



HEXAGON TRANSPORTATION CONSULTANTS, INC.

Memorandum

Date: October 3, 2017

To: Tricia Schimpp, City of San Mateo

From: Gary Black
Ricky Williams

Subject: Transportation Demand Management Plan for the Proposed Hampton Inn & Suites in San Mateo, California

Transportation Demand Management (TDM) is a combination of services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution problems. The purpose of TDM is to (1) reduce the amount of traffic generated by new developments; (2) promote more efficient utilization of existing transportation facilities and ensure that new developments are designed to maximize the potential for alternative transportation usage; (3) reduce the parking demand generated by new developments and allow for a reduction in parking supply; and (4) establish an ongoing monitoring and enforcement program to guarantee the desired trip and parking reductions are achieved.

This TDM plan was developed for the proposed Hampton Inn & Suites project at 2940 S. Norfolk Street in San Mateo, California. The project proposes to demolish the existing Los Prados Hotel, consisting of 116 rooms, and construct a new five-story, 182 room Hampton Inn & Suites. As proposed, the project would be providing fewer parking spaces than are required by the City's parking code for hotel uses. The City has requested that the project commit to the following TDM plan to support the parking reduction.

Project Description

The project proposes to demolish the existing Los Prados Hotel, consisting of 116 rooms, and construct a new five-story, 182-room Hampton Inn & Suites (see Figure 1). The project proposes 146 parking spaces on the site. Access to the project site is provided through the parking lot of the Marina Plaza shopping center from S. Norfolk Street and through the San Mateo Office Plaza parking lot from La Selva Street.

The project site is located in close proximity to numerous employment centers and the San Francisco International Airport, and will cater to business travelers. The site is within walking distance to numerous bus transit stops, the Hillsdale Caltrain station, and various bicycle facilities that will provide additional travel options for hotel guests to reach their destinations. The site's relative location to transit services and bicycle facilities is shown in Figures 2 and 3, respectively.



