



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 & 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%