

APPENDIX C

OTHER COMMUNITY TRIP REDUCTION STRATEGIES

Appendix C: Other Community Trip Reduction Strategies

The cities of South San Francisco and Mountain View stand out as neighboring communities that have implemented or have planned strategies to reduce vehicle trips. The section reviews what these cities have done to address their traffic impacts.

South San Francisco

South San Francisco is perhaps the most aggressive city in San Mateo County in terms of the shuttle programs they have established in cooperation with their employers.¹ In 1998, the Multi-City TSM agency (now the Peninsula Traffic Congestion Relief Alliance) surveyed South San Francisco employees and found that 14.1 percent of South San Francisco employees commuted by bus/rail/shuttle.

As discussed in the previous section, South San Francisco recently passed an ordinance which required new development to achieve a 28 percent alternative mode share among the trips the development generates. This requirement has led two developments, Slough Estates and Hines Interest, to write a Transportation Demand Management Plan. For Hines, the plan calls for a reduction in the parking supply ratio from 3.3 spaces/1,000 square feet to 2.8 spaces/1,000 square feet of development. The plan calls for both developers to charge non-visitors for parking with Hines Interest charging \$20/month/structured parking space.

Mountain View

The City of Mountain View has planned and implemented several Land Use Strategies to improve the pedestrian and transit-orientation of key parts of the City. Of particular note are two specific plans that the City developed in the 1990s that laid the foundation for the development of transit-oriented neighborhoods. The first, Mountain View's 1996 Whisman Station Precise Plan, established a mixed-use, mixed-residential community surrounding the Whisman Light Rail Station. The second, the 1995 Evelyn Avenue Plan, redeveloped the area around the Evelyn Avenue Caltrain Station and prepared the way for the pedestrian and transit-oriented residences that now address the Evelyn Avenue Caltrain Station (see Appendix A for photographs).

The Whisman Specific Plan was written to further Mountain View's General Plan concept to provide a mix of more compact corporate offices, industrial and multiple-family residential uses that will effectively support the public investment in light rail. Through its General Plan, Mountain View changed the land use designation in parts of the Whisman area from General Industrial to Medium-Density Residential (13 to 25 units per acre). Objectives of the Whisman Plan included:

- Establish land use and urban design standards and guidelines that foster creation of a new residential neighborhood that provides many opportunities for neighbors to meet neighbors and a strong sense of community.

¹ Per the Peninsula Traffic Congestion Relief Alliance.

- Integrate the proposed new residential area with the existing Whisman Neighborhood, including a safe and inviting pedestrian crossing of Whisman Road from this new housing area to Slater School and other neighborhood facilities, and from the existing neighborhood to the proposed transit and park facilities in the new area.
- Establish land use and urban design standards and guidelines that embrace the future rail station as the focal point of a new mixed-use community.
- Provide for residential densities and industrial/office intensities that will support the public investment in light rail.
- Integrate new residential uses with existing and redeveloping industrial areas.
- Provide for a mix of unit types to actively encourage a good mix of residents in terms of household size, family composition, income and age.
- Bind together the residential areas on either side of the rail alignment with a shared circulation system and common urban design elements.

The Evelyn Avenue Plan was written to:

- Encourage new residential development that extends the neighborhood qualities and physical characteristics of Old Mountain View.
- Provide for and coordinate new residential development at densities that support downtown businesses and transit use.
- Provide for and coordinate commercial uses that support downtown businesses, nearby neighborhood areas and transit users.
- Create an efficient, attractive multi-modal transit facility that capitalizes upon Downtown revitalization potential, linking train, light rail, and bus riders directly to Castro Street.
- Modify the street network in the Plan Area to accommodate existing and future traffic levels and protect neighborhood areas from traffic intrusion.
- Improve Evelyn Avenue as an attractive gateway to downtown.