

MEMORANDUM

TO: Mr. Andrew Maximous, P.E., T.E., City of Culver City
CC: Mr. William Kavadas, City of Culver City

FROM: Srinath Raju, T.E
Chris Munoz

SUBJECT: 3817 – 3855 Watseka Project
Travel Demand Management Program (TDM) Requirements

DATE: August 28, 2022 **REF:** RA663TDM

This memorandum provides a description of the Travel Demand Management Program requirements for the 3817-3855 Watseka Project.

Travel Demand Management (TDM) Program

Pursuant to Culver City's Traffic Code, Chapter 7.05: Motor Vehicle Air Quality Management, the project shall provide a TDM Program. The TDM Program shall include strategies and action plans that consist of a transportation coordinator, bicycle hub/share, transit subsidies, telecommuting, marketing program, carpool/vanpool incentives and bicycle/walking incentives. The TDM measures are described below:

- **Transportation Coordinator:** The Project will provide a Transportation Coordinator responsible for coordinating the various elements of the TDM Program with the tenants and provide coordination with the City. The Transportation Coordinator will be responsible for implementing, coordinating and maintaining the elements of the TDM Plan, including the following activities:
 - Marketing and promoting the commuter program;

- The Transportation Coordinator will encourage employers to implement flexible work schedules, telecommuting programs and alternative work schedules;
 - Developing a Rideshare Registration Form and providing ride-matching services;
 - Managing Guarantee Ride Home Program;
 - Administering incentive programs for carpool, vanpool, transit use, bicycling and walking;
 - Monitoring program status. Provide annual monitoring program results. The monitoring program may include conducting employee surveys or traffic counts and providing comparisons to project trip generation in the study to report the effectiveness of the TDM Program. The trip monitoring studies will be conducted annually for a period of 5 years after 85% occupancy of the Project.
 - Further, the Transportation Coordinator will be charged with developing additional incentives as needed to encourage ridesharing and transit use.
- **Bicycle Hub/Share:** Project will provide bicycle parking on-site as part of the TDM Program. Additionally, the project will contribute towards provision of a Bike Share station off-site in the vicinity of the Project site consistent with the Draft overall Bike Share Program for the City of Culver City.
- **Transit Subsidies:** The Project will contribute transit subsidies for up to 15% of employees working at the Project (up to a maximum of 60 employees). The transit subsidies shall be in the form of a 'TAP' card and equivalent to the cost of a 2-way transit fare for the entire year. This shall be provided in lieu of a parking space on-site. These subsidies shall be provided for a period of five (5) years after the Project is occupied.
- **Telecommuting:** The Project shall request its tenants to allow continuing their employees to work from home as was prevalent during the COVID-19 pandemic.
- **Marketing and Educational Program:** The Project will provide a marketing and educational program addressing information on all the various elements of the TDM Program including transit provisions, bike share, telecommuting, rideshare matching and others. The on-site Transportation Coordinator will provide regular and effective program marketing. This is key to the success of the commuter program. In a well-marketed

program, services would be visible, and associates would be well informed regarding all commute options and incentives. The program will be marketed using the following methods:

- A bulletin board, display case, or kiosk displaying transportation information in a prominent area accessible to the greatest number of employees shall be installed. Such required information shall include, but is not limited to, the following:
 - Current maps, routes and schedules for public transit routes serving the site;
 - The Transportation Coordinator's name and work telephone number
 - Telephone numbers for referrals on transportation information including numbers for the regional ridesharing agency, transportation management associations, and local transit operators;
 - Ridesharing promotional material supplied by commuter-oriented organizations;
 - Bicycle route and facility information, including regional/local bicycle maps and bicycle safety information; and
 - A listing of any other facilities and resources that may be available for carpoolers, vanpoolers, bicyclists, transit riders and pedestrians at the site, including the 'Move Culver City' Pilot Project. The 'Move Culver City' Pilot Project includes provision of a circulator shuttle service, frequent bus service (approximately 15-minute headways) and enhancements to sidewalks, crosswalks and signage to encourage walking and bicycling.
 - All information required by this Section shall be regularly stocked on a periodic basis.
- The Transportation Coordinator will post promotional materials such as posters, info boards, or provide a website with information that travelers could choose to read at their own leisure.
- Quarterly Paycheck Stuffers/Flyers for employees - The employee flyers would include information on transportation choices available to its employees. This information would include details of current local and regional transit routes (updated periodically), schedules and maps serving the Project site; bicycle routes and bicycle facility information; flex car locations and bicycle hub locations; and special-event transportation.

- Transportation information packet for new employees – Each new employee would receive an information packet summarizing the transit and transportation alternatives available to them. The packet would emphasize the location of the Transportation Information Center and include the contact information of the Transportation Coordinator as well as all transit bus and bicycle facilities information. All new employees would be informed of the TDM Program and all of the incentives and options available to them.
- **Carpool/Vanpool Incentives:** Not less than ten percent (10%) of the employee parking spaces shall be reserved for use by potential carpool or vanpool vehicles. These spaces shall be located as close as is practical to the employee entrance(s) without displacing accessible parking spaces and other parking facilities that may be required by the Building Code. This preferential parking shall be identified on the site plan accompanying the application for a building permit. Spaces shall have signs that designate them for employee carpool and vanpool vehicles.

Preferential parking spaces reserved for employee vanpool shall be accessible to vanpool vehicles. When located within a parking structure, a minimum interior vertical clearance of eight (8) feet two (2) inches shall be provided for those spaces and accessways to be used by vanpool vehicles. Adequate turning radii and a minimum parking space dimension of nine (9) feet wide by eighteen (18) feet in length shall be provided for vanpool parking areas.

Provide a safe and convenient zone in which vanpool and carpool vehicles may board or alight their passengers.

- **On-Site Bicycle Parking:** Twenty-eight (28) short-term and twenty-eight (28) secured long-term bicycle parking spaces would be provided. Short-term bicycle parking consists of bicycle racks located outside buildings or on public sidewalks that are free to the user. Secure bicycle parking would consist of a fully enclosed space or a locker accessible only to the owner or operator of the bicycle which protects the bicycle from inclement weather. Shower facilities would also be provided on-site. Specific facilities and their location (e.g., provision of racks, bicycle storage lockers or locked room) will be coordinated to the

satisfaction of the City Planner and Director of Public Works or designee.

- The new development shall include sidewalks or other designated pedestrian pathways following direct and safe routes from the existing pedestrian circulation system, vehicle and bicycle parking areas and transit facilities.