

# **TRANSPORTATION DEMAND MANAGEMENT PLAN**

## **MGA Campus Chatsworth**

### **20000 Prairie Street Mixed-Use Development**

#### **I. Introduction**

The Applicant, MGA Entertainment, Inc., intends to relocate approximately 250 – 300 permanent employees from its current Van Nuys offices to the proposed project upon its completion. Specifically, MGA would utilize the 255,815 square foot building for a new corporate's headquarters, including limited assembly, production and showroom space (e.g., light industrial uses), corporate office, as well as leased creative space. Approximately 43,000 square feet of the eastern portion of the building may be internally subdivided for lease to multiple creative office tenants.

The project will develop a residential component consisting of 700 total rental units in four main structures (Buildings A, B, C and D) surrounding the corporate headquarters building. Each building will be designed with access to shared amenities, and automobile and bicycle parking.

- Building A would be located in the southeastern portion of the site with 189 units, totaling 245,000 square feet of floor area.
- Building B would include 124 units and 182,000 square feet of floor area, wrapped around a residential courtyard in the southwestern portion of the site.
- Building C would include 209 rental units and 286,600 square feet of floor area. Building C would cantilever over a 14,000 square foot "retail/restaurant plaza area" (11,000 square feet for retail and 3,000 square feet for restaurants) at the corner of Winnetka Avenue and Prairie Street connecting the residents with commercial uses while creating a shaded open courtyard for outdoor eating and dining.
- Building D would be located in the northeast corner of the site and provide 178 units totaling 240,000 square feet of floor area

A total of 1,467 parking spaces will be provided for the MGA Campus in 3 parking structures. The calculated total shared parking demand for the MGA campus is 1,334 spaces, approximately 10% less than the parking provided.

- One structure located in parcels 1 and 2, east of Building B and south of the MGA Headquarters building, will provide 849 parking spaces (345 reserved spaces for the residential units and 350 reserved parking spaces for the MGA building plus 154 shared parking spaces).
- The second parking structure located in parcel 3 for Building C will provide 353 parking spaces (230 reserved spaces for the residential units and 42 reserved parking spaces for the commercial plus 81 shared parking spaces).
- The third parking structure located in parcel 4 for Building D will provide 265 parking spaces (196 reserved spaces for the residential units plus 69 shared parking spaces).

## **II. Goals of the TDM Plan**

This Transportation Demand Management (TDM) Plan has been developed to reduce vehicle trips to/from the site, manage on-site parking, and develop a congestion avoidance program through trip reductions while maintaining and providing transportation mobility.

The mixed-use project has many components which already lend to vehicle trip reductions and shared parking. It is a mixed-use project whereby residents will likely make use of retail and restaurant opportunities available on site and some employees of the commercial components may reside in the residential component; furthermore, there are many employment opportunities available to the residents in the immediate area.

The MGA TDM program is designed to maximize the people-moving capability by increasing the number of person in a vehicle, or by influencing the time of, or need to, travel. To accomplish these types of changes in travel behavior, the TDM program elements must rely on incentives or disincentives to make these shifts in behavior attractive.

The success of the MGA Campus TDM plan is dependent on the type and level of TDM strategies implemented. The key to developing an effective program is to determine what strategies the employees and residents of The MGA Campus project would be able to use and then build the program incentives around those strategies.

The MGA Campus start up goal is a 14% reduction in peak hour trips from the baseline trip estimate provided in the project's environmental review, (788 baseline am peak hour trips and 860 baseline pm peak hour trips).

### III. Scope of TDM Program

This start-up TDM plan has been prepared as the first step in the implementation of an on-site program to effectively reduce vehicle trips to / from the site and to develop a Campus Shuttle and parking management program.

#### **a. Transportation Management Office (TMO) for both Residential and Commercial Components of the project**

The MGA Campus Transportation Management Office (TMO) will be charged with accomplishing trip reductions through the development and refinement of a site-specific TDM program. The TMO office will be part of the property management office. The TDM program will encompass alternatives to driving alone and the strategies that encourage use of other modes of transportation. The TDM strategies will rely on incentives or disincentives to make these changes in the travel behavior attractive.

Sponsorship of the TMO staffing and operations will be the responsibility of the commercial and residential ownership of the MGA Campus project. MGA Campus will staff a TDM Coordinator to manage the programs development, implementation, marketing, administration and program evaluation.

