

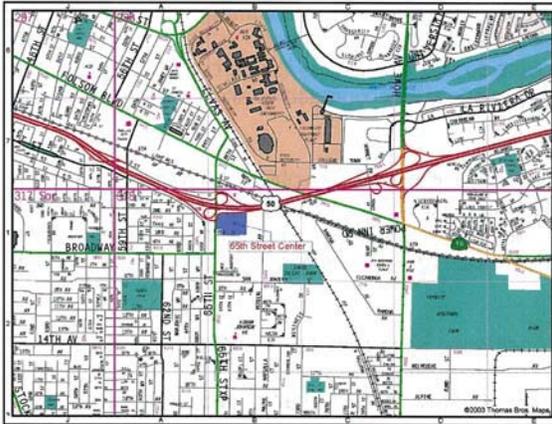
Transportation Management Plan
Target 65th Street

This Plan details the measures the 65th Street Center will implement in order to accomplish the objectives and goals of the TSM Program.

2.0 PROJECT DESCRIPTION

The 65th Street Center is being developed by Target Corporation to provide retail and office mixed uses, as well as an attractive, pedestrian, bicycle and transit oriented gathering place for the neighborhood and vicinity. This project is one of several recent and upcoming redevelopment projects in this active vicinity. California State University Sacramento (CSUS) is one mile to the north and much of the 65th Street Center is within ¼ mile (1,320 ft.) of the University/65th Street Regional Transit Station. See Figure 1 for a Vicinity Map.

Figure 1 Vicinity Map



The project site is located on approximately 10.5 acres on the northeast corner of 65th Street and 4th Avenue in East Sacramento. It abuts the ramp to Highway 50 on the north, 65th Street to the west with an existing gas station to the south west. The Center is bounded by 4th Avenue to the south, with some retail uses, but mostly new dorm-style housing, The Verge Apartments, and one single family residence.

Manufacturing uses are found to the east of the project site followed by Redding Avenue. The land use designated for the area east of Redding is residential mixed use. The current zoning for the site is C-2 (General Commercial Zone) / T-O (Transit Overlay).

There is an existing one-story building (former Golden One headquarters) on the site which will be demolished as part of the proposed project. A two-level building will be constructed in its place and a Target store will occupy the second floor, with parking and retail shops on the ground level. The Target store would be connected to and surrounded by active, landscaped pedestrian plazas and smaller retail stores and cafes that are intended to provide local gathering places for neighbors and visitors. The retail stores will front the streets in order to encourage pedestrian accessibility to them. The existing office building would be remodeled, but would remain the same use, size and location. By reusing and revitalizing the existing office building, the Project will conserve urban

Transportation Management Plan
Target 65th Street

time. The surrounding retail stores have not been sold or leased at the time of this writing and the existing two story office building is vacant.

A "major project" is defined as any development proposal expected to be the primary place of business for 100 or more employees based on the occupancy chart in Zoning Code Section 17.184.050. According to that chart, the total number of full-time employees used to determine the occupancy of a development depends on the Zone, Area of the City and square footage of the building.

The following table illustrates the occupancies calculated by the City's assumptions for the different types of uses on this site. Each of these uses assumes to employ 3.3 full-time employees regardless of the Zone for purposes of this Plan. Since this table results in estimates of occupancy levels, Plan goals and their attainment shall be based on surveys of actual employees.

Table 1 Occupancies According to City Chart in Section 17.184.050

ZONING	TYPE OF USE	AREA OF CITY	EMPLOYEES PER 1,000 SF	GROSS SF BUILDING	NUMBER OF EMPLOYEES
SC	Shopping Center (Entire Site)	City-wide	3.3	238,797	788
C-2	General Commercial (Target and Retail Buildings)	City-wide	3.3	198,797	656
OB	Office Building (Existing Building)	Remainder of City (not Central, Point West or Natomas)	3.3	40,000	132

2.2 Connectivity

Parking for the entire center will be shared parking, formalized through reciprocal access agreements. The project proposes six hundred ninety five (695) spaces, 573 of which are under the Target store as covered parking. The amount of parking on this site has been carefully considered to be adequate for Target customers and neighbors while adhering with the City's and RT's transit goals to reduce parking in a Transit Overlay (TO) Zone.

