

North Bayshore Precise Plan

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Prepared for a workshop & public presentation on VMT reduction exchanges as a CEQA mitigation strategy (Friday, June 15, San Jose). Event organized as part of the SB 743 Implementation Assistance Project – a collaboration among three California state agencies (OPR, CalSTA, Caltrans), five MPOs (SACOG, SCAG, MTC, SANDAG, SJCOG), CALCOG, and others – managed by the Urban Sustainability Accelerator at Portland State University.

1. Description of the VMT reduction programs, activities, or investments

North Bayshore's trip-reduction program is a robust set of TDM requirements and inducements tied to an area-wide trip cap. The trip cap was determined based on roadway capacity for a limited number of gateways to the area. The North Bayshore Precise Plan, which was the planning document through which the trip cap and TDM program were enacted, eliminated minimum parking requirements for the area, established parking maximums, and put in place TDM requirements that are a condition of entitlements for new development projects in the area. TDM programs are already implemented for existing employers in the area, through a North Bayshore transportation management association (MVGo), as well as through the robust efforts of individual employers like Google.

The area-wide trip cap is enforced through the site-level TDM requirements and through potential area-wide measures that are triggered if volumes on key gateways to the area exceed the cap. Among the measures the City Council must consider to remediate poor area-wide performance is congestion pricing.

2. Projected VMT reduction

The following table reports the key trip-reduction measures that were included in the Precise Plan and associated trip-reduction ranges from the California Air Pollution Control Officers Association's "Quantifying Greenhouse Gas Mitigation Measures" resource, the best collection of evidence of the trip-reduction effects of TDM measures and site design characteristics on vehicle miles traveled and greenhouse gas emissions. Important notes on the CAPCOA methodology:

- The methodology does not allow trip-reduction effects of individual programs to be added in a linear fashion (there are diminishing returns associated with each additional transportation program or improvement).
- The methodology also includes a trip-reduction cap of 15% to 20% for five transportation-related categories together: Land use/location, neighborhood/site enhancements, parking policy/pricing, transit system improvements, and commute trip reduction (the last of which is where many TDM measures fall).
- The methodology allows for an additional 25% reduction for roadway pricing.

Per the estimates, one could expect anywhere from a 20% to 40% VMT reduction effect (relative to a scenario with no-TDM/congestion pricing but with the full extent of development in the area), depending on the extent of TDM implementation and on whether the city implements congestion pricing.

Key Trip-Reduction Measures Included in North Bayshore Precise Plan¹

Measure	Implementation	CAPCOA Trip-Reduction Range (Not Added Linearly)
Parking Supply Limits	Area-Wide	5 – 12.5%
Car Share Program	Area-Wide	0.4 – 0.7%
Traffic Calming and Pedestrian Network Improvements	Area-Wide	0.25 – 3%
Commute Trip Reduction Programs	Project-Specific	4.2 – 21.0%
Employer-Sponsored Shuttles	Area-Wide (through TMA)	0.3 – 13.4%
Cordon Pricing	Area-Wide	7.9 – 22%

3. Evidentiary basis for the projected reduction, such as results of prior efforts or published research

The projected reduction is based on estimates from the CAPCOA “Quantifying Greenhouse Gas Mitigation Measures” resource.

4. Payment or other exchange or inducement required to execute the VMT reduction project or program. If there is a difference between the cost of the project vs. the exchange price – e.g., because the project already has partial funding – this is worth knowing.

Developers get valuable development entitlement in exchange for deep VMT reduction. They are also required to pay impact fees and join a TMA in order to fund general transportation improvements. The combination of requirements plus the TMA are designed to generate all the funding needed and then have a vehicle for implementing the TDM measures that are most complex/expensive and/or those that benefit from economies-of-scale.

5. Identification of the entity or type of entity the presenter believes or speculates would be interested in buying or providing some other form of exchange for this VMT mitigation.

If there were to be some kind of VMT cap and trade system along the 101 corridor, we imagine developers outside the North Bayshore area could be enticed to purchase credits from North Bayshore to offset trips added to 101 and its ramps. This is not a regulatory system/market that is in place today.

¹ Source: <http://www.capcoa.org/wp-content/uploads/2010/11/CAPCOA-Quantification-Report-9-14-Final.pdf>