

EXHIBIT A
Proposed Code Amendment
Chapter 17.26 (Transit Incentive), Chapter 18.36 (RM Multi-Family Residential Districts)
and Chapter 18.88 (Off Street Parking Facilities)

TEXT AMENDMENTS

The proposed new sections of Title 17 [Planning and Related Matters] and Title 18 [Zoning] of the Pleasanton Municipal Code are detailed below. Since all of the text is new, track changes is not used.

[New chapter]

Chapter 17.26

TRANSIT INCENTIVE

Sections:

17.26.010 Purpose

17.26.020 Requirement

17.26.010 Purpose

To implement the Climate Action Plan, reduce vehicle trips, and encourage the use of mass transit, transit incentives shall be provided incidental to new multi-family uses and major alterations and enlargements of existing multi-family uses near Bay Area Rapid Transit (BART).

17.26.020 Requirement

Transit incentive. The following shall apply to new multi-family dwellings of 20 units or more, including rental apartments, condominiums and the residential portion of mixed use projects, located on sites where any portion of the site is within 1/2-mile of a BART station as measured from the center of the platform.

The property owner shall provide a transit benefit for each unit at no cost to the resident. The benefit shall be, at a minimum, one pass or tickets for local bus transit service for unlimited local travel for one person in each unit for a period of six months.

For rental apartment projects a notice describing this transit benefit shall be included in the lease or rental agreement and also shall be posted in a location or locations visible to residents. The property owner shall continue to provide this benefit for each unit for a period of 15 years each time a unit is leased or rented by new residents, starting at the date of certificate of occupancy.

For residential condominiums the project owner at the time of initial sale shall provide the transit benefit at the initial sale of each unit.

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Chapter 18.36
RM MULTI-FAMILY RESIDENTIAL DISTRICTS

[New section]
18.36.095 Transit incentive.

For new multi-family dwellings of 20 units or more that are on sites located within 1/2-mile of a BART station platform, a transit benefit shall be required as provided in Chapter 17.26.

Chapter 18.88
OFF STREET PARKING FACILITIES

[New section]
18.88.035 Requirements for alternative vehicle parking.

- A. Alternative vehicle parking requirements: carpool/vanpool, car-share, and alternative-fuel vehicles.
1. Office and industrial development. All new construction, major alteration or enlargement of office and industrial facilities meeting the building size thresholds defined by Subsection (a), below, shall designate at least 10 percent of the off-street parking spaces required by Section 18.88.030 of this chapter as stalls for carpool, vanpool, car-share, and alternative-fuel vehicles, as further specified below:
 - a. Building size thresholds. The thresholds listed below shall be used to determine if a project is subject to the provisions of this subsection. Alternative thresholds may be proposed and will be subject to approval by the community development director.
 - (1) Office. All new construction, major alteration or enlargement of office facilities resulting in 30,000 square feet or more of gross floor area at one site shall be subject to the provisions of this subsection;
 - (2) Industrial. All new construction, or major alteration or enlargement of industrial facility with 40,000 square feet of gross floor area or more at one site shall be subject to the provisions of this subsection.

The applicability of projects having a mixture of office and industrial uses shall be determined by assuming one employee for each 300 square feet of gross floor area of office use, and one employee for each 400 square feet of gross floor area of industrial use. Projects totaling 100 or more employees shall be subject to the provisions of this chapter.

- b. For each 10 spaces of alternative vehicle parking required by this subsection, a minimum of one space shall be designated as a carpool stall and a minimum of one space as a vanpool stall. A minimum of two spaces shall be provided as electric vehicle charging stations, one of which shall be an accessible van stall meeting the California Building Code requirements for accessibility. The

