Transportation Demand Management Program

The project will implement a Transportation Demand Management (TDM) Program to reduce vehicle trips generated by the employees and guests. The TDM measures proposed by the project applicant are listed below. These measures are divided into four categories: hotel TDM infrastructure, guest TDM programs, employee TDM programs, and guest & employee (dual) programs.

Hotel TDM Infrastructure:
- Free on-site bicycle program (hotel bikes for employee and guest use)
- On-site/nearby car-share program (Zipcar/WeCar)
- On-site amenities and vending services.
- Ground floor facades, entrances, and pathways that will encourage pedestrian and bicycle movement
- Transportation kiosk and/or mount a real-time transportation information screen in lobby
- Passenger loading zone
- Bicycle parking/storage for employees and guests
- Add transit resources to the hotel’s website (e.g., free Palo Alto and Marguerite shuttles, the Bike Station, Caltrain, Santa Clara Valley Transportation Authority [VTA], etc.)

Guest TDM Programs:
- Pre-loaded Clipper Cards available for purchase for guests transit travel
- Train reservation staff to provide transit connection information for VTA and Caltrain and transfers to the San Francisco International Airport via the Millbrae BART Station
- Include hotel confirmation email with information about reaching the hotel without a vehicle
- Place a getting around Palo Alto map/brochure in each guest room
- Free hotel-operated shuttle to the San Jose International Airport
- Hotel-operated shuttle to the North Bayshore area

Employee TDM Programs:
- One-hundred (100) percent subsidized transit passes (Caltrain and VTA)
- Cash incentive/allowance for carpooling, biking and walking to work
- Ridematching assistance
- Free, preferential carpool/vanpool parking
- Commuter bike program (provide commuter bikes for employees).
- Secure bike storage, showers and clothes lockers
- Commuter rewards – fuel cards, movie tickets, gift card
- Emergency ride-home program
- Hotel-funded annual car-share membership
- New employee orientation training by a designated commute coordinator
- Annual employee TDM survey
• Free employee overnight accommodation (subject to room availability) for employees who are scheduled to work a late evening shift (ending at 11:00 p.m. or later) and a morning shift the following day

Guest & Employee (Dual) TDM Programs:
• Free hotel-operated San Antonio Caltrain Station shuttle (the shuttle will also be open to neighborhood free of charge)
• Hotel membership in Palo Alto Transportation Management Association
• Access to on-site exercise facilities
• Annual contribution to the Palo Alto Shuttle Program to extend route of the Crosstown shuttle to the project site
City of Palo Alto
TDM

Santa Clara County Health TDM Forum
April 28, 2016
Parking Management
- Downtown RPP
- Parking Technology
- Parking Wayfinding
- Paid Parking Study
- Parking Info

Transportation Demand Management
- Transportation Management Association
- Shuttle Re-visioning
- Pilot Employee Programs

Parking Supply Measures
- Valet-Assist Parking
- Satellite Parking
- New Garages

The Big Parking Picture
Reduction in single-occupancy vehicle trips

- Safe Routes to School
- Palo Alto TMA and Research Park TDM
- Parking Pricing
- RPP
- Palo Alto Shuttle
- Parking Technology
- Parking Wayfinding
Overview and Background

- 2013 Colleagues Memo and Study Session
- Direction to **form a TMA** in February 2014

**Benefits of Forming a TMA**

1. Allows nimble management of transportation programs
2. Offers branded services to a residential and commercial interests more effectively – “One Stop Shop” for transportation services
3. Provides a forum for larger and smaller businesses to work together on programs for mutual benefit
Steering Committee Process

1. Steering Committee Formation / Education
2. Baseline Data Collection (Commute Survey)
3. Goals / Purpose / Potential Programs
4. Incorporation and Board Election
5. Palo Alto Transportation Management Association
Program Discussion ➔ Board Formation

1. Employers with **100+ employees** are ~70% of all of the Downtown employees

2. Larger employers have greatest potential to help fund and adopt TDM programs

3. Larger employer employees are **most likely to change travel behavior**
The Palo Alto TMA Board

Rob George, Chairman of the Board
Bob McGrew, Vice-Chair
Suzanne Mason, Secretary-Treasurer
Jonah Houston
Lucy Tice
Jeffery Phillips

CITY OF PALO ALTO
TMA Activities

Scoop

- Scoop launch in April
- Creating business plan
- Working directly with employers
Stanford Research Park TDM

- Voluntary transportation association created
- Brings together SRP employers to offer programs

THE ONE-STOP SOURCE FOR ALL OF YOUR TRANSPORTATION NEEDS

SAVE TIME
Find trains, buses and shuttles all in one place.

