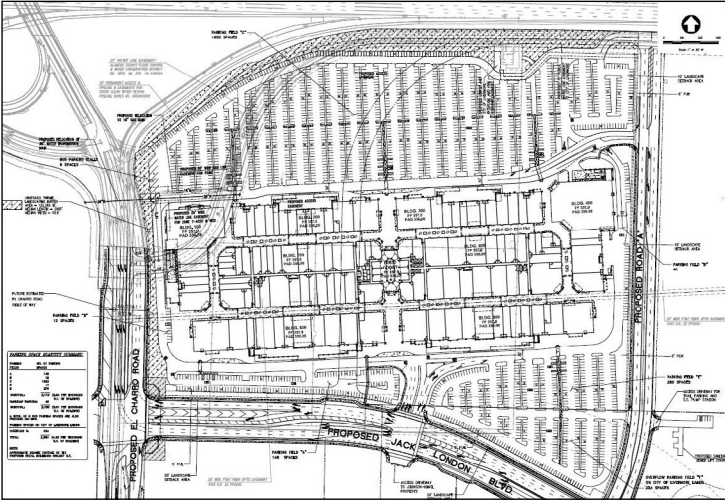


Livermore, CA

Transportation Demand Management Plan for the Paragon Retail Outlets



PROJECT OWNER:

Paragon Outlets Livermore Valley, LLC

PROJECT DATE(S):

2011

TJKM CLIENT REFERENCE:

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PROJECT DESCRIPTION:

TJKM developed the Transportation Demand Management (TDM) Plan for the Paragon Retail Outlets, fulfilling the requirements of the City of Livermore. The approved project, opened in 2012, included up to 135 retail stores of approximately 530,000 square feet of gross building area and included shopping and dining, with the potential for approximately 530 employees working on site at any one time based on estimates of similar Paragon Retail Outlet developments. The Livermore retail complex is generally open for business between 10:00 AM and 10:00 PM, and accordingly, employee shift change times are mostly outside typical weekday AM and PM commute peak hours.

TJKM's plan developed the framework and details for:

- A TDM Program Manager to assist employers
- A permanent TDM program
- City monitoring of the TDM Program

The primary responsibility for implementing the TDM Plan was the Paragon Retail Outlets general manager and administration staff, with potential part-time, outside help from professional TDM staff, as necessary. The property owner and tenants located within Paragon Retail Outlets were required to participate in this TDM program.

Although the Paragon Retail Outlets TDM program will be permanent, the intent of the program was to ensure flexibility and to revise or replace measures as necessary, including situations where those measures were not compatible with changing circumstances.



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