



A Transportation Demand Management Company



# SHERIDAN DR. APARTMENTS

— 320 SHERIDAN DR. | MENLO PARK —

*Transportation Demand Management Plan*



September 12, 2024



# 320 Sheridan Drive Apartments Menlo Park

## Transportation Demand Management Plan (Transportation Action Plan)



*Prepared for:*



## Alliant Strategic Development

*Prepared by:*



*A Transportation Demand  
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September 12, 2024

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**ATTACHMENTS**

- Nearby Amenities and Services
- Resident Caltrain Go Pass Program Flier
- Draft Traditional Transit Subsidy Waiver Letter
- Commute.org Certified Developer Program Flier

**TDM SPECIALISTS, INC. QUALIFICATIONS**

## TDM EXECUTIVE SUMMARY

According to the City of Menlo Park General Plan, Circulation Element, the project will be required to develop and implement TDM Plans. *"Transportation Demand Management (TDM) programs are intended to reduce vehicle trips and parking demand by promoting various transportation options and shifting travel modes and time of day to take advantage of available capacity to reduce crowding and congestion. By implementing TDM programs, municipalities and private entities can use available transportation resources more efficiently."*

This TDM Plan will be consistent with the City's TDM code requirements and goals of reducing drive-alone trips as outlined in the City's TDM code requirements and objectives outlined in the Climate Mitigation and General Plan. This TDM proposes effective and appropriate TDM measures based on its size, location, and land use.

The recommended TDM measures will reduce vehicle miles traveled and increase sustainable trips. A careful site assessment has informed the TDM measures recommended in this section and aligns with the submittal requirements in Chapter 11.64 of the Municipal Code.

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**Excerpt from Transportation Systems Management** – the purpose is:

Reduction of traffic impacts within the city and region by reducing both the number of vehicular trips and total vehicle miles traveled that might otherwise be generated by commuting; and

Reduction in vehicular emissions, energy usage and ambient noise levels by reducing the number of vehicular trips, total vehicle miles traveled and traffic congestion.

SOURCE: Menlo Park Municipal Code, Chapter 11.64

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### TDM INFRASTRUCTURE AND PHYSICAL MEASURES

- Bicycle parking – inside secure bike room (Class I)
- Bicycle parking – short-term racks (Class II)
- Fix-it bicycle repair station
- On-site and outdoor amenity spaces
- Parking reduction
- Nearby amenities and services

### TDM PROGRAMMATIC MEASURES

- TDM Coordinator – property management
- Transportation Management Association Participation
- Personalized commute planning
- Try Transit Passes
- Resident transit subsidy - Caltrain Go Pass program
- Clipper START discounted pass
- Clipper Card grants up to \$7,500
- Low-income Community Transportation Benefits Program
- Guaranteed Ride Home program
- Ride matching resources

- \$100 Commute.org carpool incentive
- \$100 Commute.org bicycle incentive
- State E-bike Purchase Incentive program
- Resident commuter resource flier

**TDM PERFORMANCE MONITORING AND SURVEYING**

- Commute.org Developer Certification
- Annual resident commute survey
- Annual monitoring report
- No expiration of TDM plan or programs

**TDM Planning**

The following comprehensive TDM Plan addresses resident commute trips associated with a residential project. The TDM Plan contains appropriate measures and elements consistent with other Peninsula and regional commute programs.

This TDM Plan encompasses an array of alternative transportation mode-use strategies categorized in the following three sections:

- I. Existing Transportation Facilities
- II. TDM Infrastructure and Physical Measures
- III. Programmatic TDM Measures
- IV. TDM Monitoring and Reporting

## 1.0 REGULATORY AND SUSTAINABLE ENVIRONMENTS

The TDM Plan combines services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to relieve traffic congestion, parking demand, and air pollution problems. The following are goals achieved through the effective utilization of a TDM Plan with the use of TDM measures:

- *Reduce parking demand by converting SOV trips to alternative transportation (e.g., transit, carpool or vanpool, bicycling, or walking).*
- *Shift travel to less congested routes by providing traveler information systems that warn motorists about delays or alternative ways.*
- *Support other technological solutions (e.g., compressed natural gas, electric/hybrid vehicles, or zero-emission vehicles).*
- *Eliminate or shift trips from peak periods (e.g., flexible schedules, compressed workweeks, or telecommuting).*

Successes achieved by TDM Planning will also reduce greenhouse gas (GHG) emissions while providing sustainable mobility solutions.

Below is a summary of city, county, and state policy goals related to sustainability, congestion management, and GHG reduction.

### City of Menlo Park

- **ConnectMenlo, 2016 General Plan**  
As stated in the Circulation Element, Transportation Demand Management (TDM) programs aim to decrease vehicle trips and parking demand by promoting various transportation options and adjusting travel modes and timing to reduce congestion.

These programs help municipalities and private entities utilize transportation resources more efficiently. They can include intelligent transportation systems and other tech solutions to provide real-time transportation information. To enhance effectiveness, the City of Menlo Park can support the development and upkeep of a Transportation Management Association (TMA). TMAs focus on reducing vehicle trips in specific areas and helping residents, employees, and businesses access transportation options between activity centers and public transit hubs. The city can collaborate with neighboring agencies in San Mateo and Santa Clara Counties to expand transportation options near major activity centers.<sup>1</sup>

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<sup>1</sup> City of Menlo Park, General Plan, Circulation Element, Transportation Demand Measures, page CIRC-13

- **2030 Climate Action Plan Plan**

The City of Menlo Park's Climate Action Plan aims to reduce carbon emissions 40 percent below 1990 (equal to 49 percent below 2005 levels) by 2030 and 80 percent below 1990 (or 83 percent below 2005) by 2050. The Transportation and Land Use Sector, Goal 4 states, "Promote sustainable development that reduces vehicle miles traveled." <sup>2</sup>

- Action: Reduce vehicle miles traveled (VMT) by 25% or an amount recommended by the Complete Streets Commission
- Description: Reduce VMT, especially by gasoline vehicles, through a two-pronged approach:
  1. Change zoning to encourage higher density (esp. for housing) near transit
  2. Make the city easier to navigate without a car by accelerating the implementation of the Transportation Master Plan with an emphasis on developing a clear network of protected pedestrian/bike paths throughout town

Menlo Park is focusing its resources on ongoing projects to reduce vehicle miles traveled (VMT). This includes utilizing the SB2 Housing grant, finalizing the Transportation Management Association feasibility study, and implementing VMT guidelines for new development established in June 2020. Additionally, the Complete Streets Commission prioritizes projects from the Transportation Master Plan that help decrease VMT. Menlo Park plans to amend the Commission's two-year work plan to include setting a VMT reduction target in 2022, pending staff availability, without affecting planned capital projects.

- **Menlo Park Municipal Code<sup>3</sup>**

The pertinent goals of Chapter 11.64, Transportation Systems Management, include the following:

- Reduction of traffic impacts within the city and region by reducing both the number of vehicular trips and total vehicle miles traveled that might otherwise be generated by commuting;
- Reduce vehicular emissions, energy usage, and ambient noise levels by reducing the number of vehicular trips, total vehicle miles traveled, and traffic congestion.

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<sup>2</sup> 2030 Climate Action Plan

<sup>3</sup> Menlo Park Municipal Code, Chapter 11.64 Transportation Systems Management



*San Mateo County Congestion Management Plan<sup>4</sup>*

- All land-use changes or new developments that require a negative declaration or an Environmental Impact Report (EIR) and if projections generate a net (subtracting existing uses that are currently active) of 100 or more trips per hour at any time during the a.m. or p.m. peak hour period; must be reported to CCAG within ten days of completion of the initial study prepared under the California Environmental Quality Act (CEQA).

*State Regulatory Setting*

The State of California has given many organizations and agencies the responsibility of creating guidelines, policies, and thresholds that meet emissions legislation. Below is a summary of laws from the Office of Planning and Research, California Air Resources Board (CARB), California Air Pollution Control Officers' Association, Council of Governments, and the Attorney General's office.

- ◆ **Senate Bill 375** – establishes improved land use and transportation policy supporting AB32 by providing a means for achieving the AB32 goals for cars and light trucks through land-use changes. This legislation created potentially revolutionary changes in California's regional planning processes for housing and transportation by mandating sustainable regional growth plans. These plans expect to double the GHG emission reduction targets that local governments must meet through land-use planning.

The CEQA streamlined review process for developers is the most significant provision of the bill. Projects that meet specific criteria, including at least 50 percent residential use, high densities, and within 0.50 a mile from a rail, ferry, or bus line with 15-minute headways or less – qualify for a CEQA review exemption.

- ◆ **Assembly Bill 1287** – expands the State Density Bonus Law to offer more incentives to developers, including affordable housing units. It increases the incentives and concessions available to entirely affordable projects to lower-income households, with a small portion allowed for moderate-income households. Additionally, it introduces new incentives for projects with a percentage of units affordable to very low-income or moderate-income households.

Notably, AB 1287 introduces significant new density bonuses besides those already available under the existing law. Previously, projects meeting certain affordability thresholds could receive up to a 50% density bonus. Projects exceeding these thresholds can earn additional density bonuses based on a sliding scale. For example, a project providing 20% of units for very low-income households would receive a total bonus of 55%,

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<sup>4</sup> [www.ccag.ca.gov](http://www.ccag.ca.gov)

up from the previous maximum of 50%. These new bonuses could potentially double the base density of a development.

**2.0 PROJECT DESCRIPTION**

The applicant utilizes the State Density Bonus Law to propose 88 new homes across three 3-story buildings. The site design prioritizes the preservation of four heritage oak trees and optimizes amenities for all residents.

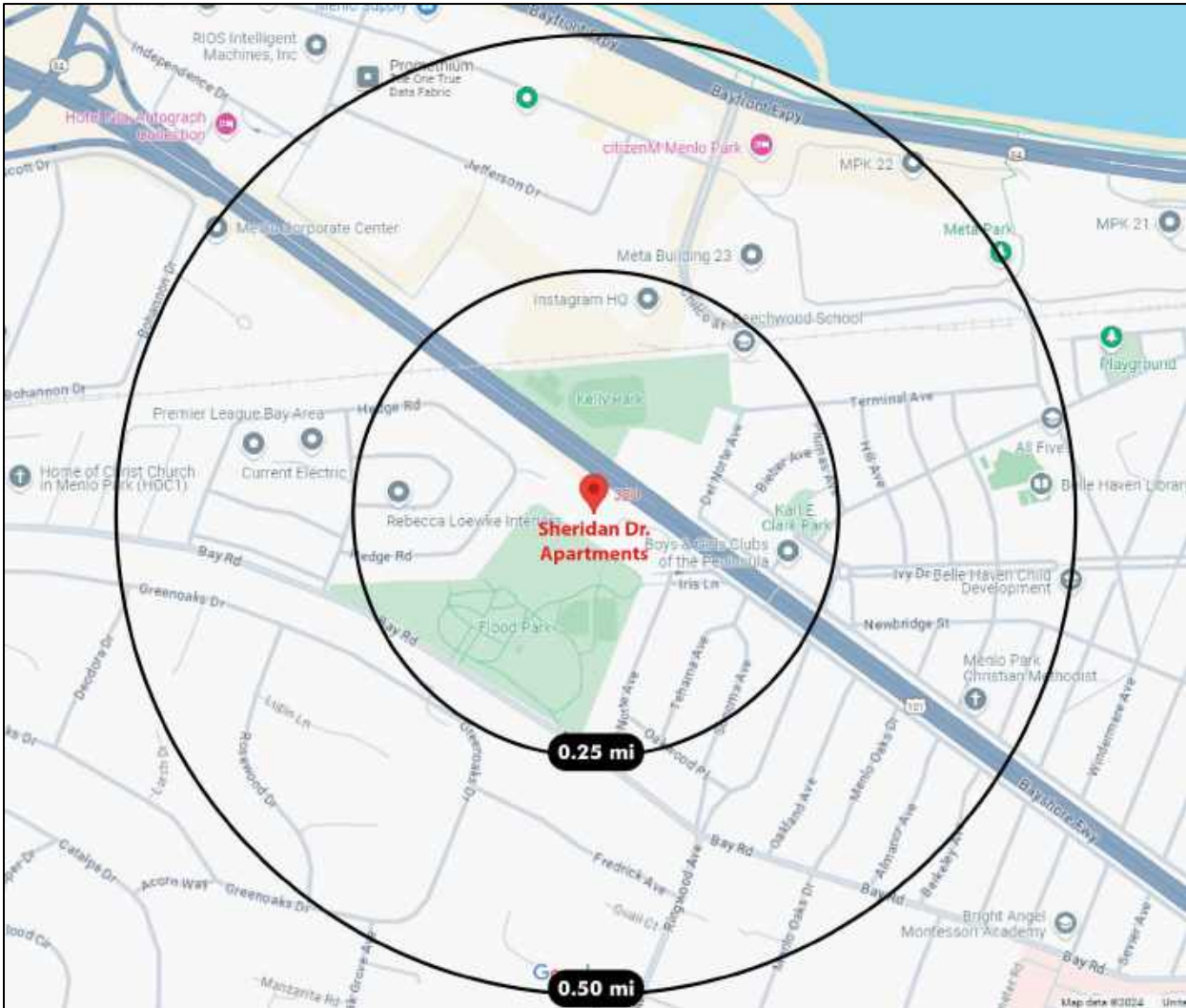
The entrance at Sheridan Drive transforms into a private drive with parking on both sides, providing 116 parking spaces. Emergency access is enhanced with a gated but accessible entrance for emergency personnel at the northeastern corner.