There are three vehicle access driveways to the site along 4th Avenue, the easternmost entry for trucks.

To ensure appropriate connectivity to CSUS and the University/65th Street Light Rail Station, many of the proposed street improvements are based on the *65th Street Pedestrian and Bicycle Accessibility Study*, dated August 2006. Safe, attractive, and clearly defined internal pedestrian walks link all planned uses with each other and the street. See Figure 4 On-site Circulation to an illustration of the internal circulation of the center and connections to off-site linkages.

Transportation Management Plan
Target 65th Street

Figure 4 shows a variety of routes, methods and planned improvements for non-vehicular traffic to the surrounding destinations.

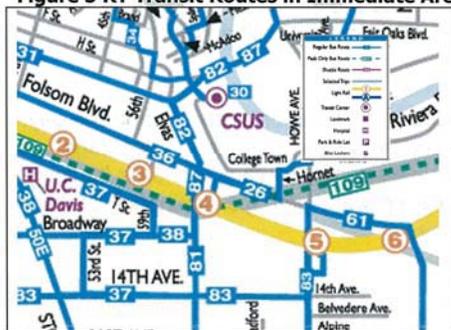
Figure 4 Offsite Circulation Modes



2.3 Transit Opportunities

Sacramento Regional Transit District (RT) provides frequent direct access to the project via several regular bus routes within a few blocks from the project. Routes 38 and 81 have a stop going south on 65th Street at the center and Route 1600 is across the street going north. Visit <http://www.sacrt.com/schedules/current/routes.stm> for up to date schedules for all RT routes. See Figure 5 for bus routes.

Figure 5 RT Transit Routes in Immediate Area



Transportation Management Plan
Target 65th Street

In addition, RT provides The Neighborhood Ride buses which have regular "fixed" routes and schedules like the rest of RT's service, but also offer special curbside service. The buses are able to "deviate" off-route up to 3/4 of a mile to pick up and drop off seniors age 62 and older, and disabled passengers who have a valid ADA/paratransit pass.

Paratransit service is also available. Go to <http://www.paratransit.org/> for more information.

The closest light rail station is the University/65th Street station, which is located on the north side of Highway 50 less than a quarter mile away from most of the center.

In addition to direct transit service, there are several other transit resources that connect with local RT transit. These additional transit services include Capitol Corridor/ Amtrak, El Dorado Transit, Folsom Stage Line, Yuba-Sutter Transit, Placer Transit, Fairfield/Suisun Transit and Yolo Transit.

3.0 TRIP REDUCTION MEASURES

The measures and programs outlined in this Plan support the 35% trip reduction goal as required by the City of Sacramento. The 65th Street Center project plans to reduce employee commute trips by providing a range of measures including, but not limited to the following.

3.1 Site Design

To reduce the need for employee SOV use during lunch time, and additional trips made by customers, the following trip reduction measures have been included as on-site amenities.

3.1.1 Bicycle Lane/Pedestrian Improvements

Internal pedestrian pathways and plazas employ design features that provide safety, comfort and interest as well as connectivity to off-site improvements. Bicycle paths on site connect individual retail uses as well as connections to the existing and future bicycle lanes on 65th Street and 4th Avenue. See Figure ___ for onsite circulation routes.

3.1.2 On-site Automatic Teller Machine (ATM)

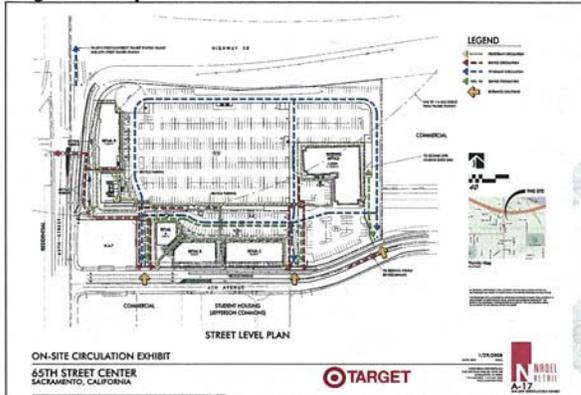
Banking is one reason that an employee may get into their car and drive during the day. An automatic teller machine (ATM) will be provided in the Target store to encourage employee usage so that they will not have to drive elsewhere to complete their banking transactions. These machines will also benefit customers by perhaps eliminating the need to drive to a separate location to withdraw money.

