

# 500 Broadway TDM Plan



Prepared by: UrbanTrans North America

May 2021

## Contact Information

**Project Address:** 500 Broadway, Santa Monica, CA 90401

### Applicant and Property Owner

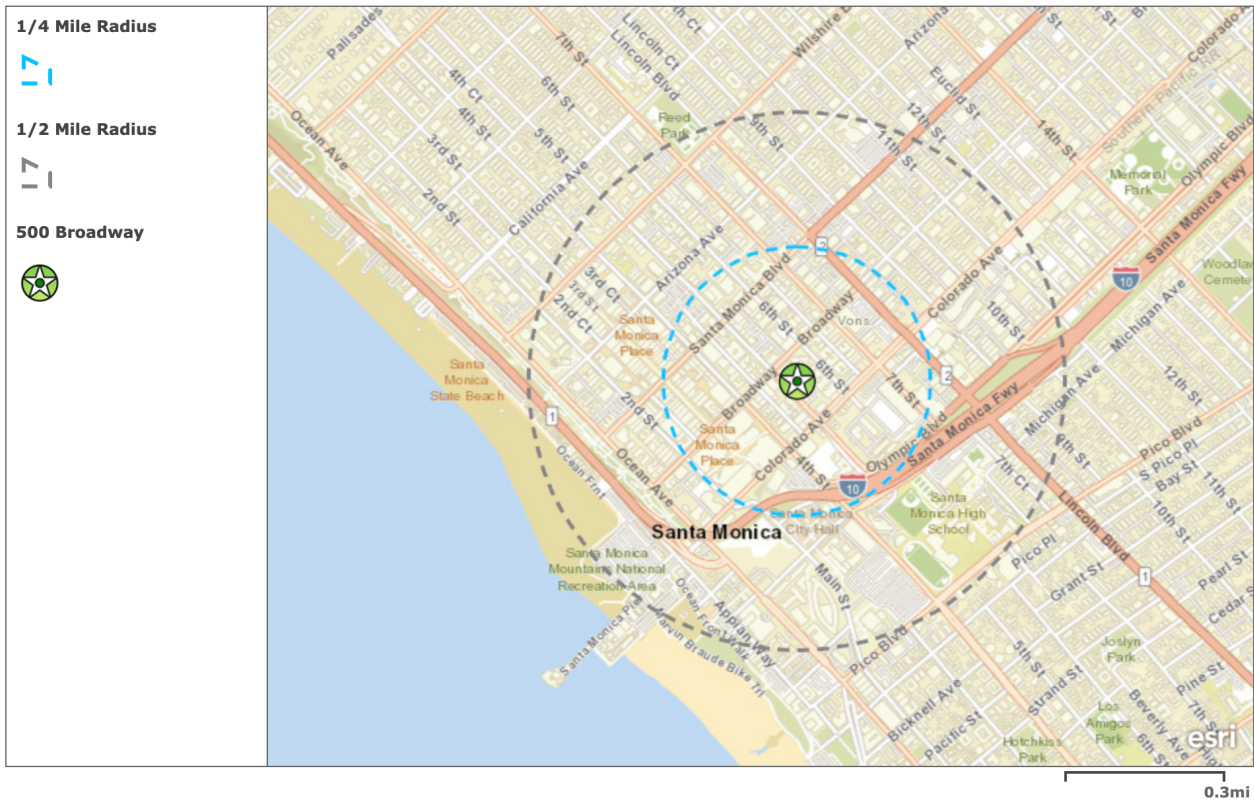
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## Introduction

This TDM plan was developed to comply with the requirements of Development Agreement Section 2.8.7(b).

## 1. Project Information

The project is located in Downtown Santa Monica in very close proximity to the Downtown Santa Monica light rail station at 4<sup>th</sup> Street and Colorado Ave.



## Project Details

Total Square Footage:	320,000 square feet
Total Square Footage of Non-Residential Portion:	55,000 square feet
Total Number of Residential Units:	249 (36 studios, 122 one-bedroom apartments, 66 two-bedroom apartments, 25 three-bedroom apartments)
AVR target of project site:	2.2 within two years of Certificate of Occupancy
Total number of vehicular parking spaces:	530 parking spaces (at least 145 of which will be unreserved)
Carshare parking spaces:	2
Electric vehicle charging stations:	32
Long-term bike parking spaces:	368 for residential and 64 for non-residential
Short-term bike parking spaces:	37 for residential and 55 for non-residential

Parking spaces are as follows:

Commercial Parking: P1		Residential Parking: P3	
Accessible	4	Accessible	6
Compact	26	Accessible Van	1
Standard	31	Compact	57
Tandem	13	Standard	75
		Tandem	13
Commercial Parking: P2		Residential Parking: P4	
Accessible	3	Compact	56
Compact	67	Standard	94
Standard	38	Tandem	23
Tandem	20		

## 2. Site Conditions That Affect Commute Travel

### *Transit*

500 Broadway is one block away from the Downtown Santa Monica light rail station which provides access to downtown Los Angeles via the E (Expo) line. In addition, the project is well connected by various frequent, local, regional, rapid, and light rail transit routes operated by Metro and Big Blue Bus. In total, 19 transit routes have stops within ½ mile of 500 Broadway. These routes provide direct connectivity to Downtown LA, UCLA, LAX, the Warner Center, throughout Santa Monica, and more.

