



MEMORANDUM

Date: November 17, 2017
To: Jerry Liang, Sunrise Senior Living
From: Jane Bierstedt, Fehr & Peers
Subject: Supplemental Information Regarding Parking and TDM for the Sunrise Redwood City Project

SJ16-1709

A new Sunrise Senior Living community with 90 units and 63 parking spaces (the Project) is proposed for the site located at 2915 El Camino Real in unincorporated San Mateo County near the border of the Town of Atherton and the City of Redwood City, California. This memorandum provides information regarding employee shifts and visiting times, supplementary parking data, and a preliminary Transportation Demand Management (TDM) plan in response to San Mateo County staff comments.

EMPLOYEE SHIFTS AND VISITING TIMES

There will be approximately 75 employees (in full time equivalents (FTEs)) at the site working in three shifts. The shift times and approximate number of FTEs per shift are:

Morning shift (7 am to 3 pm)	45
Afternoon shift (3 pm to 11 pm)	20
Night shift (11 pm to 7 am)	<u>10</u>
Total	75

Visiting hours are between 9 am and 5 pm. The doors will be locked at 5 pm.



PARKING INFORMATION

Published parking rates and the results of parking surveys conducted at two Sunrise communities on the San Francisco Peninsula are discussed in this section.

PUBLISHED RATES

Parking rates from the Institute of Transportation Engineers (ITE) *Parking Generation* manual for assisted living developments are presented in **Table 1**. Both the average and the 85th percentile of the peak demand rates from the survey are included for information and comparison purposes. The average rate is the average of the peak parking demand rates. The 85th percentile rate is the rate where 85 percent of the surveyed peak parking rates are lower (and only 15 percent are higher). These higher rates can be used to create conservative parking estimates.

TABLE 1: ITE PARKING GENERATION RATES

Land Use	Rates (Spaces per unit)	
	Avg.	85th
Assisted Living	0.41	0.54

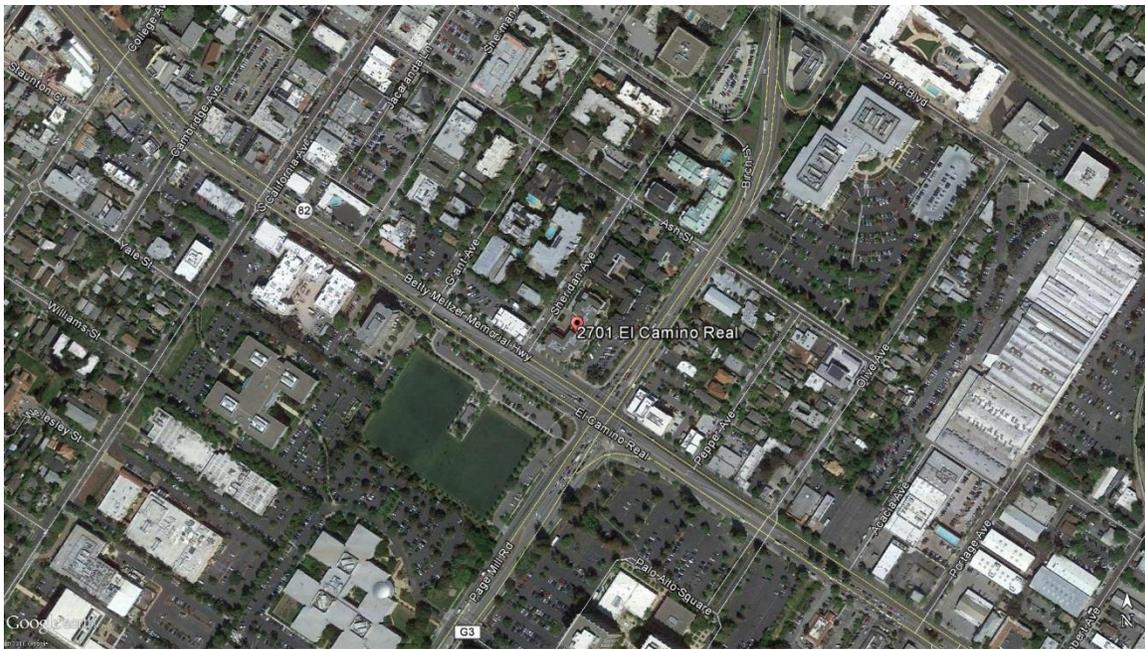
PARKING SURVEYS

Parking surveys were conducted at two similarly-sized Sunrise communities on the San Francisco Peninsula: one is located in Palo Alto and the other in Belmont. These Sunrise communities also have similar employee ratios as the proposed Project.



