FEHR PEERS

Memorandum

Date: September 13, 2021

To: Bridget Metz, SteelWave

From: Jordan Brooks and Sam Tabibnia, Fehr & Peers

Subject: TheLabs Life Sciences Development – Transportation Demand Management Plan

OK21-0401

This memorandum details the Transportation Demand Management (TDM) plan for the proposed TheLabs development in West Berkeley. Although the project would not have a significant impact on vehicle miles traveled (VMT) and no mitigation is required, it would implement a TDM Plan to reduce VMT and reduce automobile trip generation and parking demand through measures that discourage the use of automobiles and encourage the use of other travel modes.

This memorandum describes the project and its setting, lists the proposed TDM strategies that the project would implement, provides estimates of the effectiveness of the TDM Plan for reducing VMT, and describes the monitoring and evaluation of the TDM Plan.

Project Description

The proposed project is located in West Berkeley and includes the renovation of about 106,200 square feet of existing commercial uses, development of a 415-space parking garage, and development of about 159,100 square feet of new life sciences office/R&D and light manufacturing uses.

Project Location

The proposed project is located between Bancroft Way, Fifth Street, Allston Way, and the railroad in West Berkeley.

The project site has a Walk Score[1] of 91 out of 100 and a Bike Score[2] of 96 out of 100, based on the many nearby commercial uses and good bicycle and pedestrian connectivity.[3] There are continuous sidewalks throughout the area, and low-stress bicycle access along Sixth Street and Channing Way connect the project site to adjacent commercial areas. Additionally, a Bay Wheels bikeshare station is located near the project on Fourth Street at Addison Street.

The project site has a Transit Score[4] of 54 out of 100, indicating many transit options are available nearby. The project is three blocks from the Berkeley Amtrak Station and within easy walking distance of several bus routes, including AC Transit's Line 36 along Dwight Way, Line 51B along University Avenue, and Lines 72 and 72M along San Pablo Avenue, as well as the West Berkeley Shuttle stop on Dwight Way at Sixth Street.

The project's location within walking distance of a variety of uses and near good bicycle and transit facilities is expected to result in a relatively high rate of pedestrian, bicycle, and transit trips. This is evidenced in part by the travel patterns of the area's existing workers, per the US Census. Nationwide, 86 percent of workers commute via automobile, compared to 75 percent of workers in West Berkeley.

Table 1 shows the project trip generation by travel mode based on existing mode splits in West Berkeley, as summarized in the project's Preliminary Transportation Assessment memorandum.

Table 1: Project Trip Generation by Travel Mode

Mode	Mode Share Adjustment Factor[1]	AM Peak Hour	PM Peak Hour
Automobile	1.00	180	181
Transit	0.10	18	18
Bike	0.08	14	14
Walk	0.07	13	13
	Total Net Trips	**225**	**226**

Notes:

1. Based on the mode share estimates for workers in West Berkeley from the 2012-2016 American Community Survey 5-Year Estimates.

Source: Fehr & Peers, 2021.

[1] Walk Score is a measure of the walkability of any address based on distance to amenities within a 5 to 30-minute walk, and other metrics such as block length and intersection density.

[2] Bike Score measures if an area is good for biking considering the availability of bike infrastructure, terrain, destinations, street connectivity, and number of bike commuters.

[3] https://www.walkscore.com/score/2222-fourth-st-berkeley-ca-94710

[4] Transit Score measures how well a location is served by public transit based on the frequency of routes, type of transit (rail, bus, etc.), and distance to the nearest stop.

TDM Strategies

This section describes the strategies that would be implemented at the project, as well as project features that would reduce the automobile trips generated by the project. Some of these strategies would be directly implemented by the building management and others would be implemented by individual tenants. The TDM strategies include both one-time physical infrastructure improvements and on-going operational strategies. Physical improvements would be implemented as part of the project and thus are anticipated to have a one-time capital cost. Some level of ongoing maintenance cost may also be required for certain measures. Operational strategies provide on-going incentives and support for the use of non-auto transportation modes. These TDM measures have monthly or annual costs and would require on-going management.

The TDM Plan, which would be implemented at the time of the occupancy, would include the following strategies:

A. Provide shuttle service between the project and a BART Station during weekday peak commute periods (6:00 AM to 10:00 AM and 3:00 PM to 7:00 PM). The project would also explore the feasibility, and if feasible, will coordinate the shuttle service with existing shuttle services, and/or other employers in West Berkeley. Shuttle service would be adjusted based on ridership
B. Provide bike lockers, showers, personal lockers, and a repair station on-site to encourage bicycling to the site
C. Coordinate with City of Berkeley, and/or other regional agencies to facilitate the potential installation of a BayWheels bikeshare station along the project frontage
D. Offer to provide free parking spaces for at least two car share vehicles (ZIP Car, etc.)
E. Offer carpool/ride-matching services, such as ZimRide, ComoVee, or 511.org RideShare, to pair employees interested in forming commute carpools.
F. Provide at least 10 spaces of preferential carpool parking, including free parking for carpoolers if employees are charged for on-site parking. Carpool parking spaces not occupied by 10:00 AM would be available to other vehicles.
G. Require tenants to provide full or partial transit subsidy to project employees. Tenants may offer one of the following to employees that request it:[5]
    - A monthly commuter check (or alternatively Clipper Card, which is accepted by BART, AC Transit, and other major transit providers in the Bay Area)
    - Subsidized AC Transit bus pass
    - Subsidized Capital Corridor monthly ticket
H. Require tenants to provide pre-tax commuter benefits for project employees

[5] This analysis assumes that a transit fare subsidy of about $2.50 per employee per weekday (value to rider, not cost to employer) will be available to all site employees.