The following transit routes have stops within a ½ mile radius of 500 Broadway:

Metro	Big Blue Bus
534	1
33	2
733 Rapid	3
20	5
720 Rapid	7
704 Rapid	Rapid 7
4	8
E (Expo) Line	9
	Rapid 10
	18
	41

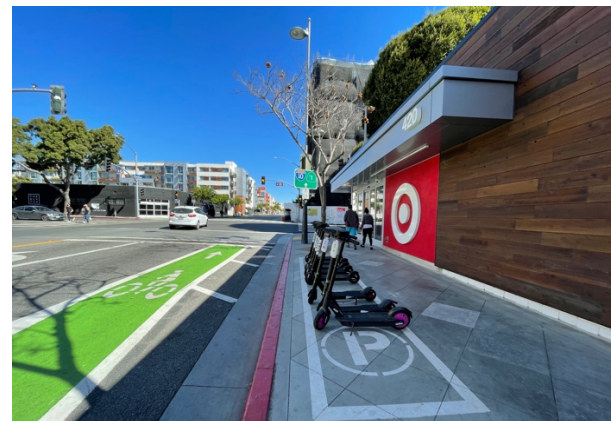


## Active Transportation

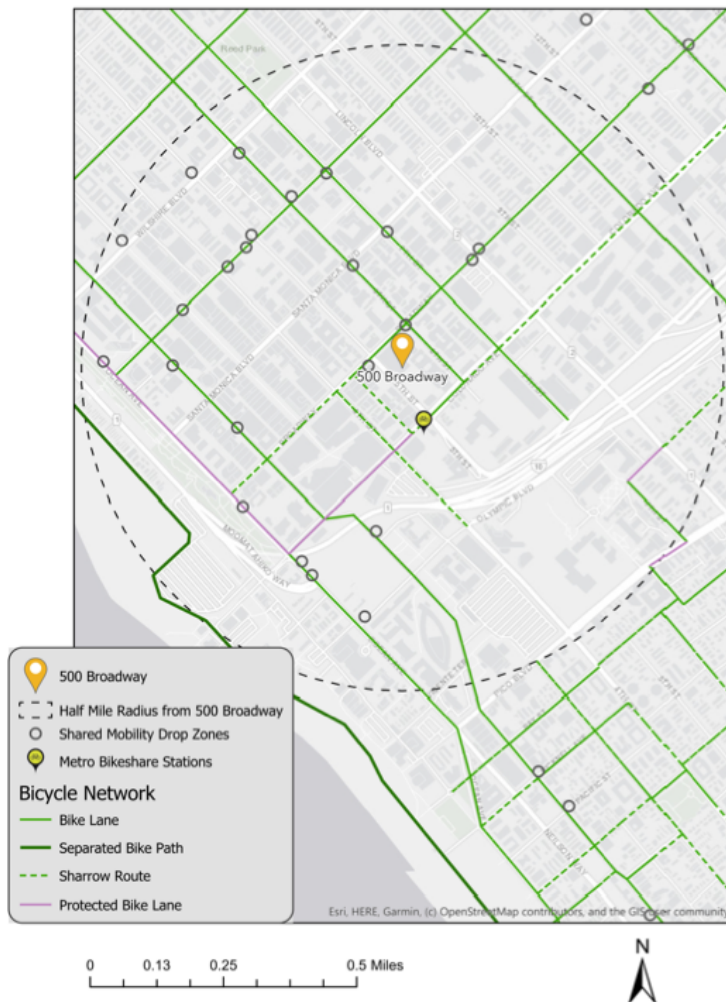
500 Broadway is close to various designated bicycle routes, bike lanes, and off-street paths. Both 6<sup>th</sup> St and Broadway, which intersect ½ block away from 500 Broadway, feature dedicated bike lanes. Colorado Ave includes a protected cycle track as part of the Expo Line Bike Path, and a promenade that connects people walking and biking to the Santa Monica Pier and the Marvin Braude Bike Trail. It is also less than a ½ mile to bike paths on 7th St, Ocean Ave, 1<sup>st</sup> Ct, Arizona Ave, and 11<sup>th</sup> Ave. Additionally, there are 23 designated share mobility drop zones less than ½ mile from 500 Broadway, where scooter/bicycle share providers rebalance their fleets near popular destinations and transit stops. Although Breeze is no longer operating bike share in Santa Monica, there is a bike share station nearby, which is operated by LA Metro and located one block from the project site.



Bike lane on 6th Street



Shared -Mobility drop zone near 5th and Broadway



Cycle track along Colorado Ave

Number of citywide bike share stations located within a 2-block radius of project site: One  
Number of Shared-Mobility Drop Zones located within a 2-block radius of project site: 12

Select bike paths located within a half-mile of project site:

**East-West**

- Expo Line Bike Path
- Michigan Avenue Neighborhood Greenway (MANGo)
- San Vicente Boulevard
- Montana Avenue
- California Avenue
- Arizona Avenue
- Broadway
- Pearl Street
- Ocean Park Boulevard

**North-South**

- Marvin Braude Bike Trail (beach bike path)
- Main Street to 2nd Street
- 11th Street
- 14th Street
- 17th Street
- 28th Street/Stewart Street

*Surrounding Amenities*

500 Broadway is less than ½ of a mile from a variety of destinations, including dozens of bars and restaurants, several grocery stores, and the Main Library of the Santa Monica Public Library system. There are various places to work out, including yoga studios, gyms, and a skate park. At least nine banks are within walking distance, and there are a few preschools and childcare facilities in the area. Various medical offices include a nearby Kaiser Permanente complex and an urgent care facility. Additionally, there are several coffee shops, dry cleaners, laundromats, restaurants, and retail establishments. Nearby greenspace includes Christine Emerson Reed Park, Tongva Park, Palisades Park, and Santa Monica State Beach.