A spacious outdoor gathering space between Buildings 2 and 3 features a picnic grove with a trellis, communal barbecue, and play equipment for children of different ages. This area includes one of the preserved heritage oaks and connects pedestrians and cyclists to Flood Park.

Additionally, bicycle parking is provided; each home includes a private outdoor patio with lockable storage. Residents can also enjoy a 2,217-square-foot community room inside Building 3, which opens to the shared outdoor space.

Below is a project location map.

Project Location (and Radius) Map



## SECTION I – EXISTING TRANSPORTATION FACILITIES

The below transit matrix describes SamTrans bus routes 81, 82, 83, 88, and 281, operating within 0.25 miles of the project (as the crow flies). There are 104 weekday transit trips near the project site. The Palo Alto Transit Center (Caltrain Station) is 0.25 miles from the project site.

**Transit Resources within 0.30 miles of the Project**

Route	Span of Service	Trips per Weekday	Communities Served
81 Samtrans	School Days Only 5 Days/Week 7:24 a.m. - 4:29 p.m.	4	Purdue/Fordham, Onetta Harris Community Center, <b>Newbridge/ Market</b> , Newbridge/ Carlton, Willow/Nash, Menlo-Atherton High School, Middlefield/Oak Grove, Willow/Gilbert, and Purdue/Fordham
82 Samtrans	School Days Only 5 Days/Week 7:40 a.m. - 3:17 p.m.	2	Bay/Harmon, <b>Bay/Del Norte</b> , Coleman/Menlo Oaks, Santa Monica/San Andreas, Merrill/Santa Cruz, Hillview Middle School, and Bay/Marsh
83 Samtrans	School Days Only 5 Days/Week 7:28 a.m. - 4:05 p.m.	2	Bay/Harmon, <b>Bay/Del Norte</b> , Bay/Ringwood, Durham/Laurel, Marmona/Robin, Merrill/Santa Cruz, Hillview Middle School, and Bay/Marsh
88 Samtrans	School Days Only 5 Days/Week 3:15 p.m. - 3:36 p.m.	2	Encinal Elementary School, <b>Bay/Del Norte</b> , and Bay/Marsh
281 Samtrans	7 Days/Week 5:55 a.m. - 10:41 p.m.	94	Onetta Harris Community Center, <b>Newbridge/Market</b> , Bay/University, University/Donohoe, <b>Palo Alto Transit Center</b> , and Stanford University Oval
<b>Total Bus Trips/Weekday</b>		<b>104</b>	

\* All buses and trains are lift equipped for handicapped, elderly, or those in need.

*Red Font represents the closest transit access point to the project site.*

*Blue Font represents connecting transit Centers/Stations*

While transit resources are within a quarter mile of the site, the walking distances are longer. Routes 82, 83, and 88 are within 0.40 miles of the site, a ten-minute walk. Routes 81 and 281 are 0.50 miles from the project and a ten-minute walk. Below is the Walking to Transit Access Map; page 8 shows the SamTrans System Map.

Walking to Transit Access Map



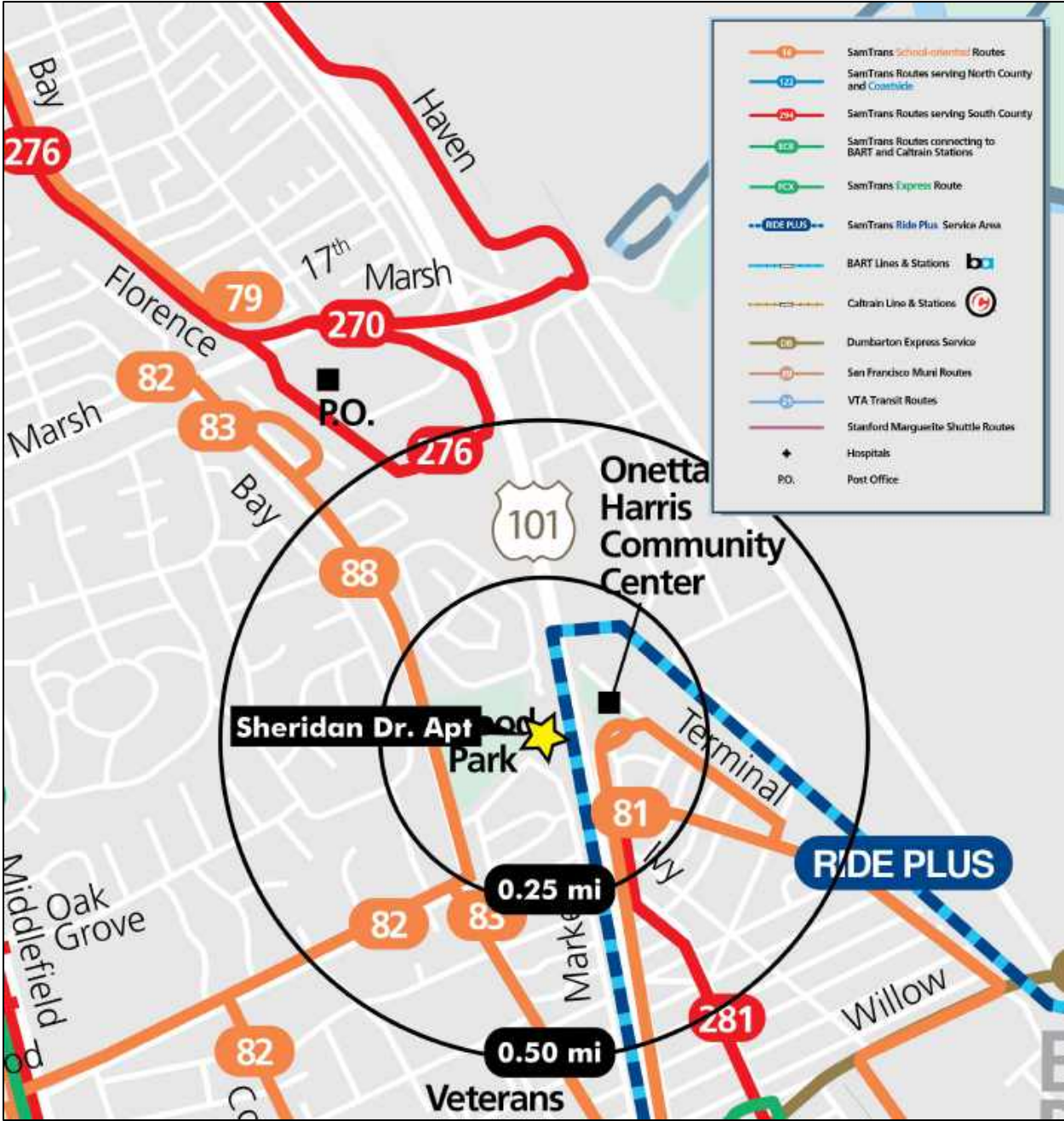
*Shopper's Shuttle - Door-to-Door to Menlo Park, Palo Alto, Redwood City*

The Shoppers' Shuttle offers a convenient door-to-door service for anyone needing assistance or who isn't close to a regular shuttle stop. It's free and wheelchair accessible.

The shuttle picks up passengers at 9:30 a.m. to take them to their destinations. Riders have about two hours at their destination before being picked up to return home, starting at 12:30 p.m. Shuttle drivers can also help carry your packages and groceries to your door. Book at least one day in advance.

On Wednesdays and Saturdays, the shuttle operates within Menlo Park and Palo Alto destinations, while on Tuesdays, it travels to Redwood City. For medical or dental appointments, door-to-door transportation is available for a fee through Little House. Call 650-272-5040 for more information.

SamTrans System Map



**Transit Trip Planning Resources**

Online trip planning services are a helpful tool for planning bicycle and public transit trips. Google has also collaborated with select



regional transit agencies to provide a public transit planner for SamTrans, AC Transit, and BART riders. Residents can find this public resource service

online at <https://maps.app.goo.gl/>.



320 Sheridan Dr, Menlo Park, CA 94025

Choose destination, or click on the map

The SamTrans mobile app is a valuable resource for commuters planning to ride on the SamTrans system. Commuters can use this app to pay bus fares, buy and activate tickets, and see SamTrans departures, timetables, and routes.



The Caltrain Mobile app allows commuters to purchase and use fares instantly on their mobile phones.

Residents can easily download the CaltrainMe app to access Caltrain's schedules and rider alerts.

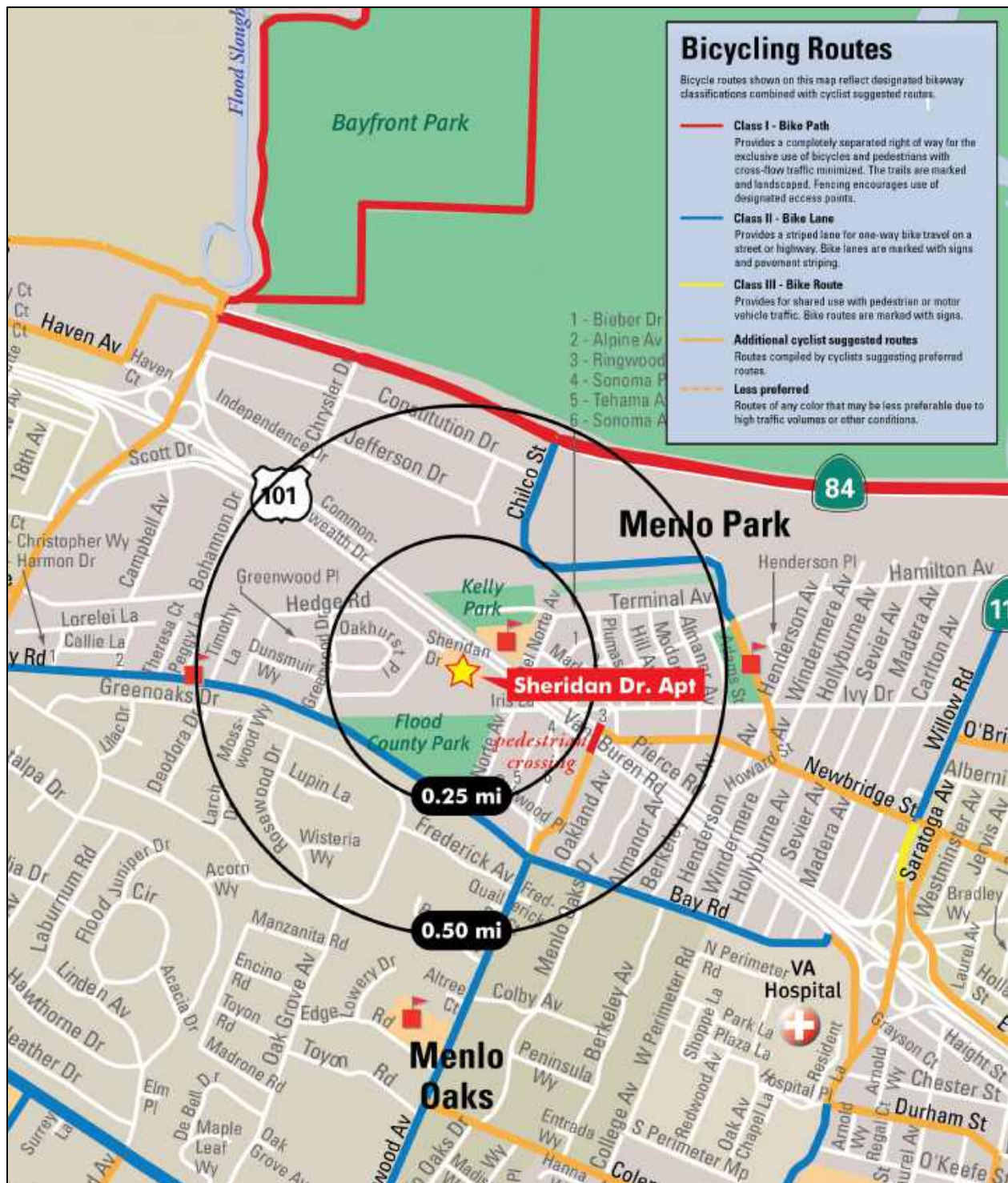


**Bicycle Connections**

The San Mateo County Bicycle Map on page 10 shows bicycling routes indicating designated bikeable classifications combined with cyclist-suggested routes within the project proximity.