#### **TMO Responsibilities:**

1. Implementation of TDM Program - The TMO will define the program goals (e.g., a change in average vehicle occupancy and a reduction in peak hour and daily vehicle trips) based on the Trip Cap Monitoring Program and Parking Management Program.
2. Selection of TDM Strategies - Site-specific analysis and examination of the target population (commercial and residential) will be conducted by the TMO to define the baseline for selecting the most appropriate strategies for The MGA TDM program. The difference in the baseline and program goals defines how aggressive the program will be. Site analysis may include employee/resident surveys, traffic flow and parking occupancy counts.
3. Distribution of Ridesharing Information - The Transportation Management Office will provide ridesharing information to all on-site employees and residents. The TDM coordinator will assist in identifying matches for ridesharing through the Metropolitan Transit Authority (Metro) website as needed.

4. Distribution of Transit Information - A transportation coordinator will assist individuals in assessing transit options including bus, MGA shuttle and metrolink rail. The transportation coordinator will assist individuals in identifying the easiest way for them to purchase their mass transit passes. The Transportation Management Office will provide bus and rail schedules, maps of bicycle routes, relevant phone numbers including MTA, Metrolink and Los Angeles Department of Transportation (LADOT) Dash services. A computer terminal or assistance will be available to research alternative modes of travel.
5. Marketing & Promotion - The Transportation Management Office will be located on the project site so as to be available to both residents of the project and employees of the commercial components. The TMO will provide promotional ridesharing information to all new residents and employees within two weeks of residence/employment. In addition, the TMO will conduct marketing and promotional items such as an annual ridesharing event planned by the TMO office to provide visibility to the program. The TMO will be responsible for building and maintaining management support of the program. Promote a corporate culture to reflect the willingness to devote resources to the program and provide tangible benefits to commute alternatives
6. The Transportation Management Office will maintain on-site kiosks (as needed) which will be located in a centralized area for viewing transit options. Bus and rail maps will be displayed. In addition, incentives and benefits for alternative modes of travel will be prominently displayed on the kiosk including social, economic and health benefits.
7. Program Evaluation and Refinement - A periodical review of the TDM program will be conducted by the TMO to measure the attainment of program goals, to refine ineffective strategies and to adjust the TDM plan to reflect changing circumstances associated with the site.

***b. Recommended TDM Start Up Strategies for MGA Campus***

The following strategies for encouraging alternatives to the single occupant vehicles will be available to employees and residents at the site. The strategies fall into three categories: providing commute alternative information and marketing; providing incentives to employees/residents who use commute alternatives; and parking management programs.

1. Transit / Shuttle Availability - The TMO office will provide transit options upon employment and residency, at the centralized kiosk and upon request.
2. Carpooling - Carpool matching will be conducted by the TMO office and preferential parking near entrance to building will be available to carpools who register with the TMO.
3. Pedestrian & Bicycle Facilities - The project provides pedestrian access ways and secure bicycle facilities to accommodate storage of bicycles and changing areas.
4. Improved Site Design - The project has been designed to provide pedestrian oriented retail and restaurants on the ground floor as well as congregating areas and open passageways to encourage walking. Drop off/Pick up areas will be provided on site in an easily accessed area for the MGA Campus.
5. Bicycle Program - MGA Campus will provide support facilities and services, such as bike parking and storage facilities.
6. Preferential High-Occupancy Vehicle Treatments - The parking has been designed to provide preferential parking to all ridesharing vehicles. The employees must register with the TMO office to receive a sticker authorizing parking in the preferential parking area.
7. Guaranteed Ride Home - Some employees may hesitate to walk/bicycle/rideshare/use mass transit because there is concern that they will not be able to get home easily in the event of an emergency. Employees registered with the TMO office will qualify for a guaranteed ride home via taxi in the event of an emergency such as a sick/injured child or parent.
8. Reserved / Shared Parking - The apartment component will be provided with 771 parking spaces. The Headquarters building will provided with 350

reserved spaces. The commercial retail/restaurant will have 42 parking spaces with the balance of 304 shared parking spaces

