

## ORDINANCE NO. 18-1034

### **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, ADOPTING A MUNICIPAL CODE AMENDMENT TO REVISE CHAPTER 10.16, TRANSPORTATION DEMAND MANAGEMENT, AND AMENDING TITLE 19, ZONING ORDINANCE, TO ESTABLISH A NEW TRANSPORTATION DEMAND MANAGEMENT PROGRAM FOR CERTAIN DEVELOPMENT AND EMPLOYERS, IN WEST HOLLYWOOD, CALIFORNIA.**

The City Council of the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. On September 19, 2011, the City Council adopted the 2035 General Plan, which calls for the city to: (1) Utilize Transportation Demand Management strategies to reduce auto travel (Goal M-6); (2) Maintain and periodically update a Transportation Demand Management (TDM) Ordinance to reduce auto trips associated with new development (Objective M-6.1); (3) Support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates (Objective M-6.7); and (4) Consider requiring development projects to include transit amenities and transit incentive programs (Policy M-1.3).

SECTION 2. The City of West Hollywood's Climate Action Plan identifies that automobiles and other motor vehicles generate the majority of greenhouse gas emissions in West Hollywood. Motor vehicles cause approximately sixty percent of the region's oxides of nitrogen and eighty-seven percent of the region's carbon monoxide emissions.

SECTION 3. The City of West Hollywood is situated within the South Coast Air Basin which has some of the most noxious air pollution in the United States. Air pollution from motorized transportation vehicles is a persistent and growing threat to public health in the region and has prompted, in part, the adoption of a regional Air Quality Management Plan by the South Coast Air Resources Board, and the Congestion Management Plan by the State Legislature and the Los Angeles County Metropolitan Transportation Authority.

SECTION 4. The City of West Hollywood's Infrastructure, Resources and Conservation Element (see Objective IRC-6.9 and Goal 6), and the AQMD regional Air Quality Management Plan and the Congestion Management Plan call for rules and regulations to reduce work and non-work related motor vehicle traffic and thereby reduce emissions of air pollutants generated by motor vehicles.

SECTION 5. The City's TDM Ordinance was established in 1993, and was in effect when the General Plan 2035 was adopted. It is necessary to adopt an ordinance amending the City of West Hollywood Municipal Code to meet the goal to make the existing program stronger. As a result, the proposed regulations require certain building owners, developers, multifamily residential property managers, hotel owners and other

entities to plan for and implement transportation demand management measures to reduce drive-alone mode share and increase the use of transit, walking and bicycling, thereby reducing the emission of air pollutants due to work and non-work related automobile trips. In order to implement the General Plan, the City seeks to amend the Transportation Demand Management Ordinance in Chapter 10.16, as identified in Exhibit A.

SECTION 6. A public hearing was duly noticed for the Planning Commission meeting of June 7, 2018 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, and the City website and by announcement on City Channel 6 starting May 24, 2018. On June 7, 2018, the Planning Commission held a public hearing and recommended approval of the subject Zone Text Amendments to Title 19, Zoning Ordinance, and provided input on recommended changes to the TDM program.

SECTION 7. A public meeting was duly noticed for the Transportation Commission meeting of June 20, 2018 by posting on the City website, by announcement on City Channel 6 and by posting in all required official posting locations. On June 20, 2018, the Transportation Commission held a public meeting and recommended approval to the City Council of the subject municipal code amendments, and adoption of the Transportation Demand Management Menu of Trip Reduction Strategies with the following additional recommendations to the City Council: (1) Consider requiring parking cash out as a base requirement; and (2) Consider expanding the program to apply to existing residential buildings with over 50 dwelling units, with no AVR requirements; and (3) Consider requiring existing residential buildings with less than 50 dwelling units to provide TDM marketing and participation in the annual TDM survey, with no AVR requirements.

SECTION 8. The ordinance is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Transportation Demand Management programs are shown to reduce impacts on the environment by providing incentives and requirements that lead to increases in average vehicle ridership, and increasing usage of public transportation and other alternatives to driving. The zone text changes are also Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15308, which exempts actions by regulatory agencies to protect the environment. A Program Environmental Impact Report (State Clearinghouse #2009091124) was prepared for the City of West Hollywood General Plan and Climate Action Plan, and was certified by the City Council on September 19, 2011. The proposed text amendments are in accordance with recommendations of the General Plan.

SECTION 9. The City Council of the City of West Hollywood hereby finds that the proposed municipal code amendment is consistent with the Goals and Policies of the General Plan, specifically those that recommend a TDM program, including Goal M-6 of the Mobility Element, which states that the city should utilize Transportation Demand Management strategies to reduce auto travel, Policy M-6.1, which states that the city should maintain and periodically update a Transportation Demand Management (TDM)

Ordinance to reduce auto trips associated with new development; Policy M-6.7, which states the city should support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates, and Policy M-1.4, which calls for the city to consider requiring development to include transit amenities and transit incentive programs. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction.

SECTION 10. Section 1.08.010(d), Code Violations Subject to Administrative Penalty Procedures Pursuant to this Chapter, of Chapter 1.08 of Title 1 of the West Hollywood Municipal Code is amended to add the following Chapter to the numerical list of chapters and sections that are subject to the provisions of Sections 1.08.030 through 1.08.070 of this chapter :

Chapter 10.16, Transportation Demand Management;

SECTION 11. Chapter 10.16 Transportation Demand Management of Title 10 of the West Hollywood Municipal Code is amended in its entirety to read as follows:

10.16.010 Title.

This chapter shall be known as the West Hollywood "Transportation Demand Management Ordinance."

10.16.020 Purpose.

The purpose of this chapter is to:

- a. Implement Goal M-6 of the General Plan Mobility Chapter;
- b. Comply with the Congestion Management Program (CMP), which requires that local jurisdictions adopt a trip reduction ordinance;
- c. Encourage land use patterns and resource allocations which are conducive to travel behavior that is not dependent on the automobile;
- d. Provide for a diversity of transportation options reflective of the needs and goals of the city;
- e. Promote sustainable travel modes by requiring certain developments to incorporate design features, incentives, and measures to support transit, shared rides, walking, and biking for residents, tenants, employees, and visitors;
- f. Increase average vehicle ridership and reduce the city's vehicle miles travelled associated with travel from, to, and within the city;
- g. Reduce the emission of air pollutants generated by automobiles and to assist in the attainment of the ambient air quality standards of the Federal Clean Air Act, and to comply with the Air Quality Management Plan and the Congestion Management Program, and thereby protect the public health and welfare.

10.16.030 Definitions.

As used in this chapter:

Average vehicle ridership or AVR shall mean the total number of people that arrived at a site on the given day of observation, divided by the number of vehicles trips into or out

of the site during the defined peak period of 6 a.m. to 10 a.m. in the morning and 3 p.m. to 7 p.m. in the evening.

