



July 17, 2015

Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

Re: Application for Parking Management and TDM Grant Program

Dear Ms. Hom:

In response to the Metropolitan Transportation Commission's (MTC) June 1, 2015 call for Letters of Interest for funding available through the Climate Initiatives Parking Management and TDM Grant Program, the Santa Clara Valley Transportation Authority (VTA) and the City of Sunnyvale are submitting this request to implement the "Peery Park Rides" program. Details regarding this project are provided below.

Project Title: Peery Park Rides
Applicant Name: Santa Clara Valley Transportation Authority and the City of Sunnyvale
(see letter from Sunnyvale Mayor Jim Griffith in Attachment A)
Project Partners: Irvine Company, JP DiNapoli Companies Inc., Lane Partners, and future Peery Park property owners to be determined
Project Manager: Ying Smith
Contact Information: 3331 North First Street, San Jose, CA 95134
(408) 321-5770 (Direct) ying.smith@vta.org (Email)

Project Description

The Peery Park Rides program is an innovative transportation project that would combine a flexible transit service with aggressive trip reduction targets in Sunnyvale's Peery Park to attract commuters to transit and yield measurable greenhouse gas reductions (see map of the project area in Attachment B). As such, this 2-year project will address both alternative trip supply and demand elements. We will use aggressive trip reduction targets to induce demand for alternative trips, and then apply technology to supply dynamic and flexible transit services to meet that demand. This unique partnership approach will generate synergies beyond what could be achieved by each agency on an individual basis.

Sunnyvale's Peery Park is a prime candidate for an innovative alternative commute solution. Peery Park is a 446 acre industrial business park in central Sunnyvale, in a location where there is high demand for redeveloping older Class 'C' buildings into higher density Class 'A' office and tech-based industrial buildings. The City is developing a Specific Plan to guide Peery Park redevelopment and is studying a net increase in allowable square footage of 2.2 million of commercial retail/office/R&D space and approximately 215 residential units. Like many urbanizing employment nodes throughout the Bay Area, Peery Park is situated near a major transit hub but just beyond walking distance – Peery Park is ½- to 1½-miles from the Sunnyvale Caltrain Station (and similarly-distant from the VTA Moffett Park light rail station) – which creates a last mile gap in transit trips. The Peery Park Rides program is a solution targeted at this last mile problem.

The City of Sunnyvale has been a leader in trip reduction strategies, providing a model for trip reduction in areas where driving is the norm. While the local market does not seem suitable for parking pricing, the City is utilizing other strategies to induce demand for alternative trips. The Council-adopted Peery Park policy framework is an example of the City's inclusive trip reduction philosophy, as it features a number of aggressive elements for new developments:

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- Parking maximums, with incentives for shared/flexible parking
- Pedestrian and bicycle facility improvements
- Aggressive trip reduction targets of 20% to 35%
- Annual third-party driveway count verifications
- Employer penalties for non-compliance

Taken together, these elements will induce demand for alternative trip solutions, and the Peery Park Rides program combines these aggressive demand-side elements with an innovative supply-side solution that we believe can serve as a model for similarly urbanizing auto-oriented employment clusters throughout the Bay Area.

The flexible shuttle component of the program will operate weekdays all day, providing short-trip transit service throughout a predetermined zone. The software back end of the service will identify clusters of trip requests and provide a hybrid style service in between traditional fixed service and door-to-door demand response service. While the service will generally operate without a schedule in order to adapt to trip requests, it may have a limited number of predetermined scheduled stops (to meet Caltrain trains, for example). The service will be open to the public, the vehicles will be ADA compliant, the vehicles will be outfitted with bicycle racks, and a fare will be paid by the rider (or their employer) via a mobile application.

Other unique features of the Peery Park Rides program will include:

Dynamically Routed and Scheduled Shuttle. Unlike traditional fixed transit services, the flexible shuttle will be demand-driven, utilizing technology to dynamically route the service based on real-time customer trip needs. This market-oriented approach will make the service more responsive to the unique and changing needs of Peery Park area residents and commuters.

User-Friendly Trip Making Process. To make the service easy to use, VTA has contracted with RideCell, a leading provider of fleet automation software, to provide the technology for the front and back end of the service. The service's entire trip making process will be designed with the customer in mind, leveraging technology to automate and consolidate the trip request, booking, confirmation, and payment processes. Riders will use their computer or smartphone for the process, with telephone operators as a backup.

Comfortable, Specialized Flexible Shuttle Vehicles. VTA will operate the service with specialized vehicles that fit the premium nature and innovative character of the service. The vehicles will be procured following the identification of the appropriate vehicle type (currently being studied by VTA).

Peery Park Transportation Management Association (TMA) as a Resource. The property owners within Peery Park have already agreed to form (and fund) a TMA to help facilitate the trip reduction targets for Peery Park. One potential role of the TMA could be to act as a planning resource for this shuttle service by providing data and guidance for shuttle planning purposes. The Irvine Company, the major property owner in Peery Park, has already committed \$100,000 to establish the TMA for Peery Park.

