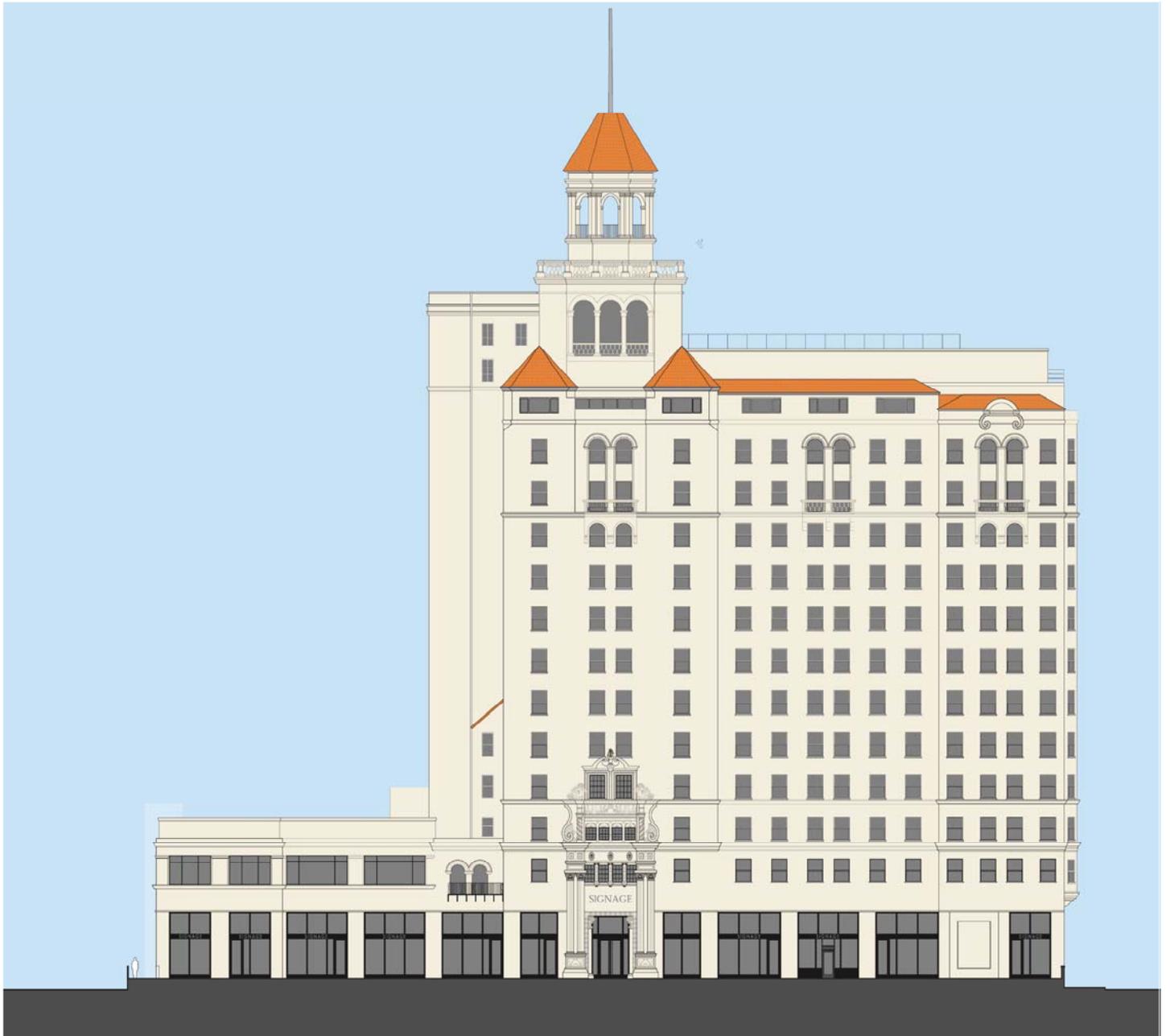


# BREAKERS HOTEL

## TRANSPORTATION DEMAND MANAGEMENT PLAN



Located at  
210 E OCEAN BOULEVARD  
in the City of Long Beach

# **TRANSPORTATION DEMAND MANAGEMENT PLAN**

## **Breakers Hotel – 210 E Ocean Boulevard**

### **I. Introduction**

The Breakers Hotel is located on the south side of Ocean Boulevard between Locust Avenue and Collins Way. The project development proposes to renovate the existing historic building for a 185-room hotel, 7,785 square foot spa/fitness center and return of the 990 square foot Cielo and 4,140 square foot Sky Room Bar & Restaurant. This Transportation Demand Management (TDM) Plan has been developed to promote actions to reduce vehicle trips during peak commute hours to/from the site and reduce parking demand by encouraging changes to single occupant vehicle behavior.

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

The Breakers Hotel is located in an area where there is mass transit, ridesharing and cycling opportunities available to guests of the hotel, patrons of the spa/fitness area, restaurant and bar and employees. This is a Project whereby guests of the hotel will likely make use of the spa/fitness area, restaurant, and bar opportunities available on site.

The success of the 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 guests, patrons and employees of the Breakers Hotel Project would be able to use and then build the program incentives around those strategies.

The highlight of this TDM Plan for hotel guests who would arrive to the area and/or would like to visit other areas of the City of Long Beach and employees of the hotel, spa, restaurant and bar is its proximity to the Transit Gallery and Metro Rail Station. This entry to the Transit Gallery is across Ocean Avenue from the hotel and approximately 1,120 feet walking distance from the Project to the Metro Transit Center at Long Beach Boulevard and 1<sup>st</sup> Street. These are City amenities likely to reduce vehicle trips to and from the site more than any other feature.

This TDM plan has been prepared as the first step in the implementation of an on-site program to effectively further reduce vehicle trips to and from the site.

### **III. Scope of TDM Programs**

The scope of the TDM program is detailed below for the Breakers Hotel Transportation Demand Management Office.

**a. Transportation Management Office (TMO) for Hotel, Residential and Commercial Components of the Project**

The Breakers Hotel 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 may be part of the hotel concierge service or a 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 hotel and commercial ownership (including spa, restaurant(s) and bar) of the Breakers Hotel Project.

