

Moffett Towers

Final Transportation Demand Management (TDM) Plan

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I. Project Description

A. Project Overview

As shown in Figure 1, the Moffett Towers project site is located near Moffett Federal Air Field, near the junction of Highway 101 and Highway 237 in the City of Sunnyvale. When completed, the development will be an office park consisting of seven towers totaling 1.8 million square feet, as well as a two-story Fitness Center containing 40,000 square feet. There will also be three multi-level parking garages on-site. Figure 2 illustrates the project Site Plan, and Table 1 summarizes project data table including office space and parking availability. The primary use will be general office accommodating multiple tenants.

Figure 1. Location Map



Figure 2. Site Plan



Table 1. Project Data Summary

Square Feet of Office Space	1.8M
Number of Buildings	11 (7 office towers, 1 amenities building, 3 parking garages)
Number of Parking Spaces	5,670 (approximate)
Designated Car/Vanpool Spaces	284 (minimum)
Class 1 Bicycle Parking Spaces	212
Class 2 Bicycle Parking Spaces	71

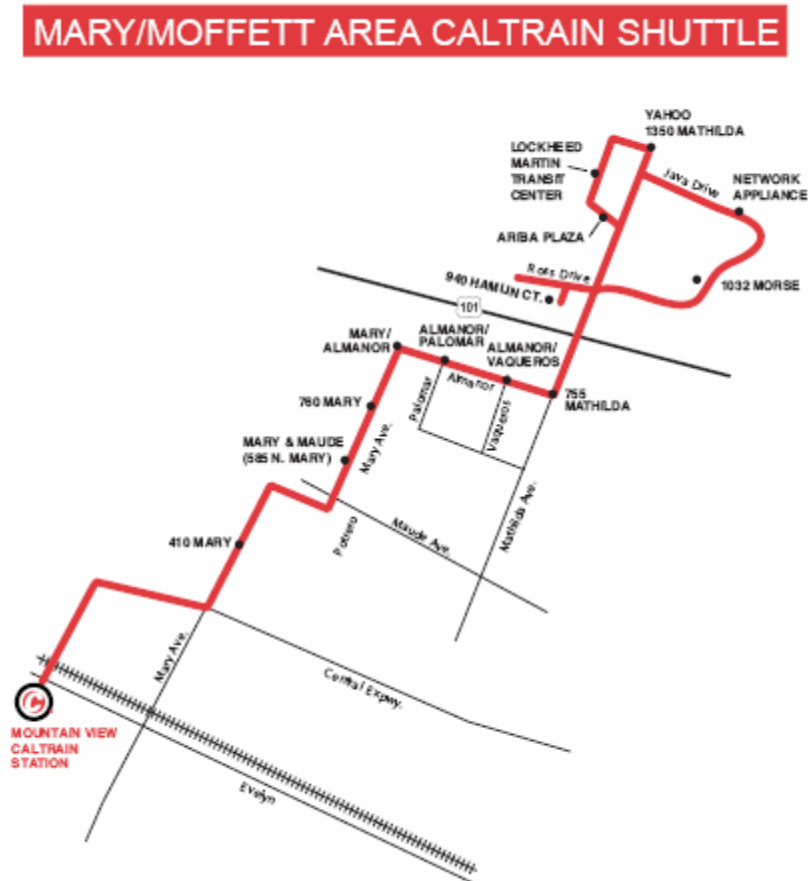
B. Transit Services

The following transit services are available at or near the project site.

- Light-Rail Transit:** The Moffett Park Transit Station (VTA) is located next to the Moffett Towers campus. Employees are able to walk to the light rail station, and well-lit pedestrian pathways have been included in the site plan.

