



# 2021 Annual Report

RAIL CORRIDOR TRANSPORTATION MANAGEMENT  
ASSOCIATION

# Topics

- ▶ Overview of the TMA
- ▶ Project Status
- ▶ Annual Trip Generation Monitoring
- ▶ Project TDM Plans
- ▶ Survey of Members
- ▶ Summary
- ▶ Recommendation

# Overview of the TMA

- ▶ Rail Corridor Transit Oriented Development Plan (Corridor Plan)
  - ▶ Transit Oriented Development (TOD) Guidance
  - ▶ Transportation Demand Management (TDM) Program
  - ▶ Transportation Management Association (TMA)
- ▶ TMA
  - ▶ Membership - Required for development within TOD, encouraged for development within Corridor Plan area and available to uses outside
  - ▶ Functions -
    - ▶ Oversight, marketing and coordination of TDM Program
    - ▶ Conduct and document annual trip generation monitoring counts

# Project Status

Project	Completed?
Peninsula Station	✓
Station Park Green	✓
The Nueva School	✓
Delaware Pacific	✓
Montara	✓
Mode	✓
Franklin Templeton	✓
2000 Delaware	✓
Bay Meadows Phase II	Partially occupied
400/450 Concar	✓
1650 S. Delaware (Azara)	✓

# Annual Trip Generation Monitoring

- ▶ TMA Projects - Annual Trip Generation Monitoring
  - ▶ Peak period (PM) traffic counts at all occupied developments
  - ▶ Analysis to estimate peak hour vehicle trip generation
- ▶ Bay Meadows Phase II – Full Monitoring
  - ▶ Cordon counts using video & license plate recognition software
  - ▶ Travel time surveys to estimate through traffic
  - ▶ Analysis to estimate peak hour vehicle trip generation

# Trip Generation - TMA

Project	Short Term Goal		2021 Count
	%	Trip Threshold	
Peninsula Station	35	40	36
<i>Delaware Pacific &amp; 2000 Delaware</i>	30	52	58
Mode	25	52	41
400/450 Concar	25	363	26
Station Park Green	25	338	148
Franklin Templeton	31	575	143
Azara	25	25	8

# Trip Generation – Bay Meadows Ph II



# Trip Generation – Bay Meadows Phase II

PM Peak Period (4:00 to 6:00 PM)	
Total IN + OUT	4,629
Less THROUGH	(541)
TOTAL	4,088

PM Peak Hour (4:45 to 5:45 PM)	
53% of TOTAL	2,167



# Project TDM Plans - Programs

- ▶ Bicycle Parking
  - ▶ Secure bicycle parking and supportive features (e.g., repair, programs, showers)
- ▶ Transit Provisions
  - ▶ Paid or subsidized transit passes, private shuttle bus
- ▶ Commute Coordination
  - ▶ Coordinator, on-site information/assistance
- ▶ Alternate Modes
  - ▶ Subsidized car sharing and Uber/Lift
  - ▶ Guaranteed ride home

# Project TDM Plans - Programs

- ▶ Parking Management
  - ▶ Reserved parking (car/van pool, car share)
  - ▶ Parking cash-out
- ▶ Alternate Work Schedules
  - ▶ Flexible work hours
  - ▶ Telework
- ▶ Other
  - ▶ On-site amenities to support occupants

# Survey of Members - Topics



- ▶ Contact
- ▶ On-site Population
- ▶ Parking provisions
- ▶ Management of TDM
- ▶ TDM program contact
- ▶ Programs & amenities
- ▶ Most effective programs
- ▶ Desire for TDM information
- ▶ Participation rate
- ▶ TDM information distribution
- ▶ Surveying travel behavior
- ▶ Measuring performance
- ▶ Comments or questions

# Survey of Members - Highlights

- ▶ Management
  - ▶ Nine members reported in-house management
  - ▶ One member noted outside management
  - ▶ One noted tenants were responsible
- ▶ Programs & Amenities
  - ▶ Secure bicycle storage
  - ▶ Transit passes or subsidies, shuttle programs
  - ▶ Commute coordination
  - ▶ Parking Provisions
  - ▶ Amenities

# Survey of Members – Highlights (cont'd)

- ▶ Participation
  - ▶ One member reported under 10%
  - ▶ Two members reported 11% to 20%
  - ▶ One member reported 21% to 30%
  - ▶ One member reported over 50%
- ▶ Distribution of TDM Information
  - ▶ Nine members reported distribution by various means

# Survey of Members – Highlights (cont'd)

- ▶ Responsibility for Surveying Travel Behavior
  - ▶ Four members cited in-house surveying
  - ▶ Two members indicated SamTrans Way2Go surveys
  - ▶ One member indicated tenants conducted surveys
- ▶ Metrics Used to Track Performance
  - ▶ Four members reported numbers of participants
  - ▶ Three members reported driveway traffic counts or parking occupancy

# Summary

- ▶ Several projects were completed
- ▶ All but one TMA projects were below short-term thresholds
  - ▶ Delaware Pacific & 2000 Delaware above threshold
- ▶ Bay Meadows Phase II full monitoring
  - ▶ Cordon counts > travel times > trip generation
  - ▶ 2,167 PM peak hour trips
  - ▶ Below maximum trip threshold (2,878 peak hour trips)
- ▶ Project TDM or trip reduction plans were reviewed
- ▶ Survey of members about project TDM programs
  - ▶ Responses from all members included important feedback

# Non-Compliant Projects

- ▶ Delaware Pacific and 2000 Delaware exceeded their trip generation goal by 6 PM peak hour trips
- ▶ Delaware Pacific
  - ▶ Participating in the MTC Regional Fare Program to offer free transit passes to residents
- ▶ 2000 Delaware
  - ▶ Conducting survey of tenants to determine new program measures
  - ▶ Will coordinate with City staff to finalize



# Recommendation

- ▶ Receive an update on the 2021 Rail Corridor TMA Annual Report and make a motion to recommend City Council acceptance of the report.

# Questions?



# Project TDM Plans - Thresholds

Project	Trip Reduction Threshold by Term		
	Short	Medium	Long
Peninsula Station	35%		54%
Station Park Green	25%		32%
The Nueva School	10%	16%	25%
Delaware Pacific	30%		47%
Montara	10%	16%	25%
Mode	25%		40%
Franklin Templeton	31%		31%
2000 Delaware	30%		47%
Bay Meadows Phase II	10%	16%	25%
400/450 Concar	25%		25%
1650 S. Delaware (Azara)	25%		40%