Department shall mean the City of West Hollywood Department of Public Works.

Development shall mean any construction activity, including the erection or alteration of structures. New development is any construction, or alteration of an existing structure or land use, or establishment of a land use.

Director shall mean the City of West Hollywood Director of Public Works or their designated appointee.

Employee shall mean one who is assigned to the designated work site. An employee is one who works in the service of an employer for either wages or salary, as a contract employee under the direction of the work site employer or through a temporary service agency during a period of more than ninety continuous days.

Employer shall mean any person or persons, firm, business, educational institution, government agency, nonprofit agency or corporation, or other Entity having employees at a worksite in the City of West Hollywood.

Entity shall mean any person or persons, firm, business, education institution, government agency, nonprofit agency or corporation, developer, or property owner within the City of West Hollywood that is subject to this ordinance.

Strategies shall mean any mechanism or concession that motivates or encourages activity related to sustainable transportation goals.

Ridesharing shall mean the use of a private vehicle to facilitate pre-arranged rides between residents, visitors, or employees within similar trip origins and destinations. Rideshare can be facilitated through a trip coordinator or with web or mobile based applications.

Site shall mean any development that includes residential units, retail uses, commercial uses, or office space, or any place of employment.

Transportation Demand Management (TDM) shall mean the implementation of strategies that will encourage individuals to increase the use of sustainable transportation options, reduce trip length, eliminate the trip altogether, or travel at another time other than peak periods.

Transportation Demand Management (TDM) Menu of Trip Reduction Strategies shall refer to the document that includes a list and details of each trip reduction strategy that may be selected for the TDM Plan, adopted by the City Council on file with the Department of Public Works.

Trip Reduction shall mean a reduction of the number of trips taken during defined peak travel hours in single-occupancy vehicles.

10.16.040 Applicability.

This chapter shall apply to the following:

- A. Commercial or mixed use development that meets the following criteria:
  - 1. A new structure containing five thousand square feet or more of commercial floor area
  - 2. Any major remodel to any existing structure where the completed structure contains five thousand square feet or more of commercial floor area
  - 3. An addition of five thousand square feet or more of commercial floor area to any structure
- B. New Residential structures with 10 or more dwelling units
- C. Employers with ten or more employees

10.16.050 TDM Program Requirements:

- A. Commercial or Mixed Use Development: Commercial or mixed use development that meet the thresholds of Subsection 10.16.040A have the following TDM Program Requirements:
  - 1. TDM Marketing: Implement the requirements for TDM Marketing, as outlined in Section 10.16.070;
  - 2. TDM Plan and Required Trip Reduction Strategies: Submit a TDM plan with the contents outlined in Section 10.16.060A, that provides a minimum number of trip reduction strategies as follows:
    - a. Commercial or mixed use structures with a total of ten thousand square feet or less of floor area: four strategies
    - b. Commercial or mixed use structures with a total of more than ten thousand square feet of floor area: eight strategies
  - 3. AVR Goal: Employ best efforts to implement TDM strategies determined in TDM Plan to achieve the commercial only AVR goal of 1.5;
  - 4. TDM Survey: Conduct the annual TDM survey, as outlined in Section 10.16.080, provided by and submitted to the Director, which calculates estimated AVR.
  - 5. Submit a Commercial and Mixed Use Development Annual Report, as further outlined in Section 10.16.080.
  - 6. Maintain TDM records in accordance with 10.16.110.
- B. Residential Development: Residential development that meet the threshold of Subsection 10.16.040B have the following TDM Program Requirements:
  - 1. TDM Marketing: Implement the requirements for TDM Marketing, as outlined in Section 10.16.070;
  - 2. TDM Plan and Required Trip Reduction Strategies: Submit a TDM plan with the contents outlined in Section 10.16.060A, that provides a minimum number of trip reduction strategies as follows:
    - a. Residential structures with 10-19 units: three strategies
    - b. Residential structures with 20 or more units: five strategies
  - 3. TDM Survey: Conduct annual TDM survey, as outlined in 10.16.080, provided by and submitted to the Director.

4. Submit a Residential Annual Compliance Report, as further outlined in Section 10.16.100.
  5. Maintain TDM records in accordance with 10.16.110.
- C. Employers with 10 or more employees: Employers with 10 or more employees shall be required to provide the following:
1. TDM Marketing: Implement the requirements for TDM Marketing, as outlined in Section 10.16.070;
  2. TDM Survey: Conduct the annual TDM survey, as outlined in 10.16.080, provided by and submitted to the Director.
- D. Employers with 250 or more employees: All employers with 250 or more employees shall comply with the South Coast Air Quality Management District (AQMD), Rule 2202, On-Road Motor Vehicle Mitigation Options, Employee Commute Reduction Program Guidelines, as may be amended from time to time, and shall provide the city with verification of this compliance on an annual basis.

10.16.060 TDM Plan Review and Processing.

- A. TDM Plan Contents: A TDM plan shall include each of the following:
1. Responsible party: The name of a representative who is responsible for implementation of the plan. The TDM plan must be signed by persons with authority to legally bind each Entity for which it is submitted.
  2. A statement describing the number of trip reduction strategies required to provide, as stated in Section 10.16.050.
  3. An inventory of trip reduction strategies to be implemented from the TDM Menu of Trip Reduction Strategies;
  4. A schedule for implementation of the trip reduction strategies, if applicable.
  5. A statement acknowledging the requirements of this chapter and committing to implement the plan signed on behalf of each Entity for which the plan is submitted.
  6. Submittal of TDM fee appropriate for the Entity as described in 10.16.130.
  7. Narrative of compliance with TDM Marketing requirement, as further regulated by 10.16.070.
- B. Condition of Approval: The provision of a TDM plan shall be incorporated as a condition of approval for all applicable development permits issued under Title 19, Zoning Ordinance.
- C. The TDM Plan may be approved or denied by the Director. The Director shall provide a determination in writing, and if denied, provide a reason for denial.
- D. The TDM plan shall be approved, with or without conditions, only if the Director, or reviewing body, first finds that:
1. For commercial and mixed use development, the TDM Plan is appropriate for the types of uses on the site, and will help achieve the AVR goal.
  2. For residential development, the TDM Plan meets the required number of trip reduction strategies and can be implemented in a residential building.
- E. The TDM Plan shall be approved prior to issuance of a certificate of occupancy or final building inspection sign-off, as applicable. Any physical improvements shall be constructed prior to issuance of certificate of occupancy or final building inspection

sign-off, as applicable. Operational strategies shall be implemented upon occupation of the subject structure, or as approved in the TDM Plan.