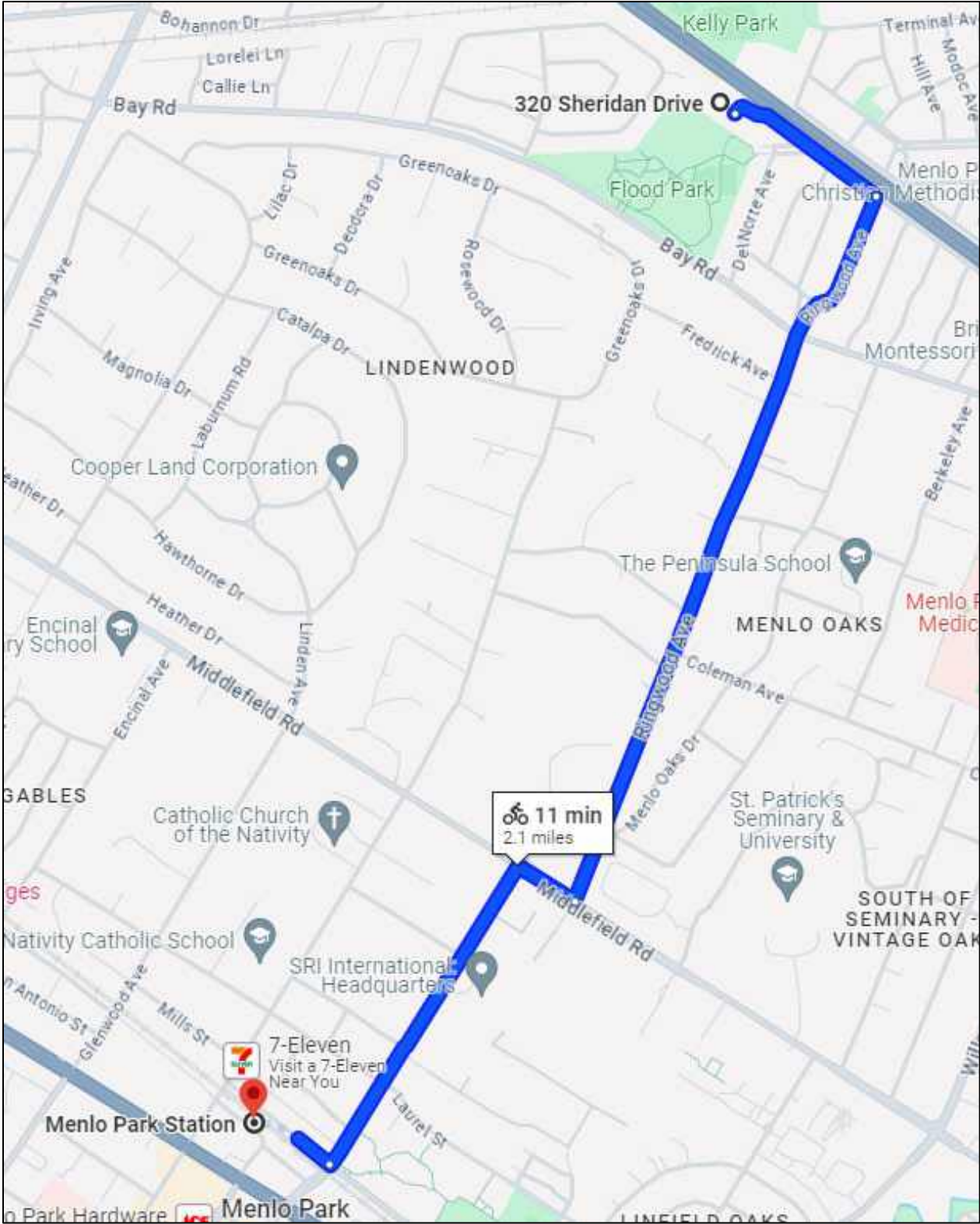
The Menlo Park Caltrain Station is 2.1 miles from the project site. On page 11 is a bicycle route map from the project site to the Menlo Park Caltrain Station, an 11-minute bicycle trip.

San Mateo County Bicycle Map





Bicycle Route from Menlo Park Caltrain Station



*Bicycle Commuter Resources*

Commuter.org offers free bike education and virtual workshops on bike safety, rules of the road, bike commuting, and family biking. These workshops are available to employers and residential properties in San Mateo County.

Property Management may promote webinar training videos on the property's dedicated website and resident newsletter, accessible on the links below.

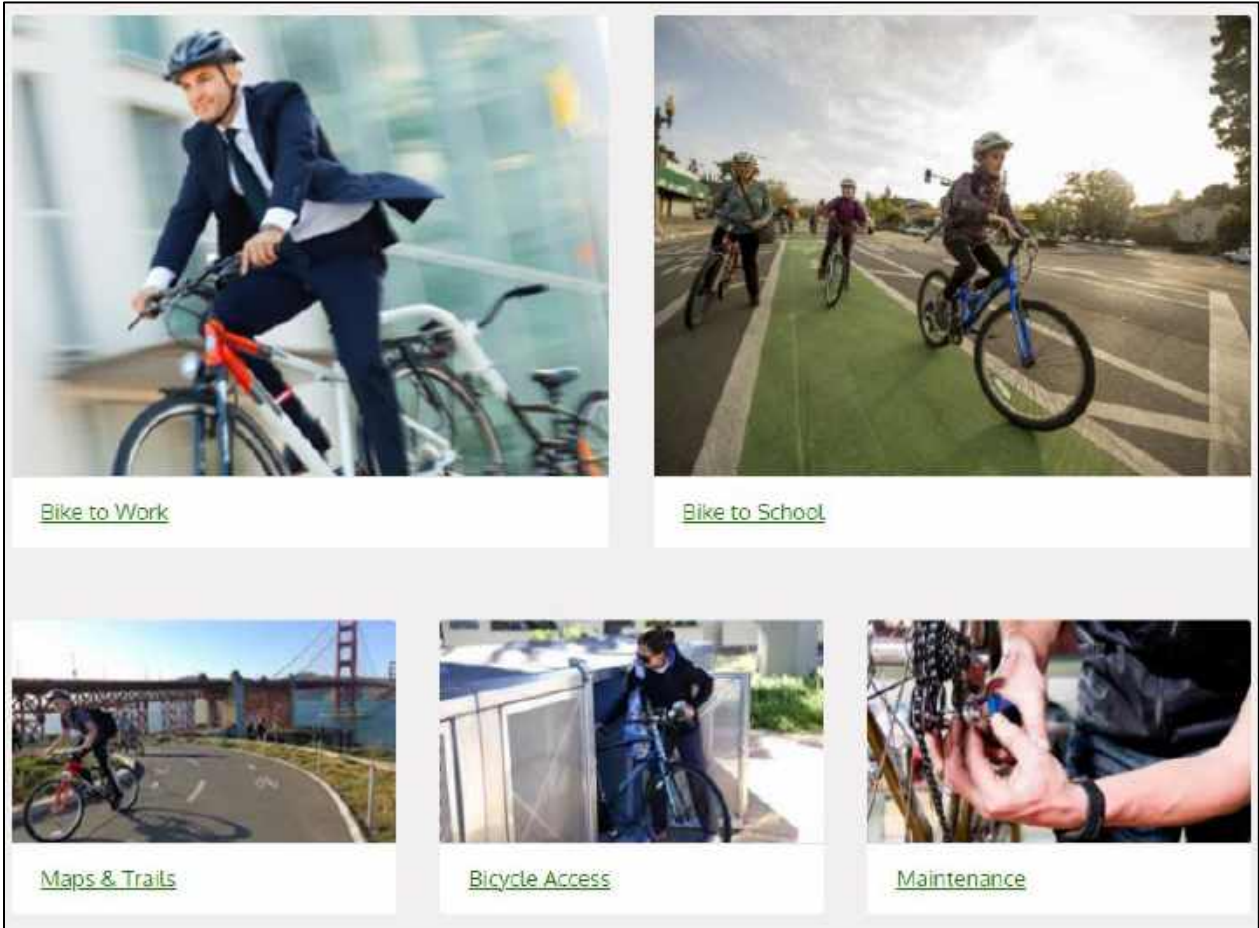


- [Bike Safety and Rules of the Road](#)
- [Finding the Best Bike for You - Tips for Any Budget](#)
- [Bike Commuting](#)
- [Family Biking - How to Bike Safely with Adults and Kids of Any Age](#)
- [How to Haul Anything by Bike](#)

Residents who are bicycle commuters will find cycling information and can log on to <https://511.org/biking>. The 511 system provides significant resources for bicycle commuters, including:

- ◆ Bicycle maps
- ◆ Location of bike lockers
- ◆ How to take your bike on public transit
- ◆ How to take your bicycle across Bay Area toll bridges
- ◆ How to ride safely in traffic
- ◆ Tips for bike selection
- ◆ Links to bicycle organizations
- ◆ Bike to Work Day
- ◆ Bike Commute Calculator
- ◆ Tips on bike commuting





**Safe Routes to Schools<sup>5</sup>**

Safe Routes to School (SRTS) programs promote healthy, safe transportation by making it easier and more fun for students to bike or walk to school, all while reducing traffic congestion during pickup and drop-off.

The San Mateo County Office of Education can help residents and local schools with SRTS programs. Check out their [website](#) below to learn more.



<sup>5</sup> <https://commute.org/resources/schools/>

## SECTION II – TDM INFRASTRUCTURE & PHYSICAL MEASURES

The following physical infrastructure measures support commuters who use alternative transportation. These TDM Plan components will be installed or coordinated during construction.

### 3.0 PARKING FACILITIES

The project proposes having 116 parking spaces, including nine electric charging spaces and 41 electric-capable parking spaces.

#### *M15 – Parking Reduction*

The required code parking was estimated at 155 spaces. The applicant will reduce on-site parking to 116 spaces, a 25 percent reduction. Reduced parking helps limit parking available to commuters, encouraging alternative mode-use by making it more difficult for drive-alone commuters to find parking spaces.

#### **M15 - Reduced Parking**

Provide off-street parking at least 10% below locally-required minimums, or else below the locally-permitted parking maximums.

Provide off-street private parking below local zoning code required minimums for a per-unit or square foot basis. Reduced parking can encourage new development at higher densities and can promote greater use alternative transportation modes, particularly in combination with other TDM measures. This measure, however, is typically only effective when parking is constrained and ample on-street parking is not available.

