



# HEXAGON TRANSPORTATION CONSULTANTS, INC.

## Memorandum

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**Date:** May 17, 2017  
**To:** Rich Truempler, The Sobrato Organization  
**From:** Michelle Hunt  
**Subject:** Transportation Demand Management Plan for the Proposed Residential Development at 1139 Karlstad Drive in Sunnyvale, California

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Transportation Demand Management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to (1) reduce the amount of traffic generated by new developments; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for alternative transportation usage; (3) reduce the parking demand generated by new developments and allow for a reduction in parking supply; and (4) establish an ongoing monitoring and enforcement program to guarantee the desired trip and parking reductions are achieved.

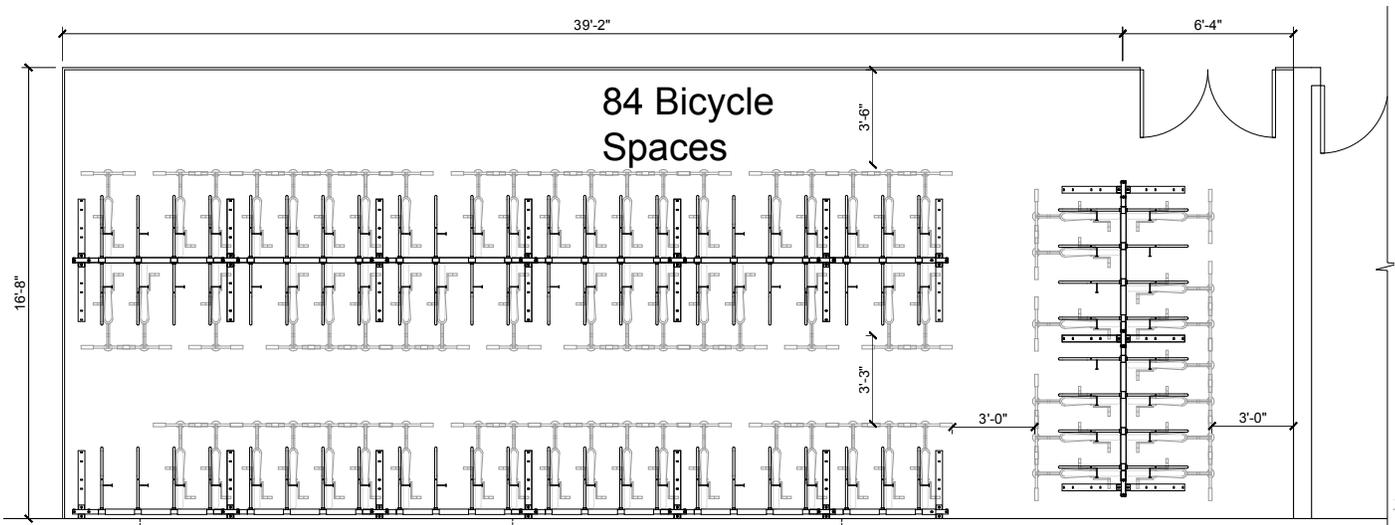
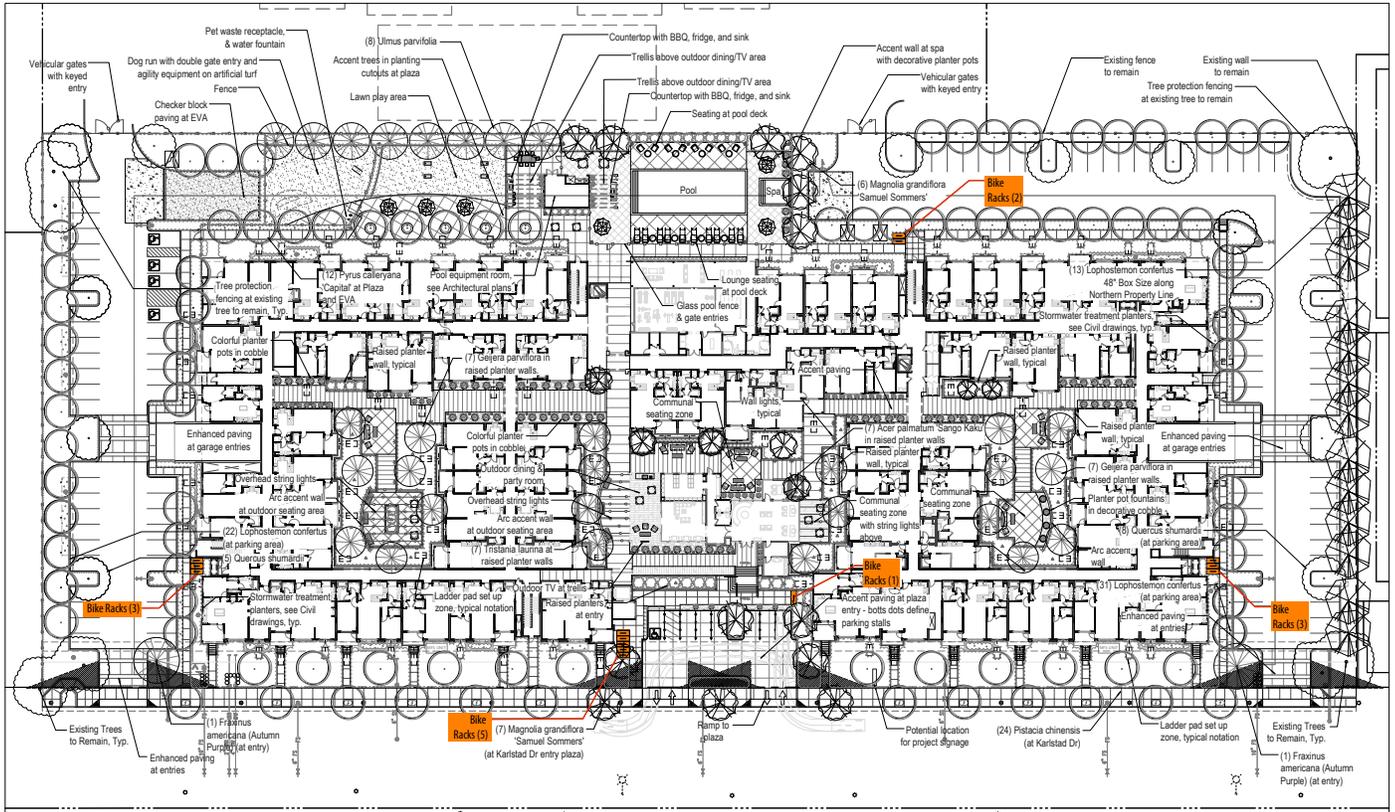
The purpose of the proposed TDM plan for the proposed residential development at 1139 Karlstad Drive (project) is to demonstrate compliance with the City of Sunnyvale Multi-Family Residential Transportation Demand Management Program.

