**Attachment D**

May 25, 2022

Mr. Rich Schoebel
ROIC California, LLC
11250 El Camino Real, Suite 200
San Diego, CA 92130

# Parking Study for the Pinole Vista Shopping Center

Dear Mr. Schoebel;

As requested, W-Trans has prepared a parking analysis for the Pinole Vista Shopping Center in the City of Pinole. The purpose of this letter is to determine if the shopping center's proposed parking supply is sufficient to meet the anticipated parking demand given the elimination of some spaces to accommodate the adjacent Pinole Vista residential development.

## Project Description

The Pinole Vista Shopping Center is proposed to include 157,593 square feet of commercial space and retain a parking supply of 676 spaces (i.e., its current 848 spaces minus the 172 spaces displaced by the neighboring Pinole Vista residential development).

## Parking Analysis

The peak parking demand for the shopping center was estimated using standard rates published by the Institute of Transportation Engineers (ITE) in *Parking Generation*, 5th Edition, 2019. Based on the average peak weekday and Saturday parking generation rates for a Shopping Center (ITE LU #820), a maximum of 459 spaces would be needed. The proposed parking supply of 676 spaces would be adequate to accommodate the estimated parking demand for the shopping with a surplus of 217 parking spaces at peak Saturday hour. It should be noted as well that the proposed supply would accommodate the peak demand (589 spaces) using even the conservative 85th percentile peak ITE rates.

The expected demand and proposed parking supply are shown in Table 1.

**Table 1 – Parking Analysis**

| Land Use | Units | Rate | Parking Spaces |
|---|---|---|---|
| **ITE Parking Demand Estimate** | | | |
| Shopping Center (Weekday) | 157.593 ksf | 1.95 spaces/ksf | 307 |
| Shopping Center (Saturday) | 157.593 ksf | 2.91 spaces/ksf | 459 |
| *ITE Estimated Peak Parking Demand* | | | *459* |
| **Proposed Parking Supply** | | | **676** |

Notes: ksf = 1,000 square feet

## Conclusions and Recommendations

- The proposed shopping center parking supply of 676 stalls significantly exceeds the estimated peak demand of 459 spaces.

- Given a projected parking supply that is estimated to exceed projected demand, no parking deficits are anticipated to be caused by the reduction in stalls to accommodate the Pinole Vista residential development.

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,

Brian Canepa, TDM-CP
Principal

BAC/mes/PIN003.L5

February 2, 2022

Mr. Rich Schoebel
ROIC California, LLC
11250 El Camino Real, Suite 200
San Diego, CA 92130

# DRAFT Pinole Vista Transportation Demand Management Plan

Dear Mr. Schoebel;

As requested, W-Trans has prepared a Transportation Demand Management (TDM) Plan for the proposed Pinole Vista development to be located at 1500 Fitzgerald Drive in the City of Pinole. The purpose of this letter is to present potential TDM measures and quantify the resulting estimated vehicle trip reductions.

## Project Description

The proposed project would replace an existing 91,342 square foot vacant commercial building with a five-story residential building consisting of 223 units. Seven percent of the units (16) would be designated very-low-income and eight percent (18) would be low-income. The project would provide 275 surface vehicle parking spaces and 160 bicycle spaces in secure ground-level rooms within the building. The project would be located immediately adjacent to the Pinole Vista Shopping Center, which includes multiple amenities such as a supermarket, gym, and restaurants. This mix of uses allows for accessibility by foot and has a profound effect in terms of vehicle trip reduction (estimated at five percent), but is listed separately from the TDM Plan as it is an existing condition.

## Transportation Demand Management (TDM) Plan

The following section describes the potential TDM measures suggested for the project based on best practices to reduce vehicle trip generation for residents and visitors.