F. Decisions of the Director may be appealed in compliance with Section 10.16.150.

#### 10.16.070 TDM Marketing Requirements.

All entities required to provide TDM Marketing shall provide the following:

- A. External website, when in existence, shall include transit and non-auto directions when driving instructions provided.
- B. On-site transportation information: On-site transportation information shall be located where the greatest number of visitors, employees, and residents are likely to see it, and may be necessary in multiple locations to accommodate larger entities. This information can be provided in an on-site physical location, such as a bulletin board or kiosk, or through other media, such as on a website or other digital means. The Director will provide access to promotional materials, events, and technical assistance regarding transportation options that may be utilized to satisfy this requirement. Employers required to meet the TDM marketing requirement may receive credit for the on-site transportation information if the building has information posted in a place utilized regularly by employees and visitors, if applicable. The information shall include, but is not limited to, the following:
  - 1. Current maps, routes and schedules for public transit routes within a ½ mile of the site;
  - 2. Information including regional ridesharing agency, local transit operators, and City transportation resources;
  - 3. Ridesharing promotional material supplied by commuter-oriented organizations;
  - 4. Bicycle route and facility information, including bike share hubs, regional/local bicycle maps, and rental and sales locations within ½ mile of the site.
  - 5. A listing of facilities available for carpoolers, vanpoolers, bicyclists, transit riders and pedestrians at the site.
  - 6. Walking and biking maps for employees and visitors, which shall include, but not be limited to, information about convenient local services and amenities within walking distance of the development.

#### 10.16.080. Annual TDM Survey.

The Director is authorized to publish an annual TDM survey, and entities required to participate in the survey shall provide a minimum of 80% response rate within sixty days of annual survey publication. The responsible party, as outlined in the TDM plan, is responsible for distributing the survey to individuals on-site and ensuring compliance with response rates. Surveys are required for the TDM annual reports, and are necessary in order for the city to track the efficacy of this ordinance.

#### 10.16.090 Commercial and Mixed Use Development Annual Report

- A. Development outlined in Section 10.16.040A shall be required to submit an annual report, signed under penalty of perjury by persons with authority to legally bind each entity for which it is submitted, to the Director on the anniversary date of a previously submitted plan, or sixty days after the completion of the annual TDM commute survey, whichever is less restrictive, and shall include the following:

1. The trip reduction strategies implemented; and
  2. Narrative of compliance with TDM Marketing requirements; and
  3. The current AVR as determined by the most recently completed TDM survey.
  4. If the current AVR does not meet the required AVR goal, the annual report shall provide amended trip reduction strategies which can reasonably be expected to achieve that AVR goal within twelve months.
- B. The annual report shall be submitted for review and approval by the Director. The annual report shall be approved, with or without conditions, only if the Director, or reviewing body, first finds that: The revised trip reduction strategies are appropriate for the types of uses on the site, and will help achieve the AVR goal.
- C. Any plan denied by the Director shall be resubmitted within thirty days of receipt of the notice of denial. If an Entity's plan is twice denied, and until such time as a revised plan is submitted and approved, the Entity shall be in violation of this chapter.
- D. Any amended strategies shall be implemented within sixty days of annual report approval, or as approved by the Director.

#### 10.16.100 Residential Annual Compliance Report

- A. Residential development with an approved TDM plan shall submit an annual compliance report, signed under penalty of perjury by persons identified in the TDM plan, or their successor, with the following information on an annual basis before the anniversary of the approved TDM plan:
1. The trip reduction strategies implemented; and
  2. Proof of continued maintenance and operation of each trip reduction strategy; and
  3. Narrative of compliance with TDM Marketing requirements.

#### 10.16.110 Records and Audits:

Entities required to submit a TDM and subsequent annual review shall maintain and preserve, for the life of the development, such records as may be necessary to demonstrate compliance with this chapter and to determine AVR for at least one week per year. Upon request of the Director, an Entity shall provide the necessary records to substantiate the most current recorded AVR calculation and to demonstrate compliance with this chapter. If upon audit of such records, the Director determines the Entity has not complied with this chapter, the Entity shall file a revised plan or annual report or take such other steps as the Director determines necessary to comply with this chapter within thirty days of receipt of written notice of the Director's determination.

#### 10.16.120 Authority of the Director

The Director may adopt any rules or regulations necessary or desirable for the implementation and enforcement of this chapter and the TDM Menu of Trip Reduction Strategies.

#### 10.16.130 Establishment of Fees.



Fees for review of trip reduction plans, assistance and support of city staff, the processing of appeals, and other services pursuant to this chapter shall be established by resolution of the City Council.

#### 10.16.140 Violations.

- A. Any Entity which fails to submit an annual report after disapproval by the Director, within the time permitted by this chapter shall be in violation of this chapter.
- B. Any Entity shall be in violation of this chapter if it fails to implement any of the provisions of an approved plan. The Director or their designee shall have the power to inspect on-site and audit files, upon reasonable notice to the Entity. If an Entity complies with all provisions of its approved plan, but fails to attain the site's AVR goal, such failure shall not be in violation of this chapter. In this case, the Entity will be required to revise the Site's TDM plan, with support from the City, to meet AVR goal within the next reporting year.

#### 10.16.150 Appeals

- A. Director Decisions. Any decision made by the Director in accordance with this chapter may be appealed to the Transportation Commission.
- B. Transportation Commission Decisions. Any decision rendered by the Transportation Commission may be appealed to the City Council.
- C. Appeal submittal: Appeals shall be submitted in writing on a City application form, within 10 days after the date the decision is rendered by the Director or Commission. The number of days shall be construed as calendar days. Time limits will extend to the following City Hall working day where the last of the specified number of days falls on a weekend, holiday, or other day when City Hall is officially closed. Appeals shall be filed with the City Clerk, and shall be accompanied by the filing fee set by the City's Fee Resolution. The filing fee shall be waived for appeals accompanied by original petitions, signed by a minimum of 50 residents or property or business owners within West Hollywood.
- D. Effect of Filing. The filing of an appeal in compliance with this chapter shall have the effect of suspending the effective date of the decision being appealed, and no further actions or proceedings shall occur in reliance on the decision being appealed except as allowed by the outcome of the appeal.
- E. Required Statement and Evidence.
  - 1. Applications for appeals shall include a general statement specifying the basis for the appeal and the specific aspect of the decision being appealed.
  - 2. Appeals shall be based upon an error in fact, dispute of findings or inadequacy of conditions, imposition of conditions not necessary to meet AVR goals, or availability of alternatives that could reasonably achieve AVR goals.
  - 3. Appeals shall be accompanied by supporting evidence substantiating the basis for the appeal.
- E. Notice to Applicant. If the appellant is not the responsible party listed in the TDM plan, a copy of the appeal shall be sent to the responsible party, via certified mail, return receipt requested, to the address listed on the application within seven days of its filing.