I. Regularly provide project tenants and employees information about various transportation options in the area and the TDM strategies provided by the project. The main lobby of each major project building shall also provide all the information on transportation options, such as a TransitScreen.
J. Provide information on the Bay Area Commuter Benefits Program to all building tenants. As of September 30, 2014, Bay Area employers with 50 or more full-time employees within the Bay Area Air Quality Management District (Air District) geographic boundaries are required to register and offer commuter benefits to their employees in order to comply with Air District Regulation 14, Rule 1, also known as the Bay Area Commuter Benefits Program. Employers must select one of four Commuter Benefit options to offer their employees: a pre-tax benefit, an employer-provided subsidy, employer-provided transit, or an alternative commute benefit. (Information about Commute Benefits Program is at 511.org/employers/commuter/overview.)

Operational TDM strategies are most effective for people who commute to and from a site on a regular basis, especially during weekday peak commute periods when transit service peaks and is most conveniently available. Thus, these strategies are generally targeted at office workers. Visitors are not directly targeted because they would visit the project too infrequently to be aware of the TDM benefits or to make them cost-effective. However, some of the strategies, especially the ones that would improve the infrastructure, would also benefit the site visitors.

VMT Reduction Estimates

Table 2 summarizes the estimated effectiveness of the TDM Plan components in reducing project VMT. The effectiveness of the strategies is primarily based on research compiled in *Quantifying Greenhouse Gas Mitigation Measures* (California Air Pollution Control Officers Association [CAPCOA], August 2010), which is a resource for local agencies to quantify the benefit, in terms of reduced travel demand, of implementing various TDM strategies. It is estimated that the proposed TDM Plan would reduce the project-generated VMT by between 8 and 15 percent.

The VMT reduction ranges in Table 2 represent conservative assumptions about potential VMT reduction at the low end of the range. Due to the location of the project in an area that has good pedestrian and bicycle access, along with moderate peak-hour transit access, a VMT reduction in the middle of the range (10 to 12 percent) is expected with this TDM program.

Table 2: TDM Plan VMT Reduction Estimates

TDM Strategy	Description	Estimated VMT Reduction[1]
BART Shuttle	Provide peak commute period shuttle service to BART	3% - 6%
Bicycle Amenities	Provide secure bicycle parking, showers and lockers, and repair station	<1%
Bike Share	Allow and facilitate installation of a potential BayWheels bikeshare station along the site frontage	
Carshare Parking Spaces	Dedicate on-site carshare parking spaces	<1%
Carpool and Ride-Matching Assistance	Assist project employees in forming carpools and provide preferential carpool parking spaces	1%
Transit Fare Subsidy	Require tenants to provide a monthly transit subsidy to employees	4% - 8%[2]
Pre-Tax Commuter Benefits	Require tenants to provide pre-tax commuter benefits to employees	
Marketing and Education	Active marketing and education of employees on various commuting options	N/A[3]
	Total Estimated Vehicle Trip Generation	**8% – 15%**

Notes:
1. Based on *Quantifying Greenhouse Gas Mitigation Measures* (California Air Pollution Control Officers Association [CAPCOA], August 2010)
2. Assuming a transit subsidy of about $2.50 per day per employee (value to transit user and not necessarily the cost) available to all employees.
3. The effectiveness of this strategy cannot be quantified at this time. This does not necessarily imply that the strategy is ineffective. It only demonstrates that existing literature does not provide a robust methodology for calculating its effectiveness. In addition, many strategies are complementary to each other and isolating their specific effectiveness may not be feasible.

Source: Fehr & Peers, 2021.

Monitoring and Evaluation

This TDM program would include regular periodic evaluation of the program to assess the effectiveness of the various strategies implemented. The project applicant would submit an annual compliance report for the first five years following completion of the project for review and approval by the City. The annual report would consist of the following:

1. A description of the TDM measures and services provided at the project, to the extend feasible the level of use or participation for each measure, and compliance with the required measures in the TDM plan.
2. Results of an annual employee survey that quantify the mode split for site employees, the perception of the TDM plan by the project employees. The survey results should focus on the weekday daytime employees only.

If timely reports are not submitted and/or the annual reports indicate that the project applicant has failed to implement the TDM Plan, the project will be considered in violation of the Conditions of Approval. The project shall not be considered in violation if the TDM Plan is implemented but the estimated reduction goals are not achieved. If in five successive years the project is found to meet the stated TDM goal, additional surveys and monitoring shall be suspended until such a time as the City deems they are needed.

Please contact Jordan Brooks (j.brooks@fehrandpeers.com or 510-587-9429) with questions or comments.