### 4.0 BICYCLE AND PEDESTRIAN FACILITIES

#### *M8 – Long-Term Bike Parking (Class I)*

The project will provide on-site long-term Class I bicycle parking facilities for each of the 88 resident units. The project's bicycle facilities will comply with CALGreen minimum bicycle parking requirements.

#### *M8 – Short-Term Bike Parking (Class II)*

The applicant will provide visitors and guests with ten short-term bicycle parking facilities (racks). Bike parking within the right-of-way may require an encroachment permit and maintenance agreement. If bike racks are installed on the sidewalk, they will not infringe on pedestrian space or ADA rules.

[CALGreen | California Department of Housing and Community Development](#)

**M8 - Secure Bicycle Storage**

Comply with CALGreen minimum bicycle parking requirements.

Provide safe and convenient long-term (Class I) bicycle parking. Long-term bicycle parking should offer protection from the weather and convenient access to and from the street, without the need to use stairs and with doorways and corridors that are sufficiently wide to navigate with a bicycle.

Short-term (Class II) bicycle parking should be near pedestrian entries and may be in the public right-of-way. Short-term bicycle parking may be used for visitors, couriers, or customers, typically for less than two hours.

**M9 – Design Streets to Encourage Bike/Ped Access**

The applicant's street improvements include the following:

- Add/stripe bicycle sharrow stencils along portions of Hedge Road.
  - The project has access for bicyclists from the site to Hedge Road via Sheridan Drive. Hedge Road provides a shorter trip for cyclists to Bay Road at the intersection of Marsh Road, where there is M3 shuttle connectivity. Marsh Road also allows connectivity to Florence Street, including the Delucchi's Market, a Starbucks, a Yoga shop, dry cleaners, a fitness studio, a pizzeria, and a brewing company.



**M9 - Design Streets to Encourage Bike/Ped Access**

Design adjacent streets or roadways to facilitate multimodal travel.

Design street or roadways that provide travel choices and give people the option to avoid traffic congestion, increasing the overall capacity of the transportation network. Street designs should enable safe access for all users of all ages and abilities. Improving pedestrian and cyclist safety and comfort can increase the use of active transportation for residents or employees of a project site.

**M23 – Gap Closure**

The applicant will construct or enhance the quality of biking and walking facilities to/from the site to the adjacent baseball field and Flood Park, connecting pedestrian walkways to Van Buren Road and bicycle facilities along sections of Hedge Road. The project will integrate pedestrian and bicycle connections to enhance accessibility. This approach benefits site residents and the

broader community by addressing local pedestrian and bicycle network gaps and improving overall connectivity.

**M23 – Gap Closure**

Construct or enhance quality of biking and walking facilities to/from site to existing trails, bikeways, and/or adjacent streets.

Establish pedestrian and bicycle connections from a project site to existing trails, bikeways, or adjacent streets. This can promote walking and biking by improving safety and comfort and making local and regional connections easier to access. This measure not only benefits site employees or residents, but also other pedestrians and cyclists in the area, particularly if the new development is able to close gaps in the bicycle or pedestrian network or improves overall access to these facilities.

**M24 – Fix-it Bicycle Repair Station**

The project will install a bicycle Fix-it station to allow cyclists to conduct minor maintenance on their bikes. The Fix-it includes all the tools necessary to perform basic repairs and maintenance, from changing a flat to adjusting brakes and derailleurs. The tools and air pump are securely attached to the stand with stainless steel cables and tamper-proof fasteners. Hanging the bike from the hanger arms allows the pedals and wheels to spin while adjusting.



**M24 - Bike Repair Station**

Offer on-site bike repair space/tools in visible, secure area.

Offer a bicycle repair station or toolkit, within a designated, secure area of the building, such as a bicycle storage room, to encourage bicycling and support employees and residents who cycle. Tools and supplies can include those necessary for fixing a flat tire, adjusting a chain, and performing other basic bicycle maintenance. Maintenance services can also be offered to each resident or employee at least once annually, covering basic services such as a tune-up and inspection.

**5.0 ON-SITE AND NEARBY AMENITIES**

*M10 – Delivery Amenities*

The project plans to have a courtyard with space for outdoor gatherings and a tot lot that the residents can use. Amenities include laundry facilities, a mailroom, and parcel locker cabinets in the community room. The project consists of a large community room with a kitchen to support various resident activities.

**M10 - Delivery Amenities**

Offer delivery amenities, including dedicated receipt and storage areas, to reduce need for multiple trips to conduct similar business.

Offer delivery supportive amenities, such as an area for receipt of deliveries, such as clothes lockers for laundry or dry cleaning, storage for package deliveries or temporary refrigeration for grocery deliveries. Delivery supportive amenities can help reduce the need for individual vehicle ownership and individual vehicle trips, buy consolidating trips to and one central location into one trip with multiple stops.

*Nearby Amenities and Mobile Delivery Services*

This project has several amenities nearby. Below is a list of nearby food and personal services within walking and bicycling proximity of the project.

Community	Phone #	Distance Away
<ul style="list-style-type: none"> <li><b>Belle Haven Community Garden</b> Menlo Park, CA</li> </ul>		0.50 mi.
<ul style="list-style-type: none"> <li><b>Boys &amp; Girls Club of the Peninsula</b> 401 Pierce Road, Menlo Park, CA</li> </ul>	650-646-6140	0.50 mi.
<ul style="list-style-type: none"> <li><b>Belle Haven Library</b> 413 Ivy Drive, Menlo Park, CA</li> </ul>	650-330-2540	0.90 mi.
Daycare	Phone #	Distance Away
<ul style="list-style-type: none"> <li><b>Belle Haven Home Daycare</b> 310 Market Place, Menlo Park, CA</li> </ul>	650-468-7359	0.60 mi.
<ul style="list-style-type: none"> <li><b>Little Ages Daycare</b> 1407 Hill Avenue, Menlo Park, CA</li> </ul>	650-207-6497	0.70 mi.
<ul style="list-style-type: none"> <li><b>Belle Haven Child Development</b> 410 Ivy Drive, Menlo Park, CA</li> </ul>	650-330-2270	0.80 mi.

### 6.0 TDM SITE PLAN

Below is the TDM site plan showing the trip reduction design elements for the project, including short and long-term bicycle parking, bicycle fix-it repair station, and pedestrian elements.

320 Sheridan Dr. – TDM Site Plan





## SECTION III – PROGRAMMATIC TDM MEASURES

### M2 – Orientation, Education, Promotional Programs and Materials

The property manager/TDM Coordinator will offer new residents an orientation or educational program and materials.

The TDM Coordinator will develop and implement a marketing campaign to provide project residents. The campaign will include information on travel options and encourage using transit, shared rides, walking, and biking. Residents will receive welcome packets with information about nearby amenities (e.g., bus stops, parks, schools, stores, etc.), travel options (e.g., transit service, biking, and walking routes, etc.), and available transportation benefits and incentives (e.g., bike share program, free guaranteed ride home program, and \$100 monthly vanpool group subsidy programs, etc.).

Resident outreach and promotional materials will include the commuter flier from the project. This flier will contain (but is not limited to) information about transit opportunities, bicycle routes, and resources. The flier will promote commuter assistance, incentives, and rewards with links to helpful resources. At right is a sample flier.

Resident communications may include emails and newsletters, postcards, and fliers. Below are sample images of sample mass communication.



### 320 Sheridan Rd. Commuter Resources

**TRANSIT**

- [Free Try Transit program](#)
- [Transit Subsidies – Caltrain Go Pass](#)
- [Caltrain weekday schedule](#)
- [Caltrain Menlo Park Station](#)
- [Caltrain Rider Information](#)
- [Caltrain Mobile App](#)
- [SamTrans](#)
- [Transit Planner Tool](#)

**SamTrans Routes**

- [SamTrans Route 81](#)
- [SamTrans Route 82](#)
- [SamTrans Route 83](#)
- [SamTrans Route 88](#)
- [SamTrans Route 281](#)
- [Shopper's Shuttle – Door-to-door Menlo Park](#)

**CARPOL & VANPOOL**

- \$100 annual eGift Card [Carpool Rewards](#)
- \$500 [Vanpool Group Subsidy](#)
- \$100 annual eGift Card [Vanpool Incentive](#)

**BICYCLE**

- \$100 annual eGift Card [Card Bicycle Rewards](#)
- Bicycle Repair Fix-It Station
- Resident Bikes & Scooters
- Secure Bike Parking
- [Bike to Work Resources](#)
- [Bike to School Resources](#)
- [Safe Routes to School](#)
- [San Mateo County Bike Map](#)
- [Biking Maps & Trails](#)
- [Silicon Valley Bicycle Coalition](#)

**SERVICES & INCENTIVES**

- [Guaranteed Ride Home Program](#) – requires pre-registration
- Commuter.org [Commuter Rewards](#)
- Bay Area [Spare the Air Alert Notices](#)
- [Personalized Commute Planning](#)
- Commuter Assistance - (650) 588-8170

Logos: Caltrain, spare the air, SILICON VALLEY BICYCLE COALITION, 511 SF Bay, BEST Sites for Commuters 2022, samTrans, Commute.org, BART

**E-Bike Safety Tips**

Need a quick run-through on e-bike safety? Check out this [e-bike safety and etiquette video](#). You'll learn all of the basic tips and more.

**FREE Transit Youth Rides**

It's Back-to-School time and what better way to avoid the long drop-off line at school than FREE transit? Yes, children between ages 0-18 can ride [Yolobus](#) and [Sacramento RT](#) bus, light rail, and Smart Ride for **FREE**.


If you live in the [Yolobus BeeLine Service Area](#), rides are only \$1.50 for youth.

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For trip planning assistance, public transit information, or any commuter need, please reach out.

Regards,

Claudine Schneider  
Commuter Concierge  
(916) 517-4322  
Se habla español



A transportation information kiosk will be in the leasing office, along with a resident common area, lounge, or lobby. It will contain transportation information for commuter programs, including bus and shuttle schedules, bicycle maps, and ride-matching materials. In addition, a desk or countertop kiosk will offer residents transportation materials without needing online access.



**M2 – Orientation, Education, Promotional Programs and Materials**  
Offer new residents an orientation or educational resources.

Offer new employees or residents an orientation or education program or materials. This should explain the importance of trip reduction methods and provide information on alternative transport mode options available at the site, including transit schedules, maps, and trip planning. These orientation or education programs and materials can also highlight transportation-focused benefits or amenities available to employees or residents, such as pre-tax benefits, car share, bike share, or shuttle services.

**M3 – Designated TDM Coordinator/Contact**

The property management team will identify a TDM Contact person responsible for implementing alternative commute programs and the elements outlined in this plan.

The TDM Coordinator will assist residents in choosing sustainable travel options and commuter resource information. Information about shuttle and bus routes, transit connections, shuttle and transit schedules, bike maps, and all other options available to the residents should be presented in one place and regularly shared with the residents. The city shall receive the current name and phone number of the designated TDM contact who coordinates promotional programs, updates information on the information boards/kiosks, and is the official contact for the administration of the annual survey.

Outreach may include emails, newsletters, and articles in resident communications. Tasks may include:

- Promote trip reduction and air quality strategies for residents.
- Be the main point of contact for residents wanting to commute using an alternative transportation mode.
- Work with local organizations such as Commute.org, Caltrain, SamTrans, BART, Commute.org, 511 Rideshare, Silicon Valley Bicycle Coalition, and the Bay Area Air Quality Management District (BAAQMD).
- Participate in the BAAQMD Spare the Air program and notify residents when Spare the Air Days are imminent.
- Promote a guaranteed emergency ride home (GRH) program, car and vanpool ride-matching, carpool matching, and bicycle resources.



The project's TDM Coordinator will work closely with Commute.org's programs team to work with and encourage their tenants to make smart transportation choices: carpooling, vanpooling, taking a bus, train, shuttle, or ferry, biking, and walking. Commute.org and the project's TDM Coordinator will also facilitate resident carpool matching.

**M3 - TDM Coordinator/Contact Person**

Provide TDM coordinator/liaison for tenants, which may be contracted through 3rd party provider, such as Commute.org.