- F. Report and Scheduling of Hearing. When an appeal has been filed, the Director shall prepare a report on the matter, and schedule the matter for consideration by the appropriate appeal body. All appeals shall be considered in public hearings.
- G. Withdrawal of Appeal. Once filed, an appeal may be withdrawn by a written request submitted to the Director, with the signatures of all persons who filed the appeal.
- H. Action. At the hearing, the appeal body may only consider any issue involving or related to the matter that is the subject of the appeal, in addition to the specific grounds for the appeal, and shall conclude the proceedings with one of the following actions.
  - 1. Affirmation or Reversal. The appeal body may, by resolution, affirm, affirm in part, or reverse the action that is the subject of the appeal.
  - 2. Additional Conditions. When reviewing an appeal, the appeal body may adopt additional conditions of approval involving or related to the subject matter of the appeal.
  - 3. Referral. If new or different evidence is presented in the appeal, the Commission or Council, may, but shall not be required to, refer the matter back to the Director or Commission for further consideration. Any new evidence shall relate to the subject of the appeal.
- I. Deadlock Vote.
  - 1. By Commission. In the event an appeal from an action of the Director results in a deadlock vote by the Commission, the determination, interpreting decision, judgment, or similar action of the Director shall be reinstated, unless appealed to the Council.
  - 2. By Council. In the event that an appeal from an action of the Commission results in a deadlock vote by the Council, the action of the Commission shall become final.
- J. Judicial Review. If no action seeking judicial review of a decision of the City Council is timely filed, the decision shall be final and any penalty shall be immediately due and payable. The City Council hereby makes Section 1094.6 of the California Code of Civil Procedure applicable to decisions pursuant to this chapter and an action seeking judicial review shall be brought within the time permitted by that section.

SECTION 12. Section 19.20.060A(15), Transportation Demand Management, of Chapter 19.20 of Title 19 is amended as follows:

Transportation Demand Management. Projects shall comply with all applicable provisions of Chapter 10.16 (Transportation Demand Management).

SECTION 13. Section 19.20.250, Transportation Demand Management, of Chapter 19.20 of Title 19 is added to read as follows:

Transportation Demand Management: Certain development permits, as outlined in Section 10.16.040, Applicability, West Hollywood Municipal Code, may require compliance with WHMC Chapter 10.16, Transportation Demand Management, as a condition of approval for a development permit.

SECTION 14. Section 19.48.060, Conditions of Approval, of Chapter 19.48 of Title 19 is amended to add subsection 19.48.060(C) as follows:

C. Transportation Demand Management: Development permits subject to compliance with the Transportation Demand Management Ordinance, as outlined in Section 10.16.040, shall include a condition of approval requiring compliance with the Transportation Demand Management Ordinance prior to issuance of certificate of occupancy, with Transportation Demand Management plan updates required to be submitted on an annual basis.

SECTION 15. The provisions of this ordinance shall apply to all entities as set forth in Section 10.16.040A and Section 10.16.040B that are deemed complete after the effective date of this ordinance. The provisions of this ordinance shall apply to all entities as set forth in Section 10.16.040C upon receipt of a new or renewed business license.

SECTION 16. Based on the foregoing, the City Council of the City of West Hollywood hereby approves the subject municipal code amendments, and adopts the Transportation Demand Management Menu of Trip Reduction Strategies, which is attached hereto as Exhibit A.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 16<sup>h</sup> day July, 2018 by the following vote:

AYES:	Councilmember:	Heilman, Horvath, Mayor Pro Tempore D'Amico, and Mayor Duran.
NOES:	Councilmember:	Meister.
ABSENT:	Councilmember:	None.
ABSTAIN:	Councilmember:	None.



JOHN J. DURAN, MAYOR

ATTEST:



YVONNE QUARKER, CITY CLERK

STATE OF CALIFORNIA            )  
COUNTY OF LOS ANGELES    )  
CITY OF WEST HOLLYWOOD    )

I, YVONNE QUARKER, City Clerk of the City of West Hollywood, do hereby certify that the foregoing Ordinance No. 18-1034 was duly passed, approved, and adopted by the City Council of the City of West Hollywood at a regular meeting held on the 16<sup>th</sup> day of July, 2018, after having its first reading at the regular meeting of said City Council on the 9<sup>th</sup> day of July, 2018.

I further certify that this ordinance was posted in three public places as provided for in Resolution No. 5, adopted the 29th day of November, 1984.

WITNESS MY HAND AND OFFICIAL SEAL THIS 17<sup>th</sup> DAY OF JULY, 2018.

  
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YVONNE QUARKER, CITY CLERK

EXHIBIT A

Transportation Demand Management Ordinance  
Menu of Trip Reduction Strategies



## CITY OF WEST HOLLYWOOD TRANSPORTATION DEMAND MANAGEMENT (TDM) MENU

The purpose of Transportation Demand Management is to ultimately reduce the number of trips taken during peak traffic hours by offering strategies to reduce automobile use and promote alternative transportation. Projects subject to the Transportation Demand Management Ordinance in Chapter 10.16, West Hollywood Municipal Code, are required to provide a TDM Plan that incorporates trip reduction strategies selected from this menu.

Trip Reduction Strategy	Applicability (Commercial, Mixed-Use, Residential)			Intervention (Physical or Operational)		Cost	Effectiveness
	C	MU	R	P	O		
<b>Description</b>						<b>(\$-\$\$\$\$)</b>	<b>(●-●●●●)</b>
Wayfinding/Signage	●	●	●	●		\$\$	●
Real-time Information	●	●	●	●		\$\$\$\$\$	●●
Bike Repair Station	●	●	●	●		\$	●
Guaranteed Ride Home	●	●			●	\$	●
Rideshare Matching	●	●			●	\$\$	●●
Delivery Amenities	●	●	●	●		\$	●
Bike Racks	●	●	●	●		\$	●
Secure Bike Storage	●	●	●	●		\$\$	●
Bike Share Hub	●	●	●	●		\$\$\$	●●
Preferential Parking	●	●		●		\$	●●
EV Chargers & Preferential Parking	●	●		●		\$\$\$	●●
Car Share Parking	●	●	●	●		\$	●
Car Share Membership	●	●	●		●	\$	●
Price Parking	●	●			●	\$	●●●●
Bike Share Membership	●	●	●		●	\$\$	●
Telecommuting	●	●			●	\$	●●
Vanpool, Shuttle Preferential Parking	●	●			●	\$\$\$\$	●●
Employee Parking Cash Out	●	●			●	\$\$\$	●●●●
Unbundled Parking	●		●		●	\$	●●
Showers/Lockers	●	●		●		\$\$\$	●●●●
Transit Subsidies	●	●			●	\$\$\$\$	●●●
Commuter Incentives	●	●			●	\$\$\$	●●
On-site Daycare	●	●		●		\$\$\$	●●
Innovative Measures	●	●	●	Varies		Varies	Varies
<b>Legend:</b>							
<b>Applicability:</b>	Some strategies are better suited for certain types of developments including commercial, mixed-use and residential, while other strategies are universal in applicability.						
<b>Key:</b>	Commercial (C); Mixed-Use (MU); Residential (R)						
<b>Physical or Operational:</b>	Some strategies are physical improvements, with up-front investments that sometime have ongoing maintenance requirements, while others are operational programs that necessitate ongoing implementation, oversight, and costs.						
<b>Cost:</b>	Costs for each strategy vary depending on detailed design decisions but this range aims to help provide initial high-level guidance on relative costs to help users identify which strategies fit their budget goals.						
<b>Effectiveness:</b>	The "Effectiveness" dots measure a strategy's contribution to Citywide goals, including reducing drive-alone trips or Vehicle Miles Traveled (VMT), reducing air pollution and greenhouse gas emissions, increasing the convenience and affordability of multiple transportation options, and improving overall quality of life in West Hollywood. Strategies that help the City meet these goals score higher in this category.						