Transportation Management Plan
Target 65th Street

3.1.3 Food Service

Another on-site amenity provided by the 65th Street Center will be food service. Food service is provided within the Target store and is anticipated in at least one of the retail building with convenient access by all employees and customers.

Figure 6 Proposed Onsite Circulation



3.2 Transportation Management Association (TMA)

The 65th Street Center will become a member of the Power Inn Alliance. Originally known as the Power Inn Business and Transportation Association, the Power Inn Alliance is a non-profit, 12-year-old coalition of over 600 business and property owners working for all the businesses, employees and neighborhoods in the area. The Alliance is a Property and Business Improvement District (PBID), created in 2006 to "Advocate for business, transportation and community" in the largest industrial area in the city and county of Sacramento. Their website address is www.powerinn.org. The Alliance offers business members the most current information regarding road construction, traffic safety, commute services, and ways to improve the quality of the environment in our area. As advocates for transportation, The Alliance makes recommendations on behalf of business communities to local transportation agencies regarding pedestrian and bike paths, roadway improvement, transit solutions, and parking management.

Power Inn Alliance monitors commuter modes of transportation through the Sacramento Region Commuter Club's online Travel Diary. (<http://www.sacregioncommuterclub.org/>) The Commuter Club offers free services for employers and commuters in the six-county Sacramento Region. **Table 2** shows the percentage of registered members' miles using various modes of travel as of December 4, 2007.

Transportation Management Plan
Target 65th Street

Table 2 Commuter Club Member Miles as of December 4, 2007

	Q1	Q2	Q3	Q4	TOTAL
Drive Alone	12.47%	13.69%	11.58%	23.23%	23.23%
Carpool	2.69%	0.00%	4.67%	27.27%	27.27%
Vanpool	0.00%	0.00%	0.00%	2.33%	2.33%
Light Rail	71.23%	43.99%	29.69%	19.02%	19.02%
Bike	2.69%	12.69%	44.60%	12.71%	12.71%
Walk	0.00%	0.00%	0.00%	0.00%	0.00%
Transit	10.93%	25.82%	9.45%	1.35%	1.35%
Telecommute	0.00%	0.44%	0.00%	0.00%	0.00%
Amtrak	0.00%	0.00%	0.00%	14.09%	14.09%
Motorcycles/Scooters	0.00%	3.37%	0.00%	0.00%	0.00%
Total	4,171	10,481	5,991	20,858	20,858

The Alliance offers several programs that provide assistance to commuters who wish to use alternate methods. They provide transit information and alternative commute methods, such as bicycling, carpooling, walking and vanpooling. Their **Commuter Club** offers free services for employers and commuters in the six-county Sacramento Region. Services include Emergency Ride Home, commute incentives, weekly drawings, and more.

3.2.1 Guaranteed Ride Home

Those who enjoy the benefits of walking or commuting by mass transit, carpool or vanpool can use the Emergency Ride Home service in the event that a ride home is needed during work hours. Services are no cost to commuters and are provided through Enterprise Rent-a-Car and Yellow Cab. All member employees can use this service up to six times per year.

The Guaranteed Ride Home (GRH) program has proven very successful elsewhere in California. It removes one of the major objections employees have to giving up their private automobile, especially those with young families. An attitude survey of 1,650 employees in Southern California showed that a Guaranteed Ride Home program was the number one incentive for employees to rideshare.

The GRH program provides employees with a feeling of reassurance that if a child becomes ill or injured during the day the employee can get to them quickly. If employees need to work late and miss their bus or carpool, or if their vanpool breaks down, they are

Transportation Management Plan
Target 65th Street

guaranteed a ride home. Employers in California have shown an increase in ridesharing from 15% to 20% when a GRH program is available to them.

