



# City of Sunnyvale

## Agenda Item

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**14-0866**
**Agenda Date: 1/30/2015**


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### 2015 COUNCIL STUDY ISSUE

#### **NUMBER**

CDD 15-02

**TITLE** Consider Multi-family Residential Transportation Demand Management Programs

#### **BACKGROUND**

**Lead Department:** Community Development  
 Support Department(s): Public Works

#### **Sponsor(s):**

Board/Commission: Planning Commission  
 City Manager

#### **History:**

1 year ago: N/A  
 2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What are the key elements of the study?**

Office/industrial projects with FARs exceeding threshold levels commonly require Transportation Demand Management (TDM) programs as part of the approval. These programs play an essential role in reducing traffic for a project, and may also be mitigation measures as part of environmental review. In 2005 the Council adopted a policy on Residential TDM (Council Policy 1.1.15) for high and very high density residential development in the Downtown, in the Fair Oaks/Tasman area, along El Camino Real and within 1/3 of a mile of a major transit stop. There is not a trip reduction requirement for residential developments and no municipal code requirements for residential TDM. This study would review the options for requiring TDM programs for multi-family residential projects.

Options that could be considered as part of a residential TDM program include:

- Decreased parking requirements if alternative programs exist, such as unbundled parking, shared parking, etc.;
- Mixed-use projects that include residential components and have additional options available;
- Use of transit passes to provide residents other commuting options;
- Whether trip reduction targets should be established;
- On-site availability of shared automobiles and bicycles;
- Incentives for developers to seek GreenTRIPs certification (developed by Transform) or a similar program; and
- Distribution of transit information and other services to residents.

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**What precipitated this study?**

Recent large multi-family residential projects have increased the concerns about increased traffic in the community.

**Planned Completion Year:** 2015

**FISCAL IMPACT****Cost to Conduct Study**

Level of staff effort required (opportunity cost): Moderate

Amount of funding above current budget required: 0

Funding Source: N/A

Explanation of Cost: N/A

**Cost to Implement Study Results**

No cost to implement.

**EXPECTED PARTICIPATION IN THE PROCESS**

Reviewed by Boards/Commissions: Planning Commission, BPAC

**STAFF RECOMMENDATION**

**Position:** Support

**Explanation:** Staff supports this study given the traffic concerns in the community, and potential to reduce impacts through alternative traffic reduction measures. These programs may work best in specified transit-rich neighborhoods.

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Reviewed by: Trudi Ryan, Planning Officer, Community Development

Reviewed by: Hanson Hom, Director, Community Development

Reviewed By: Robert A. Walker, Assistant City Manager

Approved By: Deanna J. Santana, City Manager