### Transit Pass Subsidy

Transit subsidies can act as strong incentives for residents to use transit for employment, shopping, or leisure trips. There is a bus stop roughly 200 feet from the project site that is served by two AC Transit and three WestCAT routes. To encourage transit use, the residential management association can provide residents with either a $40 monthly WestCAT fixed route pass or enroll the community in AC Transit's EasyPass program that provides discounted bus passes (prices calculated based on AC Transit formula). Implementation of a transit subsidy program would result in an estimated trip reduction of 2.4 percent.

### Rideshare Program

Carpooling to transit stations, work locations and schools is one of the most common and cost-effective alternative modes of transportation and one which both employees and residents can adopt. There are numerous benefits to ridesharing. Carpooling can reduce peak-period vehicle trips and increase commuters' travel choices. Further, it reduces congestion, road and parking facility costs and pollution emissions. Carpooling tends to have the lowest cost per passenger-mile of any motorized mode of transportation as it makes use of a vehicle seat that would otherwise be empty. Carpooling also provides financial savings to consumers by decreasing fuel and parking costs.

The greatest barrier to carpooling is often simply being able to identify other travelers with the same travel route. The most effective approach is to create personalized trip planning information, regardless of mode, for residents. However, personalized trip planning is often expensive. An alternative is services that can assist in ride-matching that are less customized. The most basic publicly available service is 511.org's free carpool ride-matching service.

There are also various private ride-matching providers (e.g. Carma, Zimride, RideAmigos, Via, Scoop) that can effectively create carpool networks while making them safe and convenient for their users.

Implementation of a rideshare program would result in an estimated trip reduction of 0.9 percent.

### Education, Outreach & Marketing

The residential management association could designate a staff person to act as the Transportation Coordinator for this community. This person would implement and manage the TDM plan and programs. The Coordinator would provide customized transit information to the community's residents (i.e. nearest bus stops, bus and BART timetables, etc.). New residents would be provided with a welcome packet containing relevant transportation information. The packet could include walking and biking maps of the area, suggested walking routes to nearby transit facilities, information on local and regional transit providers, and information on the residential organization's ride-matching services. It is beneficial to provide a central information center customized for this community even though a resident may also locate this information on their own through various online sources. The coordinator's duties can include:

- Create and distribute resident transportation information welcome packets.
- Maintain and update a virtual bulletin board of transportation information.
- Distribute Contra Costa biking and walking maps and other information.
- Promote and maintain the rideshare program.
- Provide information on transit passes.

Implementation of an education, outreach, and marketing program would result in an estimated trip reduction of 2.3 percent.

### Bikeshare Program

Bikeshare programs provide users with shared bicycles that can be used for short periods of time. Providing shared bicycles in a secure area within the development gives residents the opportunity to reach destinations without a car that are outside a typical walking distance while forgoing the expense of owning, maintaining, and storing a bicycle. Implementation of an onsite bikeshare program would result in an estimated trip reduction of 0.1 percent.

## Vehicle Trip Reduction Analysis

The vehicle trip generation of the project is influenced by the TDM program outlined above. The publication *Quantifying Greenhouse Gas Mitigation Measures*, California Air Pollution Control Officers Association (CAPCOA), 2010, includes a methodology to determine the vehicle trip reductions associated with TDM measures. CAPCOA contains multiple citations referencing original research. For the proposed project, there is a potential 5.6-percent trip reduction based on the measures above (not including the impacts from the site's mix of uses). Table 1 details the reduction by measure.

**Table 1 – Estimated Vehicle Trip Reduction**

| TDM Measure | Trip Reduction (%) Project Estimate |
|---|---|
| Transit Pass Subsidy | 2.4% |
| Ridesharing Program | 0.9% |
| Education, Outreach, and Marketing | 2.3% |
| Bikeshare Program | 0.1% |
| **Total Potential Trip Reduction** | **5.7%** |
| Dampened[1] | 5.6% |

Note: [1] Total reduction is dampened to 5.6% to reflect diminishing effectiveness of combined measures

Thank you for giving W-Trans the opportunity to provide these services. Please call if you have any questions.

Sincerely,

Brian Canepa, TDM-CP
Principal

Mark Spencer, PE
Senior Principal

MES/bac/PIN003.L4