3.2.2 Personal Matching Assistance

Through their Commuter Club and the 511/SACOG Rideshare Program, The Alliance provides individuals with a computerized database of others commuters in nearby employment or residential zip codes, along with their closest cross street, phone number, and hours they are available to commute to and from work. Individuals are then able to contact and select individuals with whom they wish to carpool or vanpool. They will also be given a list of existing carpools and vanpools in their residential area that they may be able to join if space is available.

Resource information for this program will be included in business and office store bulletin boards, presented at employee commute events. Target has a corporate newsletter and internal employee website that encourages alternate modes of travel with various company discount programs.

3.3 Preferential Employee Carpool/Vanpool Parking Spaces

Target will designate at least 10% of the expected employee vehicle parking spaces as "Employee Carpool/Vanpool Only." Such spaces shall be located near employee entrances, in a covered or shaded area, or other preferential location. See Figure 5 for locations. Employees will be required to register their carpools and obtain carpool parking permits. Spaces for employees driving alone will be as far removed from building entrances as possible to discourage employees from commuting to work via an SOV.

3.4 Electric Charging Facilities and Hybrid Spaces

As more and more automobile manufacturers are providing electric and hybrid vehicles for purchase by the public, the need for electric charging stations is becoming necessary. Target Corporation will provide at least four electric charging stations hybrid spaces for use by visitors and employees throughout the center. The spaces will be clearly marked "Electric Charging/Hybrid Vehicles Only." See Figure 5 for locations.

Transportation Management Plan
Target 65th Street

Figure 7 Proposed Designated Parking Spaces



3.5 Transit Passenger Shelter

The proposed development is located along 65th Street, a major arterial that is an existing transit route. Target Corporation will agree to construct or pay for the construction of a shelter on 65th Street as part of the offsite improvements for the 65th Street Center.

The design, maintenance, liability, and ownership of the shelter and other applicable provisions shall be set forth within an agreement between Target Corporation and RT.

3.6 Transit Pass Subsidy

The 65th Street Center will provide a fifty (50) to one hundred (100) percent monthly transit pass subsidy (up to \$__) for the benefit of persons who utilize transit services as their primary commute mode to the subject property. The total amount of subsidy, the number of passes to be subsidized, and the period of time that the subsidy program will be in effect will be specified in an agreement with RT. See Tables 3 and 4 for some current RT rates.

This program will be heavily promoted via employee newsletters, bulletin boards, and periodic on-site transit events. Discounted RT passes and vouchers will be made conveniently available on-site at the Target store.

Transportation Management Plan
Target 65th Street

Table 3 Pre-paid Tickets for RT Transit

	# of Tickets	Book Price
Basic Single Fare	10	\$20.00
Basic Daily Pass	10	50.00
Discount Single Fare	10	10.00
Discount Daily Pass	10	25.00

Table 4 Monthly Passes and Sticker for RT Transit

	Price
Basic Monthly Pass	\$85.00
Semi-Monthly Pass	42.50
Senior Disabled Sticker	42.50
Senior Disabled Semi-Monthly Sticker	21.25
Student Sticker	42.50
Student Semi-Monthly Sticker	21.25
Yolo Express Sticker*	20.00
<i>*Yolobus Express stickers are available for transferring between RT and Yolobus Express buses to Davis, Winters, and Woodland. Requires an RT Monthly Pass.</i>	
<i>Stickers must be affixed to an RT Photo ID for use as a monthly or semi-monthly pass</i>	

3.7 Bicycle Access and Amenities

On-street bike lanes exist on 4th Avenue and will be constructed on 65th Street as a part of this project. Bicycle and pedestrian improvements along Redding Avenue are being installed by the City.

Through bike commuting assistance offered by The Alliance and SACOG Rideshare, the 65th Street Center can provide safety and bicycle matching information to residents and employees who choose to bike to the center.

RT buses and light rail trains have bicycle racks available on a first come basis. Bikes are always allowed inside RT buses when it is the last bus on the route that day and the bike carrier is full. Information on routes and RT's bicycle policy will be promoted to employees.

3.7.1 Bicycle Storage

Having a secure place to store one's bicycle is a concern for those who would like to bicycle to work. Class I lockers, fully enclosed and lockable provide the optimum storage for bicycles. Class II or III racks are those that one would chain a bicycle to, and are usually in front of building entrances.