TMO Responsibilities:

1. Development of TDM Program - The TMO will define and refine the program goals (e.g., a change in average vehicle occupancy; a reduction in daily trips; and/or a reduction in peak hour vehicle trips) based on a voluntary acceptance level of site congestion and parking utilization.
2. Selection of TDM Strategies - Site-specific analysis and examination of the target population (hotel and commercial) will be conducted by the TMO to define the baseline for selecting the most appropriate strategies for the Breakers Hotel TDM program. The difference in the baseline and program goals defines how aggressive the program will be. Site analysis should include periodic guest/patron/employee surveys, traffic flow and parking occupancy counts.
3. Distribution of Ridesharing Information - A transportation coordinator will assist individuals in assessing transit options. The transportation coordinator will assist individuals in identifying the easiest way for them to purchase their mass transit passes. The TMO will provide bus and rail schedules, maps of bicycle routes, relevant phone numbers including Long Beach Transit Services and Metro Rail services. A computer terminal or assistance will be available to research alternative modes of travel.
4. Distribution of Transit Information - A transportation coordinator will assist individuals in assessing transit options. The transportation coordinator will assist individuals in identifying the easiest way for them to access and purchase their mass transit passes. The Transportation Management Office will provide bus and rail schedules, maps of bicycle routes, relevant phone numbers. 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 employees of the hotel and commercial components. Concierge services will assist guests of the hotel with alternate mode of transportation options and guidance. The TMO will provide promotional ridesharing information to all new employees within two weeks of employment. The hotel guests will be provided ridesharing options including local transit services and cycling as part of hotel services in each room. 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, “corporate commitment”.
6. The Transportation Management Office will maintain a display 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 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. Encouraging Alternative Modes of Travel – Hotel Guests***

The Breakers Hotel Project is in a good location for encouraging alternative modes of transportation. The pedestrian, cycling and transit opportunities offer a stay without reliance on a vehicle.

