

Guenoc Valley Mixed Use Development Transportation Demand Management Plan

**Prepared for:
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Transportation Demand Management (TDM) Plan

This report contains the Project's Transportation Demand Management (TDM) Plan. An overview of the TDM Plan and its goals is presented. Then, the 15 strategies that make up the Plan are described in detail and finally, a monitoring and reporting plan is presented.

1.1 Project Description

The Proposed Project consists of a master planned mixed-use resort and residential community within a portion of the 16,000-acre Guenoc Valley Ranch property in southeast Lake County and off-site workforce housing located on a 12.75-acre site in central Middletown. The Project sponsor proposes to develop a portion of the Project site into a luxury resort, consisting of hotels, retail and commercial uses, residential housing, and outdoor recreation amenities, including a golf course and equestrian facilities.

Access to the site would be provided via two entrance roadways extending from Butts Canyon Road. The primary access to the Guenoc Valley Site for employees, residents, and guests would occur via a new roadway and intersection. Both the new primary and existing secondary access intersections would include roadway improvements to enhance accessibility and safety for all road users. The Project sponsor will provide a weekday shuttle service for employees and residents from the Middletown Housing Site to the Guenoc Valley Site, as well as an internal electric vehicle fleet for guests and residents to travel around the site.

1.2 TDM Plan Overview

This TDM Plan has been developed to satisfy the requirements of Mitigation Measure 3.13-4 of the Draft Environmental Impact Report (DEIR) dated February 28, 2020, and includes a detailed monitoring and reporting component.

The Project sponsor is committed to implementing measures to reduce vehicle trips to and from the Project site and overall vehicle-miles travelled, as required by Mitigation Measure 3.13-4 in the DEIR. The Project has been designed to prioritize and promote non drive-alone trips to, from, and within the site for employees, residents, and guests, primarily through a robust shuttle program and workforce housing program.

The Project design is complemented and supported by the Project's TDM Plan, which includes specific strategies to reduce vehicular trip-making by shifting trips that would otherwise be made by private

automobile to other modes such as shuttle or public transit. This generally involves improving the appeal of these modes via supportive amenities (such as providing high-frequency and convenient shuttles and real-time transit information screens), and reducing the need for site users to make many off-site trips that tend to be more likely made by automobile (by providing key amenities such as high quality restaurants and recreational activities, including swimming, spa, golf, and equestrian facilities within the Project site).

The minimum reduction goal of this TDM Plan is a 15 percent reduction to vehicle miles traveled (VMT). Due to the unique nature of the Project's proposed land uses, traditional TDM reduction strategies are difficult to quantify based on the California Air Pollution Control Officers Association (CAPCOA) documentation on the subject.¹ Therefore a range of effectiveness has been identified for each TDM strategy. Several strategies are listed as "supportive" rather than including a quantified reduction. This indicates that the effectiveness of that particular strategy is nominal when implemented alone, but can increase the effectiveness of other TDM strategies and is supportive of a less auto-centric Project site overall. **Table 1** summarizes all TDM strategies, their target audience(s) and effectiveness. The TDM strategies outlined in this document are expected to collectively reduce vehicle trips by 3 to 20 percent and thus reduce VMT by approximately 3 to 20 percent.

The strategies presented in this chapter constitute the initial plan for the first phase of development. The Project sponsor will evaluate the TDM Plan during further buildout. The Project sponsor would convene with Lake County and other key stakeholders to evaluate the effectiveness of the TDM strategies implemented to date. If the Project is found to be falling short of the TDM goals at a particular checkpoint, the Project sponsor will work with Lake County to consider adjustments to TDM strategies or new measures to achieve the goal.

1.3 Detailed Review of Each Strategy

The following details the 15 TDM strategies proposed as part of the Guenoc Valley Mixed Use Development.

¹ California Air Pollution Control Officers Association (CAPCOA) *Quantifying Greenhouse Gas Mitigation Measures*. August 2010. Available at <http://www.capcoa.org/wp-content/uploads/2010/11/CAPCOA-Quantification-Report-9-14-Final.pdf>

1.3.1 Workforce Housing

Details:

Workforce housing will be provided by the Project for employees. It is anticipated that the employees for the operation of the Project would primarily be from the local workforce. Due to the limited availability of rental homes and housing stock options near the Guenoc Valley Site, the Project includes a mixture of on- and off-site workforce housing for employees. The Project will provide up to 35 housing units on-site and up to 50 housing units off-site in nearby Middleton for a total of 85 workforce housing units and 321 total bedrooms for employees.

