

# MEMORANDUM

Date: January 14, 2019

To: Carlene Matchniff, Irvine Company

From: Robert Eckols and Sara Sadeghi

**Subject: Transportation Demand Management (TDM) Framework for the 1 Advanced Micro Devices (AMD) Place Redevelopment Project, Sunnyvale, California**

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This memorandum provides a Transportation Demand Management (TDM) framework for the residential redevelopment located at 1 Advanced Micro Devices Place and 975 Stewart Drive within the eastern portion of Sunnyvale, California. The approximately 34.7 acres project site encompasses two parcels north of Stewart Drive, south of Duane Avenue, and west of the Duane Avenue/Stewart Drive intersection. This memorandum describes the design features and programs that the Irvine Company will consider as they develop the TDM program. These programs are consistent with the City of Sunnyvale standards and, in many cases, are programs that The Irvine Company has used at other residential projects.

## **Project Description and TDM Requirements**

The proposed project will remove approximately 700,000 square feet of Research & Development office space and construct 1,074 residential dwelling units (apartments and townhouses) and a 6.5-acre park. The intent of the project is to provide new housing opportunities to accommodate the city's existing and future housing demand.

The City of Sunnyvale requires all new developments with 10 or more residential units to develop a TDM program in accordance with the City of Sunnyvale's *Multi-Family Residential TDM Program* standards. Per this program, obtaining a minimum of 10 points is required for multi-family residential developments with 100 or more of residential units to satisfy the City's TDM Program. City of Sunnyvale's List of TDM strategies for multi-family residential developments with number of points for each strategy is in **Attachment A**.

The primary purpose of any TDM plan is to reduce the amount of vehicle traffic and parking generated by a development by creating measures, strategies, incentives, and programs to shift residents from driving alone to other travel modes including transit, carpooling/ridesharing, cycling, and walking. TDM strategies can include informational resources, physical site enhancements, and other programs and incentives that allow residents to use other modes of travel other than driving alone.

### **TDM Measures and Strategies**

**Table 1** presents a list of TDM measures and strategies that will form the framework for the development of a TDM Plan for the project site. There are both required and optional measures will meet the City's requirements for the proposed project including meeting the 10-point requirement per the City's *Multi-Family Residential TDM Program*. The Irvine Company will prepare a TDM Plan documenting these program elements and submit the plan to the City of Sunnyvale for review prior to occupancy of the project.

**TABLE 1: TDM FRAMEWORK MEASURES**

TDM Measure	Description	Required as part of TDM Plan	Optional Measures that will be Considered
<b>Measures Incorporated into the Building and Site Design</b>			
Pedestrian connections	Provide convenient pedestrian connections between the building entrances and sidewalks on the surrounding roadways.	✓	
Passenger loading zone	Provide adequate passenger loading zone in an accessible location for drop-off and pick-up of carpool, vanpool, and TNC passengers.	✓	
Bicycle parking (short + long term)	Provide bicycle parking facilities to support bicycling as a mode. Long term bicycle parking can be provided in an enclosed locked limited access area and short bicycle parking such as secure bicycle racks in the vicinity of the building entrances.	✓	
Exercise facilities	Provide on-site amenities that would otherwise require separate vehicle trips for the residents.	✓	
<b>Programmatic Measures</b>			
Transportation coordinator	The rental management office will designate a person to serve as the site's Transportation Coordinator. They will be responsible for compiling new resident packets, distributing transportation information to residents, and managing TDM incentive programs.	✓	
New residents alternative travel modes informative packet	New resident packets including information about available alternative modes of transportation and nearby transit, bike and pedestrian facilities will be provided upon move-in.	✓	
Organized walk or bike groups	Promotes pedestrian and bicycle travel, raises an individual's comfort level with these modes of transportation, and improves the health of residents	✓	
Transportation information boards and website	The development will have a location at which residents can obtain the information on alternative transportation services.		✓
Transit pass program	Implement a transit pass program similar to the transit pass programs outlined in the City's TDM standards.		✓
On site bicycle repair facility	Providing self-repair tune-up bicycle facility on site.	✓	
Free use of bicycles on site	Bicycles will be available for free use to all residents and will be stored in secure bicycle parking spaces on site. Property management will be responsible for maintenance of the bicycles.		✓
Unbundled Parking	Unbundled parking, which separates the sale or lease of a vehicular parking space from the sale or lease of living units, will be provided for all units.		✓
Car share program	Provide members with access to a fleet of shared vehicles, making it easier for households to live without a car or a second vehicle. Developments can promote car sharing by providing spaces in their parking facilities, by providing free or subsidized memberships to tenants, and by promoting the service to residents.		✓