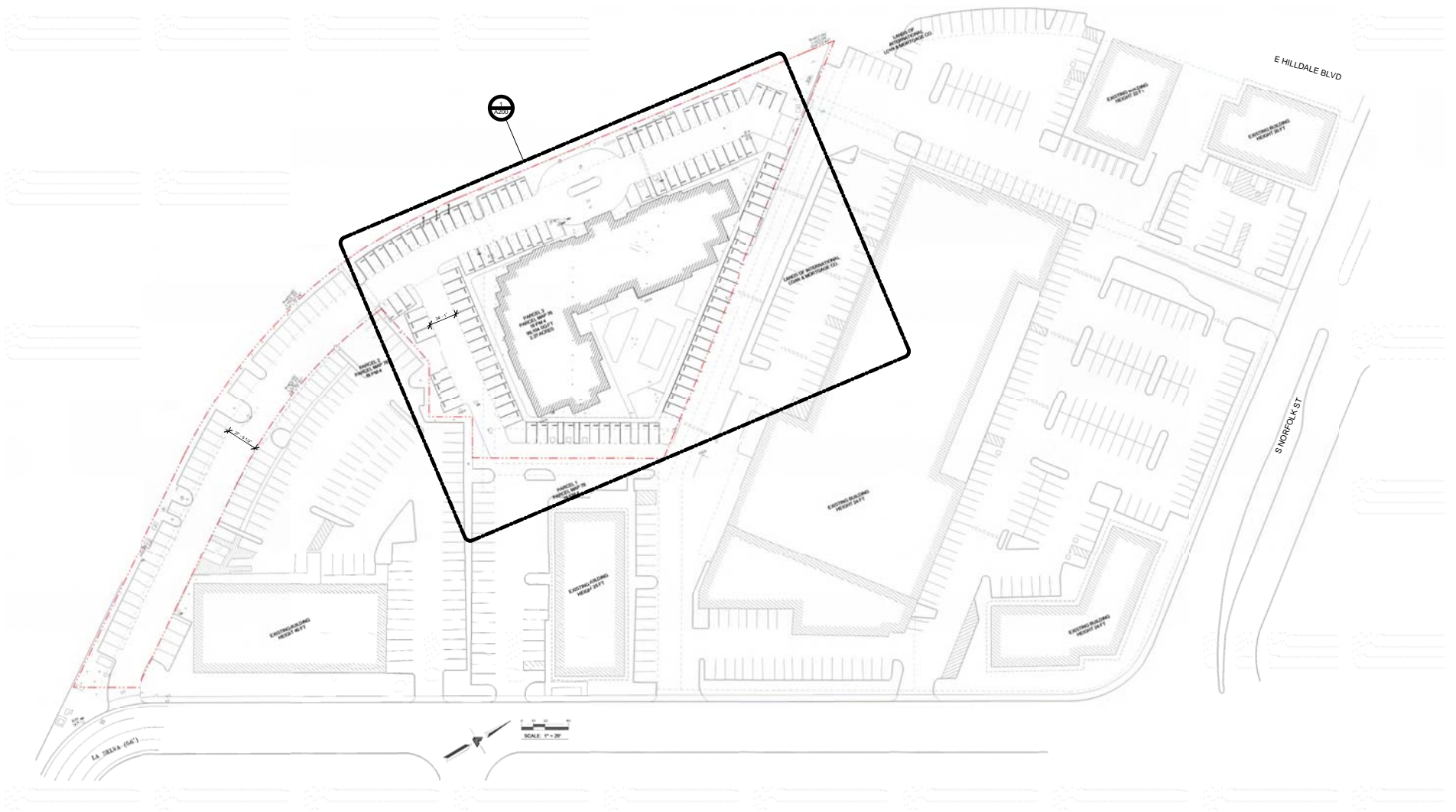


Figure 1
Site Plan

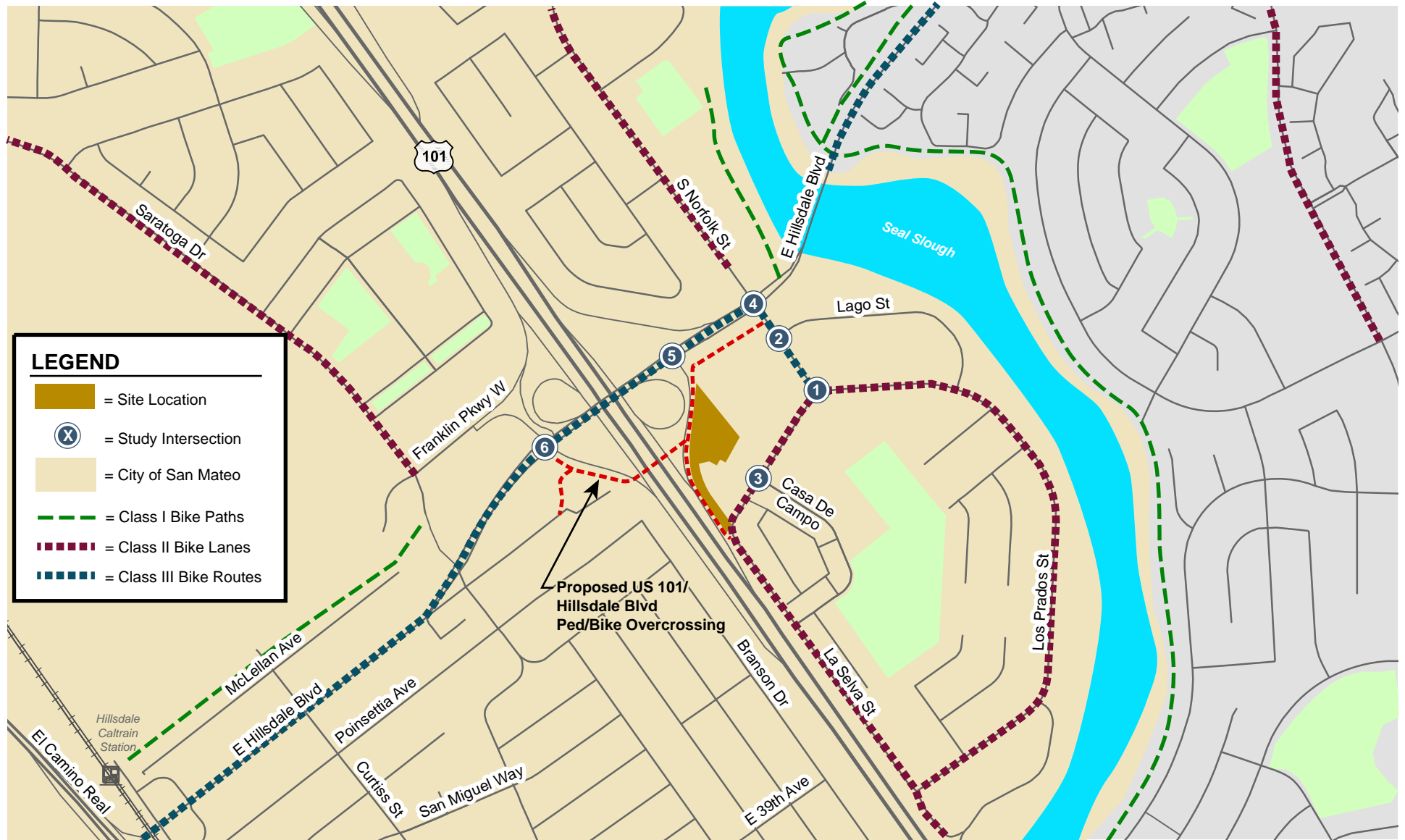


Figure 2
Existing Bicycle Facilities



Figure 3
Existing Transit Services

TDM Strategies

The hotel is suited to promote non-single-occupancy-vehicle modes of transportation, including transit, bicycle, and ride-sharing. The project's location and catering to business travelers also assist in reducing the peak hour vehicle trips to and from the site. The project will implement several TDM strategies that will promote these alternative transportation trips during peak commute hours.

Location Based Measures

The following TDM measures would not need to be implemented by the project itself. Instead, they are features of the project's location that would likely result in fewer vehicle trips to and from the project site.

- **Proximity to Transit.** The project is located approximately 500 feet from various bus stops along S. Norfolk Drive at its intersections with Hillsdale Boulevard and Lago Street. These bus stops support three routes that run throughout the day and provide frequent and reliable transit service to and from nearby employment centers and retail areas.
- **Proximity to Retail Uses.** The proposed project is located within the Marina Plaza retail center, which provides easy access to restaurants and retail stores in the immediate vicinity of the project site. This is conveniently located for guests of the proposed hotel to access via walking, which will reduce the number of vehicle trips.
- **Pedestrian and Bicycle Access.** The project is located in close proximity to numerous existing bicycle and pedestrian paths, including the Bay Trail, the Foster City Levee Pedway, and the proposed US 101/Hillsdale Blvd Bicycle and Pedestrian Overcrossing. These routes provide access to and from the site in all directions via safe, convenient, and vehicle free pathways.

Existing TDM Measures

Currently, the Los Prados Hotel on the project site implements a variety of TDM measures that encourage hotel employees and guests to use alternative travel modes. These TDM measures will continue to be implemented at the proposed Hampton Inn & Suites Hotel, and include:

- **Transit Ticket Reimbursement.** Los Prados Hotel currently supports employees commuting to work at the hotel via transit by reimbursing their transit expenses. Hotel employees are given the option to purchase transit passes for local transit services including SamTrans, BART, and Caltrain through the hotel at a discounted rate. Employees submit their expenses for purchasing these tickets to the hotel for reimbursement.
