

500 El Camino Real Redevelopment Draft Transportation Demand Management Plan

Prepared for:
Stanford Land, Buildings & Real Estate

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PROJECT DESCRIPTION AND TDM APPROACH

This memorandum describes a Transportation Demand Management (TDM) program for the proposed mixed-use development at 500 El Camino Real in Menlo Park, California. The purpose of this memorandum is to document our recommended TDM programs for the project and to provide an estimate of trip reductions associated with the TDM program.

The toolbox of TDM measures described in this Plan offers the future tenants, employees and customers a menu of transportation choices that make it easier and more convenient to use modes other than driving alone. This Plan also serves as a guide for how the property owner intends to implement TDM measures and monitor their progress and effectiveness. This TDM Plan is a living document that will be reviewed and updated over time to respond to changes in the behavior and preferences of the on-site population.



This chapter provides the project description and overall TDM approach. Chapter 2 details the TDM Toolbox to be used for the site's TDM program. Chapter 3 describes the monitoring and evaluation process for the TDM program.

PROJECT DESCRIPTION

The 500 El Camino Real project will redevelop three existing vacant auto dealerships into a mixed-use development including:

- 215 units of residential development;
- 145,000 sf of office space; and
- 10,000 sf of retail space.

The project is located on El Camino Real in downtown Menlo Park, a highly walkable area with a broad mix of land uses, including retail, restaurants, and services. **Figure 1** shows the proposed site plan for 500 El Camino Real. Office space and street-facing retail are located in the northern portion of the site. Residential units are located in the center of the site, with additional office and retail space at the site's northern end. Middle Avenue provides access to the office, retail, and residential uses at the northern end of the site; Cambridge Avenue provides access to the office and residential uses at the southern end of the site. A driveway in the center of the site provide additional right-in, right-out access to the residential portion of the project.

The project includes a large pedestrian plaza at Middle Avenue as well as three smaller pedestrian plazas along the El Camino Real frontage. The site is pedestrian oriented, with reduced building setbacks along El Camino Real. By including reduced setbacks, the buildings are located closer to pedestrian and transit facilities, encouraging walking and transit use in the area. The project will connect to a planned pedestrian and bicycle undercrossing of the Caltrain tracks at the eastern property line. When constructed, this undercrossing will improve bicycle and pedestrian circulation between El Camino Real and Alma Avenue connecting the downtown and residential neighborhoods west of El Camino Real with the Menlo Park Caltrain station, Burgess Park, the Menlo Park civic center complex, and north-south bicycle lanes on Alma Avenue.

Near the project site, bicycle lanes (Class II bicycle facilities) are provided on Alma Street, Ravenswood Avenue, Willow Road, and Sand Hill Road. An off-street bicycle path (Class I bicycle facility) is provided across San Francisquito Creek (aligned with Alma Street) and parallel to Sand Hill Road. The project site is currently not directly connected to the Sand Hill Road path, but there are low volume roadways that can be used to access the pedestrian bridge over San Francisquito that connects to Clark Way and Sand Hill Road, which can be used to access Stanford University and Stanford University Medical Center. The planned pedestrian and bicycle undercrossing at the rear of the site will provide another safe and comfortable route to the Stanford campus via Alma Street connecting to the path on Sand Hill Road.

