



Alves Cafe Transportation

TDM Overview

Introduction

As it prepares to build a new headquarters cafe on Alves Rd, Apple, Inc. (Apple) is actively engaged in operating and promoting its extensive Traffic Demand Management (TDM) programs. TDM strategies include actions designed to impact mode, time of day, frequency, and path of travel to reduce demand for vehicular travel.

The Commute Program offers a host of services tailored to encourage employees to consider an alternative to the pervasive drive alone commute. In July of 2011, Fehr and Peers conducted an Apple Headquarters Campus Study to analyze commute habits in a core section of the Cupertino campus. This study revealed that existing TDM programs are highly functional and result in an estimated 28% non-Single Occupant Vehicle (SOV) daily commute trip rate.

Apple's TDM Plan is designed to reduce single-occupant automobile trips, reduce demand on limited parking resources, and mitigate congestion on local streets and roads during peak commute hours.

The Alves Cafe will benefit not only from the support services operating to enable movement around Apple's 50+ buildings in Cupertino, but also its strategic location along a densely populated area of campus. This Transportation Demand Management plan outlines the Commute Program's current TDM principles, guidelines, and programs.

This document is meant to provide a brief overview of TDM activities Apple is engaged in on an ongoing basis. These TDM programs will directly impact the congestion and vehicular traffic in and around the new cafe. This document will also clarify and expand on some points in the recent Fehr and Peers document titled: "Focused transportation study for Apple cafeteria in Cupertino, CA" Dated 3/22/2012.

**Addressing Specific Concerns and data from Fehr and Peers memorandum titled: “Focused transportation study for Apple cafeteria in Cupertino, CA”
Dated 3/22/2012**

Intercampus and Lunch Shuttles

To accommodate the 275 midday peak hour roundtrips Apple has outlined a lunchtime circulator that runs down Bandley in 10 minute roundtrip loops. The shuttle accommodates 19 passengers and can carry up to 228 passengers round trip/hour. Upon initial build-out and ongoing monitoring of activity at the new cafe, Apple could double this capacity to a total of 456 shuttle seats/hour. Many employees will also make use of the on-demand intercampus shuttle, which has a much larger capacity than the lunch shuttle

Cyclists

With 2,900 employees within a half-mile of the cafeteria, many employees are expected to ride bicycles to reach the cafeteria. Several Apple buildings located along Bandley Drive include bike rooms where employees can quickly access shared bicycles to ride to the cafeteria. To meet the expected heavy demand for bicycle parking, bicycle parking facilities in excess of the city's requirements will be installed.

- 30 Class I bicycle parking spaces in an interior, enclosed Campus Bike room that will accommodate commuters and shared bikes
- 64 Class II bicycle parking spaces at exterior bicycle racks

Pedestrians

Improve street scape surrounding cafe:

- Plant street trees to improve the pedestrian experience with increased shade and a sense of enclosure.
- Improve sidewalk on the West side of Bandley Drive between the Lazaneo intersection and Alves to improve connectivity.
- Install curb ramps and crosswalks on Bandley Drive to encourage pedestrian traffic.
- Install high visibility crosswalks on the north, south and east sides of the Bandley/Lazaneo intersection.
- Install standard crosswalks on east and south sides of Bandley/Valley Green intersection.
- Install standard crosswalk on north side of Bandley/Mariani intersection.

Ongoing Monitoring and Adjustment

The Commute Alternatives Program will continue to monitor demand for vehicle parking, bicycle parking, and shuttle services. As demand grows, the Transportation Demand Management plan will be scaled to provide adequate levels of mobility for employees wishing to reach the cafeteria.

Overview of TDM Programs

As of September of 2011, approximately 13,000 personnel report to the Cupertino Headquarters Campus (Existing Campus). Personnel are spread throughout 50+ buildings around Cupertino, CA. Buildings range in a circumference roughly from Bubb Rd. to Pruneridge, with the core activities occurring at the main buildings around Infinite Loop.

Mode share assumptions are based on the initial findings of transportation studies conducted by Fehr and Peers in 2009 and 2011. The Fehr and Peers Study Area focused on the main buildings at Apple's Infinite Loop Campus: Infinite Loop 1-6 and adjacent buildings Mariani 1 and De Anza 3. Together, these buildings house roughly 4,199 employees in a total occupied area of 1,165,967 square feet and represent the core of Apple's innovation process.