*Land Use*

The large number of surrounding amenities is illustrated by the land use mix near 500 Broadway. Most of the parcels near the development are within the Downtown Core land use designation, which is a mixed-use area encompassing six land-use districts. These land use districts are defined as character areas that permit different uses, building heights, and design standards.



500 Broadway is within the Transit Adjacent district. This district is distinct from others in its intent to minimize car trips by maximizing activity near the Metro E Line by zoning for multi-family housing, retail, class-A office, and hospitality uses. These policies, along with the Colorado Esplanade and transit station area, foster an environment of dense and varied amenities that are accessible without a car.



Amenities within a half-mile of project site:

- Grocery stores
- Libraries
- Pharmacies
- Coffee shops
- Banks
- Childcare facilities
- Gyms
- Restaurants and bars
- Dry cleaners
- Medical offices
- Parks and open green space

### 3. Statement of Commitment

DK Broadway LLC commits to the following to remain in compliance with the City of Santa Monica’s TDM Plan requirements:

- Conduct annual surveys in conformance with Development Agreement Section 2.8.7(e)(2)(v) to determine vehicle trip behavior including the collection of data on employee means of travel, arrival time, and interest in information on ridesharing opportunities (not applicable to residential units). Based on the surveys, prepare project AVR calculations and report project AVR in comparison with AVR target of 2.2 within two years of Certificate of Occupancy.
- Monitor and implement this TDM Plan, including retaining a consultant to monitor the project’s PM peak hour trips and prepare an annual PM Peak Hour Trip Generation Report.
- Report annually in a manner required by Development Agreement Section 2.8.7(b) and 2.8.7(e)(1)(iv).

### 4. Estimated Annual Budget

The annual budget assumes an administrative effort equal to ten hours per week to implement the TDM plan. The Welcome Transit Incentive was calculated for the first year of occupancy and is estimated to be lower in future years based on the expected turnover of rental units.

Budget Line Item	Cost
PTC Salary	\$31,200
Marketing Materials	\$1,000
Transit Subsidies (Residential)	\$19,200
Welcome Transit Incentive	\$14,600
Bicycle Facility/Shower/Locker Maintenance	\$7,500
Third-Party Consultant - Trip Cap Monitoring	\$12,000
Other	\$2,000
<b>Estimated Total</b>	<b>\$90,500</b>



## 5. Project Transportation Coordinator

Align Residential, the hospitality company that will manage the property, will provide staff to serve as the Project Transportation Coordinator (PTC) at this site. The PTC will be responsible for ensuring that 500 Broadway follows its transportation demand management plan, can achieve the average vehicle ridership target, and stays below its peak hour trip cap. Administration of the TDM plan includes planning, outreach, communication, administrative, and interpersonal skills. Duties of the PTC will include, but are not necessarily limited to:

- Planning and leading ridesharing/ride matching events, occasional lunch and learns, and other forms of resident and employer transportation outreach.
- Administration of transit subsidy program including monthly tracking and dispersant, and reimbursement if necessary.
- Coordinating development of program-related marketing collateral, including assistance with campaign creation, promotion, and execution. For example, the PTC is responsible for making informational materials available on options for alternative transportation modes and opportunities, particularly programs that involve commuter subsidies such as parking cash out and vanpool subsidies. The PTC role also includes assisting commercial tenants with TDM education during new employee orientation and distribution/explanation of the transportation welcome packages for residents.
- To the extent readily available, make available transit fare media and day/month passes to employees, visitors, and residents during typical business hours.
- Development of branded newsletter including program updates, and infrastructure and transit service changes relevant to the 500 Broadway occupants.
- Coordination of annual commuter survey with commercial tenants for one consecutive week each year in accordance with Development Agreement Section 2.8.7(e)(2)(v),
- Participate in City-sponsored workshops and information roundtables.
- General administration of the program including implementation and monitoring of program impacts to meet reporting requirements outlined in the TDM plan.

Any of the PTC services may be made available through the GoSaMo TMO instead of the PTC directly.

## 6. Developer TDM Plan Program Measures

This section includes the residential and non-residential TDM measures to be implemented at 500 Broadway. We expect that this combination of measures will achieve the target AVR of 2.2 within two years of the project receiving its Certificate of Occupancy for the non-residential element of this development and ensure the project remains below the Development Agreement's PM peak hour Trip Generation Limit.

### Residential Strategies

The strategies described below apply to the residents of the 249 units at 500 Broadway.

#### *Related Infrastructure Elements – Residential*

The measures in this section fulfill the requirements of the Development Agreement.

##### Bicycle Tools and Repair Stand

A repair stand with commonly needed bicycle tools will be placed in the residential secure bicycle storage area.

### Carshare Parking Spaces

Two parking spaces will be made available free of charge in the residential parking deck for use by carsharing services.

### Secure Bicycle Storage

This building will include 368 secure bicycle parking spaces for residents as shown on Sheet A2.P3 and A2.P4 of the City-approved plans (Attachment C). At least one electrical outlet will be provided for e-bike charging in each storage area.