Source: Fehr &amp; Peers, January 2019

# Attachment A



## City of Sunnyvale Multi-Family Residential Transportation Demand Management (TDM) Program

### Multi-family Residential TDM Program

All multi-family development projects consisting of 10 or more residential units shall participate in the Multi-family Residential TDM Program.

### TDM Points Required

Number of Residential Units	Minimum Number of Points Required
100 or more residential units	10 points from the menu of TDM strategies
Between 10 and 99 residential units	Proportionate Percentage of 10 points (rounded to the nearest half or whole number) from the menu of TDM strategies Ex: 94 units/10 points = 9.4 rounded to 9.5 points 62 units/10 points = 6.2 rounded to 6 points

### Menu of TDM Strategies

Transportation Demand Management Strategies		Points Obtained*
<b>Proximity to Transit</b>	Less than .5 miles to a major transit route (15-min headway)	1
	Less than .5 miles to a major transit stop (2 routes @ 15-min headway)	5
	Less than .5 miles to Caltrain/Light Rail Station	8
<b>Affordable Housing</b>	20% Affordable Housing Project	1
	40% Affordable Housing Project	2
	60% Affordable Housing Project	3
	80% Affordable Housing Project	4
	100% Affordable Housing Project	5

<b>Proximity to Commercial Uses</b>	Less than .5 miles from: 1. A shopping center consisting of at least three tenant spaces, or 2. Three separate retail/restaurant/service/recreational uses	1
	Less than .25 miles from: 1. A shopping center consisting of at least three tenant spaces, or 2. Three separate retail/restaurant/service/recreational uses	3
<b>Access Improvements</b>	Close Gaps: Bicycle, Pedestrian, and/or transit access improvements (e.g. bike lanes)	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 (can be 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>Transit Pass Programs</b>	Provide VTA EcoPass (or a comparable program) membership to all residents for the first ten years following project completion	5
	Provide Caltrain Go Pass (or a comparable program) membership to all residents for the first ten years following project completion	10
	Offer discounted transit passes (VTA or Caltrain) to residents for the first ten years following project completion	2
<b>Bicycle Share Program</b>	Providing private or public bicycle share memberships to on-site residents	0.5
<b>Proximity to Bicycle Share</b>	Site is less than .5 miles from a bicycle share hub with bicycles available to on-site residents	0.5
<b>Car Share Program</b>	Providing private or public car share memberships to on-site residents	0.5
<b>Proximity to Car Share</b>	Less than .5 miles from a car share hub with cars available to on-site residents	0.5

\* If a TDM category has multiple options, only one option/point value can be used.

### **Definitions of TDM Terms Used in the TDM Menu**

***Affordable Housing Project*** – a development project consisting of below market rate housing units.

***Multi-Family Residential*** – for the purpose of this program, multi-family residential includes all medium, high and very high density residential developments, including the residential component of a mixed-use project.

***Multi-modal Information*** – may consist of information on transit schedules, transit and bike maps, important service change information, real time transit information, biking or walking group organization, rideshare matching, etc.

***Shopping Center*** – a group of retail, restaurant, commercial service or recreational uses that are planned, constructed and managed as a total entity.

***Secured Bicycle Parking*** - means lockable facilities such as individual lockers or enclosed, locked, limited-access areas for parking of bicycles. Secured bicycle parking may also be known as Class 1 bicycle parking. For residential uses, an enclosed garage assigned to one residential unit meeting the minimum area requirements for a two-car garage is considered one secured bicycle parking space.

***Wayfinding Information*** - provide signage for clear directions and walk/bike time to key destinations such as major transit stops, downtown, shops, and major employers.

**Note:** Additional information and explanation on the TDM strategies described in this program can be found in the *Sunnyvale Multi-Family Residential TDM Toolkit*.