



AERIAL VIEW OF MARINE WAY AND BAYSHORE BUILDINGS

WRNSSTUDIO **intuit**

Intuit at a Glance

A Leading Provider of Business and Financial Management Solutions

- Founded in 1983
- Global headquarters in Mountain View since 1995
- FY2012 revenue of \$4.1 billion
- Employs more than 8,000 people globally – 1,870 in MTV
- 60 million people use our QuickBooks, Payroll, Payments, TurboTax, financial institution solutions, Mint and Quicken products and services

Intuit Campus



Project Goals

- Exceed planning requirements for “Highly Sustainable Strategies”
- Our strategy aligns Intuit’s plans with City priorities
- Invest in building new *owned* buildings adjacent to our *leased* buildings
- Accommodate growth and create an outstanding employee experience
- Implement transportation solutions: co-lead TMA and TDM program
- Apply bird-friendly design standards:
 - Low height to avoid flight path
 - Native plantings
 - Patterned glass to reduce bird strikes
 - Green roofs
 - Habitat restoration

Intuit Mountain View Campus Transportation Demand Management Overview



Vanpools with 10% of preferred parking dedicated to van and car pools



≥\$75/Month Transit Benefit
\$20/month commute rewards



Full-time Transportation Coordinator

zimride
share the ride
Global Ride Matching



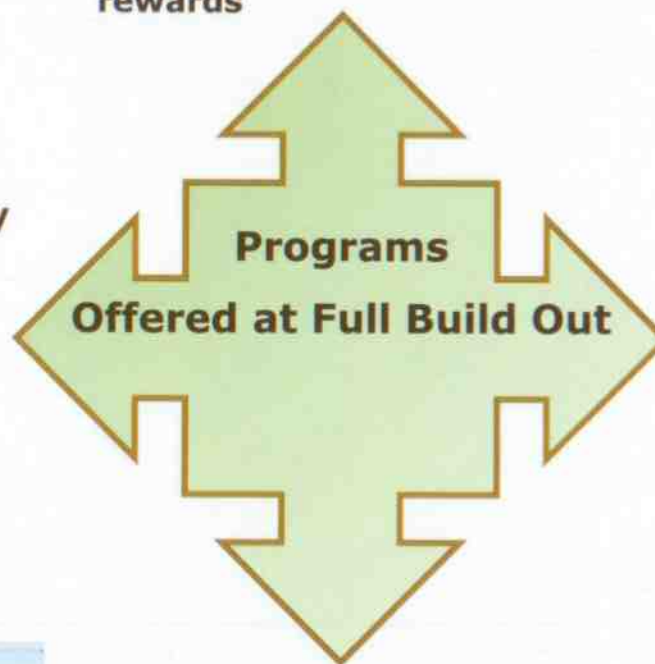
Bike Share Program
(with showers for riders)
On site bike mechanic open to the public²



Castro, SF, East Bay & South Bay
Shuttles (TMA)
Open to the Public¹



10 EV Chargers
8 open to the public¹



Cal Train Shuttles -
TMA Branded



Personalized
Marketing



6-8 Carshare vehicles on site



Guaranteed Ride Home
(5 per employee per year)