1. The Breakers Hotel is immediately adjacent to the Long Beach Convention Entertainment Center east of Collins Way and southeast of Collins Way and Seaside Way. Pedestrian access is available along Ocean Avenue, Collins Way and Seaside Way.
2. On site bicycles will be available to guests. In addition, bicycle rental services are provided on the north side of Ocean Avenue across from the Hotel along The Promenade. The Breakers Hotel will provide bicycle route maps available to guests with assistance and guidance if needed.

3. Transit opportunities are available upon arrival and departure from the Long Beach Airport without reliance on a vehicle. Guests arriving or departing from the Long Beach Airport may take Route 111-112 from the airport and arrive at the Long Beach Transit Gallery on 1<sup>st</sup> Street between Pacific Avenue and Long Beach Boulevard. It is approximately a 650-foot walk to the hotel.
4. Transit opportunities are available upon arrival and departure from the Long Beach Cruise Center without reliance on a vehicle. Guests arriving or departing from the Cruise Center may take the free Passport bus service and/or a Water Taxi. There is a stop on Ocean Avenue east of Collins Way approximately 300 feet from the entrance to the hotel.
5. The Free Passport bus service provides transport to/from many destinations within the City of Long Beach including the Queen Mary, Aquarium of the Pacific, City Place Mall, The Pike at Rainbow Harbor, Shoreline Village and the Long Beach Transit's water taxis.
6. Breakers Hotel will highlight the opportunities available to guests to arrive, depart and enjoy their stay without the use of a vehicle. This will promotion will be conducted on their website, check in material, pamphlets, concierge service and within the guestrooms.

**c. Encouraging Alternative Modes of Travel - Employees**

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

1. Alternative Work Arrangements –
  - a. Standard Hour Weekly Employees:
    - i. Compliance with California's parking cash-out law which requires certain employers who provide subsidized parking or their employees to offer a cash allowance in lieu of a parking space for retail and hotel employees.

- ii. Where feasible, staggered work hours where employees start work times are scheduled at intervals so that different groups of employees begin work at a different time.
- iii. Where feasible, compressed work week programs that allow employees that work standard weekday hours to instead work a full work in fewer than five days such as four – ten-hour days, or two weeks with eight – nine-hour days and one eight-hour day.
- iv. Guaranteed Ride Home services encourage employees to use alternative modes of travel

2. Transit Availability –

- a. There is an existing Transit Gallery on 1<sup>st</sup> Street between Long Beach Boulevard and Locust Avenue approximately 650 feet walking distance from the Project site.
- b. There are several transit options for employees of the commercial components. These include:
  - i. Metro Blue line provides service between downtown Long Beach and downtown Los Angeles. There are multiple stops within the City of Long Beach including Anaheim Street and Long Beach Boulevard, Pacific Coast Highway and Long Beach Boulevard, Willow Street and Long Beach Boulevard, Wardlow Road and Long Beach Boulevard, and Del Amo Boulevard and Santa Fe Avenue. Northerly the Metrorail line stops at the Artesia Boulevard station east of Santa Fe in Carson, then in Compton, Watts, Florence, Grand Avenue south of the I-10 Freeway, Pico along Flower/Hope Street and the 7<sup>th</sup> Street Metro Center. This Line connects to the Metro Red Line and Metro Purple Line at the 7<sup>th</sup> Street Metro Center.
  - iii. Long Beach Transit provides bus service 71 and 72 along Ocean Avenue. These routes provide multiple stops in the City of Long Beach with service along

Ocean Boulevard, Alamitos Avenue, Orange Avenue and Rosecrans Avenue. There is a stop on Ocean Avenue east of Collins Way approximately 300 feet walking distance from the front door of the hotel for eastbound travel. There is a stop on Ocean Avenue west of Locust Avenue approximately 650 feet walking distance from the front door of the hotel for westbound travel.