### Short-Term Bicycle Parking

To encourage visitors and customers to bicycle to/from the building, this building will provide 37 short-term bicycle parking spaces for visitors as shown on Sheet A2.10 and A2.P3 of the City-approved plans (Attachment C).

### Electric Vehicle Charging Stations

10% of total parking spaces will be designated and dimensioned as EV according to the approved project plans. 32 of these spaces will have EV charging stations installed upon project opening.

## *Physical Elements – Residential*

### Transportation Information

500 Broadway will make transportation information available to residential tenants where they are most likely to see it. Align Residential is planning to use an app as its primary communication method with residents and will utilize this app to make transportation information available. This ensures that the information is available to residents at any time and in a format that is convenient for them using an app they have already downloaded and use regularly.

Transportation information will include the following and will be updated periodically:

- Transit maps and schedules for routes within one-half mile of the project site
- Information, including promotional material supplied by commuter-oriented organizations and shuttles, regarding regional ridesharing agency, local transit operators (including fare information, telephone numbers and website links), and the GoSaMo TMO
- Bicycle routes and facility information, such as rental and sales locations, bicycle maps, and bicycle safety information
- Facilities available for carpoolers, vanpoolers, bicyclists, transit riders, and pedestrians at the site, such as bicycle parking, EV charging, nearby bike share stations, and nearby transit stops
- Walking and biking maps for employees and visitors, including information about services, restaurants, movie theaters and recreational activities within walking distance of the projects

### Residential Transportation Welcome Package

All new residents will receive a welcome package at move-in (one per unit) that includes at a minimum all the information listed in the transportation information item above, information about bike education classes, events, transportation subsidies, and programs available to them at 500 Broadway. The welcome package will notify new residents that if new residents choose not to take advantage of the transportation allowance, they are instead entitled to receive a 25% regional pass (e.g., Big Blue Bus 30-Day Pass, Breeze Bike Share monthly pass (or other comparable bicycle share pass), Metro EZ Pass, Metro TAP Pass or equivalent) subsidy for three months. Interested residents will register for the subsidy and provide proof of purchase to obtain the subsidy.

## *Programmatic Elements - Residential*

### Designated Project Transportation Coordinator

As mentioned above, Align Residential staff will act as the project transportation coordinator who will manage the implementation and monitoring of this TDM plan. The PTC will implement TDM program measures, including distribution of residential welcome packages, and attend city-led workshops and roundtables. The PTC will be available to provide TDM implementation assistance to 1626 Lincoln upon request.

In the event that the PTC is changed, DK Broadway shall provide written notification to the City of the contact information for the new PTC for the project within 15 days of such change.

### Promote Bike Share

A Metro Bike Share station is located within one block of the project site. The PTC will promote the Metro Bike Share as well as private bike share and scooter services (Bird, Lyft, etc.) through the resident app, quarterly newsletters, and similar distribution channels.

### Transportation Allowance

A transportation allowance equal to at least 100 percent of the current cost of a monthly regional transit pass of the resident's choice (e.g., Big Blue Bus 30-Day Pass, Breeze Bike Share monthly pass (or other comparable bicycle share pass), Metro EZ Pass, Metro TAP Pass or equivalent) up to the cost of the LA Metro EZ pass (or discounted pass, when applicable) will be offered to new residents (the person(s) on the lease and immediate family members living on-site) who: a) do not lease a parking space on-site, b) do/will not own/lease an automobile while receiving the transportation allowance, and c) sign a contract confirming a and b and indicate their primary transportation mode. Children who reside full time at the building shall be eligible for the Transportation Allowance if the parent that is primarily responsible for transporting the child is also eligible for the Transportation Allowance. The child's parent or guardian shall sign an affidavit (and reaffirm such affidavit each time the Transportation Allowance is distributed) stating that the child permanently resides at the building on a full time basis, and the child is primarily transported by a parent or guardian on the lease that is eligible for the Transportation Allowance.

### Local Preference Marketing Plan

DK Broadway LLC and Align Residential have implemented an Early Marketing and Outreach plan in accordance with Development Agreement Section 2.8.7(e)(3)(v). The Early Marketing and Outreach Plan was previously reviewed and approved by the City.

### Active Participation in a Transportation Management Organization

Align Residential staff will actively participate in GoSaMo TMO meetings and provide parking and travel demand data as needed.

### Marketing Quarterly Newsletters Promoting Rideshare and Annual Rideshare Event

Align Residential will publish a quarterly newsletter for tenants with relevant transportation information and general rideshare promotion. Align Residential will hold at least one rideshare event annually for tenants, which may be provided in conjunction with the GoSaMo TMO.

## *Parking Pricing and Policies - Residential*

### Unbundling Parking

500 Broadway shall not require residents of the rental housing to lease parking. The cost of any parking leased by residential tenants shall be a separate line item in the lease and priced pursuant to the rates below in "Parking Fees". Residential tenants will have the right to first refusal to one parking space per unit. Remaining residential unbundled parking spaces that are not leased or sold to on-site users may be leased to other on-site tenants or to off-site residential or commercial users on a month-to-month basis.

#### Parking Fees

Reserved parking for residents will be priced at a minimum of \$160/month and leased separately from apartment leases. Unreserved parking will be priced at a minimum of \$20/day, which equals 150% more than the reserved parking rate.