Provide a TDM coordinator or contact person. This individual may either be an employee of the development project or may be contracted through a third-party provider. The TDM coordinator should oversee and manage the project's TDM Plan implementation. In this way, a single representative of the property owner is aware of and responsible for the orderly and

timely implementation of all aspects of the TDM Plan and can adequately manage the components of the TDM Plan.

**7.0 COMMUTER RESOURCES**

*M4 – Transportation Management Association (TMA) Participation*

The project shall participate in a TMA. TMAs are private and non-profit organizations, typically run by a voluntary Board of Directors and a small staff.

Commute.org (formerly the Peninsula Traffic Congestion Relief Alliance) operates as a TMA organization in Menlo Park.



Commute.org provides:

- Shuttle programs
- carpool and vanpool matching
- Parking management programs
- Trial transit passes
- Emergency ride-home programs
- Enhanced bicycle facilities
- Car and vanpool incentives
- Transit advocacy
- information on local issues
- Teleworking
- Training
- Marketing programs
- Promotional assistance
- Newsletter

**M4 - Actively Participate in Commute.org or Transportation Management Association (TMA) Equivalent**

Obtain Certification of registration from Commute.org or equivalent TMA incorporation documents.

Sites shall register with Commute.org or else join or create a Transportation Management Association (TMA) with equivalent TDM service, whose role is to coordinate transportation-related programs and services in specific geographic areas.

Notably, for Large Non-Residential (Office, Industrial, Institutional, as well as Medical & Lodging) projects categorized as Transit Proximate there are five components an applicant must fulfill to implement this measure satisfactorily:

1. Obtain Certification of participation with Commute.org, or equivalent program.
2. Provide commute assistance or ride-matching program.
3. Provide (or fund) a dedicated shuttle program/consortium or equivalent transit service.
4. Provide Guaranteed Ride Home (Read more about [Guaranteed Ride Home](#))
5. Supply orientation, education, and promotional programs and/or materials for tenants

For all other project size and land use classifications, the third component above is not a requirement as part of this measure.

**Commute Information – Personalized Planning**

Commute.org can help plan for residents by offering tailored recommendations based on their work schedule, commitments before and after work, and other essential factors. Residents can fill out the questionnaire ([at this link](#)) to describe their commute, and Commute.org will respond with a plan for an easy commute. Below is an image of the Commute.org Plan My Commute web page.



**Try Transit Passes**

The project will promote Commute.org's Try Transit Passes for residents considering switching to transit use. Drive-alone commuters can apply for free tickets on a practical transit mode for their commute. Helping incentivize commuters to start a different commute mode is critical to shifting behavior from driving alone. Commuters can learn more about the Try Transit program at <https://commute.org/rewards/#try-transit>.



**M5 – Carpool/Vanpool Ride-matching Program**

Several carpool resources exist in the Bay Area to help commuters reach their destination using an alternative commute mode. Such resources include carpool ride-matching services like 511 Merge. Organizations like 511 and Commute.org offer incentives, bonuses, and gift cards for trip logging. The project will promote ridesharing resources and help encourage and incentivize commuters to carpool.



**Merge**  
The best way to find a long-term carpool partner is with Merge. You will be matched with someone along your route, agree on days to carpool, and keep that same partner as long as you like. There are no built-in charges to use the service or carpool. [Register here.](#)



**M5 - Carpool or Vanpool Program**  
Establish carpool/vanpool program for tenants and register program with Commute.org.

Carpool and vanpooling are types of ridesharing that seek to allow vehicles to carry additional passengers when making a trip, with minimal additional mileage. Carpooling generally uses participants' own automobiles. Vanpooling generally uses leased vans (often supplied by employers, non-profit organizations, or government agencies). Carpool and vanpool programs

may receive financial incentives from property managers or employers, as well as ride-matching services to help facilitate these shared trips.

**M6 – Transit Subsidies**

The applicant will coordinate with Commute.org to provide qualified residents with the free transit Go Pass Program. Commute.org was selected to continue partnering with Caltrain on its Go Pass Donation Program for 2024. Caltrain helps make this program successful by assisting in program improvements, marketing collateral, and customer service for the participants.

Commute.org will distribute its allocation of passes directly and in partnership with community-based organizations that serve essential workers and residents meeting the program requirements. Residents can apply for a free Caltrain Go Pass in English or Spanish at the following link: <https://commute.org/resources/assistance-programs/>. The transportation coordinator person will facilitate residents applying for and receiving free or discounted transit passes.

Go Pass recipients must use the pass for their work commute or while looking for work. More details are provided on the application form. Supplied as an attachment is the flier.

The applicant seeks to use the free Caltrain Go Pass program for eligible residents rather than offer monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50, whichever is lower.

**M6 - Transit or Ridesharing Passes/Subsidies**  
Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50 whichever is lower.

Offer public transit passes or subsidies; or carpool/vanpool subsidies to tenants' equivalent to 30% of the value of their monthly fare or \$50 monthly, to incentivize transit use and ridesharing and comply with regional environmental sustainability goals.

NOTE: Funding contributions towards and/or participation in Commute.org shuttle program does not count for this measure. Passes/subsidies provided must be valid for public transportation options, including but not limited to BART, Caltrain, SamTrans, and ridesharing platforms and vanpool subscription (or costs).

A traditional transit subsidy substitution request is within the city's authority to approve (while using the free Caltrain Go Pass program as a substitution), as referenced in the letter below from the Transportation Program Specialist with the City/County Association of Governments (C/CAG). While the applicant could request that the city approve the use of an alternative to M6, it will seek this substitution as a concession under the State Density Bonus Law instead.

From: Susy Kalkin <kkalkin@smcgov.org>  
Sent: Monday, September 9, 2024  
To: Elizabeth.Hughes@tdmspecialists.com>; Sean Charpentier <scharpentier@smcgov.org>  
Subject: RE: CCAG Application TDM Checklist - exclusions or waivers

Hi Elizabeth,

In response to your questions, if the project is estimated to generate less than 499 ADT it should use the Residential Small Project checklist – the project sizes indicated are only approximations.

On whether 100% affordable housing projects can be exempted from Measure M6 (transit passes/subsidies), there is no specific exclusion. However, the TDM program allows (in unique circumstances) that a municipality may allow the substitution of a particular required TDM measure that is deemed infeasible for that particular project (i.e., cost-prohibitive or otherwise) with other measures that are likely to produce comparable trip reduction impacts. In such cases, clear documentation should be included regarding the rationale for the change. So ultimately, it is left to the local jurisdiction to agree to/document the substitution.

Let me know if you have any additional questions,

Susy

**Clipper START Discounted Pass**

The Metropolitan Transportation Commission (MTC) initiated a new means-based fare discount program for eligible low-income adults. Depending on the transit agency, Clipper START discounts range between 20 and 50 percent. More information is available at [www.clipperstartcard.com/s/](http://www.clipperstartcard.com/s/).



**Clipper Card Discounts for Youth, Seniors, and Riders with Disabilities**

Youth (age 5-18), seniors (age 65 and over), and riders with disabilities can receive reduced fares and access to discounted passes. Clipper card using an acceptable form of Identification. For more information on how to apply, visit the webpage: [www.clippercard.com/ClipperWeb/discounts.html](http://www.clippercard.com/ClipperWeb/discounts.html).





**Clipper Card Grants Up to \$7,500**

The Bay Area Air Quality Management District offers income-qualified Bay Area residents a grant to retire their older car and replace it with an electric bicycle or Clipper Card for public transit containing \$7,500. The vehicle must be 15 years old or older, and income limitations determine the grant amount.



More information is available on the Air District's [Clean Cars for All](#) webpage. The Projects will promote this program to residents.

**Low-Income Community Transportation Benefits Program**

The Community Transportation Benefits Program helps cover transportation costs for qualifying individuals in San Mateo County. Participants can choose from one of two options that meet their needs:

- 1. [Clipper Card](#) with a value of \$100 (annual benefit) or
- 2. [FasTrak® toll](#) tag/transponder with the value of \$100 (one-time benefit)



For more information on how to apply, visit the webpage: <https://smcexpresslanes.org/program/equity-program/>

**Guaranteed Ride Home Program**

The My.Commute.org STAR program offers residents access to the free guaranteed ride home (GRH) program. Residents who enroll in the program (who do not drive alone to work) and work in San Mateo County will receive a reimbursement for an Uber or Lyft ride home. The GRH trip reimbursement provides up to \$60 per ride (for four trips per eligible commuter per year).



The GRH program is incorporated into the Commute.org STAR Platform and requires users to be registered in advance to participate in the program.

<p><b>WHO IS ELIGIBLE FOR A GRH REIMBURSEMENT?</b></p> <ul style="list-style-type: none"><li>• Must be 18 years or older</li><li>• Must work or go to a participating college in San Mateo County</li><li>• Used an alternative to driving alone to get to work or college on day GRH is needed</li><li>• Must have a STAR account and log trip to work or college on <a href="http://my.commute.org">my.commute.org</a></li></ul> <p><b>WHAT TYPES OF EMERGENCIES ARE ELIGIBLE FOR A QUALIFIED GRH TRIP?</b></p> <ul style="list-style-type: none"><li>• Personal or family illness or emergency</li><li>• Home emergency</li><li>• Eldercare or daycare emergency</li><li>• Bicycle theft or breakdown</li><li>• Unforeseen change of work schedule</li><li>• Inclement weather (for walkers/bicyclists)</li><li>• Carpool partner emergency resulted in loss of ride home</li></ul>	<p><b>WHAT TYPES OF TRIPS OR REASONS ARE NOT COVERED?</b></p> <ul style="list-style-type: none"><li>• Transit delays</li><li>• Natural disasters</li><li>• Personal errands or appointments</li><li>• Ride to work</li><li>• Using a ride-hailing app (e.g. Uber or Lyft) to work or college is not a qualifying alternative commute mode</li><li>• Carpool app provider cannot find a match to get the commuter home</li><li>• Non-emergency side trips</li><li>• Business related travel</li><li>• Transportation to a doctor or hospital resulting from an on-the-job injury (GRH cannot be used to replace an employer's legal responsibility under workers' compensation regulations.)</li></ul> <p><b>HOW WILL I GET HOME?</b></p> <p>GRH program participants decide how to get home (e.g. taxi, ride-hailing app, transit, or combination).</p>
<p><b>HOW DO I REQUEST A REIMBURSEMENT?</b></p>	<p>STAR users can redeem a GRH reimbursement request via the incentives area in their STAR account. Participants must complete questionnaire provided in reimbursement request and provide GRH trip receipt(s) to receive reimbursement.</p> <p>Reimbursement requests must be submitted within 30 days of GRH trip.</p> <p>Visit <a href="http://Commute.org">Commute.org</a> and click on the <b>Guaranteed Ride Home</b> button for program rules and limitations.</p>

**Carpool Incentive Programs**

- Residents living in or commuting through San Mateo County can participate in the Commute.org \$100 carpool incentive program. Residents with ten days of carpooling activities and log or track their carpool trips in the STAR program may receive a \$25 e-gift card, up to \$100.
- Carpool lanes, also known as high-occupancy vehicle (HOV) lanes, can reduce commute times. During commute hours, carpool lanes require commuters to be in a carpool, vanpool, public transit vehicle, or riding a motorcycle. Carpool lanes vary in hours of operation and the minimum number of people per car. A list of HOV hours of operation and restrictions is available at <https://511.org/carpool-vanpool/carpool/lanes>.



- Park and Ride Lots provides 150 free park-and-ride lots conveniently located throughout the Bay Area, where carpool partners or vanpools can meet in a central location. Many lots also feature easy access to transit connections and bike lockers.

***Bicycle Incentive Program***

Commuters who log their bicycle trips on the Commute.org website will be eligible to receive up to \$100 in e-gift cards annually. For every ten bicycle commutes, residents earn a \$25 e-gift card.

***California E-Bike Purchase Incentive Program***

The California Air Resources Board announced an Electric Bicycle Incentive Program (EBIP). The EBIP will provide incentives for eligible e-bikes to income-qualified consumers at the time of purchase on a first-come, first-serve basis. Furthermore, EBIP will pilot an approach to:

- 1) Help people replace car trips with e-bike trips,
- 2) increase access to electric bicycles,
- 3) reduce greenhouse gas emissions and improve air quality.