TDM STRATEGY DETAILS

<b>On-site Wayfinding &amp; Signage</b>	
<b>Description:</b>	Applicable to developments on sites greater than 2.5 acres in size. Provide directional signage and/or wayfinding to locate nearby transportation services and amenities (e.g. transit stops and bicycle routes).
<b>Standards:</b>	Provide multimodal wayfinding and signage at main entrances and/or at key decision points.
	Wayfinding and signage should be located externally/internally to direct users to transportation services and infrastructure, including but not limited to transit, bikeshare, carshare, bike parking and amenities, ride-hailing, taxi/shuttle/carpool/vanpool pick-up/drop-off locations.
	Wayfinding and signage shall meet City standards.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm installed wayfinding meets design requirements noted above during a pre-occupancy inspection of the site. The property owner should include photos of wayfinding demonstrating that all signage is in place, up to date, properly maintained, and visible to tenants/residents upon submittal of their annual TDM Reporting Update.
<b>Justification:</b>	Establishing a wayfinding system throughout a project site, or near key access points, provides clear directions to key destinations and encourages the use of implemented TDM amenities. CAPCOA does not specifically quantify the trip reduction benefits of wayfinding and signage, as it has little impact when implemented alone.

<b>Real-Time Multimodal Information</b>	
<b>Description:</b>	Provide monitors that display travel options and real-time transit schedules (e.g. transit screens, TNC wait times, bikeshare availability). Should be located in highly visible locations such as <u>building entrances and hotel lobbies</u> .
<b>Standards:</b>	Provide at least one real-time display at highly visible location.
	Display should be curated by location and show nearby stops, travel time for different transportation modes and options, and transit schedules.
	Transportation options include, but are not limited to: train, bus, personal bike, bikeshare, walking, ride-hailing service (Uber/Lyft), carshare, and private shuttles.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm that the installed display(s) meet design requirements noted above during a pre-occupancy inspection of the site. The property owner should include current photos of the display to demonstrate that all components are in place, properly maintained, and visible to tenants/residents upon submittal of their annual TDM Reporting Update.
<b>Justification:</b>	Real-time information displays support on-the-go decision-making and help to mitigate reliability concerns with alternative modes. CAPCOA does not specifically quantify the trip reduction benefits of wayfinding and signage, as it has little impact when implemented alone.

<b>Bike Repair Station</b>	
<b>Description:</b>	Provide an on-site bicycle repair station with adequate tools that is publicly accessible, visible, and located at ground level.
<b>Standards:</b>	Install bicycle repair stations to allow for basic repair with a bicycle pump, screwdrivers, wrenches, and hex tools.
	Locate at ground level, weather-protected, well-lit, easy-to-find areas near bicycle parking and building entrances.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm that the installed repair station(s) meet design requirements noted above during a pre-occupancy inspection of the site. The property owner should include up-to-date photos of the repair station(s) demonstrating that all tools are in place, properly maintained, and accessible to tenants/residents upon submittal of their annual TDM reporting update.
<b>Justification:</b>	On-site repair stations support the ongoing use of bicycles as a reliable mode of alternative transportation. CAPCOA does not specifically quantify the trip reduction benefits of repair stations, as they have little impact when implemented alone.

<b>Guaranteed Ride Home</b>	
<b>Description:</b>	Offer non-drive alone commuters free rides home in event of an approved emergency. Can be provided through LA Metro's Guaranteed Ride Home Program which offers up to two rides per 12-month period.
<b>Standards:</b>	Provide full reimbursements for qualified trips home to employees who commute to/from work by biking, taking public transit, or carpooling at least one day of the week.
	Valid emergencies include personal illness/emergencies, family illness/emergency, unplanned overtime, inclement weather, and mechanical problems.
	Provide at least 2 free rides in a 12-month period, and up to \$3.50 per mile.
	Set a cap to discourage commuters from abusing the program and relying on it as a secondary commute mode.
	Provide reimbursements for taxis, ride-hailing services (Uber/Lyft), company vehicles, and transit.
	Can be implemented internally or through Metro's Guaranteed Ride Home program.
<b>Monitoring &amp; Reporting:</b>	Employers should designate a representative to ensure that employees do not exceed their maximum number of free rides/per mile subsidies within the 12-month period. Employees should submit receipts detailing the transportation mode, mileage, and total cost. Provide written policy to City as part of the annual report.
<b>Justification:</b>	Provides a way for employees who commute to work by transit, carpool, vanpool, biking, or walking to travel home when an unexpected need arises (such as a personal emergency or unscheduled overtime). CAPCOA calculates a trip reduction ranging from 1.0 – 6.2% for Guaranteed Ride Home programs when it is part of a larger group of commute trip strategies.

<b>Rideshare Matching</b>	
<b>Description:</b>	Facilitate carpooling by investing in a platform or database that matches potential riders. Can be implemented through the Director or through a private operator such as Scoop or RideAmigos.
<b>Standards:</b>	Provide a rideshare matching service to identify potential carpool partners; dynamic rideshare options may be suitable if encouraged for all participants. Ridesharing shall mean the use of a private vehicle to facilitate pre-arranged rides between residents, visitors, or employees within similar trip origins and destinations. Rideshare can be facilitated through a trip coordinator or with web or mobile based applications.
	Implement internally or through a third-party operator such as Scoop or RideAmigos.
	Partners can be matched during new hire orientation, a company-wide survey, and/or on-demand.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of invoices for a ride matching platform and provide any informational materials distributed that describe the program during submittal of their annual TDM reporting update.
<b>Justification:</b>	Rideshare matching eases the burden of locating carpool partners by connecting employees who live and work in close proximity and have similar work hours. Rideshare matching falls under Commute Trip Reduction Programs, which CAPCOA calculates a VMT reduction of 1-6.2%.