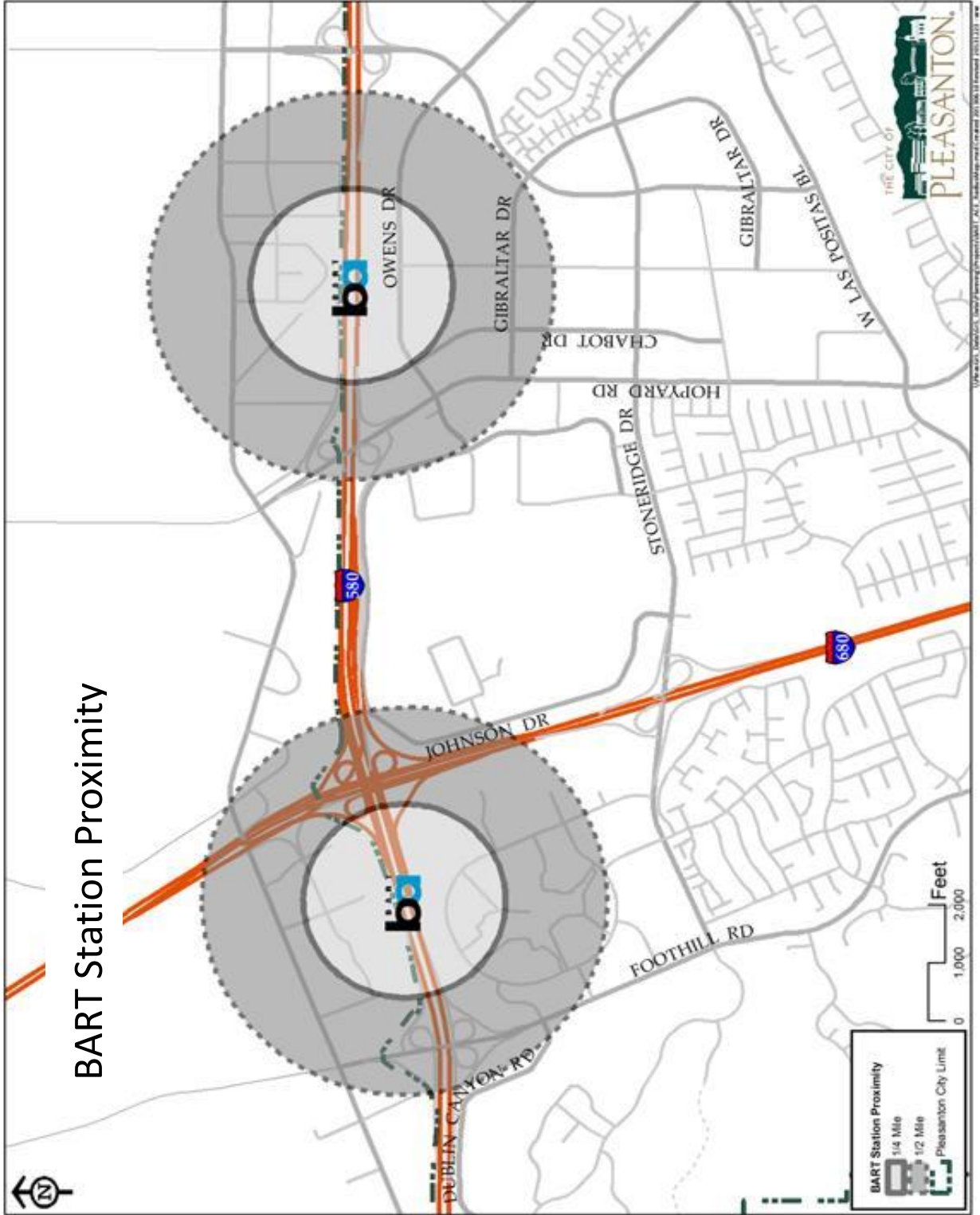
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remaining six spaces shall be designated for additional carpool/vanpool vehicles, car-share vehicles, additional space(s) for charging electric vehicles, or alternative-fuel vehicles (including, but not limited to ethanol, biodiesel, fuel cell (hydrogen), natural gas vehicles) but not including hybrid or bi-fuel vehicles where one of the fuels is gasoline or diesel. Each of the remaining six spaces that are not configured as electric vehicle charging stations shall also be provided with electrical conduit and service capacity so that when demand warrants, as determined by the community development director, these spaces may be used for electric vehicle charging.

- c. All of the alternative vehicle parking spaces required under this subsection shall be preferentially located as close to the employee entrance as practical without displacing accessible parking and any designated customer or client parking.
2. Multi-family dwelling projects and electric vehicles. All multi-family dwelling projects of 100 or more new dwelling units, including projects with ownership units and projects with rental units, shall provide infrastructure for charging electric vehicles, as follows:
 - a. For the first 100 new dwelling units, two off-street parking spaces shall be provided exclusively as electric vehicle charging stations for use by residents and employees, and one of those two spaces shall be marked as a van accessible stall meeting the California Building Code requirements for accessibility. One additional off-street space with electric vehicle charging shall be provided for each additional 50 new dwelling units, and at least one additional van accessible stall shall be provided for every six additional electric vehicle spaces. The spaces required in this subsection shall be located near a sales or management office, within a parking structure, at an accessible entrance, or other convenient location; and
 - b. Multi-family dwelling projects that include parking garage structures that provided interior parking spaces for multiple units, at least 10 percent of the interior parking spaces shall be provided as electrical vehicle charging stations. For the purpose of this provision covered parking and carport parking are not considered interior parking; and
 - c. For each new multi-family dwelling unit that is a townhouse-style unit which includes an attached private garage dedicated to the unit, infrastructure shall be provided for electric vehicle charging including an outlet, service capacity, and electrical conduit or permanently installed wiring. The equipment must only be accessible inside the private garage.
3. All of the alternative vehicle parking spaces required under this subsection, including electric vehicle charging stations, shall be counted toward the off-street parking required by Section 18.88.030 of this chapter and the accessible parking spaces shall be as required by the current California Building Code.