By providing local, convenient workforce housing, the Project is providing housing options that limit the commute distance for employees, reducing VMT and lowering the need for employees to drive to work. Further, by providing the off-site workforce housing in one central location, the Project is able to provide a shuttle service, as further described in TDM measure 1.3.3 below.

Target Audience:

Employees

Effectiveness:

Up to 3%

1.3.2 Limited Parking Supply

Details:

The Project has developed site-specific parking requirements in coordination with the County due to the large-scale development and unique land use combination. These Project-specific parking rates are substantially lower than the County's typical parking requirements which will encourage non-auto modes, especially for employees. The Project is providing limited parking on-site for employee back of house operations, but will provide additional park-and-ride spaces near the off-site workforce housing to encourage use of the shuttle service.

Target Audience:

Employees

Effectiveness:

Up to 2%

1.3.3 Transportation Services

Details:

There are currently no plans for Lake Transit to run buses along Butts Canyon Road near the Project site and the nearest bus stops are about six miles away in Middletown. While it is possible Lake Transit might consider adding a stop on Butts Canyon Road in the future to serve employees, there are no plans to do so at this time. The Project can take the following actions to improve public transit to the site:

Shuttle Service The Project will provide a frequent direct weekday shuttle service open to the public, but designed to serve the transportation needs of employees during the peak morning and evening commute periods. This shuttle will operate between the Project site and off-site workforce housing with a stop at the Lake Transit bus transfer point in Middletown. Shuttles will be fully accessible to passengers using wheelchairs. Additionally, a private shuttle service designed to serve the transportation needs of residents and guests has been assumed as part of the EIR analysis. The Project sponsor will provide regular private shuttle service to and from San Francisco and Sacramento, which is expected to accommodate approximately 40% of resort patrons. The management shall monitor and provide adequate shuttle headways to accommodate all employees, residents, and guests who wish to use the shuttle services. The Project sponsor will also explore providing a real-time smart-phone app that tracks arrivals to make shuttle use more reliable and convenient.

Free Dial-a-Ride Transportation Service The management shall provide free on-call dial-a-ride transportation service connecting the Guenoc Valley Site to the community of Middletown and to regional transit services. The service shall be made available to the general public within a 15-mile radius of the site, in addition to employees, guests, and residents of the Proposed Project.

Target Audience:

Employees, Residents, and Guests

Effectiveness:

2% to 10%

1.3.4 Carpool and Ride-Matching Assistance Program

Details:

Although on-site employee parking is limited, the management will offer personalized ride-matching assistance for those who do drive to pair employees interested in forming commute carpools. This service may also apply to employees commuting to the off-site park and ride lot where they catch the employee

shuttle. As an enhancement, management may consider using specific services such as ZimRide, TwoGo by SAP, Enterprise RideShare, 511.org RideShare or the equivalent to help facilitate ride-matching.

Target Audience:

Employees

Effectiveness:

Supportive

1.3.5 Preferential Parking for Carpoolers/Vanpoolers

Details:

The management will provide preferential carpool/vanpool parking for eligible commuters. To be eligible for carpool/vanpool parking, the carpool/vanpool shall consist of three or more people. The number of preferential parking spaces will be based on the number of participants in the program. The management shall monitor and provide adequate carpool/vanpool spaces to meet or exceed potential demand.

Target Audience:

Employees

Effectiveness:

Supportive

1.3.6 Dedicated Parking Spaces for Car Share Services

Details:

The management will set aside parking spaces to be dedicated for use by car share services to serve employees and residents. This is expected to reduce parking demand and GHG emissions associated with the Project by providing more flexibility for employees and residents who otherwise utilize alternate modes. Car share services allow for employees and residents to make midday trips without needing to have their own personal vehicle on site. The availability of car share services within a project can potentially reduce the demand for employees to commute by car or even own their own cars.

In addition to dedicating parking spaces for car share services for employees and residents, the management may consider dedicating additional parking spaces for car share vehicles dedicated for guest use, if demand exists. The availability of such cars makes traveling to the Project site without a personal vehicle more appealing for some guests

The management shall monitor and provide adequate car share spaces to meet or exceed potential demand.