Palo Alto Site

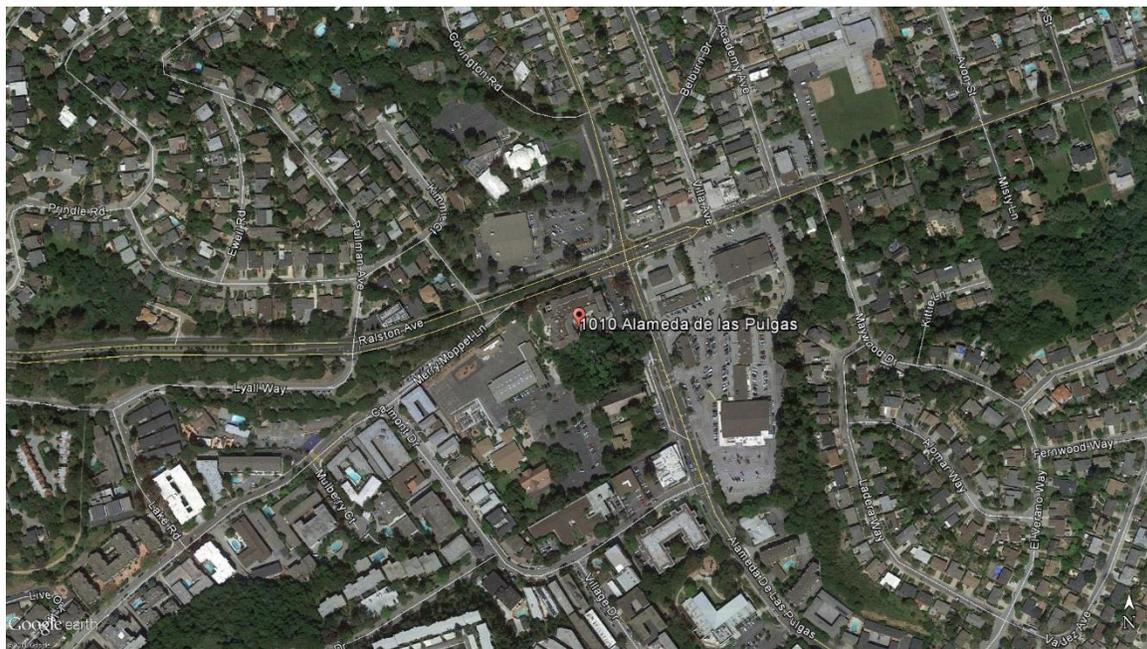
The Palo Alto site is located at 2701 El Camino Real. The facility has 81 units accommodating up to 97 residents. At the time of the survey 75 of the units were occupied with 89 residents, representing an occupancy of 93 percent. There were 30 employees during the morning and afternoon shifts, and 10 on the night shift. The site has 44 total parking spaces including 2 handicapped spaces, 1 Sunrise vehicle space, 2 resident spaces, 1 future resident space, and 7 visitor spaces. Vehicle access is provided via two driveways (one inbound and one outbound) on Sheridan Avenue.





Belmont Site

The Belmont site is located at 1010 Alameda de las Pulgas. The facility has 78 units accommodating up to 89 residents. At the time of the survey 71 of the units were occupied with 82 residents, representing an occupancy of 92 percent. There were 27 employees during the morning shift, 24 on the afternoon shift, and 5 on the night shift. The site has 25 total parking spaces including 2 handicapped spaces, 1 Sunrise vehicle space, 2 resident spaces, and 1 reserved for the team member of the month. Sunrise also has 15 spaces on the adjacent church property. Vehicle access is provided via two driveways; one on Ralston Avenue that is gated and rarely used, and one off of the adjacent church and school parking lot.



Parking Survey Results

The parking surveys were conducted by counting the number of parked vehicles in hourly increments. Survey days were selected with input from Sunrise staff to capture the days with the highest parking demands. The surveys were conducted from 9:00 am to 5:00 pm on Tuesday, December 13 and Wednesday, December 14, 2016. Supplemental surveys were conducted in January 2017. The peak parking times occurred at 12:00 noon and 1:00 pm. The survey results and resulting peak parking demand rates are presented in **Table 2**. The parking data is attached.



TABLE 2: PARKING SURVEY RESULTS AND RATES

Item	Value
<i>Sunrise Palo Alto</i>	
Survey Results (highest number of parked vehicles)	36
Rates (per Unit)	0.44
Rates (per Occ. Unit)	0.48
<i>Sunrise Belmont</i>	
Survey Results (highest number of parked vehicles)	26
Rates (per Unit)	0.33
Rates (per Occ. Unit)	0.37

The results of the survey from the Palo Alto site are very similar to the ITE average parking demand rate.

Conclusions

The proposed parking supply of 63 spaces is lower than the County's requirement for "Other Compatible Uses" which is 1 space per 1,000 square feet or 81 spaces. However, this requirement is not specific to assisted living communities. The proposed parking supply rate of 0.70 spaces per unit is higher than the ITE and surveyed parking demand rates for assisted living communities. Therefore the proposed parking supply will be sufficient to accommodate the Project's parking without encroachment into the adjacent neighborhood.

PRELIMINARY TDM PLAN

The primary purpose of any TDM plan is to reduce the amount of vehicle traffic and parking generated by a development by creating measures, strategies, incentives, and policies to shift people (primarily employees) from driving alone to using other travel modes including transit, carpooling, cycling, and walking. TDM strategies include physical site amenities, informational resources, monetary incentives, management strategies and more. First transit service near the site is described to provide information regarding potential transit use for employees. Then measures to be provided by Sunrise at the Project site are described.