Transportation Management Plan
Target 65th Street

The City of Sacramento requires one bicycle parking facility for every six thousand (6,000) gross square feet of office building area. Fifty (50) percent of the required bicycle parking facilities shall be Class I. The remaining facilities may be Class I, Class II or Class III. The City requires one bicycle parking facility for every twelve thousand five hundred (12,500) gross square feet of occupied commercial space. Twenty-five (25) percent of the required bicycle parking facilities shall be Class I. The remaining facilities may be Class I, Class II or Class III. The 65th Street Center will provide 12 Class I and 24 Class III spaces. Table 5 shows the number of bicycle spaces required and provided at the 65th Street Center.

The provision of extra bicycle storage facilities is intended to encourage employees to commute to work by bicycle, as well as employee midday travel by bicycle, rather than by SOV. Currently, there is no charge for bicycle lockers.

Table 5 Required and Provided Bicycle Facilities

BICYCLE PARKING (TRANSIT OVERLAY STANDARDS)	TOTALS REQUIRED	TOTALS PROVIDED
Minimum facilities required for office (1 facility / 6,000 sf) 50% of the required bicycle parking facilities shall be Class I. The remaining facilities may be Class I, Class II or Class III. (17.178.060(G)(1))	Total facilities = 6.66 (40,000/6,000) Class I facilities = 3.33 ((40,000/6,000) x 50%)	Total facilities = 8 Class I (lockers) = 4 Class III (racks) = 4
Minimum facilities required for retail (1 facility / 12,500 sf) 25% of the required bicycle parking facilities shall be Class I. The remaining facilities may be Class I, Class II or Class III. (17.178.060(G)(2))	Total facilities = 16.14 (201,705/12,500) Class I facilities = 4.03 ((201,705/12,500) x 25%)	Total facilities = 28 Class I (lockers) = 8 Class III (racks) = 20
	Total Facilities Required = 23	Total Facilities Provided = 36

3.7.2 Showers and Lockers

Target Corporation will provide clothes locker facilities and two (2) showers for the employees of the Target store to encourage bicycle commuting.

3.8 Flextime for Employees

In order to use alternative modes of transportation, employees may need special consideration for their start and end times of work. The 65th Street Center will encourage employers and tenants to provide flextime to employees who desire to travel to work using a commute alternative to the SOV.

Transportation Management Plan
Target 65th Street

Target Corp. employs a diverse workforce with a diverse set of schedule and transportation needs. Store managers are committed to providing the flexibility needed to for their employee mix.

Normal hours of operation for Target stores are shown in the following table. Target does not mandate fixed shifts for its employees, however.

Table 6 Hours of Operation for Target Stores

Hours	Days	Comments
8:00 AM – 10:00 PM	Monday – Saturday	
8:00 AM – 9:00 PM	Sunday*	
8:00 AM – 11:00 PM	Monday – Sunday*	Week before Thanksgiving and Christmas
7:00 AM – 11:00 PM		Day after Christmas*

**where state law allows*

3.9 Holiday/Special Event Shuttle

The Target store may provide shuttle service for the aged or disabled during special events or holidays. This is a store management decision which will be determined on local circumstances.

4.0 Implementation

The requirements and methods for compliance with the City’s TSM Program are contained in this Plan. Violation of any provision of this Plan will be enforced according to Chapter 17.232 of the Zoning Code (see Attachments).

4.10 Transportation Coordinator

Target Corporation will provide a Transportation Coordinator (TC) who has the primary responsibility for Transportation Management issues and for implementing this TMP.

The contact information for the TC for this project is

Name	
Phone numbers	
Address	
Company	

The TC will provide the following services and functions:

1. Catalog all existing incentives which encourage tenants/employers to develop and fund alternative transportation programs.
2. Develop and maintain liaison with tenants, employees, Power Inn Alliance, neighboring employment centers and regional ridesharing programs.