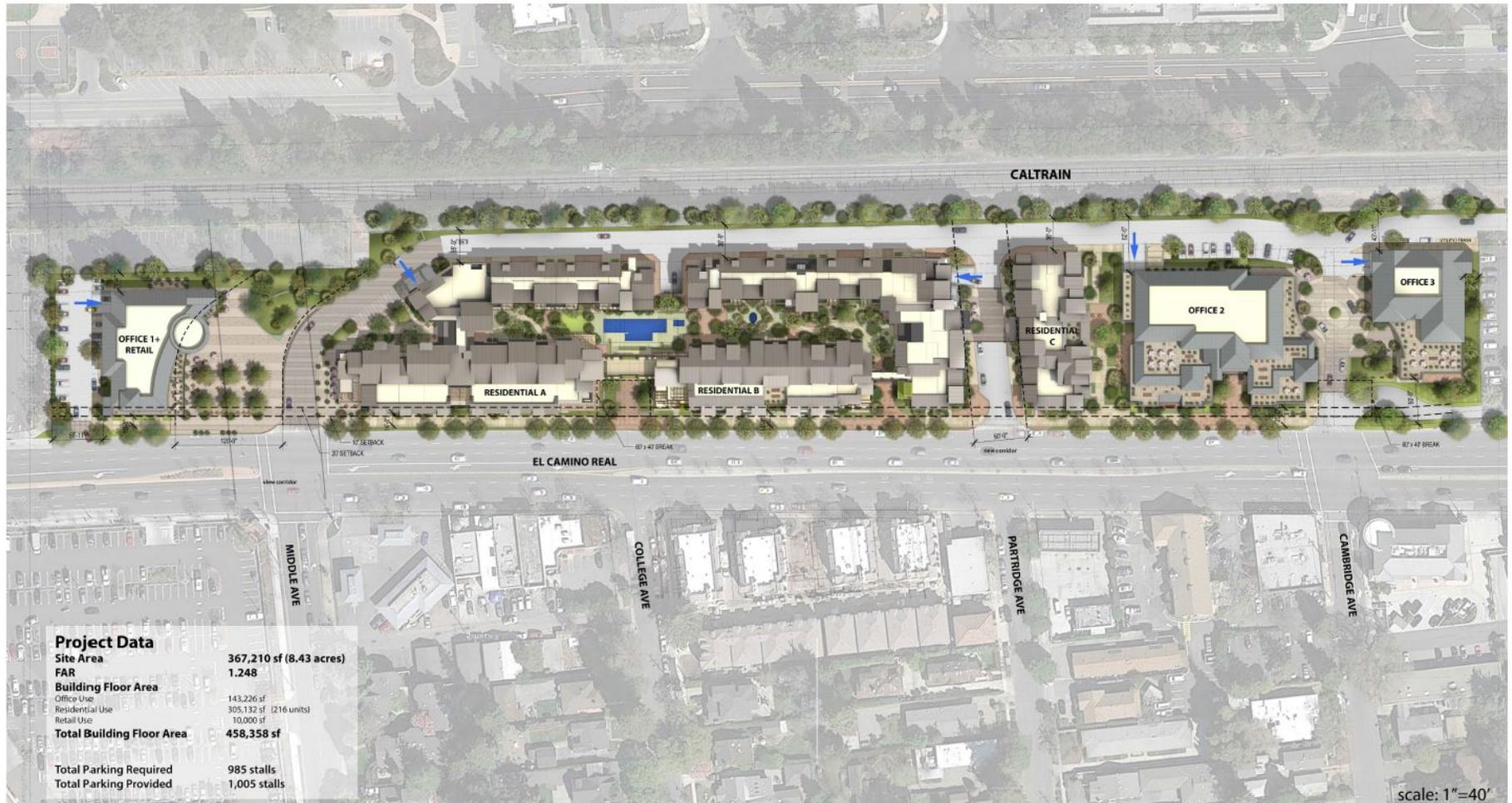
SamTrans and the Marguerite shuttle provide direct transit service to the site, with intercity rail service provided by at the Menlo Park and Palo Alto Caltrain stations. Major transit service to the project site includes:

- **SamTrans ECR line:** SamTrans, the major local transit provider for San Mateo County, operates the ECR bus line on El Camino Real. The ECR line provides service to the project site, with buses connecting the Palo Alto Transit Center and destinations north of Menlo Park. During peak commute hours, buses run approximately every 14 minutes.
- **Marguerite shuttle:** The Marguerite Shuttle, a fare-free shuttle service provided by Stanford University, serves Menlo Park and Palo Alto. The Bohannon line provides service to the project site every half hour on weekdays between 8:00 am and 6:30 pm.
- **Caltrain:** The project site is located approximately ½ mile from the Menlo Park Caltrain station and one mile from the Palo Alto Caltrain station. Trains arrive hourly at the Menlo Park station during the peak commute period. The Palo Alto station is served by nearly every train, with trains arriving every 15-30 minutes during peak weekday commute hours.