### *Compliance and Monitoring - Residential*

#### TDM Plan Participation

Align Residential will inform residents of the TDM plan commitments and notify them that they will receive newsletters, information, and marketing materials related to the implementation of TDM measures.

### Non-Residential Strategies

The strategies described below apply to commercial tenants and their employees.

#### *Related Infrastructure Elements – Non-Residential*

The measures in this section fulfill the requirements of the Development Agreement. They are included in this plan to provide context.

#### Bicycle Tools and Repair Stand

A repair stand with commonly needed bicycle tools will be placed in the non-residential secure bicycle storage area.

#### Shower Facility and Lockers

The project will offer two unisex showers and a minimum of 48 clothes lockers for employees of commercial uses within the project who bicycle or use another active means of getting to work or who exercise during the workday. Locker priority is given to those who utilize active commute means.

#### Secure Bicycle Storage

This building will include 64 secure bicycle parking spaces for employees as shown on Sheet A2.P2 of the City-approved plans (Attachment C). At least one electrical outlet will be provided for e-bike charging in storage area.

#### Short-Term Bicycle Parking

To encourage visitors and customers to bicycle to/from the building, this building will provide 55 short-term bicycle parking spaces for customers and visitors related to non-residential uses as shown on Sheet A2.10 and A2.P1 of the City-approved plans (Attachment C).

#### Electric Vehicle Charging Stations

10% of total parking spaces will be designated and dimensioned as EV according to the approved project plans.

## *Physical Elements – Non-Residential*

### On-site Transportation Information

In the absence of joint common areas all employees will regularly access, 500 Broadway will work with each tenant to make transportation information available to employees where they are most likely to see it, such as locker rooms and break rooms.

Transportation information will include the following and will be updated periodically:

- Transit maps and schedules for routes within one-half mile of the project site
- Information, including promotional material supplied by commuter-oriented organizations and shuttles, regarding regional ridesharing agency, local transit operators (including fare information, telephone numbers and website links), and the GoSaMo TMO
- Bicycle routes and facility information, such as rental and sales locations, bicycle maps, and bicycle safety information
- A list of facilities available for carpoolers, vanpoolers, bicyclists, transit riders, and pedestrians at the site, such as bicycle parking, EV charging, nearby bike share stations, and nearby transit stops
- Walking and biking maps for employees and visitors, including information about services, restaurants, movie theaters and recreational activities within walking distance of the projects
- Information to commercial tenants and employees about local rental housing agencies and the City of Santa Monica Housing Division programs.

### Designated Project Transportation Coordinator

Align Residential staff will act as the project transportation coordinator who will manage the implementation and monitoring of this TDM plan. The PTC will attend city-led workshops and roundtables, distribute transportation information and information about available programs to tenants. As indicated above, any of the PTC services may be made available through the GoSaMo TMO instead of the PTC directly.

In the event that the PTC is changed, DK Broadway shall provide written notification to the City of the contact information for the new PTC for the Project within 15 days of such change.

## *Programmatic Elements – Non-Residential*

### New Employee Orientation

Tenant leases will include a requirement to educate new employees about all available commute options and any programs and services offered to them on-site. The PTC will provide tenants with available transportation information, including but not limited to transit, the citywide bike share, and commuter matching.

### Parking Cash out

Tenant leases will include a requirement for all commercial tenants to meet the requirements of California Health and Safety Code Section 43845 to offer a parking cash out option if the tenant chooses to offer subsidized parking to employees in accordance with the terms and conditions in Development Agreement Section 2.8.7(e)(2)(vi).

### Incentives for employees that live within one-half mile of workplaces

Tenant leases will include a requirement that tenants offer incentives for employees who live within one-half mile of the project site. Given the diverse set of tenants, it will be left to tenants to decide what

incentives will be most appropriate for their employees. Incentives may include one-time or ongoing financial incentives, non-monetary incentives, or in-kind incentives.

#### Promote Bike Share

A Metro Bike Share station is located within one block of the project site. The PTC will promote Metro Bike Share as well as private bike share and scooter services (Bird, Lyft, etc.) through on-site transportation information, and similar distribution channels.

#### Commuter Matching Services Annually and Upon Hiring

The PTC will hold an annual commuter matching event and promote [Commuter Santa Monica](#), [RideMatch](#), or similar tools. Tenants will be required to offer commuter matching resources for all new employees upon hiring and to work with Align Residential to hold commuter matching events and promote ridematching tools.

#### Information Regarding Benefits of Compressed Work Schedule, Flex-Time Schedule, Telecommuting

Developer shall require in all commercial leases it executes as landlord for space within the project that, when commercially feasible, employers shall permit employees within the project to adjust their work hours in order to accommodate public transit schedules, rideshare arrangements, or off-peak hour commuting. In addition, at least once a year, PTC will provide tenants with the benefits of offering compressed work schedules, flex-time schedules, and telecommuting. In a retail environment, this could also include encouraging more predictable and consistent schedules and shifts that would allow employees to more easily arrange carpools or get comfortable with a transit routine.

#### Employee Guaranteed Ride Home

Tenant leases will require that commercial tenants offer a guaranteed return trip (to their point of commute origin) to employees who do not drive alone to work when a personal emergency situation or unplanned overtime requires it. The guaranteed ride home shall be provided at no additional cost to employees. Tenants may register with Metro's Guaranteed Ride Home program to be eligible for reimbursement of guaranteed return trip expenses.