Transportation Management Plan
Target 65th Street

3. Serve as the main point of contact for the Power Inn Alliance
4. Promote trip reduction and air quality strategies to employees and tenants/employees.
5. Be the main point of contact for employees wanting to commute using alternatives.
6. Coordinate and manage various aspects of the plan which require periodic update or monitoring, such as Guaranteed Ride Home program registration, carpool and vanpool registration, parking assignment and enforcement, locker assignment and enforcement and encouraging flextime work schedules.
7. Coordinate the transportation needs of the project with other area projects, specifically related to alternative modes of transportation such as carpooling.
8. Provide information and resource materials on the full range of transportation choices available to the tenants/employers.
9. Provide up-to-date transit information when RT implements and modifies service, and whenever appropriate.
10. Provide bicycle information, such as, bicycle maps, new routes, etc. (available from SACOG Rideshare, Power Inn Alliance and Sacramento Area Bicycle Advocates).
11. Coordinate with SACOG Rideshare to provide personal matching assistance (PMA).
12. Conduct annual employee surveys and provide Annual Reports to the City of Sacramento, which will include commute patterns, mode splits, and TSM program success (process includes: annual surveying of employees, tabulation of data, and provision of results in report format).
13. Evaluate survey results for alternative transportation potential and/or changes to current program.

5.0 Analysis and Reporting

The actual calculation of credits toward meeting the 35% trip reduction goal is determined by the City Transportation Engineer and City Planning Director. These calculations take into account the package of measures, including but not limited to: distance from bus and transit stations, amount of transit subsidy, parking fees, the degree to which carpoolers are provided with preferential parking, etc. Table 6 shows a tabulation of maximum and allowed percentage credits.

Transportation Management Plan
Target 65th Street

Table 7 Trip-Reduction Percentage Credits

TRIP-REDUCTION MEASURES		MAX %	ALLOWED %
3.1 Site Design			
3.1.1	Bicycle Lane/Pedestrian Improvements		
3.1.2	On-site Automatic Teller Machine		
3.1.3	Food Service		
3.2 Transportation Management Association (TMA)		5 to 10	
3.2.1	Guaranteed Ride Home		
3.2.2	Personal Matching Assistance		
3.3 Preferential Employee Carpool/Vanpool Parking Spaces		5	
3.4 Electric Charging Facilities and Hybrid Spaces			
3.5 Transit Passenger Shelter		2	
3.6 Transit Pass Subsidy		25	
3.7 Bicycle Access and Amenities			
3.7.1	Bicycle Storage Above Required		
3.7.2	Showers and Lockers	2	
3.8 Flextime for Employees			
3.9 Holiday/Special Event Shuttle			
Total Percentages		49	

Each year the TC will distribute to all 65th Street Center employers and tenants a commute survey with instructions to distribute to each employee, and to collect and summarize the information on the Employer Commute Survey Summary form. See Appendix C

The survey will provide quantitative data (e.g., mode split - how an employee commutes to work) and qualitative data (e.g., employee perception of the alternative transportation programs) to insure adherence to the 35% mode use goal.

Results will be submitted to the City of Sacramento Planning Department each year on the occupancy anniversary date in order to receive the Transportation Management Certificate renewal.

Transportation Management Plan
Target 65th Street

The process should include the following three elements:

1. Distribute (or conduct on-line) commuter surveys to all employees with accompanying instructions.
2. Collect and summarize the information related to the Employer Commute Survey.
3. The TSM Annual Report Summary will be forwarded to the City of Sacramento for review and processing.

6.0 Conclusion

The 65th Street Center project will contribute to the economic growth of Sacramento by providing over 200 jobs. The area will be further enhanced by their contributions to the Power Inn Alliance. By balancing air quality/trip reduction with economic growth this 65th Street vicinity will be able to grow as an active and livable community. It is projects like these that can contribute to Sacramento's livelihood.

The trip reduction measures identified in this report are innovative and comprehensive, from the provision of electric vehicle charging facilities to the employee transit pass subsidy. The combination of these critical measures will provide the synergism necessary to obtain the 35% trip reduction required for this project.

Appendices

A. List of Acronyms

B. Code Sections

C. Transit and other Contact Information

D. Employer Commute Survey Summary

E. Sample Employee Survey

F. City of Sacramento Forms