Service for a Variety of Trips. The flexible shuttle will serve a wide variety of travel markets throughout the day. In addition to serving the Peery Park commuter market, the shuttle will serve additional markets such as mid-day non-commute trips for residents and workers (such as between Peery Park and downtown for lunch) and non-commute trips for residents living in the neighborhoods in the vicinity of Peery Park. The dynamic nature of the shuttle will allow it to adapt in real-time to serve to a wider variety of travel markets than could be served by traditional transit services.

Project Type

As a TDM transit solution to bridge the first/last mile gap in the commute to work market, this project falls under the grant program's Tier 3 Other TDM Strategies class of projects. The service area would include the Sunnyvale Downtown & Caltrain Station Priority Development Area.

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Project Impacts

The project's unique supply- and demand-side strategy to attract users to transit will provide a very attractive transit option for Sunnyvale commuters and residents, yielding measurable trip reduction and emission reduction benefits. We estimate the project will yield a net reduction of 65.69 metric tons of CO₂ over the life of the project or 0.000055 metric tons of GHG reduction per dollar requested (using the EMFAC2011 GHG estimation model).

Project Readiness

We will implement the Peery Park Rides program's shuttle service in 2016, concurrent with the completion of a number of office employment developments currently in the approval pipeline. Planning work to be conducted in the interim has already begun, such as developing a specialized brand and vehicle livery for the service, procuring new vehicles, stakeholder outreach, service and operations planning, and developing the service fare structure.

Local Support

The program has already gained significant local support. VTA and the City of Sunnyvale are happy to already have the support of several existing Peery Park employers (see Attachment A). We anticipate strong ongoing support from new developments as they seek solutions to meet their aggressive trip reduction targets. VTA and the City will continue to engage our private sector partners in implementing the program.

Funding

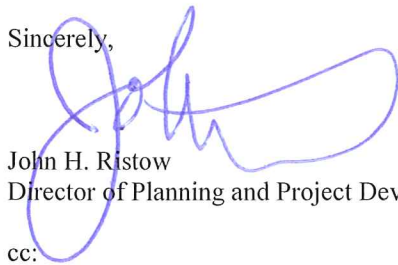
The total project cost is \$1,861,000, including both capital (specialized vehicle procurement) and operating costs for the flexible shuttle service. A total of \$1,200,000 in grant funding is requested. The proposal includes VTA and the local business partners collectively providing \$661,000 of matching funds (36% of the total project cost).

Data Collection and Evaluation

Service and implementation planning for the program is currently being conducted by VTA as part of the agency's larger effort to implement several new dynamic transit service solutions throughout Santa Clara County. The Peery Park TMA will help collect data on trip patterns and commute needs for the ongoing service planning process.

We are very excited about the opportunity to implement an innovative and meaningful program that will utilize technology and market-driven strategies to bring measurable greenhouse gas reductions for the Bay Area. Please do not hesitate to contact me or Ying Smith at (408) 321-5770 should you have any questions.

Sincerely,



John H. Ristow
Director of Planning and Project Development, Santa Clara Valley Transportation Authority

cc:

Deanna Santana, City Manager, City of Sunnyvale
Hanson Hom, Director of Community Development, City of Sunnyvale

Attachments:

Attachment A – Program Area Map
Attachment B – Letters of Support

Attachment A

Letters of Support

CITY OF SUNNYVALE

*The Heart of Silicon Valley*sm

456 WEST OLIVE AVENUE SUNNYVALE, CALIFORNIA 94086 (408) 730-7473

July 15, 2015

Jim Griffith
Mayor

Tara Martin-Milius
Vice Mayor

David Whittum
Councilmember

Pat Meyering
Councilmember

Jim Davis
Councilmember

Glenn Hendricks
Councilmember

Gustav Larsson
Councilmember

Ms. Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

Dear Ms. Hom:

The City of Sunnyvale is excited to partner with the Santa Clara Valley Transit Authority (VTA) to submit a letter of interest for the Climate Initiatives Parking Management and Transportation Demand Management (TDM) Grant Program.

The City of Sunnyvale is aware that a successful transportation demand management program is a key component for creating successful development and for reducing traffic congestion, and we are striving to find innovative ways to reduce transportation impacts associated with increased development. Peery Park is a prime employment center in the City, and a Specific Plan is currently being prepared to outline policies and strategies to guide future growth in this area. The Specific Plan, scheduled for adoption in March 2016, will have aggressive TDM goals for businesses, and the property owners have committed to forming a Transportation Management Association (TMA) to serve the business park.