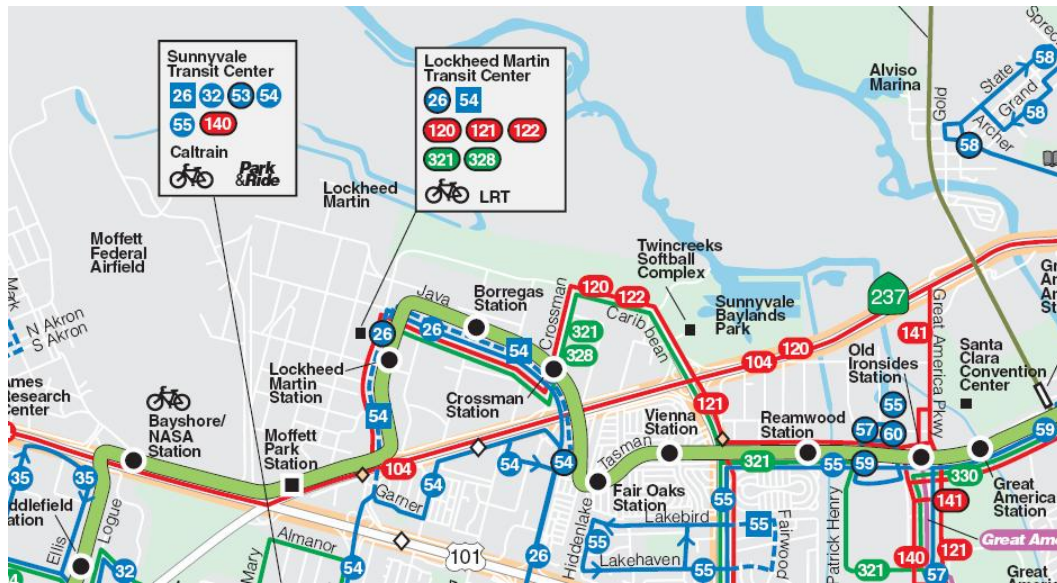
2. **Commuter Rail:** The Mountain View Caltrain station is approximately 2 miles from the Moffett Towers campus, and the Mary/Moffett Area Caltrain Shuttle, managed by Caltrain, connects the project site and this station during commute hours (four morning and four afternoon trips). Figure 3 illustrates the shuttle route.

Figure 3. Mary/Moffett Area Caltrain Shuttle



3. **Bus Service:** There are numerous VTA bus routes that serve the project site. See Figure 4 for route information.

Figure 4. VTA Transit Routes Serving Project Site



C. Bicycle Routes

The San Francisco Bay Trail is located within 1 mile of the project site, and offers a commute alternative for bicyclists and walkers to travel to work. It is also bordered by several Sunnyvale bike routes, which serve as connections to the Bay Trail as well as providing local access.

II. Site Facilities and Amenities

The project design has incorporated numerous facilities and amenities to encourage future employees to use alternative modes of transportation and to support their needs when doing so. These amenities are illustrated in Figure 5, the Site Plan with Planned Amenities, and described below with respect to location and accessibility.

- A. **Light Rail:** The Moffett Park Transit Station (VTA) is located next to the Moffett Towers campus. Pedestrian walkways are included in the site plans so that employees can safely walk from the VTA station to their respective building.
- B. **Designated Carpool Parking:** Designating parking spaces, equal to a minimum of 5% of all spaces, close to the building entrance for carpools will give an additional perk to those employees who choose this option. The locations of these spaces can be seen in Figure 5. Based on the site plan parking supply, this translates to a minimum of 284 designated carpool spaces.
- C. **Parking Management:** The Project will provide approximately 5,670 parking spaces, at a rate of 3.3 spaces per 1,000 square feet of floor area. By offering fewer than the number of City-allowed spaces, the lower supply of parking will encourage employees to seek alternative modes of transportation, be it through transit or ridesharing.
- D. **Bicycle Facilities and Storage:** Providing secure bicycle storage facilities within the Project area, preferably in numerous locations near the various buildings, gives added incentive to bicyclists. This security can be provided by building storage lockers, or by locating open racks in an area that is supervised by security personnel. 212 Class 1 parking spaces (lockers) will be provided at the three parking garages, and 71 Class 2 parking spaces (racks) will be provided outside each of the seven office buildings, as shown in Figure 5. These locations, while convenient to the buildings and parking garages, are also conveniently located relative to the existing Sunnyvale bike routes, as seen also in Figure 5.
- E. **Showers and Clothing Lockers:** Showers and clothing lockers will be available to employees who choose to commute by bicycling, running, or other modes and wish to have a place to clean up and change clothing before beginning the work day.

