



## MEMORANDUM

To: Stephanie Hill  
From: Nelson\Nygaard  
Date: April 27, 2016  
Subject: Site A TDM Compliance Strategy – Residential Trip Reduction

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### SUMMARY

Since its approval in 2015, Alameda Point Partners (APP) has been finalizing the development program and project designs for Site A at Alameda Point. Site A is proposed to include townhome units that have “bundled” parking, in which parking spaces are assigned to specific units and are included with the purchase of the unit. All other multifamily units at Site A are proposed to be “unbundled,” in which off-street parking spaces shall be leased separately from the rental or purchase fees for the individual units for the life of the units.

Based on the complete package of transportation demand management (TDM) strategies proposed as part of the Site A TDM Compliance Strategy, it is estimated that Site A will be able to meet its required 10% trip reduction target (off of 2035 “buildout”) for residential development, even if the townhomes are bundled.

The TDM Compliance Strategy includes a robust annual monitoring program to measure progress towards achieving, or retaining, compliance with the Plan goals to reduce automobile trips.

### BACKGROUND

In 2014 the City of Alameda adopted a TDM Plan<sup>1</sup> for Alameda Point. Included in the plan are vehicle trip reduction goals that were established in the City’s General Plan. The trip reduction goals for new development in Alameda Point are the following:

- **30% reduction in peak hour trips for commercial development; and**
- **10% reduction in peak hour trips for residential development**

The goals are measured against the estimation of automobile trips projected in the 2035 “buildout scenario” in the Alameda Point EIR. As required by the Mitigation Monitoring and Reporting Program (MMRP) from the Alameda Point EIR, and the Alameda Point Zoning District in Section 30-4.24, all new development at Alameda Point is required to meet the trip reduction goals and comply with the Alameda Point TDM Plan.

In 2015, Nelson\Nygaard Consulting Associates was hired by APP to develop the TDM Compliance Strategy for Site A. The Compliance Strategy proposed a TDM programs with strategies that fall into five basic areas: Multimodal Infrastructure, Management and Marketing,

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<sup>1</sup> <http://alamedaca.gov/alameda-point/approved-transportation-demand-management-plan>

Employee and Resident Strategies, Parking Management, and Monitoring. The TDM Compliance Strategy was approved by City Council in May 2015.

## OVERVIEW OF KEY TDM COMPONENTS

Outlined below are key elements of the Site A TDM Compliance Strategy that are important to consider when evaluating the impact of bundling townhome parking on the ability of the project to meet its trip reduction targets.

### Trip Reduction Requirement

The trip reduction target for residential uses is 10%, measured against 2035 buildout numbers for Alameda Point. This target is substantially lowering than the 30% threshold for commercial development. It is important to emphasize that the trip reduction target does not differentiate between residential unit type (i.e. townhome, multifamily, number of bedrooms, etc.), it is just 10% for “residential.”

Trip reductions will not, and should not, be assessed on a townhome vs. non-townhome basis, but in the aggregate. A majority of the residential units at Site A will not be townhome and *will be unbundled* (79% of the 800 residential units), allowing much of the residential component of the project to realize the trip reduction benefits of unbundling parking.

### Package of Improvements

It is important to emphasize that the TDM Compliance Strategy for Site A was developed as a “package” of strategies, designed to specifically support each other. No single strategy will, or should, determine whether Site A meets its trip reduction targets.

In addition to the unbundling component, the project’s investment in a new and connected street grid, multimodal infrastructure, mix of uses, enhanced connections to regional transit, reduced parking requirements, parking pricing, and employee and resident TDM programs will all be crucial in meeting the trip reduction targets for all types of uses.

### Meets and Exceeds Requirements

The Site A TDM Compliance Strategy was approved by Planning Commission and City Council in 2015 and was ruled to meet the requirements set forth in the 2014 TDM Plan for Alameda Point. The Compliance Strategy was developed and refined over many months of community input, collaboration with City staff, and consultation with elected officials.

Based on this input, the local and regional significance of the Site A project, and the crucial need to mitigate traffic impacts on Alameda, APP committed to a robust TDM program that will set the standard for all future development on Alameda Point. As articulated in the Compliance Strategy:

*“APP has committed to a robust and comprehensive package of strategies for Site A. It is a significant investment and a demonstration of their commitment to meet the city's transportation goals for the site. APP recognizes that they are part of the larger Alameda community and that the Site A development will have significant implications for the future of Alameda. As such, the Compliance Strategy is designed to go beyond the core objective of reducing vehicle trips by also ensuring that the strategies contribute to larger city goals related to*

*environmental sustainability, economic development, and quality of life. It is a plan that benefits not just Alameda Point, but all of Alameda.”*

In fact, the Compliance Strategy goes beyond some of the 2014 TDM Plan’s baseline requirements for TDM, including:

- **Shuttle service to BART.** APP will help fund a transit service that will be managed by the Alameda Point Transportation Management Association (TMA) via a contract with a private shuttle provider or performance contract with AC Transit. The service would operate during weekday peak periods at 15-minute headways. The 15-minute frequency will result in a significantly more convenient and attractive option for BART riders. The proposed initial service would result in approximately 4,500 annual service hours, or roughly 2.5 times the number of hours described in the 2014 Alameda Point TDM Plan, which proposed 30-minute headways<sup>2</sup>.
- **Demand-based pricing of unbundled parking spaces.** The Site A Compliance Strategy commits to leasing Site A’s unbundled spaces and implementing demand-based pricing of those spaces. Leasing will allow for much easier management of those spaces, and ongoing adjustment of leasing rates will allow the property manager to more effectively regulate parking demand.
- **Bike sharing services.** The Compliance Strategy commits to providing a 45-bike “loaner” program for residents and employees in the short-term. This is a crucial investment in bike services for the existing and local community, as the regional Bay Area Bike Share program is not currently proposed to have stations in Alameda. The 2014 TDM Plan called for an initial program of one bike share station in the short-term and three at buildout.<sup>3</sup>
- **Transit subsidy.** APP has committed to funding the AC Transit EasyPass program for all residents and employees. In addition, APP committed to providing all employees who take transit with a Clipper Card that will be loaded with \$50 per month<sup>4</sup> to be used on the transit operator of their choice. While the additional Clipper cash does not directly benefit residents or impact the 10% residential target, the incentive establishes a strong precedent and administrative framework for Site A and Alameda Point. If trip targets are not being met per the monitoring plan, additional financial incentives for employees and residents could potentially be a method of reducing more trips.
- **Annual monitoring data collection.** In addition to the required annual traffic counts and employee/resident travel survey, APP has committed to work with the TMA to collect additional system performance data beyond what is described in the 2014 Plan, including:
  - Bicycle and pedestrian counts along key facilities or at gateways
  - Parking occupancy for public and private, on- and off-street facilities
  - Sampling counts to determine automobile occupancies and carpool rates

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<sup>2</sup> Page 19 and Table A-2a

<sup>3</sup> Table 1 on page 19; Table 2 on page 21

<sup>4</sup> Subsidy amount subject to change based on demand, effectiveness in meeting trip targets, and financial resources.

## Annual Monitoring

As described in the Site A Compliance Strategy, there should be realistic expectations about the impacts of the TDM strategies. The 2014 Alameda Point TDM Plan states, "TDM strategies require time to become established and become fully effective... Therefore, the trip reduction goals need to be phased in so that they remain realistic and achievable."<sup>5</sup>

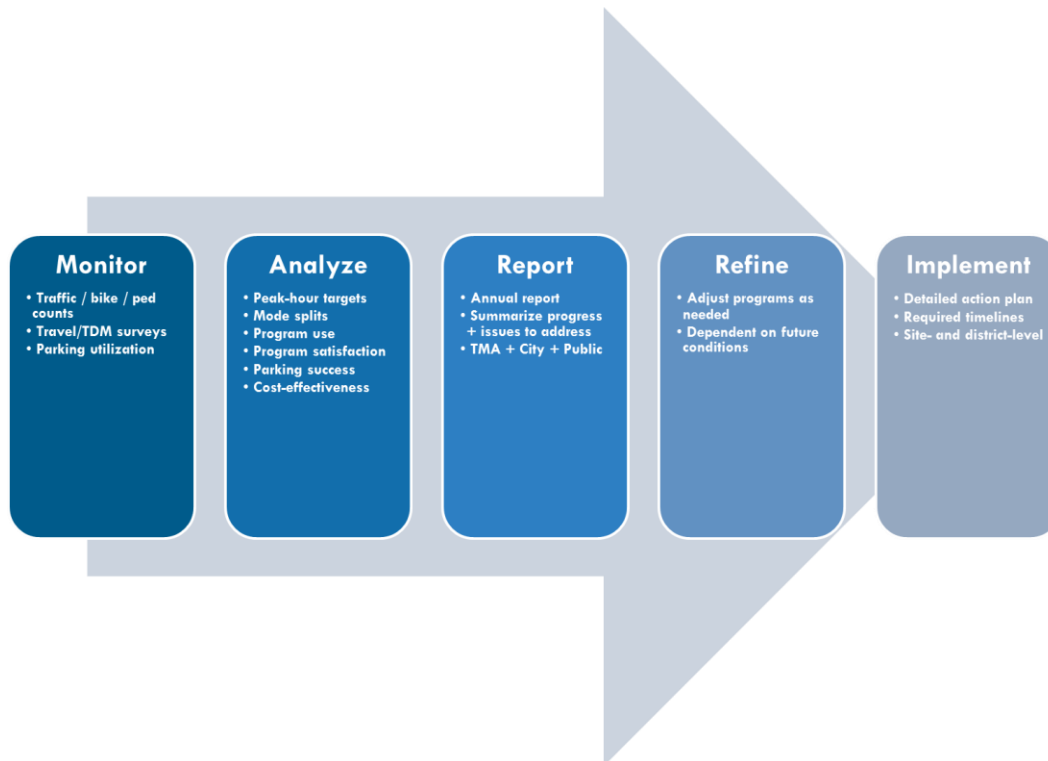
No TDM plan is perfect on day one and monitoring of the programs is essential. The Compliance Strategy is a "living" document, allowing for adjustments over time to better tailor programs to actual usage and the evolving demographics of the site.

The Compliance Strategy includes a robust monitoring program, with the dual goals of:

- Measuring progress towards achieving, or retaining, compliance with the Plan goals to reduce automobile trips; and
- Identifying the most and least effective TDM strategies, so that the former can be strengthened and the later can be replaced or significantly improved.

Figure 1 summarizes the annual monitoring program and steps. As needed, and based on the data analysis, APP, in collaboration with the TMA Board of Directors and City, will develop an annual detailed refinement plan for the Site A TDM Compliance Strategy to improve performance of the program so as to reasonably meet the trip reduction targets by 2035. The refinement plan will include a detailed implementation program for program refinements, including required actions and timelines for property owners, businesses, tenants, and residential associations.

Figure 1 Summary of Annual Monitoring Program



<sup>5</sup> Page 53