#### Employee Transportation Allowance

Developer will require tenants through the lease agreement to offer a transportation allowance equal to at least 100 percent of the current cost of a monthly regional transit pass of the employee's choice (e.g., Big Blue Bus 30-Day Pass, Breeze Bike Share monthly pass (or other comparable bicycle share pass), Metro EZ Pass, Metro TAP Pass or equivalent) of up to the cost of the LA Metro EZ pass (or discounted pass, when applicable) to on-site employees. The allowance will be made available on a monthly or daily basis. To qualify for the monthly allowance, employees must execute a contract whereby the employee:

- agrees not drive alone for at least 51% of their daily commute distance more than five business days per month
- specifies their alternative commute mode(s)

To qualify for the daily allowance (valued at 1/20 of the monthly value), employees must:

- not receive the monthly allowance
- submit a daily commute tracking form indicating their commute mode(s) and certifying that they did not drive alone for at least 51% of their commute
- specify their commute mode

Where employees are also residents of the Project, only the higher of the employee parking cash-out/transportation allowance or the residential transportation allowance shall be offered to the resident/employee.

#### Customer and Visitor Incentives

Tenants will be required to offer the following customer and visitor programs to incentivize the use of non-single occupancy vehicle (“SOV”) modes:

- (1) Public directions prioritizing rideshare modes on the business’ websites.
- (2) A customer incentive program to use non-SOV modes. This could include a monthly raffle for customers who do not drive alone to 500 Broadway, a small discount for using non-SOV modes, or similar incentives.

#### Free Bike Valet During All Automobile Valet Hours

500 Broadway will offer bike valet, free of charge, during automobile valet hours, if automobile valet is provided for the commercial tenants.

#### Active Participation in a Transportation Management Organization

The PTC will actively participate in GoSaMo TMO meetings and provide parking and travel demand data as needed. Developer shall require in all leases it executes as landlord for commercial space within the project that commercial tenants actively participate in the TMO and that all subleases contain this same provision.

#### Marketing Quarterly Newsletters Promoting Rideshare and Annual Rideshare Event

PTC will publish a quarterly newsletter for tenants with relevant transportation information and general rideshare promotion. PTC will hold at least one rideshare event annually for tenants, which may be provided in conjunction with the GoSaMo TMO.

### *Parking Pricing and Policies – Non-Residential*

#### Unbundling Parking

500 Broadway shall not require tenants occupying commercial space in the project to lease parking. The cost of any parking leased by commercial tenants shall be a separate line item in the lease and priced pursuant to the rates below in “Parking Fees”. In addition, lease agreements will require that each tenant charge its employees for parking and that all subleases contain the same provision. Tenants have the first right of refusal to parking spaces built for their space. Remaining commercial unbundled parking spaces that are not leased or sold to on-site users may be leased to other on-site users or to off-site residential or commercial users on a month-to-month basis. New leaseholders shall have the opportunity to lease or purchase parking spaces built for their unit or use upon occupancy of the commercial or residential use.

#### Parking Fees

Reserved parking for commercial tenants will be priced at a minimum of \$160/month and leased separately from commercial space leases.

Unreserved parking will be offered at a rate that is comparable to other parking garages in downtown Santa Monica but at a minimum 150% more than the reserved parking rate. The daily rate will be priced at a minimum of \$20 a day, 150% more than the reserved rate. Rates may vary for off-peak hours.

## *Compliance and Monitoring – Non-Residential*

### TDM Plan Participation

Tenant leases will require tenants (a) to agree to encourage employees to participate in trip reduction campaigns and efforts and (b) to distribute any information related to the measures related to the TDM plan commitments. They will also require the distribution of and participation of employees in an annual commute survey.

### Employer Worksite Plan Consistency

Tenant leases will require that commercial tenants in the project comply with the applicable employer TDM requirements in Santa Monica Municipal Code Section 9.53, including Section 9.53.060 (Contents of Emission Reduction Plans) and 9.53.070 (Contents of Worksite Transportation Plans) as applicable.

## *Compliance and Monitoring – Project PM Peak Hour Trip Cap*

The project's PM peak hour trip generation will be monitored annually by a third party consultant and the consultant will prepare a PM Peak Hour Trip Generation Report that documents the project's PM peak hour trip generation compared with the Development Agreement's PM peak hour Trip Generation Limit of 459. The monitoring and reporting shall be in accordance with the methodology and requirements in Development Agreement Section 2.8.7(e)(1)(iv)(A). To facilitate this monitoring, a key card entry and exit system for on-site parking that will differentiate between residential; commercial; on-site visitors and customers; and off-site users will be installed within the project. If the project's PM peak hour trip generation, as shown in the annual report, exceeds the applicable Trip Generation Limit, DK Broadway will implement changes to the TDM Plan in order to achieve the Trip Generation Limit and submit a follow-up monitoring report as further detailed in the Development Agreement Section 2.8.7(e)(1)(iv)(B). If the Project's PM peak hour trip generation, as measured in the follow-up report, continues to exceed the Trip Generation Limit, then DK Broadway will pay a fine to the City in accordance with Development Agreement Section 2.8.7(e)(1)(iv)(B) and continue to implement measures to achieve compliance with the Trip Generation Limit. The fine shall cease once the project demonstrates compliance with the Trip Generation Limit in two subsequent monitoring report.