<b>Delivery Amenities</b>	
<b>Description:</b>	Facilitate delivery services by providing a staffed reception desk, delivery lockers, or other delivery amenity.
<b>Standards:</b>	Facilitate delivery services by providing one of the following areas to receive deliveries: <ul style="list-style-type: none"> <li>- Staffed reception desk</li> <li>- Delivery lockers</li> <li>- Temporary storage for deliveries</li> <li>- Temporary refrigeration of grocery deliveries</li> <li>- Other delivery supportive areas as proposed by the property owner.</li> </ul>
<b>Monitoring &amp; Reporting:</b>	The City should confirm the installation of the aforementioned amenities during a pre-occupancy inspection of the site. The property owner should include up to date photos of the amenities demonstrating that all components are properly maintained and accessible to tenants/residents upon submittal of their annual monitoring and reporting update.
<b>Justification:</b>	May reduce VMT through reducing the number of trips, such as shopping, that may otherwise have been made by a single occupant vehicle and reduces trip by delivery vehicles. CAPCOA does not specifically quantify the trip reduction benefits of delivery support amenities, as they have little impact when implemented alone.

<b>Bike Racks</b>	
<b>Description:</b>	Provide on-site bike parking that is double the amount required by the Municipal Code 19.28.150. Can be provided via a combination of bike racks and secure bike storage if desired. The Director is available to advise on more detailed design and siting considerations to ensure that bicycle facilities are placed and designed to ensure high visibility and usage.
<b>Standards:</b>	Provide bike parking that is double the amount required by the Municipal Code 19.28.150. Can be provided via a combination of bike racks and secure bike storage if desired.
	Locate bike racks at well-lit, easy-to-find areas nearby bike facilities and building entrances and at grade. The Director is available to advise on more detailed design and siting considerations to ensure that bicycle facilities are placed and designed to ensure high visibility and usage.
<b>Monitoring &amp; Reporting:</b>	The City should confirm that the installed spaces meet the design requirements stated above during a pre-occupancy inspection of the site. The property owner should include up to date photos of the bicycle parking demonstrating that the spaces are in good condition and accessible during annual reporting.
<b>Justification:</b>	CAPCOA does not specifically quantify the trip reduction benefits of bicycle parking; however, it is included as a supporting element of "Improved Design of Development," which has a calculated trip reduction of 3.0-21.3%. The Center for Clean Air Policy (CCAP) Guidebook attributes a 1%-5% VMT reduction to the overall use of bicycles, of which 0.625% can be attributed to bicycle parking.

<b>Secure Bike Storage</b>	
<b>Description:</b>	Provide secure and long-term bike parking on-site via a secure bike room or ground floor lockers. Provide at least 1 space per 3,000 sq. ft. of floor area, with a minimum of 4 spaces. Establish a building policy to permit bicycles in elevators.
<b>Standards:</b>	Provide at least one space/ 3,000 sq. ft. of floor area, with a minimum of four spaces.
	Establish a building policy to permit bicycles in elevators.
	Locate bike parking at weather-protected, well-lit, easy-to-find areas nearby bike facilities and building entrances and at grade where possible. Install signage to increase awareness of the facility among site users.
<b>Monitoring &amp; Reporting:</b>	The City should confirm that the installed spaces meet the design requirements stated above during a pre-occupancy inspection of the site. The property owner should include up to date photos of the bicycle parking demonstrating that the spaces are in good condition and accessible during annual reporting.
<b>Justification:</b>	CAPCOA does not specifically quantify the trip reduction benefits of bicycle parking; however, it is included as a supporting element of "Improved Design of Development," which has a calculated trip reduction of 3.0-21.3%. The Center for Clean Air Policy (CCAP) Guidebook attributes a 1%-5% VMT reduction to the overall use of bicycles, of which 0.625% can be attributed to bicycle parking.

<b>On-Site Bike Share Hub</b>	
<b>Description:</b>	Sponsor or provide a WeHo Pedals Bike Share hub on site. If the City determines the location is not a good site or expansion is not possible at that time, a private bike share fleet may be provided.
<b>Standards:</b>	When possible, if bikeshare stations are not located nearby, negotiate with the City Bikeshare representative for on-site placement of stations in convenient, publicly accessible locations.
	When not a viable option, property owners and managers can provide on-site bikeshare themselves or through a third-party vendor.
	Shared bikes should be branded and marketed to increase visibility.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm the provision of the shared bicycles during a pre-occupancy inspection of the site. The property owner should include up to date photos of the bicycles demonstrating that all components are properly maintained and accessible to tenants/residents upon submittal of their annual TDM reporting update.
<b>Justification:</b>	Provides a flexible alternative to driving alone at places of work and residential buildings. While unlikely to serve as a means of commuting, onsite loaner bicycles offer a viable alternative for midday trips such as lunch or meetings at offices and for errands at residential sites. CAPCOA does not specifically quantify the trip reduction benefits of loaner bicycles, as they have little impact when implemented alone.

<b>Preferential Parking</b>	
<b>Description:</b>	Designate the most desirable parking spaces for carpools and vanpools. Requires ongoing enforcement to be effective.
<b>Standards:</b>	Provide preferential parking at the following rates: -Carpool/vanpool: 2% of all parking spaces.
	Post or mark parking spaces clearly as carpool or vanpool use only.
	Identify preferential locations, such as the first (or most convenient) level within parking structures and spaces closest to building entrances (after ADA spaces).
	Pair with enforcement to monitor use and compliance; adjust total quantities of spaces needed annually.
<b>Monitoring &amp; Reporting:</b>	Assign parking permits and monitor the occupancy rate to determine whether sufficient levels of preferential parking are being provided. Property owners should employ parking enforcement officers to ensure spaces are solely being used by carpool and vanpool users. Provide documentation to City during annual reporting.
<b>Justification:</b>	Reserving parking spaces near building entrances and other desirable locations for carpool and vanpool vehicles encourages people to share rides to work. CAPCOA calculates a trip reduction ranging from 1.0 – 6.2% for preferential parking for carpools and vanpools.

<b>EV Chargers and Preferential Parking</b>	
<b>Description:</b>	Designate the most desirable parking spaces for electric vehicles (EVs) and provide charging stations. Requires ongoing enforcement to be effective.
<b>Standards:</b>	For development required to provide Electric Vehicle Charging per Zoning Ordinance, West Hollywood Municipal Code, provide double the EV preferential parking and chargers (1 charger per space) for electric vehicles.
	Post or mark parking spaces clearly as EV use only.
	Identify preferential locations, such as the first (or most convenient) level within parking structures and spaces closest to building entrances (after ADA spaces).
	Pair with enforcement to monitor use and compliance; adjust total quantities of spaces needed annually.
<b>Monitoring &amp; Reporting:</b>	Property owners should employ parking enforcement officers to ensure spaces are solely being used by EV vehicles. Provide documentation to City during annual reporting.
<b>Justification:</b>	Reserving parking spaces near building entrances and other desirable locations for carpool and vanpool vehicles encourages people to share rides to work. CAPCOA calculates a trip reduction ranging from 1.0 – 6.2% for preferential parking for carpools and vanpools.