- iii. Numerous other bus routes are in the Project area. A current map of the options available is attached and current map should be provided on the centrally located display and employee packages. The TMO office will provide transit options upon employment on the display and upon request.

3. Carpooling –

Carpool matching will be conducted by the TMO office for employees of the restaurants, bar and spa and hotel.

4. Vanpooling –

Vanpool matching will be conducted by the TMO office for employees of the restaurant, bar, spa and hotel.

5. Pedestrian & Bicycle Facilities –

- a. The project provides pedestrian access ways and secure bicycle facilities to accommodate storage of bicycles.
- b. An on-site bicycle sharing program will be developed for the employees of the site.
- c. Showers are provided on site for employees' use.

6. Drop off/Pick up areas for ridesharing will be provided with an existing porte-cochere area along the front of the hotel

7. Transit & Ridesharing Incentives - The TMO office will provide incentives to employee transit and ridesharing participants. The incentives can be on a regular basis such as quarterly, or as an introductory incentive to encourage first time use of commute alternatives. Subsidies can include free first-time metro rail ride, discounted transit passes; 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 a minimum of four days per week.

8. **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, Uber, Lyft etc. in the event of an emergency such as a sick/injured child or parent.

**IV. Sample of Written Information to Employees** – see attachment A (Copy of the current area and connecting transit services, local bikeways, and program incentives to be included with information upon presentation).

## **Attachment A**

### **Sample of Written Information to Employees**

Note: Current Transit and cycling attachments will be provided upon presentation of letter. Draft Cover letter and October 2018 Transit only shown.

# BREAKERS HOTEL

## Transportation Demand Management

### For Employees

The BREAKERS HOTEL has a commitment to the community to reduce vehicular trips to and from the site. The goal of the project is to reduce congestion, improve air quality and improve quality of life through choices to limit single occupancy vehicle usage. This can be accomplished in a variety of ways including: walking, bicycling, carpooling, vanpooling, and using mass transit.

Breakers Hotel has a Transportation Management Office located at XX which can assist you in identifying ways to participate.