NEARBY TRANSIT SERVICE

One way to reduce project generated traffic and parking is to encourage staff to travel by transit. The Project site is served by one non-school SamTrans bus route, Route ECR (El Camino Real



between Daly City BART and the Palo Alto Transit Center). Route ECR operates from approximately 4:00 am to 2:00 am on weekdays with service every 15 minutes during peak commute hours and 30 minutes at other times of the day. On Saturdays and Sundays, the route operates between approximately 5:00 am and 2:00 am with service every 20 to 30 minutes. The closest bus stops for Route ECR are located on El Camino Real at Dumbarton Avenue in the northbound direction and at 5th Avenue in the southbound direction. These stops are approximately 1,000 feet (less than a ¼ mile) from the site.

SamTrans has long range plans to add bus rapid transit (BRT) on El Camino Real which will increase bus service frequency and capacity.

TDM MEASURES

Sunrise will be providing the following TDM measures at the Project site:

- Bicycle parking
- Showers and changing facilities
- Transportation Coordinator
- Commuter assistance center
- New employee TDM packet
- TDM marketing
- Carpool matching service

If additional measures are needed to manage the parking demand, these measures will be considered:

- Subsidized transit passes
- Guaranteed ride home program

Bicycle Parking

Safe, secure, and easily accessible bicycle parking facilities support bicycling as a mode choice. A bicycle storage room will be located in the parking garage so employees can safely store their bicycles. Bike racks will be located along the El Camino Real frontage and can be used by visitors.



Showers and Changing Facilities

Showers and changing facilities will be provided for use by employees to encourage commuting by bicycle.

Transportation Coordinator

A staff member will be designated as the Transportation Coordinators who will be responsible for developing, marketing, and implementing the TDM program. Having dedicated personnel on staff helps to make the TDM program more robust, consistent and reliable.

Commuter Assistance Center

The Commuter Assistance Center is an on-site, one-stop shop for transit and commute alternatives information and provides education and support for easy use of alternative modes.

New Employee TDM Packet

Each new employee will be provided with a TDM packet explain all transportation options. Introducing new employees to the TDM program creates an awareness and culture of drive-alone alternatives prior to establishing their commute behavior.

TDM Marketing

The Transportation Coordinator will create a TDM marketing program. Messaging keeps TDM options in front of employees on a regular basis and reminds people to think about alternative modes.

Carpool Matching

Carpool programs help carpools to form by matching drivers and passengers.

Subsidized Transit Passes

Sunrise may elect to subsidize transit passes for employees through programs such as Commuter Check or by purchasing Caltrain or SamTrans passes to provide a financial incentive for employees to use transit.



Guaranteed Ride Home

Employees who use transit or carpools would be guaranteed a ride home in case of emergency or if they need to work late which helps to reduce concerns about using alternative modes.

Sunrise of Palo Alto Parking Surveys

12/13/2016		On-site				On-Street	Total
	Guest	Driveway	Handicap	Total	Occ.		
Spaces	42	N/A	2	44			
9:00	No Access	0	No Access				
10:00	24	1	1	26	59%	4	30
11:00	24	1	1	26	59%	4	30
12:00	30	1	1	32	73%	4	36
13:00	26	0	2	28	64%	4	32
14:00	27	1	0	28	64%	4	32
15:00	24	1	0	25	57%	4	29
16:00	24	3	1	28	64%	4	32

12/14/2016		On-site				On-Street	Total
	Guest	Driveway	Handicap	Total	Occ.		
Spaces	42		2	44			
9:00	18	3	1	22	50%	4	26
10:00	25	1	1	27	61%	4	31
11:00	21	1	2	24	55%	4	28
12:00	23	1	2	26	59%	4	30
13:00	29	0	2	31	70%	4	35
14:00	25	1	1	27	61%	4	31
15:00	23	1	1	25	57%	4	29
16:00	26	1	1	28	64%	4	32

On-Street = estimate from January observations

Sunrise of Belmont Parking Surveys

12/13/2016	On-Site						Adj Lot	Total
	Guest	Driveway	Handicap	Reserved	Total	Occu.		
Spaces	19	0	4	2	25			
9:00	15	0	1	1	17	68%	1	18
10:00	16	0	1	1	18	72%	1	19
11:00	17	0	2	2	21	84%	1	22
12:00	19	0	2	2	23	92%	1	24
13:00	14	2	2	2	20	80%	1	21
14:00	17	1	3	2	23	92%	1	24
15:00	15	1	1	2	19	76%	1	20
16:00	13	0	1	2	16	64%	1	17

12/14/2016	On-Site						Adj Lot	Total
	Guest	Driveway	Handicap	Reserved	Total	Occu.		
Spaces	19	0	4	2	25			
9:00	16	0	2	2	20	80%	1	21
10:00	18	0	2	2	22	88%	1	23
11:00	18	2	2	2	24	96%	1	25
12:00	19	2	2	2	25	100%	1	26
13:00	18	0	2	2	22	88%	1	23
14:00	18	1	2	2	23	92%	1	24
15:00	16	1	2	2	21	84%	1	22
16:00	18	1	2	2	23	92%	1	24

Adj Lot = estimate from January observations