MEET YOUR MATCH
Arrange an on-going carpool or share a ride on short notice.

GET HEALTHY
Plan a bicycling or walking route from your home.

TRACK YOUR TRIPS
Be eligible for Guaranteed Ride Home, free Zipcar registration and more.
## TDM for Development

<table>
<thead>
<tr>
<th>TDM Levels</th>
<th>TDM Measures Within ½ Mile of Transit</th>
<th>TDM Measures More Than ½ Mile From Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Transportation Kiosk</td>
<td>Transportation Kiosk</td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>Website</td>
</tr>
<tr>
<td></td>
<td>Rideshare promotion</td>
<td>Rideshare promotion</td>
</tr>
<tr>
<td></td>
<td>Carpool/vanpool parking or permit</td>
<td>Carpool/vanpool parking or permit</td>
</tr>
<tr>
<td></td>
<td>Join Palo Alto TMA</td>
<td>Join Palo Alto TMA</td>
</tr>
<tr>
<td></td>
<td>Bike parking: required + 10%</td>
<td>Bike parking: required + 10%</td>
</tr>
<tr>
<td></td>
<td>Promote flexible work schedules/telework</td>
<td>Promote flexible work schedules/telework</td>
</tr>
<tr>
<td></td>
<td>Guaranteed Ride Home program</td>
<td>Guaranteed Ride Home program</td>
</tr>
<tr>
<td></td>
<td>Provide transportation information to all new employees</td>
<td>Provide transportation information to all new employees</td>
</tr>
<tr>
<td>Moderate</td>
<td>Light program plus:</td>
<td>Light program plus:</td>
</tr>
<tr>
<td></td>
<td>Annual transportation fair</td>
<td>Annual transportation fair</td>
</tr>
<tr>
<td></td>
<td>Protected long-term bike storage/lockers</td>
<td>Protected long-term bike storage/lockers</td>
</tr>
<tr>
<td></td>
<td>Shower access (on-site or gym)</td>
<td>Shower access (on-site or gym)</td>
</tr>
<tr>
<td></td>
<td>Subsidized transit passes (at least 50%)</td>
<td>Subsidized transit passes (at least 50%)</td>
</tr>
<tr>
<td></td>
<td>Carshare membership</td>
<td>Carshare membership</td>
</tr>
<tr>
<td>Heavy</td>
<td>Moderate program plus:</td>
<td>Moderate program plus:</td>
</tr>
<tr>
<td></td>
<td>Parking cashout for tenants</td>
<td>Parking cashout for tenants</td>
</tr>
<tr>
<td></td>
<td>Unbundled parking for tenants</td>
<td>Unbundled parking for tenants</td>
</tr>
<tr>
<td></td>
<td>On-site transportation coordinator</td>
<td>On-site transportation coordinator</td>
</tr>
<tr>
<td></td>
<td>Fully subsidized transit (pass or paid)</td>
<td>Fully subsidized transit (pass or paid)</td>
</tr>
<tr>
<td></td>
<td>Commute planning for employees</td>
<td>Commute planning for employees</td>
</tr>
<tr>
<td></td>
<td>Shuttle program to/from home or transit</td>
<td>Shuttle program to/from home or transit</td>
</tr>
<tr>
<td></td>
<td>Provide on-site amenities</td>
<td>Provide on-site amenities</td>
</tr>
<tr>
<td></td>
<td>Add real-time amenities to existing bus structure</td>
<td>Add real-time amenities to existing bus structure</td>
</tr>
</tbody>
</table>

*Annual monitoring required if requesting a reduction in required parking. Additional measures may be necessary if not meeting parking reduction goals.

