



Case Study: Hacienda AN EXAMPLE OF A MIXED-USE CENTER

Best Workplaces for CommutersSM, a program designed to encourage sustainable transportation innovation singled out 28 award recipients nationwide. This year participants were awarded in four categories: Site, Employer, Supporting Agency, and University. During the 2013 annual Race to Excellence Virtual Awards Ceremony, Hacienda received a Gold Award in the Best Workplaces for Commuters Site category, the only location to do so in this competition.

“We are extremely proud of this recognition,” noted James Paxson, the General Manager of Hacienda. “Hacienda has long provided a nationally recognized package of benefits for the people who live and work here, and we are grateful for the acknowledgement made of these important efforts. Due to our early partnership with 511, we are able to provide lots of desirable tools for ridesharing in our region.”



Background

Hacienda is a mixed-use project located in Pleasanton near the geographic center of the Bay Area, and, at 875 acres, is the largest development of its kind in Northern California. Over 11 million square feet of existing, mixed-use space is occupied by some 640 companies that locally employ approximately 17,000 people. Hacienda houses multiple industries including business services, biomedical, health, retail trade and advanced manufacturing. In addition, Hacienda also features homes to some 4,000 residents.

Traffic Studies

A regional traffic study was conducted by TJKM - Transportation Consultants in 1985 to determine the effect that the Hacienda development would have on the volume of traffic and pattern of travel in Pleasanton and three neighboring cities. A prime conclusion of the study was that peak-hour vehicle trips would have to be reduced by 45 percent in order to keep traffic volume within reasonable levels. Based on the study recommendations, a Transportation Systems Management (TSM) program involving traffic signal additions and controls as well as demand management strategies would need to be implemented for the efficient use of the existing and proposed transportation network.

Hacienda agreed to develop and operate a traffic mitigation program, and added covenants, conditions, and restrictions (CC&R) requirements to all buyer contracts, and in turn to tenant leases, that ensured participation.

The City of Pleasanton, for its part, adopted an ordinance that required employers with more than fifty employees to design trip reduction programs to achieve two goals:

1. Limit commuter traffic to 55% of the level that would be generated if all commuter trips were made by solo drivers at peak hours.
2. Meet local average vehicle ridership targets set by the Bay Area Air Quality Management District.

In 1995, the mandatory nature of these programs was withdrawn from the city ordinance and replaced with a voluntary program. James Paxson, the General Manager of Hacienda, reports that the Transportation Services program continues to act as a centralized means by which businesses in the park can conveniently meet employee demands for transportation alternatives. The services consist of Hacienda’s coordination of transportation alternatives and an informational program.

Guiding Principles of the Hacienda Commuter Program

According to Mr. Paxson, three principles guide the Commuter Program:

1. The entire development is treated as one company and the program is developed with commuters as a target market. “[We] do not depend on an intermediary to reach out to commuters.” Individual commuters sign up on Hacienda.org and then receive information directly about commute options and programs.



2. Hacienda also communicates with employees “when there is an opportunity, such as an event, a residents health fair, or external events such as rising gas prices, relocations, etc.” with the idea being that direct marketing is effective when employees are open to change.
3. Hacienda’s approach is “high touch,” meaning that program staff works directly with commuters to help them create an alternative transportation plan.

Program Overview

Hacienda knows its employees and residents need solutions for their commute. In response, Hacienda has created a nationally recognized comprehensive program to address commuting needs. This program meets all the required conditions to attain a Best Workplaces for CommutersSM national standard of excellence. Hacienda is home to thousands of employees and residents. Much of this population commutes between the park and surrounding cities. Because of the high volume of commuters, a variety of transportation links with outlying areas have been developed to help connect park users with both their living and working destinations. The following is an overview of the park’s current program contained within a review of the various transportation alternatives available to Hacienda users.

Hacienda has a number of ways to make commuting more efficient, more economical, more productive, and more in line with its tenants’ needs. Employees and residents are eligible to take part in the various benefits that are provided including:

- Free local transit passes
- Transit information and promotional incentives
- Preferential parking for carpools/vanpools
- Ridematching (through the Regional Rideshare Agency)
- Car sharing
- Biking and pedestrian support services and amenities
- Guaranteed Ride Home program
- Personalized commute assistance

Marketing

Hacienda uses a variety of means to market their program. These include a park newsletter, e-mail, social media, events, business contacts and creative outreach programs (in collaboration with regional agencies). Messages are crafted in a variety of ways but are designed to reinforce one another and to emphasize the overall concept that Hacienda’s transportation alternative programs enhance an employee’s opportunities for choice, flexibility and cost savings.

Their approach to developing program materials and conducting outreach is to make information as accessible as possible to individuals (as opposed to businesses or groups) and to invite interaction to help a commuter arrive at the best solution to fit their situation. According to Mr. Paxson, “We strongly believe that we have to orient our programs to address a variety of needs and are always cognizant that our programs must serve people who have diverse lives and circumstances in order to be effective. This is why we focus not only on developing a broad array of program options but also looking at how to connect those options with our community’s needs.”

511 Participation

511 assists the Hacienda Owners Association by providing ridematching services, working with vanpool vendors, and a trip planner.

511 OFFERS FREE SERVICES AND TOOLS FOR EMPLOYERS

Want to help your employees find more efficient and economical ways to get to work? 511 offers a variety of services and tools to help you assemble a successful Transportation Demand Management (TDM) program at your worksite. This service is provided at no cost to your organization by the Metropolitan Transportation Commission. Services include:

ONLINE RIDEMATCHING

With just a few clicks on 511.org, the RideMatch Service instantly matches your employees with other people making a similar commute.

VANPOOL FORMATION AND SUPPORT

Vanpooling may be an option at your worksite, and we can help you set up vanpools from start to finish.

COMMUTE INCENTIVES

Employees who use commute alternatives to driving alone can benefit from a variety of incentives, including commuter tax breaks, free bridge tolls, carpool lanes and other financial incentives.

WORK SITE EVENTS

511’s representatives will participate in select events to promote carpooling and vanpooling at your worksite.