9. Parking Management - Price of parking is the single most influential factor determining the share of commuters who drove to work. A reduced parking supply and parking chase out program at work can dramatically alter travel behavior and reduce solo drive-alone travel patterns. The MGA Parking Cash Out Program gives commuters a new choice, rewards the alternative to solo driving, reduces trips and treats all commuters equally. MGA will offer a transportation subsidy which would allow employees to choose from the following options: (1) keep the parking space, (2) give up the parking space and receive the equivalent subsidy each month in taxable salary, or (3) receive the transportation subsidy in tax-free transportation benefits to pay for transit or other transportation, i.e., carpooling or vanpooling. The forgone cash mean drivers in effect pay for their parking. Parking cash out is a buy-back not a take-away, it rewards commuters for choosing the alternate to driving to work alone, rather than punishing them for solo driving. Price parking with discounts or validation to non-MGA employees.
10. Transit & Ridesharing Incentives - The TMO office will provide incentives to transit and ridesharing participants. The incentives can be on a regular basis such as monthly, or as an introductory incentive to encourage first time use of commute alternatives. Transit subsidies can be cash payments; pre-paid/discounted transit passes; reduction in parking fees; or incentives with indirect economic value (e.g., paid time off, points/coupons for merchandise, free or discounted bicycles, equipment, etc.). To qualify for the incentives, the employees must register with the TMO office and rideshare, use mass transit, walk or ride a bicycle.
11. Live Close to Work Program - The TMO will work with MGA to develop a live close to work program to promote reduction in travel time and commuting distances for MGA employees. Examples of live close to work incentives for on-site MGA residency can include first month free rent or paid moving expenses. Other incentives for off-site residency within a 2-mile radius of the MGA Campus can also be developed.
12. The start-up MGA shuttle service will serve a clearly-defined group of riders providing a point-to-point service to fill the transit gap and make connections with the broader public transit network. The shuttle is an

important aspect of the first mile /last mile connectivity because it will provide convenient and direct service to the desired destinations.

#### Start Up Shuttle Program Components

- A. Funding Agreement: Commit to start-up and ongoing funding of shuttle program.
- B. General Administration: MGA will provide management and oversight, marketing campaign and public information, service evaluation, planning to include coordinated time connections with regional transit service and budgeting.
- C. Shuttle operations: Employer operated or contract operated for day-to-day operations.
- D. Type of Shuttle Service: Employer provided peak period circulating shuttle to carry passengers for short trips to connect project site to major activity centers, such as the Chatsworth transit station. Off-peak fare based jitney service for demand responsive trips.
- E. Service Frequency: Start up frequency based on passenger demand and up to 20 – minute headways during 2 hour peak commute periods.
- F. Transit Subsidy: Start up transit subsidy to MGA employees to be used towards: shuttle fare, monthly transit pass and/or on-site parking fee.
- G. Expansion Potential: Shuttle service has the potential to offer greater transportation community benefits and services to the area in MGA's sole discretion. MGA reserves the right to open service to non-MGA employees and form joint partnerships to form a success shuttle service.

#### **IV. Trip Cap Monitoring Program**

The applicant shall submit to the Department of Transportation (LADOT) for its review and approval a TDM plan designed to reduce trips to and from the site consistent with the Trip Cap Monitoring Program. The TDM plan may include a variety of measures to reduce peak hour vehicle trip levels to a 14 % trip reduction goal below the trip levels identified in the environmental review of the MGA Campus project.

#### Monitoring Procedures

1. No sooner than 1 year after the occupancy level reaches 80% of the total office floor area and / or 50% of the apartment units, the property owner shall implement a Trip Monitoring Program.
2. Allowable Trips: 678 AM Peak Hour Trips and 740 PM peak Hour Trips.
3. Measurement of actual trips and monitoring: The measurement shall cover the peak periods between 7:00 – 9:00 AM and 4:00 – 6:00 PM, Tuesday through Thursday (excluding holidays) over a one (1) week period. The highest 60-minute period count in each period from each day shall be averaged in determining the compliance of the allowable trip cap. The property owner shall provide all necessary hardware, software and labor for this Trip Cap Monitoring Program.
4. The property owner shall submit a minimum of five annual reports. The annual reporting requirement shall be extended automatically for each non-compliance report. When five (5) annual reports demonstrate compliance with the peak-hour allowable trip cap, the MGA Camus shall be deemed to have satisfied the Trip Cap Monitoring Program requirement and no further reporting by the property owner will be necessary.