Figure 5. Site Plan with Planned Amenities



- F. **On-Site Amenities:** The availability of on-site amenities helps to create a “one-stop shop” for employees, reducing their need for a vehicle to make trips during the day. As seen in Figure 5, these on-site amenities are conveniently located relative to the planned pedestrian pathways. The planned cafe in the health club as well as proposed food services in the individual buildings would give employees locations to purchase food. A full-service cafeteria would enhance these options, and discounted food options for employees would encourage them to remain on-campus for meals rather than drive to other food establishments. Microwaves and food storage areas would increase the opportunity for employees to bring meals to work, thereby reducing need to travel to lunch locations. The planned health club facilities will assist in reducing trips made by employees for multiple reasons. The availability of showers within the facility will enable employees who wish to bike or walk to work to have a location to shower and change into work clothing. Additionally, having the convenience of on-site exercise equipment will likely result in employees arriving at work earlier and/or staying later to exercise, which will shift some trips into different time periods. Other amenities to be considered are typically driven by the actual tenants that will lease the space.

III. Commuter Information and Marketing

Given that the Moffett Towers site will be occupied by multiple tenants, it is suggested that a Transportation Coordinator be selected to oversee and manage the programs and education offered through the TDM Plan. The Transportation Coordinator will, in addition to promoting the usage of transportation alternatives, be responsible for coordinating transportation related activities at the Project area, including the Guaranteed Ride Home program for those participating in carpooling and bike matching, special promotions to entice new users to alternative transportation modes, and aiding in personalized carpool matching amongst employees of the Moffett Towers campus. The Transportation Coordinator will also be the Moffett Towers representative to the Transportation Management Association (TMA) and will be responsible for informing tenants and employees of any information from the TMA that is useful for their purposes.

Information regarding alternative transportation modes will be made available to tenants and their employees, and will be coordinated by the designated Transportation Coordinator. All tenants will be required in their lease to assist in the delivery of these services to their employees who wish to take advantage of these opportunities. Services aimed primarily at employees include the following.

- A. **Ride-Matching and Bike-Matching:** The Transportation Coordinator will assist interested employees in creating carpools and in finding ‘bike-buddies’ to travel to work with. This information function may be performed on-site by electronic or manual means, or off-site by accessing 511 Rideshare and its “RideMatch” service (511 on the phone, 511.org on the web).

- B. **Information Kiosk:** A kiosk or desk will be created in the lobby of each building and will have transit schedules, maps of the area, information about ridesharing and carpooling, and a bulletin board for employees to create their own carpools and bike matching.
- C. **Special Events:** In order to reach the maximum number of users, the Transportation Coordinator will organize special events at least once per year to highlight the options available to employees. This could be in the form of a fair, breakfast, or informational meeting. At these events, employees will have the opportunity to learn about the options for alternative transportation modes, and to sign up for ridesharing, receive schedules for transit services, and be informed on the transit subsidies available.
- D. **Promotional Materials:** The Transportation Coordinator will create, and have available, materials such as flyers and brochures that highlight the transportation options available to employees. Other forms of materials may include e-mail or mail groups that keep users up-to-date on the services available to them. These promotional materials should be available by request and sent to all employees upon the inception of any new service, and should also be stocked at the information kiosk of each building.
- E. **New Employee Information Brochure:** In addition to ongoing promotional materials, the Transportation Coordinator will also create a brochure to include in new employee orientation packages regarding the different commute options to introduce these employees to methods of transportation outside of driving their personal vehicle. Another option is to help them get involved in a carpool or bicycle match prior to beginning work; this will also aid in their integration into the business they are joining.

The Transportation Coordinator, upon request, shall also provide the following services to tenants.

- F. **Alternative Work Schedule Assistance:** This will consist of guidance and assistance to tenants who seek to establish alternative work programs for their employees, including flex time or compressed work weeks. The TDM Program will supply information (publications, websites, etc.) and referrals to organizations and consultants to aid in this.
- G. **Telecommute Assistance:** This will consist of guidance and assistance to tenants who wish to establish telecommute programs for their employees. The TDM Program will supply information resources, as well as referrals to appropriate specialists, if needed.