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4. All of the alternative vehicle parking spaces required under this subsection, including electric vehicle charging stations, shall be clearly marked with both signage and pavement stencils, except that in private garages as described in Subsection 2(c) above, only interior signage shall be required to indicate the availability of electric vehicle charging equipment.
5. Parking spaces required under this section shall meet the dimensional standards of Section 18.88.040 of this chapter. Electric vehicle charging equipment shall not reduce the size of the parking space.
6. Electric vehicle charging stations shall be equipped with electrical outlets, and may also be equipped with card readers, controls, connector devices and other equipment as necessary for use. Electric cords shall not cross a pathway. All such equipment shall be in compliance with the Building Regulations in Title 24, including all applicable provisions of the California Green Building Standards Code pertaining to electric vehicle charging.



BART Station Proximity

Executive Summary

In a pilot project beginning in June 2008, the Metropolitan Transportation Commission (MTC) partnered with the Alameda-Contra Costa Transit District (AC Transit) to provide free electronic transit passes to residents of select transit-oriented development (TOD) communities in the East Bay. About 1,500 residents received free, personalized TransLink® cards, allowing unlimited free access on the AC Transit bus system for six months to one year. Participants also received customized information about transit services in their area.

MTC intended the TransLink for TOD (T4T) pilot project to serve as “proof of concept” to promote further implementation of transit pass programs at transit-oriented developments in the region. This report assesses program impacts on:

- Automobile trips and greenhouse gases;
- Mobility or quality of life of low-income households; and
- Customer satisfaction with the TransLink electronic pass.

Program results are based on a survey of about 500 program participants. Key findings include:

- **T4T affected the travel behavior of about one-half of respondents.** About one-half of survey respondents reported using AC Transit more during the free pass period than they had before.
- **T4T reduced automobile trips.** The T4T program reduced automobile trips among respondents by approximately one trip per person per week.
- **T4T introduced new participants to transit.** Among survey respondents in market rate developments, there was a 23 percent increase in people who had tried AC Transit.
- **T4T resulted in greater public transit use after the free pass period ended.** One of the top reasons cited for higher public transit usage was convenience and a greater level of familiarity with AC Transit’s routes and schedules.
- **T4T reduced greenhouse gases.** T4T reduced an estimated five to 13 pounds of CO₂ per week per participant, equating to approximately 47 cents per pound of CO₂ reduced, which is in the middle range of cost-effectiveness based on comparison to a selection of strategies included in national studies.
- **Overall satisfaction rates with the program were high** – 73 percent of respondents rated satisfaction with the program as very high or excellent.
- **A significant share of respondents indicated purchasing their own TransLink passes.** About 23 percent of participants in market-rate developments added their own funds to the TransLink card after the expiration of the

free program. These individuals cited the convenience of using an electronic pass rather than having to have exact change.

Key suggestions to support future implementation of similar programs include:

Overall

- Cities and other agencies seeking to maximize reductions of greenhouse gasses should focus the program on vehicle owners.
- Consider using short-term pass promotions as a marketing tool.
- Consider targeting “priority development areas” with unused transit capacity.
- Ensure programs are priced appropriately.

For MTC

- Consider developing a monitoring and analysis program to support implementation of transit pass programs in the Bay Area.
- Consider opportunities to offer transit pass promotions in conjunction with Clipper card distribution.

For Cities, Developers, and Educational Institutions

- Transit agencies can consider developing and marketing standardized pricing schemes for universal pass programs.
- Cities and developers can work together to implement pass programs.
- Congestion management agencies can consider working with multiple jurisdictions to implement transit pass programs along a corridor.
- Educational institutions can consider implementation of universal transit pass programs along with complementary travel demand management strategies.

Conclusion

The TransLink® for Transit-Oriented Development pilot project has demonstrated that a combination of free convenient transit passes and custom marketing has positive short- and longer-term impacts on travel behavior. A number of specific strategies can be pursued to build on this pilot project, engaging the efforts of various public and private sector entities, including the regional agencies, transit agencies, cities, developers, employers, and schools. When implemented in the right places with the right policies and procedures, a refined program of this nature can be a useful tool in the campaign for higher use of transit and reduced vehicle miles traveled and greenhouse gases.