More information is available at <https://www.calbike.org/next-steps-for-californias-e-bike-voucher-program/>.



## SECTION IV – TDM MONITORING AND REPORTING

A comprehensive program of TDM measures and incentives can reduce parking demand, traffic, and air pollution, creating a more sustainable residential environment while freeing up valuable land for higher and better uses.

Adequate parking, traffic congestion, and air pollution are critical concerns in maintaining a healthy city economy. Traffic congestion results in time loss to residents and commuters and increased demand for City fiscal resources for roadway construction and maintenance.

According to the U.S. Environmental Protection Agency, "mobile sources account for more than half of air pollution in the United States. The primary mobile source of air pollution is the automobile." "...today's motor vehicles are still responsible for up to half of all the emissions released into the air. "In the Bay Area, the transportation sector accounts for more than 50 percent of air pollution and more than 40 percent of greenhouse gas emissions." <sup>6</sup>

### 8.0 MONITORING AND REPORTING

The TDM Plan expects to reduce SOV trips and lessen parking demand, traffic congestion, and mobile source-related air pollution.

This TDM Plan shows how the project will comply with the minimum TDM measures. Regular monitoring will ensure that the implemented TDM measures the requirements. The project applicant and TDM Coordinator will ensure the implementation of the TDM Plan and prepare an annual monitoring report for the City of Menlo Park.

#### *Trip Generation*

Submittal requirements for the TDM Plan include presenting an estimated daily trip generation based on the ITE trip generation rates for the proposed use. The project is a multi-family mid-rise housing project with land use code 223, Affordable Housing. Morning AM trips are 44, and PM trips are 40. A 35 percent reduction in AM peak hour trips totals 29 and PM trips of 26. Below are the estimated trips for an 88-unit site.

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<sup>6</sup> Bay Area Air Quality Management District, Aaron Richardson, Public Information Officer

Land Use	ITE			AM Peak Hour				PM Peak Hour						
				Code	Size	Unit	Pk-Hr Rate	Trips			Pk-Hr Rate	Trips		
								In	Out	Total		In	Out	Total
Multifamily Housing-Mid-Rise (affordable housing)	223	88	DU	0.5	13	31	44	0.47	24	16	40			
City Trip Reduction Requirement			-35%		-4	-11	-15		-8	-6	-14			
<b>Net new trips less 35%</b>					<b>8</b>	<b>20</b>	<b>29</b>		<b>15</b>	<b>11</b>	<b>26</b>			

Notes:

All rates are from: Institute of Transportation Engineers, *Trip Generation, 11th Edition* (average rates, expressed in trips per dwelling unit (DU))

*Calculations not verified by a traffic engineer.*

**C/GAG Trip Reduction Checklist**

San Mateo County develops bi-yearly Congestion Management Programs (CMP). These CMPs include a Land Use Guide that helps developments enact measures to mitigate vehicle trips associated with their projects. The points related to each trip reduction measure represent the relative impact of the individual mitigation.

Pages 32 and 33 summarized C/CAG-applicable measures implemented by this project. They show how the project meets a 28 percent trip reduction, exceeding C/CAG's 25 percent trip reduction requirement.

**Commute.org Certified Developer Program**

The applicant, or future property managers, will participate in the Commute.org Certified Development Program and its annual requirements. The Certified Development Program provides developers (with projects in San Mateo County) with a formal certification of their active participation in Commute.org programs and services.

The developer must apply for and receive Pre-Certification during the pre-construction phase and then comply with the remaining steps to achieve full Certification upon completion of the development.

Annually, project surveys are submitted to Commute.org to maintain Certification. This certification program was created as part of the Countywide Monitoring TDM Program, and the Certified Developer Program flier is attached.



# TDM Checklist

ccagtdm.org

## Residential (Multi-Family) Land Use: Small Project

Page 1 of 2

100-499 ADT; ~20-49 Units

### About this Form

Any new development project anticipated to generate at least 100 average daily trips is subject to the C/CAG TDM Policy and must complete a TDM Checklist and implement associated measures to mitigate traffic impacts. [Read more at ccagtdm.org](http://ccagtdm.org)



**Questions?**  
[support@ccagtdm.org](mailto:support@ccagtdm.org)

### A Applicant Information

Project Address		Contact First and Last Name
320 Sheridan D.		Elizabeth Hughes
Parcel Number	Application Date	Contact Phone Address
	□ □ □ □ □ □ □ □	408-420-2411
Project Jurisdiction		Contact Email Address
Menlo Park		elizabeth.hughes@tdmspecialists.com

### B Required Measures You must select all measures

[Click on each measure's title for more information](#)

Measure	Percentage	Yes
1 <b>M2 - Orientation, Education, Promotional Programs and/or Materials</b> <small>Offer new residents an orientation or education program or materials.</small>	1%	<input checked="" type="checkbox"/>
2 <b>M3 - TDM Coordinator/Contact Person</b> <small>Provide TDM coordinator/liaison for tenants. May be contracted through 3rd party provider, such as Commute.org.</small>	0.5%	<input checked="" type="checkbox"/>
3 <b>M6 - Transit or Ridesharing Passes/Subsidies</b> <small>Offer tenants passes or subsidies for monthly public transit or ridesharing costs incurred, equivalent to 30% of value or \$50 - whichever is lower.</small>	10%	<input type="checkbox"/>
4 <b>M8 - Secure Bicycle Storage</b> <small>Comply with CalGREEN minimum bicycle parking requirements.</small>	1%	<input checked="" type="checkbox"/>
5 <b>M9 - Design Streets to Encourage Bike/Ped Access</b> <small>Design adjacent streets or roadways to facilitate multimodal travel.</small>	1%	<input checked="" type="checkbox"/>
6	<b>Total from Required Measures</b> <small>Sum percentages from each selected measure from rows 1-5</small> <div style="border: 1px solid black; padding: 2px; display: inline-block;">3.5</div> %	

Form Continues on Page 2 →



# TDM Checklist

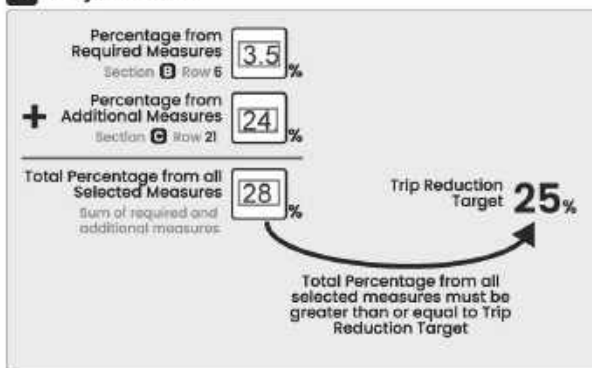
ccagtdm.org

Residential (Multi-Family) Land Use: Small Project  
100-499 ADT; ~20-49 Units

**C Additional Recommended** Select enough to meet the 25% trip reduction target Click on each measure's title for more information

Measure	Percentage	Yes
7 <b>M4 - Actively Participate in Commute.org or TMA Equivalent: Certified participation In Commute.org/or TMA</b> Obtain certification from Commute.org or establish or join a Transportation Management Association (TMA) or equivalent.	4%	<input checked="" type="checkbox"/>
8 <b>M5 - Carpool or Vanpool Program</b> Establish carpool/vanpool program for tenants and register program with Commute.org.	2%	<input checked="" type="checkbox"/>
9 <b>M10 - Delivery Amenities</b> Offer delivery amenities, including dedicated receipt and storage areas, to reduce need for multiple trips to conduct similar business.	1%	<input checked="" type="checkbox"/>
10 <b>M11 - Family-supportive Amenities</b> On-site secure storage of personal car seats, strollers, cargo bicycles, or other large bicycles. Property owners can also provide shared building equipment, such as shopping carts or cargo bicycles for check out by residents.	3%	<input type="checkbox"/>
11 <b>M14 - Paid Parking at Market Rate</b> Offer hourly/daily parking rates proportional to monthly rate or equivalent to cost of transit fare.	25%	<input type="checkbox"/>
12 <b>M15 - Reduced Parking</b> Provide off-street parking at least 10% below locally-required minimums, or else below the locally-permitted parking maximums. Consideration may be required of potential spillover parking into surrounding areas.	10%	<input checked="" type="checkbox"/>
13 <b>M17 - Developer TDM Fee/TDM Fund</b> Voluntary impact fee payment on a per unit or square footage basis, to fund the implementation of TDM programs.	4%	<input type="checkbox"/>
14 <b>M18 - Car Share On-Site</b> Provide on-site car share or vehicle fleets.	1%	<input type="checkbox"/>
15 <b>M19 - Land Dedication or Capital Improvements for Transit</b> Contribute space on, or adjacent to, the project site for transit improvements. Select one or more	Bus Pullout Space 1% <input type="checkbox"/> Bus Shelter 1% <input type="checkbox"/> Visual/Electrical Improvements (i.e., Lighting, Signage) 1% <input type="checkbox"/> Other (i.e., Micromobility Parking Zone, TNC Loading Zone) 1% <input type="checkbox"/>	Total percentages selected <input type="checkbox"/>
16 <b>M21 - Bike/Scooter Share On-Site</b> Allocate space for bike/scooter share parking.	1%	<input type="checkbox"/>
17 <b>M22 - Active Transportation Subsidies</b> Offer biking/walking incentives to tenants, such as gift card/product raffles.	2%	<input type="checkbox"/>
18 <b>M23 - Gap Closure</b> Construct or enhance quality of biking and walking facilities to/from site to existing trails, bikeways, and/or adjacent streets.	7%	<input checked="" type="checkbox"/>
19 <b>M24 - Bike Repair Station</b> Offer on-site bike repair space/tools in visible, secure area.	0.5%	<input checked="" type="checkbox"/>
20 <b>M26 - Pedestrian Oriented Uses &amp; Amenities on Ground Floor</b> Provide on-site, visible amenities to tenants and guests, such as cafes, gyms, childcare, retail.	3%	<input type="checkbox"/>
21	<b>Total from Additional Measures</b> <input type="text" value="24"/> % Sum percentages from each selected measure from rows 7 - 20	

**D Project Totals**



**E Submit Checklist**

➔ See [ccagtdm.org/submission](https://ccagtdm.org/submission) for how to submit this form.

**Questions?**

- Email Us [support@ccagtdm.org](mailto:support@ccagtdm.org)
- Visit Our Website [ccagtdm.org](https://ccagtdm.org)

*Annual Driveway Hose Count Study*

The property manager will annually conduct a driveway trip count study. The trip count study will document achieving the net new peak-hour vehicle trips below the 20 percent requirement. The driveway hoses will be placed for one week to track all peak-hour trips, and the five-day peak-hour average will be calculated.

The peak period includes 6:00 a.m. to 10:00 a.m. and 3:00 p.m. to 7:00 p.m. Peak hour is when the heaviest daily traffic volume occurs and generally occurs during morning and afternoon commute times. Traffic counts will be obtained during AM and PM peak periods, and the volume from the heaviest hour of AM or PM traffic will be used to define peak hours for those periods. The highest net trips from AM or PM peak hours will be used.

Net trips will be calculated by subtracting trips for existing uses from those generated by the new project. The driveway trip count study, prepared by an independent consultant and paid for by the project, will work with the property manager, the designated applicant contacts, or the TDM coordinator.

The raw driveway trip data will be provided to the city annually upon completion as part of the annual monitoring report.

*Annual Resident Online Commute Survey*

Because the TDM Plan is performance-based, the project will arrange for an independent consultant (or outsourced TDM coordinator) to evaluate an annual commute program (a five-day, weekday commute survey).

The survey will determine resident transportation mode choice, allowing the TDM coordinator, property owner, and the city to assess the effectiveness of the unique program designed for this project. Survey data can focus on marketing and outreach efforts to residents based on their specific commuter interests and satisfaction with property management. The city may provide a template survey to the applicant, property owner, property manager, or employer to use in creating the survey, the results of which are reported in the annual monitoring report.

The applicant, property owner, or property manager shall collect survey responses from at least 51 percent of residents to generate a statistically valid survey.

