMA may provide consolidated reporting.

- 6. BART Peak Hour Shuttle Service:** Each Marina Shores household shall have free access to a shuttle or bus service, with sufficient bike racks, that provides a minimum 20 minute headway, peak hour (3.5 hours in the AM and 3.5 hours in the PM), weekday direct service to BART.
- 7. AC Transit Passes:** Each Marina Shores household shall be provided with AC Transit Fast Passes for use on all AC Transit services including San Francisco Express Services. One AC Transit Pass shall be provided for each household and additional passes may be purchased at the discounted rate.
- 8. TDM Services Coordinator:** The Community Association shall provide TDM Coordinator services to develop, market and implement the Marina Shores TDM Plan and implement the following activities on an ongoing basis:
 - Coordinate adjustments to the initial shuttle service route and schedule based on monitoring, driver and riders concerns;
 - Work closely with shuttle operations management and staff;
 - Receive and reply to resident complaints and concerns;
 - Conduct New Member transportation alternatives presentation for homeowners associations;
 - Draft all MOU's and proposals for service and membership expansion;
 - Maintain and build working relations with Marina Shores Community Association residents to increase TDM program awareness and participation;
 - Maintain working relations with BART, Water Emergency Transit Authority (WETA), and AC Transit, City of Oakland; and City of Alameda.
 - Prepare and provide the Annual Reports required for the TMA Program.
- 9. TDM Program Marketing:** The Community Association shall provide Marina Shores residents with information on transportation options through printed material (provided by Lennar when sales commence at the project open house) and through a regularly updated website, which may include some or all of the following:
 - Overview and information on the TDM Program
 - Information on shuttle program with map and schedule;
 - Information on AC Transit options to/from the Marina Shores area; link to AC Transit site;
 - Information on Alameda ferry service, link to WETA site;
 - Information on BART; link to BART trip planning site;
 - Information and map of bicycle and pedestrian routes; link to Bike/Walk Alameda site;
 - Information on Guaranteed Ride Home program; link to GRH sign-up site;
 - Information and links to 511.org for ride matching services.
- 10. Guaranteed Ride Home Program:** The Community Association shall undertake and use reasonable efforts to register all residents with the Guaranteed Ride Home Program, which is a free program offered to residents or employees of Alameda County that use alternative (to SOV) commute strategies to/from work and have occasional personalized commute needs. The Community Association shall provide all residents with information regarding the

Guaranteed Ride Home Program and information as to how the residents can register in the Guaranteed Ride Home Program.

11. Annual Report and Monitoring

The Community Association shall fund preparation of an Annual Report for the Marina Shores TDM Program to be presented every year following the first full year that this Marina Shores TDM Program is in operation. The Annual Report will be presented to the City of Alameda Transportation Commission and City Council. The Marina Shores Annual Report will provide the following information:

- An evaluation of the TDM Program's effectiveness in achieving the 10% trip reduction goal.
- A Goal Attainment Plan if the 10% goal not reached. The Goal Attainment Plan (GAP) will explain how existing resources may be re-allocated to improve performance or if an increase in annual funds are necessary to achieve the 10% goal. In the event that the Project, after implementation of its GAP, fails to meet the 10% goal for a second consecutive year, the City Council may determine that the Community Association shall increase annual fees by an amount no greater than five percent (5%) to fund additional services for other projects or areas of the City to off-set the vehicle trips being generated by the Marina Shores residents.
- A list of program elements that are planned to be initiated and/or discontinued in the upcoming year.
- A summary of revenues and expenditures.

The 10% residential reduction goal will be measured against the projected peak hour trip generation for the project as documented in the Marina Cove II Mitigated Negative Declaration. The September 2012 Marina Cove II Subdivision Mitigated Negative Declaration projected that the project would generate 49 AM Peak hour trips and 65 PM Peak Hour Trips.

If the Annual Report documents through the monitoring program that the Marina Shores development is generating 44 or fewer AM peak hour vehicle trips and 58 or fewer PM peak hour vehicle trips, the TDM Program shall be found to be in compliance and no GAP shall be required.

To determine the actual number of trips being generated by the project, the Annual Report shall include resident survey results and vehicle counts which shall be conducted by industry accepted techniques and methodology. The Community Association shall conduct and complete a resident survey each year. All residents will be asked to participate in the survey. The purpose of the survey is to allow residents to describe their AM and PM peak hour travel habits and solicit ideas about potential improvements to the TDM Program that might improve effectiveness. A sample survey is attached and may be used by the Association. The Community Association shall conduct and complete peak hour vehicle counts conducted during the school year on two or three weekdays to enumerate actual vehicle trips generated by the project during peak commute periods and validate the information from the surveys. Data collection times and methods should be consistent to allow for easy comparisons across years. Tubes, videos or other industry accepted methods will be used for vehicle count collection.

Notwithstanding anything contained herein to the contrary, should the Program Goal be achieved for five (5) consecutive years, the requirements to survey, monitor and report may be eliminated by the City Council.

Sample Resident Transportation Survey

Survey #x of y.

Please complete this survey describing your commute to and from work during the week of Monday _____ through Friday _____.

Please return the completed form to _____ by _____.
Marina Shores thanks you for your help.

1. Resident name (Optional) _____
2. Do you commute from Alameda on a regular basis? _____
3. How many days per week do you commute? _____
4. What are your normal commute times? _____
5. What is the (City) destination of your commute? _____
6. What is your normal commute mode?
☐ Drive Alone ☐ Motorcycle/moped ☐ Walk
☐ Dropped-Off/Picked-Up ☐ Bicycle ☐ Other
7. Do you drive to the Ferry Terminal, BART, or an AC Transit line? _____. If yes, which? _____
8. Are you aware of the transportation programs offered through the neighborhood association? _____ (info available @ _____)
9. If you commute by driving alone, what factors would encourage you to try some type of commute alternative? _____
10. Would you be interested in receiving a list of other residents (with similar commute times and patterns) that are interested in carpools? _____
11. How did you hear about this TDM Program?
☐ Web search ☐ Interoffice ☐ TDM Manager
☐ TDM Program Event ☐ Other _____

11. Comments:

Please return completed survey in the stamped, self addressed envelope enclosed.
(Also available through Survey Monkey at: XXXXXX)