IV. Commuter Service Operations

The project will also support certain commuter service operations by requiring tenants by lease agreement to assist in the delivery of these services.

- A. **Connection to Caltrain Station:** The Mountain View Caltrain station is approximately two miles from the Moffett Towers campus, and the Mary/Moffett Area Caltrain Shuttle connects the project site and this station during commute hours (four morning and four afternoon trips).
- B. **Guaranteed Ride Home Service:** The Transportation Coordinator will be responsible for organizing Guaranteed Ride Home services, either in coordination with VTA or through subsidized services such as cabs or rental cars. This service enhances the carpool and bicycling programs in that users will not have to worry about missing a carpool or being stranded due to a broken bicycle.

V. Financial Incentives

Tenants will be required to subsidize a VTA Eco Pass or similar monthly transit pass for each full-time employee, or for each employee who commutes via public transportation on a near full-time basis. The Commuter Check program may also be an option for tenants who are unable to subsidize transit passes. This option allows employees to use pre-tax monies to purchase their transit tickets.

By providing financial incentives to employees to use alternative transportation options, more employees will be likely to abandon their car and make use of these services. For employers, monies used to subsidize the use of public transit for travel to work are exempt from federal income taxes if the amount does not the maximum limit.

VI. Program Monitoring, Reporting, and Assurance of Success

A program monitoring plan will be implemented to assess if the TDM Plan is achieving its stated goals. This monitoring program will also identify areas in which the plan could be enhanced to meet the needs of the particular tenants and employees that work on-site. Management and monitoring of the TDM Plan will address the following topics.

- A. **Annual User Survey:** Each year, either at the close of the calendar year or the close of the City's fiscal year, a survey will be given to the tenants and employees of Moffett Towers to assess usage, satisfaction, and concerns of the TDM Plan. This survey could be limited to only employees who use the alternative transportation services offered and encouraged, but if given to all employees then the matter of proper promotion of the program can be assessed. This will result in a report-card for the program each year that can be compared to years previous to determine if the program is making progress in encouraging usage of alternative transportation modes. This will also serve to give a quantitative value of the numbers of employee trips reduced.

- B. **Annual TDM Report to the City:** A report summarizing the results of the User Survey and the program activities will be prepared and submitted to the City each year. It will also include descriptions of any new programs to be introduced in the next year, or any programs that will be changed as a result of user feedback.
- C. **TDM Goals:** The Applicant has established a two-part TDM goal for this project: a 25% overall daily trip reduction and a 30% overall trip reduction in peak hours. In other words, this means a minimum of 25% of all employees commute by a mode other than single occupant vehicle on a daily basis, and a minimum of 30% of all employees commute by a mode other than single occupant vehicle during peak hours.
- D. **Achievement of TDM Goal:** The Applicant understands that provisions will be included in the development agreement defining remedies for failure to attain the TDM goal, and that these remedies may include financial penalties proportional to any shortfall. The Applicant reserves the right to expand or revise this initial TDM program, if necessary, in order to achieve the TDM goal in the most cost-effective manner.

VII. Summary and Concluding Comments

This TDM Plan proposes a number of policies and programs that will be implemented to help the Moffett Towers project meet its TDM goals. To this end, the Moffett Towers TDM Plan will encourage the use of alternative transportation modes by providing tenants and employees with an education on the options available, offering incentives to those who choose to utilize these alternatives, make the use of alternative transportation efficient and attractive, and maintain a focus on promoting the TDM Plan to ensure that the goal is met each year.

The Moffett Towers TDM Plan is comprised of a number of measures, including the following:

- 1. Site design, including facilities and amenities, that encourage the use of alternative transportation modes,
- 2. Education and information regarding the options available to tenants and employees,
- 3. Availability of services to aid in the usage of transit and ridesharing, including personalized carpool matching amongst employees,
- 4. Transit subsidies for employees, and
- 5. Implementation of a program monitoring plan and engaging users in employee feedback to facilitate efforts to meet the TDM goal, as well as matching employee needs.