<b>Carshare Parking</b>	
<b>Description:</b>	Designate parking for carshare vehicles in convenient and publicly accessible area with spaces clearly marked as carshare only. This strategy is available to all but particularly recommend for new development projects.
<b>Standards:</b>	Post or mark parking spaces clearly as carshare only at the following rates: <ul style="list-style-type: none"> <li>- A minimum of one carshare parking space per site; and</li> <li>- One carshare parking space per 20,000 Occupied Floor Area.</li> </ul>
	Assign carshare spaces by converting existing parking spaces or in convenient and publically accessible areas.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm that the numbers of required spaces are provided during a pre-occupancy inspection of the site. The property owner should include up-to-date photos of the carshare spaces and any accompanying signage to demonstrate that they are in good condition and accessible to tenants/residents in the submittal of their annual TDM reporting update.
<b>Justification:</b>	Carshare enables people to forego car ownership and thereby drive less overall. Providing onsite carshare parking increases program accessibility. CAPCOA calculates a VMT reduction of 0.4-0.7% for carshare programing.

<b>Carshare Membership</b>	
<b>Description:</b>	Offer fully subsidized annual carshare memberships. For developments, the strategy can be accomplished by providing one year of a fully subsidized carshare membership. Recommended to be combined with carshare parking for maximum effectiveness.
<b>Standards:</b>	Provide a carshare subsidy to cover at least 50% of monthly carshare membership fees.
	Establish a business account with a third party vendor and purchase memberships for employees who wish to carshare.
	If carshare vehicles are not located within walking distance of the site, negotiate with the vendor for on-site placement of vehicles in convenient, publicly accessible locations.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of invoices for carshare memberships and any informational materials that describe available carshare benefits that have been provided to employees/residents during submittal of their annual TDM reporting update.
<b>Justification:</b>	Carshare enables people to forego car ownership and thereby drive less overall. CAPCOA calculates a VMT reduction of 0.4-0.7% for carshare programing.

<b>Price Parking</b>	
<b>Description:</b>	Applicable to any facility that offers private parking. Charge for parking by setting a minimum price per hour or per day. For residential uses, utilize the unbundled parking strategy.
<b>Standards:</b>	Determine pricing based on optimal occupancy during peak periods (85%).
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of all informational materials about parking pricing and current rates as part of their annual TDM reporting update. Conduct bi-annual parking occupancy analysis to evaluate program effectiveness.
<b>Justification:</b>	Pricing parking at or above market rates provides a clear signal to employees to consider shifting to alternate modes. Workplace parking pricing is most effective when nearby on-street spaces are priced at market rates or regulated with residential parking permits. CAPCOA calculates a VMT reduction of 0.1-19.7% for parking cash out.

<b>Bike Share Membership</b>	
<b>Description:</b>	Offer a fully subsidized WeHo Pedals/Bikeshare Connect membership as an option to employees, residents and/or visitors.
<b>Standards:</b>	Determine pricing based on optimal occupancy during peak periods (85%).
	Establish a corporate account with WeHo Pedals/Bikeshare Connect to purchase memberships for employees, residents, and visitors who wish to use bikeshare.
	If bikeshare stations are not located nearby, negotiate with the vendor for on-site placement of stations in convenient, publicly accessible locations.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of invoices for WeHo Pedals memberships and any informational materials describing available bike share benefits provided to employees/residents during submittal of their annual monitoring and reporting update.
<b>Justification:</b>	Bikeshare provides flexibility and options for existing cyclists while introducing bicycling as a viable form of transportation to new users. CAPCOA does not specifically quantify the trip reduction benefits of bike share, as it has little impact when implemented alone.

<b>Telecommuting</b>	
<b>Description:</b>	Provide telecommute and/or flexible schedule options for employees, with the exception of temporary, contracted, and seasonal employees.
<b>Standards:</b>	A site is eligible for this strategy if 10% of employees or more could potentially access this policy based on their job requirements.
	Adopt an official telecommute and/or flexible schedule policy allowing employees to: <ul style="list-style-type: none"> <li>- Telecommute at least 1.5 days per week and/or</li> <li>- Work compressed work weeks outside of the traditional five eight-hour days per week (i.e. 9/80, 4/40).</li> </ul>
	Document telecommuting and/or flexible schedule policy and enrollment figures in the annual report.
<b>Monitoring &amp; Reporting:</b>	Conduct an annual survey to determine how many employees are partaking in flexible work schedules and use the data to track popularity each year.
<b>Justification:</b>	Telecommuting and flexible schedules allows employees to commute less frequently or during off-peak times. CAPCOA calculates a trip reduction ranging from 0.07 – 5.50% for flexible work arrangement programs.

<b>Vanpool, Shuttle, or Microtransit Program</b>	
<b>Description:</b>	Offer private vanpool, shuttle, or microtransit services to employees or other site users. Can be achieved by partnering with other employers or entities. For example, providing connections to nearby rail stations.
<b>Standards:</b>	Limit vanpools to groups of five to 15 employees.
	Vanpool members should regularly travel together no less than 30 roundtrip miles at least 13 days each month.
	Riders typically pay a monthly fare and maintenance fee, while drivers ride at a discounted rate in exchange for driving and maintaining the van.
	Vans can be owned/leased by employers, employees, or third-party operators.
	Provide a vanpool subsidy to cover at least 50% of monthly vanpool expenses which can include vanpool fare, insurance, fuel, or maintenance.
	Implemented internally, through the Metro Vanpool Program, or third-party operator.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of invoices for vanpool expenses and any informational materials distributed that describe the program during submittal of their annual TDM reporting update.
<b>Justification:</b>	Vanpooling is a proven and effective means of reducing commuter trips. CAPCOA groups vanpool programs with shuttle programs for a combined calculated VMT reduction of 0.3-13.4%.

<b>Employee Parking Cash-Out</b>	
<b>Description:</b>	Applicable to new developments and employers. If parking is leased, give employees the option to receive the full cash value of the space in lieu of parking. If parking is not leased, the cash-out can be equal to or more than the lowest monthly parking rate at the nearest public parking facility as identified at time of annual submission.
<b>Standards:</b>	Offer to employees who receive free or subsidized parking.
	Cash-out amounts vary by office and the amount paid per parking space. Can be applied to employers who lease or own their parking supply.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of all informational materials about cash out and current rates for all employers at the site as part of their annual TDM reporting update.
<b>Justification:</b>	Parking cash-out allows employees to forgo subsidized or free workplace parking in exchange for the cash equivalent of the cost of the space covered by the employer. Like unbundling, cash out can be an extremely effective strategy as it helps to highlight the true cost of parking and provides financial incentive to shift to, or maintain use of alternative modes. CAPCOA calculates a VMT reduction of 0.6-7.7% for parking cash out.