Target Audience:

Employees, Residents, and Guests

Effectiveness:

Up to 1%

1.3.7 On-site Sales of Transit Passes

Details:

The building management will offer direct on-site sales of Lake Transit Authority transit passes purchased and sold at a bulk group rate to employees and residents. Although Lake Transit Authority does not currently operate transit service to the site directly, some employees who live in the greater Lake County and surrounding areas may take public transit to Middletown and then could take the private shuttle to the Project site. Offering on-site transit pass sales reduces the barrier of purchasing transit passes and provides a bulk discount to employees and residents, further encouraging transit use as a primary commute mode.

Target Audience:

Employees and Residents

Effectiveness:

Supportive

1.3.8 TDM Coordinator

Details:

Management will designate a "TDM coordinator" to coordinate, monitor and publicize TDM activities. The effectiveness of providing a TDM Coordinator on auto mode share is uncertain but is generally seen as a supportive measure that is beneficial to implement the other TDM measures. The Project sponsor may instruct the management company to designate their on-site manager as the TDM coordinator, or they may designate someone else.

Target Audience:

N/A

Effectiveness:

Supportive

1.3.9 Transportation and Commute Information Kiosks

Details:

An information board or kiosk will be located in a common gathering area (e.g., lobby, employee entrance, break, or lunchroom). The kiosk will contain transportation information, such as Emergency Ride Home (ERH), transit schedules, bike maps, and 511 ride-matching. Information will be updated as necessary by the designated TDM Coordinator.

Target Audience:

Employees, Residents, and Guests

Effectiveness:

Supportive

1.3.10 Tenant Performance and Lease Language – TDM Requirements

Details:

For all tenants, the Project sponsor will draft lease language or side agreements that require the identification of a designated contact responsible for compliance and implementation of the TDM program.

Target Audience:

Tenants

Effectiveness:

Supportive

1.3.11 Tenant/Employer Commute Program Training

Details:

As needed and applicable, the Project sponsor or property management will provide individual tenants of the Project with initial TDM (and commute) program training, and commute program start-up assistance. The overarching goals of this support function are to reduce commute trips for employees and assist with employee marketing and outreach.

Target Audience:

Tenants

Effectiveness:

Supportive

1.3.12 Transportation Brochure

Details:

All employees and residents will be provided with a Transportation Brochure regarding the Commute Program. This brochure will include (but not be limited to) information about the private shuttle service, carpool parking, car share service, transit opportunities, ride-matching services, bicycle routes, and emergency rides home.

Target Audience:

Employees and Residents

Effectiveness:

Supportive

1.3.13 On-site Bicycle Parking and Storage

Details:

Provide adequate, safe, convenient, and secure on-site bicycle parking and storage in the commercial portion of the Project. Both short-term and long-term secure bicycle parking will be provided. Short-term parking will be targeted towards guests at commercial buildings and shall be located near main building entrances. Long-term parking will be targeted towards employees and residents and shall be covered and secured in a way that prevents damage from the elements and minimizes the risk of theft. Bicycle parking shall be provided at a minimum rate of one space per 15 vehicle parking spaces. Phase 1 of the Project includes 753 vehicle parking spaces which correlates to a minimum requirement of 50 bicycle parking spaces. The management shall monitor and provide adequate bicycle parking spaces to meet or exceed potential demand.

Target Audience:

Employees, Residents, and Guests

Effectiveness:

Up to 1%

1.3.14 Off-Road Bicycle Trails

Details:

A non-vehicular circulation system will be developed as part of the Project to connect all development areas and natural destinations. Off-road trails will be developed for use with hiking, horseback, and mountain bike riding. Off-road trails for bicycles and other non-auto modes provide additional opportunities for employees, residents, and guests to circulate around the site without the need for a private vehicle.

Target Audience:

Guests, Residents, and Employees

Effectiveness:

Up to 1%

1.3.15 Electric Fleet for Internal Transport

Details:

The Project sponsor will implement the use of an electric fleet of vehicles for internal transport to the extent feasible (no less than 75 percent), including the golf course. This fleet will be available on-demand for guests and residents to access all land uses on the site without the need for a personal vehicle (e.g. a guest could call a car from the concierge to take them from a their hotel to a restaurant or spa). This measure will help to reduce overall VMT and vehicle trips. The management shall monitor and provide an adequate fleet size to meet or exceed potential demand.