## Project Description

The proposed residential development at 1139 Karlstad Drive, in Sunnyvale, California. The project would build a total of 250 residential units (22 studios, 131 one-bedroom, and 97 two-bedroom units) along with at least 420 parking spaces. Of the 250 proposed residential units, 20 units will be affordable housing. Additionally, the proposed development will provide 84 Class I bicycle spaces in a secure storage room in the garage and 28 Class II bicycle spaces for use by visitors and/or the on-site bike share program. The project site is located in Sunnyvale's Morse Park neighborhood near Fair Oaks Avenue and Tasman Drive. Access to the site would be provided via Karlstad Drive. The project site plan is shown on Figure 1.

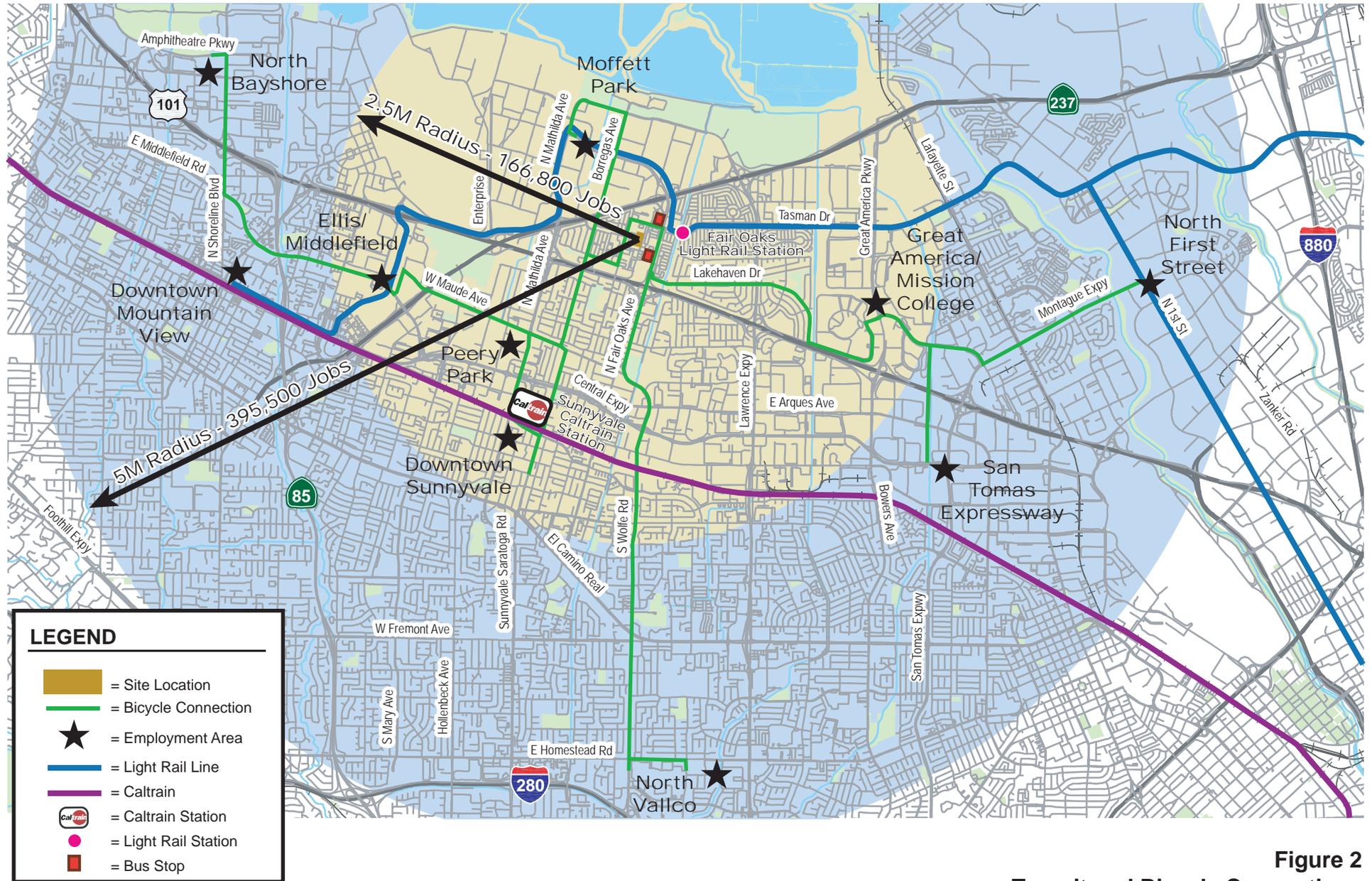
The project site is conveniently located in Sunnyvale with an abundance of jobs nearby. Approximately 166,800 jobs are located within a 2.5-mile radius of the project site, and 395,550 jobs are located within a 5-mile radius. The site's proximity to numerous major employment centers will reduce commute times and vehicle miles traveled by residents of the proposed project and enable residents to use alternative travel modes such as biking to and from work. The site is also within walking distance to multiple bus routes and light rail service, which will provide additional travel options for residents of the proposed project. Figure 2 shows the site's location in relation to nearby major employment centers and the bicycle and transit connections available to residents.

1139 Karlstad - Sunnyvale, CA



Bicycle Storage Room - Basement Garage Level

Figure 1  
Site Plan



**Figure 2**  
**Transit and Bicycle Connections**

## TDM Strategies

The location of the project promotes transit, pedestrian and bicycle travel in a relatively high density area of complementary land uses. While the project's location by itself is conducive to reducing the number of single-occupant vehicle trips, the project will implement several TDM strategies that will promote the use of transit, bicycling, and walking during peak commute hours.