TDM APPROACH

The TDM measures and strategies for 500 El Camino Real were selected based on: 1) the physical attributes of the site and the proposed buildings; 2) the transportation facilities and services currently located or planned near the site; and 3) the applicability to employers and commuters. These measures follow and expand upon best practices implemented by similar developments in the San Francisco Bay Area. Future office tenants and residential property managers will be able to build upon this TDM Plan and provide strategies tailored to user needs.

Figure 1: 500 El Camino Real Proposed Site Plan





TDM PROGRAM

This chapter provides details on the TDM measures offered to on-site employees and residents. TDM measures fall into two categories:

- **Design** measures, which Stanford (the owner) proposes to put into place during the design and construction of the project. These measures will benefit employees, residents and retail customers.
- **Programmatic** measures, which Stanford (the owner) would require of property managers and future tenants, and which would apply to both employees and/or residents. These measures would be tailored to the end users and may change during the life of the project.

The measures are designed to allow tenants, property managers, residents, retail customers, and employees to reduce single occupancy vehicle trips to and from the development. In order to gauge the effectiveness of the TDM program monitoring and evaluation of the program will occur as described in Chapter 3.

TDM STRATEGIES

The TDM strategies offered by this development will include measures to encourage transit use, walking, biking and car sharing for commute trips as well as trips off-site during the day. There is a strong emphasis on providing tools and information to employees to help them plan their commute by bike, transit, or ridesharing as well as encourage them to use these modes both to and from the site as well as at the site for internal circulation purposes.

The combination of measures that comprise the complete TDM suite of tools are shown in **Table 1**. Measures are identified by the implementing party and target user. There is a possibility that the residential portion of the site would be rented to Stanford affiliates (faculty and staff), who are eligible for Stanford's existing Commute Club program. Measures that would apply only to Stanford affiliates are noted in a separate section.

TABLE 1 - PROPOSED TDM MEASURES FOR 500 EL CAMINO REAL REDEVELOPMENT

TDM Measure	Implemented by		Target User		Description
	Owner	Manager /Tenant	Employee	Resident	
Building and Site Design	•		•	•	Locating buildings near the street, locating parking in the rear of buildings and orienting building entries towards plazas, parks or adjacent roadways with pedestrian and transit facilities to create a more pedestrian- and transit-friendly environment.
On-Site Shuttle Stop	•		•	•	Shuttle stops on El Camino Real make shuttle use convenient.
Preferential parking	•	•	•		Designating parking spaces for carpools and vanpools near building entrances prioritizes non drive-alone modes.

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TDM Measure	Implemented by		Target User		Description
	Owner	Manager /Tenant	Employee	Resident	
Showers and Lockers	•	•	•		Showers and changing rooms help promote bicycling (and walking) as an alternative commute option.
Transportation Coordinator		•	•	•	Transportation coordinators are responsible for developing, marketing, implementing, and evaluating TDM programs. Having dedicated personnel on staff helps to make the TDM program more robust, consistent and reliable.
Bike Share Program		•	•	•	A site-based bicycle share program provides employees and residents with bicycles, bicycle helmets, and locks.
DIY Bike Repair Stands		•	•	•	Do-it-yourself bicycle repair stands offer an air pump and basic tools for bicycle commuters and residents.
Carpool/Vanpool Programs and Ridesharing App		•	•	•	Carpool/vanpool programs help carpools and vanpools to form by matching drivers and passengers. Can be supported by a website or downloadable smartphone app, such as ZimRide, vRide, TwoGo, etc.
Passenger Loading Zones		•	•	•	Passenger loading zones near the main entries to buildings are convenient for carpools and vanpools dropping off passengers.
Car share vehicles on site		•	•	•	Employees who bike or walk or use transit, carpools, or vanpools can utilize a car share vehicle located on site for errands or meetings.

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TDM Measure	Implemented by		Target User		Description
	Owner	Manager /Tenant	Employee	Resident	
Commute information center/website		•	•	•	A one-stop shop for transit and commute alternatives information, frequently provided by a website or mobile app.
Transit App or Real-Time Transit Information		•	•	•	Downloadable smart phone application providing schedule and stop information for private shuttles and public transit. Alternatively, existing tools, such as 511, NextBus, Twitter, etc., can be marketed to increase user awareness.
Financial Incentives		•	•		Examples: pre-tax benefit for transit passes or bicycle maintenance; parking cash-out, for employees who forgo reserved parking; direct cash payments for employees who choose not to drive to work.
Transit subsidies		•	•	•	Subsidized transit passes through programs such as Commuter Check or by purchasing passes provides a financial incentive for employees to use transit.
Guaranteed Ride Home		•	•	•	A Guaranteed Ride Home program reimburses alternative mode commuters for taxi, rideshare or car share trips taken to attend to an emergency.