TDM plan goals and objectives

The primary goal of the TDM Plan is to manage and expand the alternative commute options available to Apple employees, including: motor-coach commute service, intercampus and lunch shuttles, bicycling, riding transit, walking, or using other forms of alternative transportation. The following key objectives were established to guide the development of the TDM Plan:

- Encourage healthy lifestyles for employees
- Reduce congestion on local streets and roads during peak commute hours
- Reduce the campus's carbon footprint.
- Provide more employee transportation options.
- Reduce on-campus parking demand.
- Enhance the safety and viability of bicycle commuting.
- Expand coach and shuttle service area and market penetration.
- Maximize the impact of communications.
- Recruit and retain employees living throughout the Bay Area
- Improve regional air quality

Existing TDM programs

1. Apple Transit

Apple offers Wi-Fi-enabled commuter coaches and shuttles that carry employees between their neighborhoods and the Apple campus free of charge. The current system is comprised of thirty 50-seat buses and twenty 15-seat shuttles which provide about 150 service runs from different parts of the Bay Area to Apple's headquarters in Cupertino. There are 55 pick-up locations around the Bay Area with service starting as early as 6:00 am. The evening service runs from 3:30 p.m. to 8:35 p.m. Approximately 12% of Apple employees make use of Apple transit services. To meet the constant change and increase in demand, Apple monitors employee residence location and regional traffic patterns to refine routes. Vehicles run on a bio-diesel blend between 3% - 17%, depending on vehicle type.

Apple Transit also provides extensive information on the employee intranet site, including schedules, stop locations and FAQs. Additionally, riders have access to an iPhone app with the latest schedules and SMS messages that update passengers in the event of a delay.

2. Ride-share

The ride-share program at Apple offers an online tool that matches riders with drivers originating from similar locales. The regional average ride-share participation for a corporate R&D facility is 12.7% and Apple's daily average, according to the Fehr and Peers study, is 12%. The current system is "opt-in" and offers no incentives. Apple speculates that most ride-sharing has grown organically over time and is limited to divisional groups, peers, or convenience/coincidence based on neighborhood location.

3. Bicycling

Largely due to the temperate climate and generally flat terrain, cycling in Cupertino is a viable commute option almost 12 months a year. Ongoing efforts to promote cycling include participation in the regional bike to work day, discounts on select cycling products, a web site featuring information on safe cycling and iPhone cycling apps. Apple also offers an online map that matches novice riders with seasoned cyclists. This online mapping tool has over 75 registered routes. Apple's extensive bicycle facilities include bike racks with over 400 spaces at 30 separate locations, about 350 secure bike lockers, bike pumps located at ten separate locations, shower facilities, and a monthly on-site bike maintenance vendor. The Fehr and Peers study measured a range of rack site occupancy within the study area, with 90% occupancy at the rack site with the highest utilization.

4. Walking

Apple's headquarters is adjacent to several residential neighborhoods, which makes walking to work a viable option for many. Apple is continuously upgrading access points to campus buildings to improve pedestrian connectivity and expand adherence to the Americans with Disabilities Act (ADA). Apple employees are encouraged to walk to events, meetings and meals whenever possible. The areas surrounding walkways and sidewalks are well-landscaped and maintained, with pedestrian-oriented lighting to contribute to the safety of walking at night.

5. Public Transit

Apple collaborates closely with VTA, MUNI, and other regional transportation agencies to enhance connectivity, service, and access to the Apple Campus. Apple's own transit system complements public transit, and coach and the majority of Apple Transit stops are located at or near public transportation stops and transportation hubs.

During the AM peak, at least 3 coaches or shuttles link the Apple Campus with each of these transit stations:

- Mountain View Caltrain Station
- San Jose Diridon Station (Caltrain/ACE/Amtrak)
- Sunnyvale Caltrain Station
- Morgan Hill Caltrain Station
- Great America ACE Train Station
- Winchester VTA Light Rail Station
- Colma BART Station
- Union City Transit Center
- Pleasanton BART Station
- Fremont BART Station

At our most popular transit hub, Mountain View Caltrain, Apple operates thirteen AM peak last mile shuttles that provide direct service to various buildings at the Apple Campus.