- **Proximity to Transit.** The project is located approximately 0.3 miles, or approximately a 6-minute walk from the Fair Oaks Light Rail Station and two VTA bus routes that stop at the intersection of Fair Oaks Avenue and Tasman Drive. Both light rail and bus services provide frequent and reliable transit service to and from nearby employment centers.
- **Affordable Housing.** 20 units of the proposed 250 dwelling units will be affordable housing units. Affordable housing has been shown to generate fewer vehicle trips and vehicle miles travelled than market rate housing.
- **Proximity to Commercial Uses.** The proposed project is 0.3 miles, or roughly a 7-minute walk to the nearest shopping center occupied by three or more tenants. The shopping center located at the northeast corner of the Fair Oaks Avenue/Tasman Drive intersection is conveniently located for tenants of the proposed project via walking or biking, which will reduce the number of vehicle trips.
- **Access improvements.** The project site plan shows that the project will add a sidewalk along the project frontage on Karlstad Drive where there is none currently. This improvement will encourage residents to walk to nearby destinations and transit stops.
- **Bicycle Facilities.** The site plan shows the proposed project will provide parking for 84 bicycles divided among two secure enclosures located in the single level subgrade parking garage and 28 Class II bicycle spaces for use by visitors and/or the on-site bike sharing program. In addition, the project will also include an on-site bicycle repair station, located on the first floor. The proposed bicycle facilities will encourage tenants and visitors to travel via bicycle rather than automobile to nearby destinations.
- **Wayfinding Station.** An on-site kiosk or information center consisting of multi-modal wayfinding and transit information will be provided in the leasing center to assist residents with any inquiries.
- **TDM Coordination.** The project will have an on-site TDM coordinator to provide information regarding multi-modal commuting and assist residents in navigating to nearby destinations or transit stops. In addition, the TDM coordinator will provide rideshare matching services and coordinate walking/biking groups for residents. The property manager will serve as the TDM coordinator.
- **TDM Communication.** The on-site TDM Coordinator will distribute informational materials regarding nearby transit services, wayfinding, and other TDM measures annually to all residents. In addition, the TDM coordinator will distribute TDM informational materials to new residents as they move in.

- **Transit Pass Program.** A VTA Eco Pass will be provided to all residents for the first three years following completion of the project. The program will provide all residents unlimited rides on VTA bus, light rail and express bus service seven days a week. The Eco Pass includes an Emergency Ride Home Program in which residents are provided with a guaranteed ride home from work in the event of an emergency.
- **Bicycle Share Program.** The on-site TDM Coordinator will be responsible for implementing and managing a community bike sharing program that makes bicycles available to residents free of charge. Because it is unknown how many future residents will want to ride shared bikes versus use their own bikes, the program will be tailored based on the demand.
- **Proximity to Bicycle Share Program.** The presences of an on-site bike share program will encourage residents to ride bicycles to their destination rather than driving.
- **Proximity to Car Share.** The project will dedicate one of the on-site parking spaces for a car share vehicle. The convenience of an on-site car share hub will encourage residents to forego private vehicle ownership. Residents without a personal vehicle may choose to travel primarily by transit, bicycle, or by walking with the knowledge that an on-site car share vehicle is available for occasional use when desired.

The proposed TDM Plan would obtain 15.5 TDM points, which exceeds the required minimum of 10 points for multi-family developments with 100 or more residential units (see Table 1). The proposed TDM plan will reduce the number of single-occupant vehicle trips made during commute hours, provide for the efficient use of existing transit facilities, and reduce the parking demand for the proposed project.

**Table 1  
TDM Strategy Checklist**

<b>Transportation Demand Management Strategies</b>		<b>Points Obtained</b>
<b>Proximity to Transit</b>	0.3 to Fair Oaks Light Rail Station	8
<b>Proximity to Commercial Uses</b>	0.3 miles from: Shopping center consisting of at least three tenant spaces	1
<b>Access Improvements</b>	Close gap in pedestrian network by adding sidewalk along Karlstad frontage.	3
<b>Bicycle Facilities</b>	Provide an on-site bicycle repair station and secured bicycle parking	0.5
<b>Wayfinding Station</b>	On-site kiosk or information center with multi-modal wayfinding information and transit information	0.5
<b>TDM Coordination</b>	On-site TDM Coordinator (property manager) offering: multi-modal and wayfinding information, rideshare matching, walking/biking group coordination	0.5
<b>TDM Communication</b>	Distribution of transit, wayfinding and other TDM informational materials to new residents as they move in and annually to all residents	0.5
<b>Bicycle Share Program</b>	Provide private community bicycle share program for resident use free of charge.	0.5
<b>Proximity to Bicycle Share</b>	On-site bicycle share hub with bicycles available to residents	0.5
<b>Proximity to Car Share</b>	Dedicate one on-site parking space for use as a car share hub with cars available to residents	0.5
<b>Total Points Obtained:</b>		<b>15.5</b>