Source: Parking & Transportation Services, Stanford University; Fehr & Peers, Final Stanford Transportation Strategies Study, November 2013.

TDM Strategies for Stanford Affiliates

Stanford affiliates who reside at the project would have the opportunity to join Stanford's Commute Club, a program that provides information, management, and incentives for commuters (employees and students living off campus) to Stanford University. Stanford has developed an award-winning and extensive TDM program to reduce traffic generated by the employees and students of the University and Stanford University Medical Center. Stanford's TDM program, which is administered by Parking & Transportation Services, has primarily focused on reducing vehicle trips to and from campus. Campus employees are required to pay for parking if they drive to campus. As of 2014, 47 percent of employees who commute to campus drive alone, compared to 72 percent of commuters who commute to off-campus work sites.

Stanford's Commute Club employs several TDM strategies that could be used by Stanford affiliate residents of the project, including:

- **Parking Fee Program (workplace):** Stanford affiliates are required to purchase parking passes in order to park on campus.
- **Bicycle education program:** A bicycle education program helps affiliates gain skills and confidence for bike commuting.
- **Discounts on bicycles and helmets:** Stanford offers affiliate discounts on bicycle and helmet purchases.
- **Flexible work schedules:** Where feasible, affiliates can work remotely or adjust their working hours.
- **Personalized commute planning:** Commute Club members are provided with personalized commute planning.
- **Car sharing available at workplace:** Zipcars are available on the Stanford campus. Car share rental credits for non-driving commuters.
- **Promotional events:** Stanford Parking & Transportation Services manages contests and games to promote Commute Club participation.

ESTIMATED TRIP REDUCTIONS

Trip reductions were developed using Fehr & Peers TDM+ tool, which quantifies the vehicle miles traveled (VMT) and vehicle trip reductions associated with typical TDM strategies. TDM+ was developed from a comprehensive evaluation of peer-reviewed literature review of the effectiveness transportation demand management programs. The tool has been validated against the actual performance of trip reduction strategies in the San Francisco Bay Area, and has been used for CEQA analysis in several certified Environmental Impact Reports (EIRs).

The strategies identified in the Draft TDM plan were modeled in TDM+ to estimate their potential for reducing vehicle trips to and from the project site. The design strategies yield a 1.5 - 3 percent reduction in vehicle trips during the AM and PM peak hours. Implementing the full menu of design and programmatic strategies as well as the full menu of potential strategies would yield a total 6 - 10 percent reduction in trips during the peak hours. This estimate did not assume that residents would be Stanford affiliates, and therefore did not take any additional reductions reflecting the programs available to Commute Club members. Since many of the TDM strategies outlined in this plan target commute trips, which tend to occur during the peak hours, the overall reduction for daily trips is likely to be somewhat lower, in the range of 4 – 8 percent.



MONITORING AND REPORTING

This TDM Plan identifies employee priorities and effective TDM strategies designed to achieve a reduction in drive-alone trips of between 6-10 percent. However, it is anticipated that the TDM program may need to evolve over time as tenants or travel behavior changes. Below are methods that can be used to help evaluate the effectiveness of the TDM program on an annual basis.

The property owner will be required to submit an annual monitoring report to the City of Menlo Park summarizing the success of the TDM programs for the employees and residents. The details of the reporting will be determined in collaboration with the City, but could include the following elements:

- Office Tenants
 - A description of the current TDM programs and services offered to employees
 - Annual employee survey that captures data on how employees access the site
- Residential Property Management
 - A description of the current TDM programs and services to residents
 - Annual residential survey, capturing the number of residents using TDM programs
- Owner
 - Compile summary of office and residential information and provide to the City of Menlo Park

If the findings in the report show that the TDM reduction goal has not been met, the owner and future property manager/tenants would work with City staff to identify if there are additional TDM measures that could feasibly be implemented to further reduce trip generation from the project.