The commute survey will be critical to monitoring to evaluate and ensure that solo vehicle trips are reduced. By default, residents who do not participate in the commute survey will count as drive-alone or SOV commuters. Therefore, the results will be appropriately conservative. A sample commute survey question is shown below. This annual commuter survey will include non-transportation questions (e.g., awareness of programs, satisfaction with commuter marketing and information, etc.).



6. How did you **GET TO WORK LAST WEEK**, (select the **primary** transportation method you used.) **If you were out of the office, please describe your "typical" weekly commute activity.**

Commute Modes

Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

Commute Modes

- ☐ Drove alone to worksite
- ☐ Rode as a passenger in a carpool (did not drive)
- ☐ Carpooled with an employee/colleague
- ☐ Vanpooled (5+ people)
- ☐ Rode transit (bus, shuttle, train, etc.)
- ☐ Biked to work
- ☐ Walked/jogged to work
- ☐ Teleworked/worked remotely
- ☐ Rode motorcycle/scooter
- ☐ Did not work this day

**Annual Monitoring Report**

A TDM annual report is due to the City Director on or before January 31, reporting on the previous year. The first annual report shall be due after the site has been 50 percent occupied for a full calendar year. For example, if a site is 50 percent occupied in September 2025, the first annual report is due on January 31, 2026.

The annual monitoring report will include the raw driveway count, summarized trip count, and resident online survey data. Shown at the left is a sample survey mode-use rate.

Commuter Modes	Percent
Carpool (rider/driver)	11.50%
Teleworked	8.00%
Public transit/private shuttle	8.00%
Did not work this day	5.00%
Biked/Scooter	2.00%
Walk/Jog/skateboard	0.50%
Vanpool	0.00%
<b>Total Alternative Transportation Mode-use Rate</b>	<b>35.00%</b>

**No Expiration of TDM Plan or Programs**

All measures in this TDM Plan will continue to be implemented by the applicant on an ongoing basis. There is no expiration date for this plan as it runs in perpetuity. The City of Menlo Park may conduct periodic on-site auditing to ensure the implementation of the plan's TDM measures.

**TDM Plan Modifications**

The City Director may approve minor modifications to an approved transportation demand management plan that are consistent with the original findings and conditions approved by the review authority and would result in the same target minimum alternative mode use.

**Enforcement of TDM Plan or Programs**

According to the zoning Zoning code 11.64.090 – Administration, all projects are expected to comply with the implementation of their TDM program and meet stated trip reduction goals.

Section 11.64.090 reads, "The city of Menlo Park shall certify annually to the congestion management agency that the ordinance codified in this chapter remains in effect. (Ord. 867 § 1 (part), 1995)."

**9.0 FINDINGS AND CONCLUSION**

The proposed trip reduction measures are feasible and appropriate for the project, considering the use and the project's location, size, and hours of operation.

The proactive 320 Sheridan Apartments TDM Plan identifies specific elements, measures, and actions that guide the project to promote existing resources and programs, enhance future benefits, and create a resident-focused program. Outreach, ongoing marketing, promotions, a free guaranteed emergency ride home program, transit resources, and transportation commuter services will support an effective and successful program at the project.

This TDM Plan describes mitigation measures integrated to support resident commuting and innovative efforts identified for implementation. It outlines the steps necessary (infrastructure, programming) for the project when marketing to residents, and periodic program assessments will provide the information needed to demonstrate the effectiveness.

The TDM Plan details this commitment by emphasizing TDM infrastructure, amenities, and outreach activities to reduce average daily trips. Ridesharing strategies maximize existing transportation resources, support the city's goals and objectives, and ultimately expand the transit system's reach for commuters.

The City of Menlo Park promotes environmental stewardship in maintaining a safe, healthy, and sustainable city, and it recognizes maintaining a stable climate system for current and future residents. The 320 Sheridan Apartments project will help Menlo Park thrive by balancing these needs with economic growth.

## **ATTACHMENTS**

*Nearby Amenities and Services*  
*Resident Caltrain Go Pass Program Flier*  
*Commute.org Certified Developer Program Flier*

***List of Nearby Amenities and Services***

Community	Phone #	Distance Away
<ul style="list-style-type: none"> <li>• <b>Belle Haven Community Garden</b> Menlo Park, CA</li> </ul>		0.50 mi.
<ul style="list-style-type: none"> <li>• <b>Boys &amp; Girls Club of the Peninsula</b> 401 Pierce Road, Menlo Park, CA</li> </ul>	650-646-6140	0.50 mi.
<ul style="list-style-type: none"> <li>• <b>Belle Haven Library</b> 413 Ivy Drive, Menlo Park, CA</li> </ul>	650-330-2540	0.90 mi.
Daycare	Phone #	Distance Away
<ul style="list-style-type: none"> <li>• <b>Belle Haven Home Daycare</b> 310 Market Place, Menlo Park, CA</li> </ul>	650-468-7359	0.60 mi.
<ul style="list-style-type: none"> <li>• <b>Little Ages Daycare</b> 1407 Hill Avenue, Menlo Park, CA</li> </ul>	650-207-6497	0.70 mi.
<ul style="list-style-type: none"> <li>• <b>Belle Haven Child Development</b> 410 Ivy Drive, Menlo Park, CA</li> </ul>	650-330-2270	0.80 mi.

***Resident Caltrain Go Pass Program Flier***

# Free Caltrain Pass

## FOR ELIGIBLE APPLICANTS

**Caltrain Pass Forward provides free train trips on Caltrain between any zone at any time. Approved applicants will receive a special Clipper Card loaded with the Pass Forward. This card must be used to tag on and off at the Caltrain Stations for valid use.**

**Go Passes are valid until 12/31/24 with limited supply.**

### Eligibility requirements

- Make less than \$70,000/year
- Work or live in San Mateo County
- Use the pass to get to work or for job searching purposes
- Use the pass at least twice a week



**Note:** Students and retired workers are not eligible for this program.

The Pass Forward only applies to Caltrain, but you can add cash value to your special Clipper Card at Caltrain ticket vending machines or at the counter at Whole Foods and Walgreens.

## Steps to Apply

### 1 CHECK ELIGIBILITY

Before applying, please review if you are eligible above to receive Go Pass.

### 2 APPLY HERE

Scan QR or go to <https://forms.office.com/r/rWFT8UP7b0> to submit application form



### 3 CALTRAIN SURVEY REQUIRED

Use link provided in the application form or scan QR here to complete the Caltrain survey



### 4 CONFIRMATION

Receive email confirmations for both the application and survey when complete

### 5 STATUS

Receive approval or denial within 7 days. If approved, next steps will be provided

**Questions? Email [gopass@commute.org](mailto:gopass@commute.org)  
or text our help number: (650) 538-7603**

**Commuter.org**

# Gratis Caltrain Pass

## PARA PARTICIPANTES ELEGIBLES

Caltrain Pass Forward ofrece viajes gratis de tren en Caltrain entre cualquier zona en cualquier momento. Los solicitantes aprobados recibirán una tarjeta Clipper especial con el Go Pass. Los usuarios de Go Pass deben dar un ligero toque a los lectores de tarjetas Clipper en las plataformas de las estaciones de Caltrain cuando sube y bajan de cada viaje en Caltrain. Los Go Passes son válidos hasta el 12/31/24 con oferta limitada.

Para ser elegible, DEBE:

- Ganar menos de \$70,000/año
- Trabajar o vivir en el condado de San Mateo
- Planee usar la tarjeta al menos dos veces por semana para ir a trabajar o para buscar empleo.

**Nota:** Los estudiantes y trabajadores jubilados no son elegibles para este programa.



El Go Pass solo se aplica a Caltrain, pero puede agregar valor en efectivo a su tarjeta Clipper especial en las máquinas expendedoras de boletos de Caltrain o en el mostrador de Whole Foods y Walgreens.

## Pasos para Aplicar

1

### COMPROBAR LA ELEGIBILIDAD

Antes de aplicar, por favor revise si eres elegible arriba para recibir Go Pass.

2

### APLICAR AQUI

Escanear QR o ir a (insert link here) para enviar la aplicación



3

### CALTRAIN ENCUESTA OBLIGATORIO

Utiliza la enlace brindado en la aplicación o escanea el código QR aquí para completar la encuesta de Caltrain



4

### CONFIRMATION

Reciba el correo de confirmación cuando completan ambos aplicación y encuesta

5

### ESTADO

Reciba aprobación o denegación dentro de siete días. Si aprobada, se proporcionarán los siguientes pasos

**Preguntas? Escriba a [gopass@commute.org](mailto:gopass@commute.org) o envíe un mensaje de texto a nuestro número de ayuda: (650) 538-7603.**

**Commuter.org**



***Commute.org Developer Certification Program***



## Certified Development Program

The *Certified Development Program* is designed to provide developers with projects in San Mateo County with a formal certification of their active participation on Commute.org programs and services. Active participation is a requirement for developments that are subject to the [C/CAG Countywide TDM Policy](#) and may also be a TDM requirement imposed on developers by jurisdictions that are not subject to the C/CAG policy. The goal of the program is to provide developers access to a set of TDM programs and services that can be integrated into the other tools they will use to reduce VMT and trip counts to new developments in San Mateo County.

This document provides guidance on how to become certified and is outlined as follows:

- Program Overview
- Certification Process
- Requirements for Active Participation
- Certification Process Flow

For more information about the Certified Development Program, please visit [www.commute.org/resources/developers](http://www.commute.org/resources/developers) or contact our TDM Policy team at [TDMpolicy@commute.org](mailto:TDMpolicy@commute.org).

### Program Overview

A development project can earn certification in the Commute.org *Certified Development Program* by successfully completing the process described in this document. The developer must apply for and receive Pre-Certification during the pre-construction phase and then, upon completion of the development, comply with the remaining steps to achieve full Certification.

Any development project subject to the C/CAG Countywide TDM Policy may be required to receive and retain *Certified Development Program* status. Projects in jurisdictions that are exempt from the C/CAG policy, may or may not be required to have the certification. The VMT mitigation and TDM programming agreements between the developers and the exempt jurisdictions can, but are not required to, include the *Certified Development Program* requirement.

Commute.org's TDM Policy team will provide guidance and support to developers throughout the process. An online platform will be used to track compliance and record completed documentation.

## Certification Process

Each development project that needs or wants to be certified must complete the following steps:

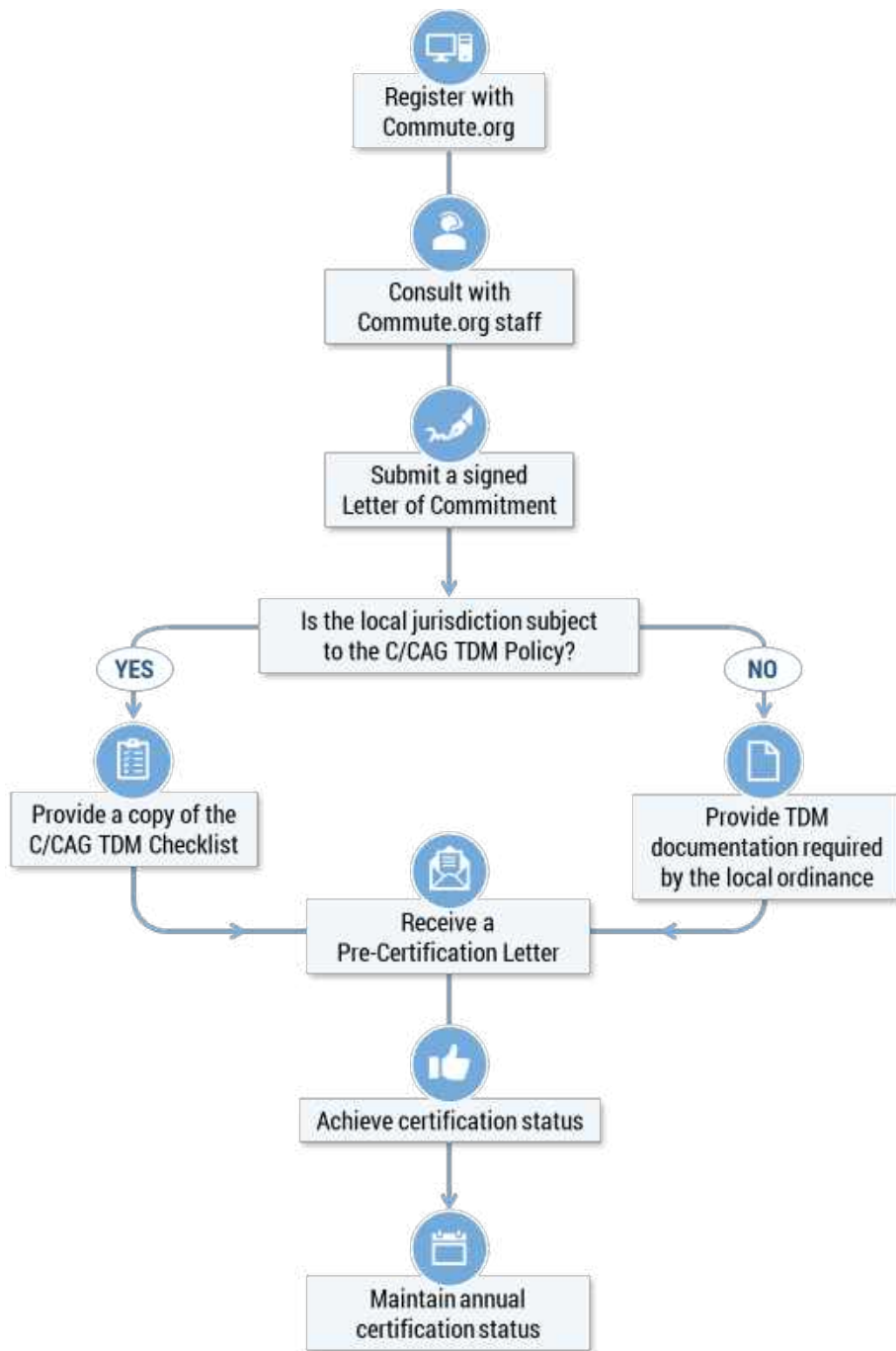
1. **Register with Commute.org** and provide the following information:
  - Project name
  - Project address
  - Project description including proposed land use(s), square footage/units, parking
  - Development timeline and expected occupancy date(s)
  - Developer contact(s)
  - TDM contact(s): person(s) responsible for the TDM component of the development plan (may be a third-party consultant)
  - Jurisdiction contact(s): local jurisdiction staff that the developer is working with
2. **Consult with Commute.org staff** to verify the certification process and requirements for active participation.
3. **Submit a signed Letter of Commitment** confirming that the developer and/or their successor(s) will be active participants with Commute.org.
4. **Provide a copy of the [C/CAG TDM Policy Checklist](#)** or equivalent documentation from local jurisdiction (if applicable).
5. **Receive a Pre-Certification Letter** from Commute.org that confirms registration and commitment to active participation. Commute.org will send a letter to the developer and appropriate jurisdiction contact. This letter must be submitted to C/CAG along with the TDM Checklist (if applicable).
6. **Achieve certification status** within six months of receiving Certificate of Occupancy. Requires completion of Commute.org program training and submittal of initial TDM Survey.
7. **Maintain annual certification status** with Commute.org by complying with the requirements for active participation.

## Requirements for Active Participation

Development projects will be considered active participants with Commute.org if they comply with the requirements below. Commute.org will track active participation on an ongoing basis through our online monitoring platform and provide appropriate jurisdictions with annual updates regarding active participation. Participating jurisdictions will also have access to the platform for ongoing monitoring and reporting purposes.

1. **Provide a copy of the Final TDM Plan** approved by the local jurisdiction (if applicable)
2. **Provide a copy of the Final TDM Checklist** or similar TDM requirements list approved by C/CAG or the local jurisdiction (if applicable)
3. **During the development phase:**
  - Maintain an active point(s) of contact
  - Receive communications from Commute.org
  - Inform Commute.org of any significant development changes (e.g., land use, project size, TDM Plan, development timeline/occupancy date, ownership)
4. **During the post-development phase:**
  - Maintain an active point(s) of contact
  - Receive communications from Commute.org
  - Identify the party(ies) responsible for complying with the ongoing requirements (e.g., developer, property manager, third-party consultant, key tenant)
    - If the developer outsources property management or leases the property to a single tenant, then the developer shall require the property manager and/or key tenant to register with Commute.org
    - If the development undergoes a change of ownership, then the seller is responsible for ensuring that the acquirer is introduced to Commute.org and that the responsibilities for achieving or retaining certification transfer to the new owner
  - Responsible party is required to:
    - Attend annual Commute.org program training
    - Actively promote applicable Commute.org programs and services to tenants
    - Host an annual transportation-oriented event for tenants
    - Sponsor and/or participate in Commute.org's challenges and special events
    - Participate in a Commute.org sponsored shuttle if the project is located on or near an existing shuttle route
    - Comply with the requirements of the [Bay Area Commuter Benefits Program](#) (only applies to tenants with 50+ employees)
    - Complete the following surveys on an ongoing basis:
      - TDM Survey: annual update of Commute.org TDM Survey confirming programs and services offered at the development
      - TDM Self-Certification: biennial confirmation of compliance with the C/CAG TDM Policy (if applicable)
      - Tenant Travel Behavior Survey: biennial survey of tenants' employees to capture commute mode and frequency

# Certification Process Flow



Funding provided by:



[Insert Company Letterhead]

[Date]

Commute.org  
Attn: TDM Policy Team  
400 Oyster Point Blvd, Suite 409  
South San Francisco, CA 94080

RE: Letter of Commitment to the *Certified Development Program*

Project Name: [Enter Project Name]

Project Address: [Enter Project Address]

Dear TDM Policy Team,

I am writing this letter on behalf of [Enter Developer Name] to formally commit to being an active participant in Commute.org's *Certified Development Program*. We pledge to engage with Commute.org and comply with the *Requirements for Active Participation*.

I affirm that [Developer Name] understands and is committed to actively participating in Commute.org's Certified Development Program. We will follow through on these commitments as long as we are associated with this development. We will take the necessary steps to formally obligate any successor organizations to assume our responsibilities under this commitment. We understand that failure to do so will result in the notification of non-compliance to the local jurisdiction.

We understand the importance of reducing vehicle miles traveled (VMT) generated by new development projects and commit to actively participating in Commute.org's TDM programs and services.

Sincerely,

[Enter Applicant Name]

[Enter Applicant Title]

# **TDM SPECIALISTS, INC. QUALIFICATIONS**



A Transportation Demand Management Company

**We are planners and technical experts** focused on development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, greenhouse gases, and air pollution impacts. We work successfully with developers, employers, and government agencies to get TDM Plans approved and projects entitled. We also implement and manage on-site commuter programs and achieve required TDM goals.

Our TDM practitioners provide full-service commute and traffic mitigation, sustainable LEED planning, and air quality conformity. Serving as an extension of client staff, we provide a broad range of services to get the job done efficiently while meeting the unique needs of the client and specific jurisdiction.

**“We have finished the review of the Draft TDM. First let me say, that was the best TDM I have ever seen! The best by a large margin...a fantastic TDM Plan. Thank you so much.”**

*Steve Lynch, AICP, Senior Planner, City of Santa Clara, California*

### Transportation Demand Management

TDM Specialists develop Transportation Demand Management plans, traffic mitigation plans, and sustainable programs that address green commuting, mobility, and constrained parking issues. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source emissions, and ensure that projects are designed in ways to maximize the potential for alternative transportation use.

### Commute Program Implementation

We have a proven track record of getting employees out of their cars. As projects are built and occupied, TDM Specialists can develop the structure, outreach and promotions necessary to implement and manage employee Commute Programs. The initial start-up, implementation, and ongoing management of the Commute Program are designed to meet TDM or trip reduction objectives and requirements. The overarching goal of a Commute Program is to enhance the quality of life and reduce commute trips for project employees.

*Quality of life improvements can enhance employee recruitment, morale and retention, and increase productivity that create positive benefits for businesses.*

### Sustainable Air Quality and Greenhouse Gas (GHG) Solutions

TDM Specialists successfully implements trip reduction programs tailored to fit the project, and can typically reduce employee trips to the site by 30 percent. This results in reduced drive-alone trips and complies with requirements to reduce project GHG impacts. We coordinate the mechanisms to calculate and report these results to appropriate agencies.

Contact:  
**Elizabeth L. Hughes**  
Senior Transportation Manager

**TDM Specialists, Inc.**  
5150 Fair Oaks Blvd, Suite 101-264  
Carmichael, CA 95608

**(408) 420-2411**  
elizabeth.hughes@tdmspecialists.com







*A Transportation Demand Management Company*

## Areas of Expertise

### Traffic Mitigation

TDM/TSM Mitigation Plans  
 TDM Employer Training  
 Commute Program Development  
 Commute Program Management  
 Commute Program Audits  
 Commuter Surveys  
 Transportation Fairs and Events  
 Car Management Strategies  
 Shuttle Programs  
 TMA Management

### Parking Mitigation

Parking Demand Reduction  
 Parking Management Strategies  
 Parking Constraints Solutions

### Entitlement

Project Support  
 Strategic Counsel  
 Critical Response Support  
 Environmental (EIR) Mitigation  
 (Air Quality and Transportation)

### Sustainability

Greenhouse Gas Emission Reductions  
 Supporting LEED Components  
 Air Quality Mitigation Plans

### TDM Applications

- Office or R&D buildings
- Corporate Headquarters/Campus
- Master Plan projects
- Specific Plans
- Business Parks
- Hospitals/Medical Offices
- Retail/Shopping Centers
- Residential (multi family, single family, hi-rise, etc.)
- Special Events
- Recreation
- Universities and Colleges
- Warehouse and Manufacturing
- Airports and Transit Stations

### Development, Property Management and Employer Projects

- Facebook
- Genentech
- NVIDIA
- SAP Labs
- Intel Folsom
- Intel Santa Clara
- Nokia
- Yahoo! Inc.
- NetApp
- VMware
- McClellan Business Park
- Juniper Networks
- Sunnyvale City Center
- Marvell
- Access/Palm Source
- Alexandria Real Estate Equities
- Oyster Point Business Park
- Metro Air Park
- Raley Field
- Moffett Park Business and Transportation Association
- Intuitive Surgical
- The Allen Group
- Spieker Properties
- HCP, Inc.
- Granite Regional Park
- Hyatt Place Hotel – So. San Francisco
- So. San Francisco Business Center
- Masonic Homes of California
- Fairview River Landing
- Donahue Schriber
- BioMed Realty Trust
- Panattoni Development
- Taylor Properties Development Co.
- SKS Investments, LLC
- Shorenstein
- LBA Realty
- Jones Lang LaSalle
- California Farm Bureau
- California Highway Patrol
- Separovich • Domich
- Newell Real Estate Advisors
- LinkedIn
- Menlo Equities, LLC
- TMG Partners
- The Minkoff Group
- Arnell Enterprises, Inc.
- The Pollock Financial Group
- Wolff Enterprises

### Municipal & Agency Locations

- Sacramento Area Council of Governments
- California Highway Patrol
- County of Sacramento, Dept. of Human Services
- City of South San Francisco
- City of Mountain View
- City of Santa Clara
- City of Sunnyvale
- State of California, Dept. of General Services
- San Mateo City/County Association of Governments
- City of Union City
- Cal PERS
- Cal STRS
- Ogden City, UT
- City of Brisbane
- Grand Rapids Interurban Transit, MI
- City of Citrus Heights
- University of California San Diego West Campus
- Sacramento County International Airport

### Biotech, Pharmaceutical and Hospital Projects

- Genentech
- Amgen
- Rigel
- Takeda
- Onyx Pharmaceutical
- University of California San Diego, East Campus Medical Center
- Sutter Medical Center, Sacramento
- Mercy General Hospital
- Mercy San Juan Medical Center
- Enloe Medical Center
- Intuitive Surgical
- Blood Source
- Eclipsys, MA
- Counsyl, Inc.
- Theravance, Inc.