

## NASA Ames Research Park, CA

# Transportation Demand Management Strategy Development



Moffett Field is a military base reuse project in the heart of Silicon Valley being guided by NASA. It includes 3.5 million square feet of university satellite campuses, office and retail space, and a conference and training center. NASA envisioned a truly “sustainable” alternative to a traditional office park, combining the pedestrian orientation of a college campus with the gritty industrial feel of research & development. To secure the support of surrounding municipalities in this highly congested region, NASA also sought to minimize the traffic generation of its project.

To this end, Nelson\Nygaard developed the most far-reaching vehicle trip mitigation package ever implemented for a complex office park. Nelson\Nygaard’s plan aims to reduce peak-hour vehicle trips to 40% below what would be expected in this suburban location. The plan began with a strong land use focus, requiring that all new development be oriented to sidewalks and transit lines rather than parking lots. More radically, it requires all tenants to share parking resources and make the true costs of parking visible directly to their employees. Tenants may do this by charging urban parking rates—unheard of in Silicon Valley—or by offering parking cash-out; that is, paying the cash value of “free” parking to everyone, regardless of whether they drive. The resulting parking fees are used to subsidize free transit for employees to and from rail stations and a nearby downtown commercial district.

Because these programs allowed neighboring municipalities to endorse what would have otherwise been a contentious development process, and because it avoids the need to construct thousands of structured parking spaces, NASA and its tenants have enthusiastically supported it. Moreover, the project won the 2003 United States General Services Administration “Achievement Award for Real Property Innovation,” in part due to its innovative transportation program.



**Project Duration:** 2000–2002

**Total Budget:** \$40,000

**For more information:**

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