## **7. Implementation Strategy**

### General Roles and Responsibilities

All TDM-related infrastructure elements are being provided during the construction of the building. Align Residential, acting as the PTC, will be responsible for the implementation and monitoring of this TDM plan. Many of the non-residential strategies will be implemented by commercial tenants and the requirement to implement will be included in and enforced through the tenant lease agreement. Align Residential will provide assistance to tenants as described in the TDM Program Measures above. Appendix A summarizes the strategies and implementation responsibilities.

### Long-term Funding and Management of TDM Measures

TDM measures will either be directly funded through building operations or indirectly by commercial building tenants managed by the lease agreement.

### Ensuring Program Compliance and Reporting Requirements

The PTC will ensure that all TDM measures are implemented as intended in this plan, including submittal of the annual TDM Status Report and PM Peak Hour Trip Generation Report to the City, and



will work closely with commercial tenants to ensure the proper implementation of lease requirements. If the project does not achieve the project's 2.2 AVR target within two years of Certificate of Occupancy or maintain such target thereafter, DK Broadway shall pay the Compliance Penalty as specified in Development Agreement Section 2.8.7(h) and implement additional/revised TDM measures. If the project exceeds the PM peak hour Trip Generation Limit, the PTC will ensure compliance with the follow up monitoring and reporting, implementation of additional/revised TDM measures, and payment of the fine by DK Broadway as detailed further above and in Development Agreement Section 2.8.7(e)(1)(iv)(A).

#### Changes to TDM Plan

This TDM Plan may be modified in accordance with Development Agreement Section 2.8.7.

## Appendix A: Strategy Summary and Implementation Responsibility

Category	Strategy	Residential	Non-Residential	Implementation Responsibility
Infrastructure	On-site bicycle tool and repair stand	X	X	Developer
	Carshare parking spaces	X		Developer
	A shower facility and lockers for commercial tenants		X	Developer
	Secure bicycle parking	X	X	Developer
	Short-term bicycle parking spots for visitors	X	X	Developer
	EV charging spaces	X	X	Developer
Physical Elements	On-site transportation information	X	X	PTC and Tenant (non-residential)
	Transportation welcome packages	X		PTC
Programmatic Elements	Designation of project transportation coordinator	X	X	Developer
	New employee orientation		X	Tenant
	Parking cash-out applicable to all commercial tenants		X	Tenant
	Incentives for employees that live within one-half mile of workplaces		X	Tenant
	Information regarding availability of bike commute training offered either on-site or by a third party		X	PTC
	Onsite shared bikes/bikeshare promotion	X	X	PTC
	Commuter matching services for all employees on an annual basis, and for all new employees upon hiring		X	PTC and Tenant
	Information about: compressed work schedule, flex-time schedule, telecommuting, and guaranteed ride home		X	PTC
	Transportation allowance	X	X	PTC (residential), Tenant (non-residential)
	Customer and visitor incentive program		X	Tenant
	Free bike valet during all automobile valet hours		X	PTC
	Local preference marketing plan	X		Developer and PTC
	TMA participation	X	X	PTC and Tenant (non-residential)
	Employee guaranteed return trip		X	Tenant
	Reserved parking priced at least \$8/day or \$160/month for employees and residents	X	X	PTC and Tenant (non-residential)
	Unreserved parking priced at least 150% more than the price of employee and resident parking	X	X	PTC
	Marketing quarterly newsletters promoting rideshare and annual rideshare event	X	X	PTC
Unbundled parking and requiring commercial tenants to charge their employees for parking	X	X	PTC and Tenant (non-residential)	
As needed management of the 1626 Lincoln TDM plan			PTC	
Compliance and Monitoring	Participation of employees and residents in campaigns	X	X	Tenant Lease (non-residential)
	Participation in the annual project commute survey		X	Tenant Lease
	Employer emission reduction plans consistent with Developer TDM Plan		X	Tenant Lease
	Recorded agreement that makes Developer TDM Plan a condition of property ownership	X	X	Developer
	Annual PM peak hour trip generation monitoring (trip cap of 459)	X	X	PTC

## Appendix B: Cross-Reference List

### 500 Broadway

#### Development Agreement TDM Requirements and Proposed TDM Plan Cross-Reference List

<b>Development Agreement Section</b>	<b>TDM Plan Section</b>
DA Section 2.8.7(a)(1) – Project description	TDM Plan Section 1 – Project Information, pages 1-2
DA Section 2.8.7(a)(2) –Site conditions that affect commute travel	TDM Plan Section 2 – Site Conditions That Affect Commute Travel, pages 2-7
DA Section 2.8.7(a)(3) –Statement of Commitment from Developer	TDM Plan Section 3 – Statement of Commitment, page 7
DA Section 2.8.7(a)(4) –Annual Budget	TDM Plan Section 4 – Estimated Annual Budget, page 7
DA Section 2.8.7(a)(5) –Duties, responsibilities, and qualifications of the Project Transportation Coordinator	TDM Plan Section 5 – Project Transportation Coordinator, page 8
DA Section 2.8.7(a)(6) –TDM Plan program measures	TDM Plan Section 6 – Developer TDM Plan Program Measures, pages 8-15
DA Section 2.8.7(a)(7) – Implementation Strategy	TDM Plan Section 7 – Implementation Strategy, pages 15-16
DA Section 2.8.7(b) – Annual Report on TDM Plan	TDM Plan Section 3 – Statement of Commitment, page 7; Section 7 - Implementation Strategy, page 16
DA Section 2.8.7(c) – Transportation Demand Management Ordinance	TDM Plan Section 6, Compliance and Monitoring – Non-Residential, Employer Worksite Plan Consistency, page 15
DA Section 2.8.7(d) – Physical Elements	
DA Section 2.8.7(d)(1)(i) – Transportation Information Center	TDM Plan Section 6, Physical Elements – Residential, page 9; Physical Elements – Non-Residential, page 11
DA Section 2.8.7(d)(1)(ii) – Bicycle Amenities	TDM Plan Section 6, Related Infrastructure Elements –Residential, page 8; Related Infrastructure Elements – Non-Residential, page 12
DA Section 2.8.7(d)(1)(iii) – Carshare Parking Spaces	TDM Plan Section 6, Related Infrastructure Elements –Residential, page 9
DA Section 2.8.7(d)(2)(i) – Employee Secure Bicycle Storage	TDM Plan, Section 6, Related Infrastructure Elements – Non-Residential, page 11