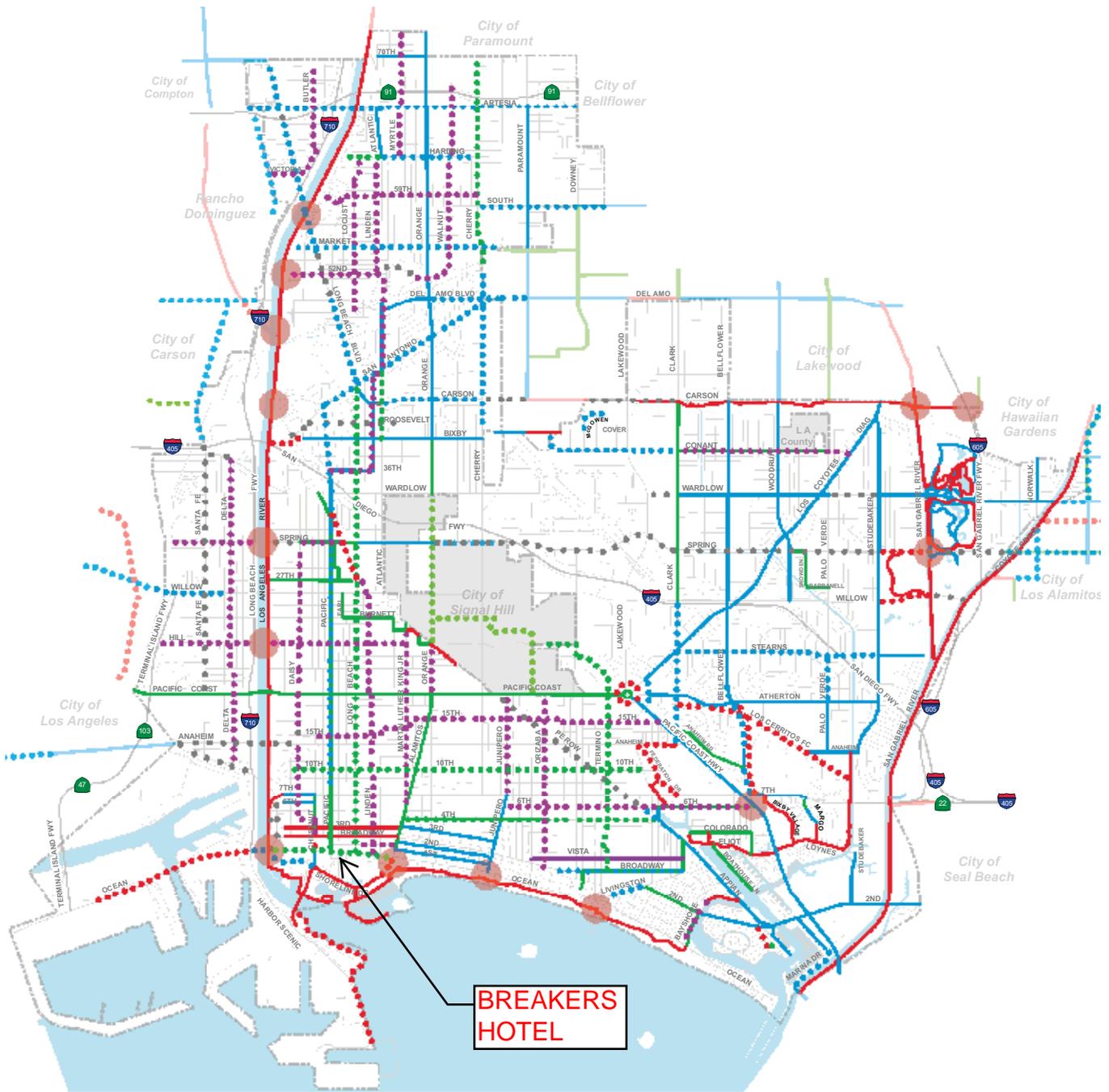
- Comfort – You can get where you're going without doing the driving. Relax, nap, read, or visit with other passengers.
- Time Savings: As traffic congestion increases, you can frequently save time by hopping on a local Metro bus and commuter bus
- Cost Savings – Mass Transit passes are available at a reduced rate through the TMO Office
- Raffles – We want to thank you for your participation in assisting us to reach our vehicle trip reductions. We will hold monthly raffles for all participants registered with the TMO. Potential prizes include items such as theater tickets, movie tickets, and lunch vouchers.

Breakers Hotel is located in the Long Beach area which offers so several opportunities for you to help us achieve our vehicle reduction goals.

- Walking: Immediately surrounding Breakers Hotel are many entertainment, dining and shopping opportunities. Maps are attached which display the multitude of venues in the surrounding area.
- Bicycling: Traveling on a bicycle in the area has become more prevalent in recent years. Breakers Hotel provides secure bicycle lockers for your use located at XX. In addition, if needed, showers are provided at XX.
- Carpooling/Vanpooling:  
The TMO office can assist you in identifying other employees of this and nearby venues who share a similar work schedule and route as you do. A drop-off and pick-up area is conveniently located along the front of the building for your use.
- Mass Transit: You work in an area which has several mass transit, ridesharing walking and cycling opportunities. The Transit Gallery is 650 feet (less than 1/8<sup>th</sup> of a mile) from the site. You can get just about anywhere from here. Transit Maps are attached. Visit the TMO office for assistance and to purchase your transit pass at a reduced price.



# Map 14: BICYCLE PLAN



### Legend

- |                 |                                 |                 |
|-----------------|---------------------------------|-----------------|
| <b>Existing</b> | <b>Bikeways</b>                 | <b>Proposed</b> |
|                 | Bike Boulevard                  |                 |
|                 | Class I Bikeway/Protected Lanes |                 |
|                 | Class II Bikeway                |                 |
|                 | Class III Bikeway/Sharrows      |                 |
|                 | To Be Determined                |                 |
|                 | Bike Bridge/Access Improvement  |                 |