Target Audience:

Guests and Residents

Effectiveness:

Up to 2%

Table 1: Recommended Transportation Demand Management Strategies, Effectiveness, and Target Audience

Strategy	Effectiveness ¹	Target Audience
Location/Land Use		
Workforce Housing	1% to 3%	Employees
TDM Options		
Limited Parking Supply	Up to 2%	Employees
Transportation Services ³	2% to 10%	Employees, Residents, and Guests
Carpool and Ride-Matching Assistance Program	Supportive ²	Employees
Preferential Parking for Carpoolers/Vanpoolers	Supportive	Employees
Dedicated Parking Spaces for Car Share	Up to 1%	Employees, Residents, and Guests
On-site Sales of Transit Passes	Supportive	Employees and Residents
TDM Coordinator	Supportive	N/A
Transportation and Commute Information Kiosks	Supportive	Employees, Residents, and Guests
Tenant Performance and Lease Language	Supportive	Tenants
Tenant/Employer Commute Program Training	Supportive	Tenants
Transportation Brochure	Supportive	Employees and Residents
On-site Bicycle Parking and Storage	Up to 1%	Employees, Residents, and Guests
Off-Road Bicycle Trails	Up to 1%	Employees, Residents, and Guests
Electric Fleet for Internal Transport	Up to 2%	Guests and Residents
Reduction Total	3% to 20%	

Notes:

1. Effectiveness refers to the estimated percent effect on vehicle trips reduced.
2. Supportive denotes an estimated 0% reduction when implemented alone
3. This reduction conservatively assumes that just one of the two options—Private Shuttle Service or Dial-a-ride, will be implemented.

1.4 Monitoring and Reporting

The minimum reduction goal of the TDM Plan is a 15 percent reduction to VMT. The Project sponsor has committed to undertake annual monitoring and reporting of the TDM Plan to assess the effectiveness of the Plan.

The assigned TDM Coordinator will submit the first monitoring report 18 months after issuance of the first certificate of occupancy. After the first reporting period, reports will be submitted on an annual basis for the first five years, after which they may be submitted every three years for the next 12 years. The Project's TDM coordinator shall adjust the TDM plan based on the monitoring results and input from Lake County staff. Monitoring and reporting components and guidelines are summarized below:

TDM Plan Monitoring and Reporting: *The TDM Coordinator shall collect data, prepare monitoring reports, and submit them to the County staff. The Project sponsor shall monitor daily one-way vehicle trips for the Project site, and shall compare these vehicle trips to the aggregate daily one-way vehicle trips anticipated based on the trip generation rates contained within the Project's DEIR.*

Timing. *The TDM Coordinator shall collect monitoring data and shall begin submitting monitoring reports to Lake County 18 months after issuance of the first certificate of occupancy. Thereafter, annual monitoring reports shall be submitted for the first five years, and then once every three years for the next 12 years.*

Term. *The Project sponsors shall monitor, submit monitoring reports, and make plan adjustments until the earlier of: (i) 18.5 years after the issuance of the first certificate of occupancy, (ii) the expiration of the Development Agreement, or (iii) the date Lake County staff determines that the reports are no longer necessary.*

Components: *The monitoring and reporting, including trip counts, surveys and travel demand information, shall include the following components or comparable alternative methodology and components, as approved, accepted or provided by County staff:*

- (1) *Trip Count and Intercept Survey: Provide a site-wide trip count and intercept survey of persons and vehicles arriving and leaving the Project site for no less than two days during the reporting period between 6:00 a.m. and 8:00 p.m. One day shall be a Tuesday, Wednesday, or Thursday on which local schools are in session. Another day shall be a Saturday or Sunday during peak season. The trip count and intercept survey shall be prepared by a qualified transportation or survey consultant, and the*

County shall approve the methodology prior to the Project sponsor conducting the components of the trip count and intercept survey.

- (2) Travel Demand Information: The above trip count and survey information shall be able to provide the travel demand analysis characteristics (work and non-work trip counts, origins and destinations of trips to/from the Project site, and modal split information).*
- (3) Documentation of Plan Implementation: The TDM coordinator shall work in conjunction with County staff to develop a survey (online or paper) that can be reasonably completed by the TDM coordinator and/or Transportation Management Association (TMA) staff members to document implementation of TDM program elements and other basic information during the reporting period. The Project sponsor shall include this survey in the monitoring report submitted.*

TDM Plan Adjustments. *The Project sponsor shall adjust the TDM plan based on the monitoring results if they demonstrate that measures in the TDM plan are not achieving the reduction goal. The TDM plan adjustments shall be made in consultation with County staff and may require refinements to existing measures, inclusion of new measures, or removal of existing measures (e.g., measures shown to be ineffective or induce vehicle trips).*