DA Section 2.8.7(d)(2)(ii) – Employee Showers and Locker Facilities	TDM Plan, Section 6, Related Infrastructure Elements – Non-Residential, page 11
DA Section 2.8.7(d)(2)(iii) – Short-Term Bicycle Parking	TDM Plan, Section 6, Related Infrastructure Elements – Non-Residential, page 11
DA Section 2.8.7(d)(3)(i) – Convenient and Secure Bicycle Storage for Residents	TDM Plan, Section 6, Related Infrastructure Elements – Residential, page 9
DA Section 2.8.7(d)(3)(ii) – Short-term Public Bicycle Parking	TDM Plan, Section 6, Related Infrastructure Elements – Residential, page 9
DA Section 2.8.7(e) – Programmatic Elements	
DA Section 2.8.7(e)(1)(i) – Parking Pricing	TDM Plan, Section 6, Parking Pricing and Policies – Residential, page 10; Parking Pricing and Policies – Non-Residential, page 14
DA Section 2.8.7(e)(1)(ii) – Marketing	TDM Plan, Section 6, Programmatic Elements – Residential, page 10; Programmatic Elements – Non-Residential, page 13
DA Section 2.8.7(e)(1)(iii) – Project Transportation Coordinator	TDM Plan, Section 6, Programmatic Elements – Residential, page 9; Programmatic Elements – Non-Residential, page 12
DA Section 2.8.7(e)(3)(iv) – PM Peak Hour Trip Cap	TDM Plan, Section 6, Compliance and Monitoring - Project PM Peak Hour Trip Cap, page 15
DA Section 2.8.7(e)(2)(i) Commercial Component – Unbundled Parking	TDM Plan, Section 6, Parking Pricing and Policies – Non-Residential, page 14
DA Section 2.8.7(e)(2)(ii) Commercial Component – AVR Target	TDM Plan, Section 1 Project Information, page 2; Section 6 Developer TDM Plan Program Measures, page 8
DA Section 2.8.7(e)(2)(iii) Commercial Component – Remedy for Exceeding AVR Target	TDM Plan, Section 7, Implementation Strategy – Ensuring Program Compliance and Reporting Requirements, page 16
DA Section 2.8.7(e)(2)(vi) – Parking Cash Out	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 12
DA Section 2.8.7(e)(2)(vii) Commercial Component – Transportation Allowance	TDM Plan, Section 6, Programmatic Elements – Non-Residential, pages 13-14
DA Section 2.8.7(e)(2)(viii) – Employee Flex-Time Schedule	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 13
DA Section 2.8.7(e)(2)(ix) – Employee Guaranteed Return Trip	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 13
DA Section 2.8.7(e)(2)(xi) – Free Bike Valet	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 14

DA Section 2.8.7(e)(2)(xii) – Employee Incentives Living Close to Project	TDM Plan, Section 6, Programmatic Elements – Non-Residential, pages 12-13
DA Section 2.8.7(e)(2)(xiii) – Commuter Matching Services	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 13
DA Section 2.8.7(e)(2)(xiv) – Customer and Visitor Incentives	TDM Plan, Section 6, Programmatic Elements – Non-Residential, page 14
DA Section 2.8.7(e)(3)(i) Residential Component – Unbundled Parking	TDM Plan, Section 6, Parking Pricing and Policies – Residential, pages 10-11
DA Section 2.8.7(e)(3)(ii) – Transportation Welcome Package for Residents	TDM Plan, Section 6, Physical Elements – Residential, page 9
DA Section 2.8.7(e)(3)(iii) Residential Component – Resident Transportation Allowance	TDM Plan, Section 6, Programmatic Elements – Residential, page 9
DA Section 2.8.7(e)(3)(v) Residential Component – Local Preference Marketing Plan	TDM Plan, Section 6, Programmatic Elements – Residential, page 10
DA Section 2.8.7(f) – Transportation Management Association	TDM Plan Section 6, Programmatic Elements – Residential, page 10; Programmatic Elements – Non-Residential, page 13
DA Section 2.8.7(g) – Changes to TDM Plan	TDM Plan Section 7, Implementation Strategy – Changes to TDM Plan, page 16
DA Section 2.8.7(h) – Compliance Penalty if AVR Target is Not Achieved	TDM Plan Section 7, Implementation Strategy – Ensuring Program Compliance and Reporting Requirements, page 16

# Appendix C: City-Approved Plans