¹ Charges apply

² Charges may apply

TDM - Goal is to change commute behavior

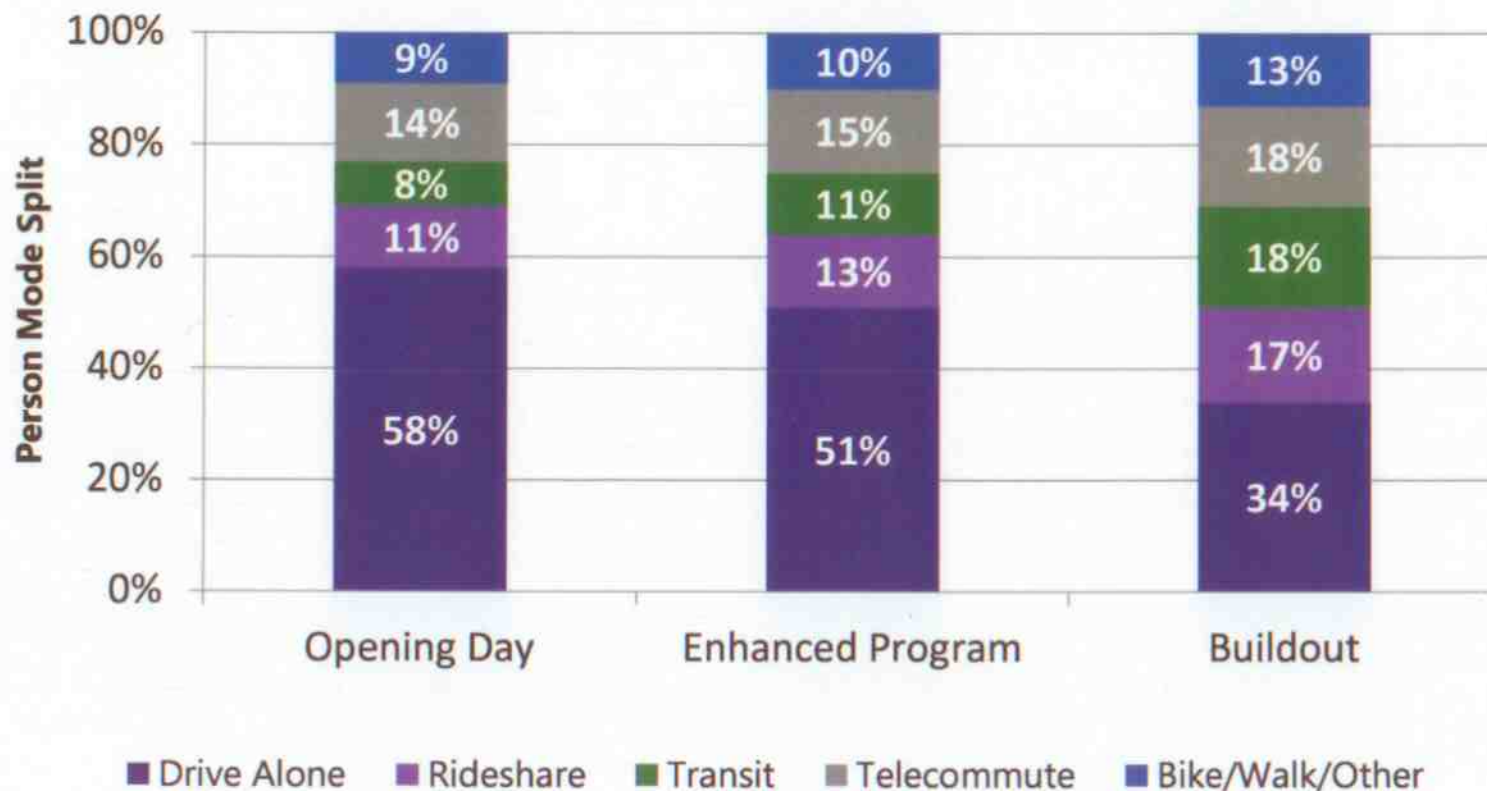
- Telecommuting
- Increase transit subsidy
- Commute trip reduction marketing
- Sponsored vanpool
- Shuttles open to the public
- Ride and bike share program
- Changing rooms and showers
- Expand car share program
- EV chargers for the public
- Public bike maintenance program
- Transit hub
- Full-time transportation coordinator
- Commute rewards, TDM website, kiosk, carpool/vanpool matching, local access guide
- Leadership role for TMA
 - Engaged with TMG and started to get involved
 - In-kind contribution of Intuit staff to run TMA
 - Draft by-laws in 90 days
 - Share shuttles with others in TMA
 - Seed money to TMA
 - Coordinate with VTA

Intuit TDM Goals

Effectiveness of groups of TDM measures was analyzed for 3 tiered scenarios:

- Stage 1 - Opening day (current TDM plus incentives & shuttles): 2.5 to 5.4% daily vehicle trip reduction
- Stage 2 - Enhanced program (current TDM plus new measures like TDM kiosks, vanpool matching): 5.4 to 15% daily vehicle trip reduction
- Stage 3 - Buildout (full menu of TDM measures): 15 to 25% daily vehicle trip reduction

Figure 1: Intuit Person Mode Split By Scenario



Community Partnerships

- City of Mountain View
 - General Plan and Precise Plan
 - Transportation Planning
- Sustainable Silicon Valley
- Mountain View Coalition for Sustainable Planning
- Community Engagement
 - Hosted 2030 GP community workshop
 - Audubon Society
 - Sierra Club
- Exploring New Opportunities
 - Create new trail access from campus
 - Create new community services
 - Financial services
 - Bike maintenance & repair
 - New all-hands meeting space use by community non-profits
 - “Incubator” space for locals
 - Use of new amenities by community
 - Undergrounding of power lines
 - Expand Taxpayer Assistance Program
 - Create a new sense of place
 - Model project for sustainability and habitat

We Care and Give Back

Our Commitment to Sustainability

- Move from LEED Gold to **Platinum**
 - Photovoltaic panels on new projects targeting 50% onsite power
 - Waste reduction plan targeted towards “getting to zero waste”
 - Drought-tolerant native landscaping and salt-tolerant vegetation
 - Participation in SCV Urban Runoff Pollution Prevention Plan
 - Targeting 30% reduction in GHG by 2030

Conclusion

- We are listening to Council and EPC
 - Seeking only 3/1000 parking
- Our application is responsive to policy
- Mt. View is our home; we want to grow here
- Co-lead the TMA
- Extensive TDM measures
- LEED Platinum
 - 50% onsite PV generation
- Our goal is to build a project that is balanced
- Project is designed to make Mt. View a better place
 - New trail access; onsite bike repair; financial services; incubator space; all-hands space; taxpayer assistance; model project for sustainability and habitat



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Site Plan







VIEW TO BAYSIDE BUILDING FROM MARINE WAY BUILDING

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VIEW TO MARINE WAY BUILDING FROM BAYSHORE BUILDING

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