<b>Unbundled Parking</b>	
<b>Description:</b>	Detach the cost of parking from rents or leases. Affordable units should unbundle parking rates proportional to the unit cost.
<b>Standards:</b>	Lease parking spaces separately so tenants only pay for the number of desired parking spaces.
	Property owners must be able to lease or sell excess parking spaces.
	City staff should regulate nearby on-street parking to avoid potential spillover issues from residents and employees using on-street parking to avoid paying for parking. Charge affordable units for parking in proportion to the cost of the unit.
<b>Monitoring &amp; Reporting:</b>	The property owner should submit copies of all informational materials about unbundled parking and current parking rates as part of their annual TDM reporting update.
<b>Justification:</b>	Unbundling separates parking from property costs and requires those who wish to access a parking space to do so at an additional marginal cost. Unbundling is one of the most effective methods of discouraging single-occupant vehicle (SOV) travel as it reflects the true cost of parking, which is usually "hidden" in rents. CAPCOA calculates a VMT reduction of 2.6-13% for unbundling parking.

<b>Showers &amp; Lockers</b>	
<b>Description:</b>	Applicable to commercial and mixed use projects. Provide showers and lockers on-site for employees.
<b>Standards:</b>	Provide shower facilities and lockers for employees or other visitors to secure and store clothing and personal items – at least one showers and at least six lockers for every 30 bike parking spaces.
<b>Monitoring &amp; Reporting:</b>	City staff should confirm that the changing facilities meet design requirements stated above during a pre-occupancy inspection of the site. The property owners should include up-to-date photos of the changing facilities demonstrating that the showers and lockers are in good shape and accessible to tenants during submittal of their annual TDM reporting update.
<b>Justification:</b>	Providing showers and lockers encourages employees to walk and bike to work, especially for employees that ride longer distances or have concerns about arriving to work sweaty from a bike ride. A policy brief from the California Air Resources Board cites studies in which end of trip facilities, including showers at work places, increase the perceived comfort of bicycling and encourage shifts from other modes. CAPCOA calculates a VMT reduction of 5.4-6.2% for providing showers and lockers.

<b>Transit Subsidies</b>	
<b>Description:</b>	Provide a transit subsidy equal to at least 50% of a monthly transit pass (i.e. Metro BTAP) to all residents and/or employees on site. Can be provided via a BTAP pass or a stored value on a TAP card.
<b>Standards:</b>	Provide a monthly transit subsidy to cover at least 50% of monthly transit fares.
	Distribute pass subsidies on a monthly, quarterly, or annual basis by providing preloaded TAP cards or using a third-party transit benefits vendor.
	Offer pass subsidies to all employees and/or residents, regardless of primary commute mode, to encourage using transit as a primary or secondary choice.
<b>Monitoring &amp; Reporting:</b>	Business/property owners should include copies of invoices for transit pass contributions and any informational materials that describe available transit benefits that have been provided to employees/residents in the submittal of their annual TDM reporting update.
<b>Justification:</b>	Subsidized transit passes provide a strong incentive to utilize transit and may be the catalyst for some residents or employees to forgo vehicle ownership entirely. CAPCOA calculates a VMT reduction of 0.3-20.0% for transit subsidies.

<b>Commuter Incentives</b>	
<b>Description:</b>	Applicable to employees who do not receive free parking at work. Provide a monetary incentive of at least \$30 per month for employees who commute to work via sustainable modes (i.e. walk, bike, transit, carpool/vanpool, or low-emission vehicle).
<b>Standards:</b>	Provide a direct cash incentive for each non-drive alone commute trip (i.e. walk, bike, transit, carpool/vanpool, or low-emission vehicle).
	The total value of incentives should be at least \$30 per participant, per month, or \$360 annually.
	May also incorporate shared Transportation Network Company services (e.g. UberPOOL or LyftLine) only for trips to and from a Metro/bus hub and pending confirmation of the ability to geofence and ensure ridesharing.
<b>Monitoring &amp; Reporting:</b>	Business owners should document the total number of employees and/or visitors that were provided with incentives for non-drive alone trips within the year. If no employees or visitors have opted to receive the incentive, the business owners should submit documentation showing that incentives were offered and declined.
<b>Justification:</b>	Incentivizing alternative modes and shared rides can dissuade drive alone commuting. CAPCOA does not specifically quantify the trip reduction benefits of commuter incentives; however, this is similar to providing a parking cash-out, which has a calculated VMT reduction of 0.6-7.7%.

<b>On-Site Daycare</b>	
<b>Description:</b>	Provide childcare services on-site through a licensed daycare provider. Preference should be given to those who live or work on-site.
<b>Standards:</b>	Include an on-site childcare facility through a licensed daycare provider that complies with all state and City requirements, including provisions within the West Hollywood Municipal Code. Enrollment preference should be given to on-site employees and residents.
<b>Monitoring &amp; Reporting:</b>	Before construction the developer/property owner should identify the location of the childcare space and submit plans for City staff to ensure that the facility will meet any applicable State and City requirements. Department of City Planning staff should confirm the constructed facility meets the specifications of approved plans during a pre-occupancy inspection of the site. The property owner should submit a letter from the contracted childcare provider that includes a description of the facility's operations (days of week and hours of operation, level of enrollment, etc.) and contact information of all applicable parties upon submittal of their annual monitoring and reporting update.
<b>Justification:</b>	Provision of on-site childcare may reduce VMT related to drop-off/pick-ups of children, in addition to making it easier for parents and caregivers to shift their daily commutes to other modes. CAPCOA does not specifically quantify the trip reduction benefits of on-site childcare, as no literature on its effects was identified.

<b><i>Innovative Measures</i></b>	
<b><i>Description:</i></b>	Innovation is encouraged. Other strategies may achieve similar effects, ranging from emerging technology-based initiatives to physical features that enhance walkability. To achieve this strategy, propose your concept to the Director to receive confirmation of its applicability and point value.
<b><i>Standards:</i></b>	Trip Reduction Potential: The potential reduction should be proven to reach the drive-alone mode share, or AVR, target set for the development. Average vehicle ridership or AVR shall mean the total number of people that arrived at a site on the given day of observation, divided by the number of vehicles trips into or out of the site during the defined peak period of 6 a.m. to 10 a.m. in the morning and 3 p.m. to 7 p.m. in the evening.
<b><i>Monitoring &amp; Reporting:</i></b>	As part of the annual reporting, information must be included to show the overall effectiveness, use, and impact of user satisfaction of any "innovation" strategy implemented as part of a TDM program.