6. Marketing and Communications

A comprehensive website is provided to Apple employees detailing alternative transportation options such as carpool, rail, shuttle, coach, bike, and options available for transportation once on campus. To provide transportation information to new employees, the Commute Program makes a presentation at New Employee Orientation every week. The Commute Program also actively monitors email lists

and group lists to discuss and collaborate with employees on improving commute programs. Information dissemination tools include: monthly news updates, web updates, email templates, lobby information centers, communication regarding service expansions, and attending internal employee events. The Commute Program also provides promotions throughout the year and participates in environmental fairs and Bike to Work Day.

7. TDM Support Services

Apple offers a wide variety of options to support employees who choose to use a commute alternative to reach the Existing Campus. These programs are designed to make non-auto commutes attractive and viable options by providing employees with mobility once they arrive at work, access to needed services during the day, or financial incentives to participate.

8. Transit Subsidy

Full- and part-time standard Apple employees who ride public transportation on a regular basis (typically, two or more days per week) are eligible to receive a transit subsidy of up to \$100 per month. This amount covers the full cost of a monthly transit pass from most Bay Area service providers and provides a compelling financial incentive for riding transit instead of driving to work. Most participants chose to receive a Clipper card, which is accepted for payment on most regional transit systems in the Bay Area. Among employees who chose monthly passes or credit for specific transit agencies, the top five transit services were VTA , Caltrain, BART, MUNI, and Altamont Commuter Express.

9. Bike Subsidy

Employees who commute to work by bicycle have the option of choosing a bicycle subsidy of \$20/month instead of a transit subsidy. This subsidy can be used to pay for bike improvements, maintenance, and storage or towards the purchase of a bicycle. This program provides cyclists with a clear indication that Apple supports cycling, an incentive to ride to work, and an opportunity to provide the equipment needed to stay safe.

10. Campus Bike Share

In July of 2011, Apple introduced Campus Bike, a bike sharing service for employees, with the primary goal of introducing employees to cycling as a form of transportation. The program reduces the number of intercampus or errand trips conducted with a vehicle during the day. The program provides safety training, a free helmet and headlight for each employee, and 150 bikes spread across the Existing Campus that participants can access during the day for campus or errand trips. The

program has been incredibly popular with up to 100 trips made using program bikes each day.

11. Intercampus Shuttle

To further enable car-free mobility around Cupertino, Apple provides on-request and fixed-route intercampus shuttles that offer service between Apple buildings from 7 am to 7 pm each day. Up to ten intercampus shuttles operate each day, carrying up to 300 passengers to the gym, meetings and meals.

12. Lunch Shuttle

Fixed-route lunch shuttles operate from 11:00 AM - 2:00 PM to provide transportation between Apple office buildings and campus cafes. This service provides employees with a quick way to travel between cafeterias and their offices without needing to hunt for parking at their destination. Currently, the service carries an average of 200 passengers per day.

13. Commuter Club

The Commuter Club is an opt-in program that offers employees the opportunity to receive Commute Program email updates about schedule updates, new service, events, and programs. Participants are automatically sent Emergency Ride Home vouchers upon registering for this program. Over 2,000 employees currently participate.

14. Commute Expert Program

This program provides people using a commute alternative an opportunity to meet other employees who are using the same mode who can “mentor” them by providing answers to questions about using that mode, stop locations, routes, or local transit options. The program is hosted on the Commute Program website, and consists of a map where Commute Experts can post their name, contact information, location, and areas of expertise. People looking for assistance can view the map and contact Experts to find the answers they need.

15. Emergency Ride Home

Apple offers a Guaranteed Ride Home program for anyone who uses a commute alternative. After signing up for the Commuter Club, employees receive vouchers that can be used to pay for a cab ride home, in the event of an emergency.

16. Campus Car

Car sharing provides employees who use a commute alternative with assurance that a vehicle is available if they need to get to an appointment off-site during the day. Apple provides six shared vehicles located at various locations around campus. The cars are high mileage Smart Cars, and are available by appointment at a reasonable hourly rate. The cars use an innovative card-scan system, so employees simply swipe a membership card to access a car when they need it.

17. On-Site Services

Apple HR provides much of what employees may need during the day on-site. Amenities include full-service cafeterias, coffee bars, two fitness centers, concierge service, an onsite car wash service, haircuts, ATMs, dry cleaning, shower facilities, postal service kiosks, and produce deliveries. The offered services contribute to limiting the number of vehicular trips employees need to take off-site during the day.