- **Incentives for Bicycle Commuting.** Employees who commute via bicycle are provided incentives from the existing hotel, including various prizes and recognition. These incentives are awarded weekly and greater incentives are awarded monthly.
- **Secure Bicycle Parking Facilities.** Secure bike parking encourages employees to bike to work. The existing hotel provides short-term and long-term bicycle parking for employees and guests to use throughout the day. The proposed hotel will provide 10 short-term and 2 long-term bicycle facilities on-site.
- **Airport Shuttle.** The hotel operates a daily shuttle bus that runs every hour to and from the San Francisco International Airport between 6:00 AM and 11:00 PM. The shuttle is free of

charge for hotel employees and guests. This encourages hotel guests to not rent a car when travelling to and from the airport. Additionally, this shuttle provides access to and from the hotel for employees commuting via BART.

- **Airline Contracts.** The hotel currently has contracts with various airlines that fly out of San Francisco International Airport to house airline employees (i.e. pilots and flight attendants) during their scheduled periods of rest. The hotel estimates that between 30 and 60 percent of their hotel guests on any given night are airline employees. All airline employees travel to and from the hotel using the airport shuttle.

New TDM Measures

Based on the parking counts, discussed in Chapter 6 of the Hampton Inn & Suites TIA (produced by Hexagon and dated June 19, 2017), the current TDM measures implemented at the existing hotel create a significant reduction in on-site parking demand. Hexagon believes that the existing measures would be adequate to serve the proposed hotel, but has provided additional TDM measures not currently implemented that would even further the effectiveness of the TDM program. These measures include:

- **Wayfinding Station.** An on-site kiosk or information center consisting of multi-modal wayfinding and transit information will be provided to assist hotel guests in identifying preferred bicycle, pedestrian, or transit routes, and planning transit trips. This station should be located near the hotel's reception desk.
- **TDM Coordination.** The hotel receptionists will be available to provide information regarding multi-modal commuting and assist hotel guests in navigating to nearby destinations or transit stops.
- **Ridesharing Incentives.** Ridesharing services such as Lyft and Uber provide ride discounts for first time users with new rider coupons. These coupons can be provided to hotel guests at the reception desk to encourage guests to use ridesharing services to travel to and from the hotel. The project should coordinate with one of these ride sharing services to obtain these coupons.