A grant from the Metropolitan Transportation Commission (MTC) will provide VTA and the City with critical funding to launch a pilot program to establish VTA's Dynamic Transit Service to serve the Peery Park employment center and surrounding neighborhood. The pilot program will demonstrate a tangible solution for reducing peak hour trips and greenhouse gas emissions. This conceptual proposal is supported by Peery Park property owners, which provides an excellent opportunity to build a three-way partnership between the City, VTA and property owners. Additionally, the TMA will be instrumental in contributing to the success of the pilot program.

Stefanie Hom, Metropolitan Transportation Commission
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We hope that we will be chosen to submit a formal application and look forward to working with the Metropolitan Transportation Commission and the VTA to increase transportation options for employees and residents of Sunnyvale.

Sincerely,

A handwritten signature in blue ink, appearing to read "James R. Griffith". The signature is fluid and cursive, with the first name "James" and last name "Griffith" clearly distinguishable.

Jim Griffith
Mayor

Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland California

July 16, 2015

VIA E-MAIL

Re: **Climate Initiatives Parking Management and TDM Grant Program**

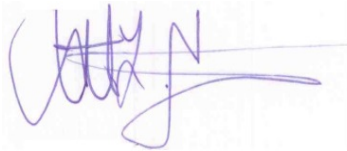
Dear Stefanie:

I write to support the City of Sunnyvale's application to participate in the Climate Initiatives Management and TDM Grant Program. My firm, Lane Partners, currently owns and operates 9 office and research and development properties in the Peery Park district of Sunnyvale and is in the process of entitling a 10th project.

The Peery Park district of Sunnyvale is one of dynamic economic activity from technology and other firms. In addition, the area seems poised for further growth in the near future and would be a very appropriate area to which to allocate grant funds for this program. We are highly supportive of the City's application and would continue to support the City's efforts should it receive grant funds, including but not limited to contributing to the City's proposed matching of grant funds.

Please let me know if we can provide anything further to support the City of Sunnyvale's application.

Sincerely,



Scott L. Smithers
Managing Principal
Lane Partners



July 15, 2015

Stephanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607

Re: MTC Climate Initiatives Parking Management and TDM Grant Program

Dear Ms. Hom:

On behalf of The Irvine Company, this letter confirms our support for the efforts of the City of Sunnyvale and the Valley Transportation Authority as co-applicants for the above-referenced Program. Based on our discussion with City staff, we understand funds from this Program may be targeted for innovative transportation solutions to the benefit of VTA, the City and property/business owners within Peery Park in the City of Sunnyvale. This opportunity comes at a strategic time as the City is preparing a Specific Plan and EIR for Peery Park and we believe the Program could be instrumental in achieving the transportation demand management (TDM) goals proposed in the specific plan.

The Irvine Company has a significant ownership stake in Peery Park, and together with the other major property owners, plan on forming a Transportation Management Association (TMA) to meet the TDM goals of the Peery Park Specific Plan. The Irvine Company has taken a lead role by publicly committing to a \$100,000 contribution to fund a TMA which will assist in the success of a TMA Program for Peery Park.

We will remain engaged in this process and recommend the Metropolitan Transportation Commission support Sunnyvale and the VTA as beneficiaries of the Grant Program under consideration. Should you have any questions, please do not hesitate to contact me.

Regards,

Carlene Matchniff,
Vice President, Entitlements & Public Affairs

cc: Amber El-Hajj, City of Sunnyvale



JP DINAPOLI
COMPANIES INC.

July 15, 2015

Stefanie Hom
Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

RE: **Application for Parking Management and TDM Grant Program**
City of Sunnyvale

Dear Stefanie,

As property owners in the City of Sunnyvale, and more specifically, in the Peery Park district, we feel strongly that the City of Sunnyvale would be an ideal candidate for the Climate Initiatives Parking Management and TDM Grant Program.

The Peery Park district is currently undergoing a transformation process in which outdated and obsolete buildings are being replaced with modern, open space oriented yet higher density R & D campuses. A natural result is that these projects demand less surface parking but also require careful trip management. This rejuvenation will redefine the transportation and traffic of not just Sunnyvale but the much larger Santa Clara, Sunnyvale, Mountain View Corridor for the next 50 years or more.

Sunnyvale is also an ideal candidate because of its proximity to a variety of public transportation options as well as major traffic thoroughfares. Light rail, bus and CalTrain service are within a short distance but are currently under utilized. Centered between I280 and I101, with Highways 237 and 87 on its northern and western borders respectively, Sunnyvale experiences a great deal of through traffic, further complicating TDM issues with a high volume of traffic not directly related to Sunnyvale jobs or housing.

All of these circumstances taken together provide a unique opportunity for a program such as the Climate Initiatives Parking Management and TDM Grant to have a real, lasting and measurable impact. We hope that the Evaluation Committee will give strong consideration to the City of Sunnyvale's application. Please let us know if there is any additional information we can provide.

Regards,
JP DINAPOLI COMPANIES, Inc.

John B. DiNapoli
President

Attachment B Program Area Map



PEERY PARK SPECIFIC PLAN STUDY AREA

ATTACHMENT 1
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