---

**CITY OF PALO ALTO**
Bikeshare

- BABS pilot program ends June 30, 2016
- Opportunity to go month-to-month or extend another year

- Options
  - Technology: smart dock or smart bike?
  - System size: small or large? Phasing?
  - Operator: Motivate, Bike Make Life Better or other?
Thank You!

Sue-Ellen Atkinson
sue-ellen.atkinson@cityofpaloalto.org
650-329-2546
Did you know?
Your Carpooling Universe Just
Got a Lot Bigger. Check it out!

ABOUT

› ABOUT US
› CONTACT US
› TMA MEETINGS
› BOARD OF DIRECTORS
› ADVISORY BOARD
› EMPLOYMENT & OPPORTUNITIES
› MAKE A DONATION

http://www.paloaltotma.org/board-of-directors/
Board of Directors

Robert George, Chair
Lemonade Restaurant Group

Robert McGrew, Vice Chair
Palantir

Jonah Houston
IDEO, Inc.

Michelle Flaherty
City of Palo Alto

Lucy Tice
Google

© 2018 Palo Alto TMA All rights reserved
Did you know?
Almost half of all downtown workers like an alternative way to get to work.

Employer Options: No and Low Cost Ways to Help Your Employees

<Back to Employer Overview

No-Cost Benefits
• Right now, your employees are eligible for the TMA’s $1.00 to Downtown Carpooling. We’re currently subsidizing commutes for over 500 Downtown employees who have registered on the Scoop carpooling app. This means your employees can commute with one or more other employees who work and live near them for just $1.00. If they drive a pool into town, Scoop reimburses them mileage (generally between $5 and $10 per trip).

• Provide information. Many employees have no idea what their transportation options are or how easy it might be to use an alternative to driving alone to work. That’s where the Palo Alto TMA can help. We can help your employees find better ways to get to work. We can consult with you on developing a commuter benefits program that’s right-sized for your business. We can attend benefits fairs and other events to educate employees about the many options for getting to work in Downtown Palo Alto. We can also work directly with individual employees to help them customize a commute plan tailored to their unique needs.

• Do some of your employees live in Palo Alto? Can they use one of the Palo Alto free shuttles? The City runs two shuttle routes – one that travels from Embarcadero to downtown, and a second Crosstown route that runs from Charleston to downtown.

• Provide preferred parking for carpools if you have your own parking facilities. This set-aside (just a couple of spaces) are a huge incentive for employees to carpool!

Low Cost Benefits

• You can offer to subsidize part or all of the cost of a transit pass; a subsidy for bicycling or carpooling, and deduct the amount of subsidy (up to $75 for transit per employee). You save on payroll taxes by offering this subsidy and your employees get a free, tax-free benefit.

• Right now, if you have employees earning less than $50,000 a year, they may be eligible for a free monthly transit pass on Caltrain, VTA or SamTrans, courtesy of the new Palo Alto TMA. That’s right. We’ll pay the cost of a transit pass for up to 6 months.

• Provide memberships in car-sharing and bike sharing...
as a way to promote your own messages to employees and customers.

- Provide incentives ($3 per day) for carpooling; up to $20 per month for bicycle commuting, to help offset costs of using these modes.
- If possible, allow employees to telecommute occasionally, and offer ‘flexible’ hours so more employees can commute in non-peak hours.
- Provide indoor, secure bicycle parking to encourage this mode of transportation (which can easily be combined with transit).

Higher Priced Programs

- Participate in bulk transit pass programs available at VTA or Caltrain. These programs offer businesses significant discounts on an annual transit pass. The catch? You have to meet certain minimums, and you have to buy a pass for every employee. Even with those requirements, the return on your investment can be impressive.
- Offer parking cash out to employees who forego a parking space. The amount of cash out is to give the employees the equivalent of a subsidized parking space when they use transit or use another alternative.
- Provide company-sponsored shuttles – first and last mile services, long distance express services – for those who don’t live near transit.
Need help figuring out how to help your employees with their commute? Call PATMA — we can help.