



Palo Alto Transportation Management Association

4/23/2024 Presentation to Palo Alto City Council Finance Committee

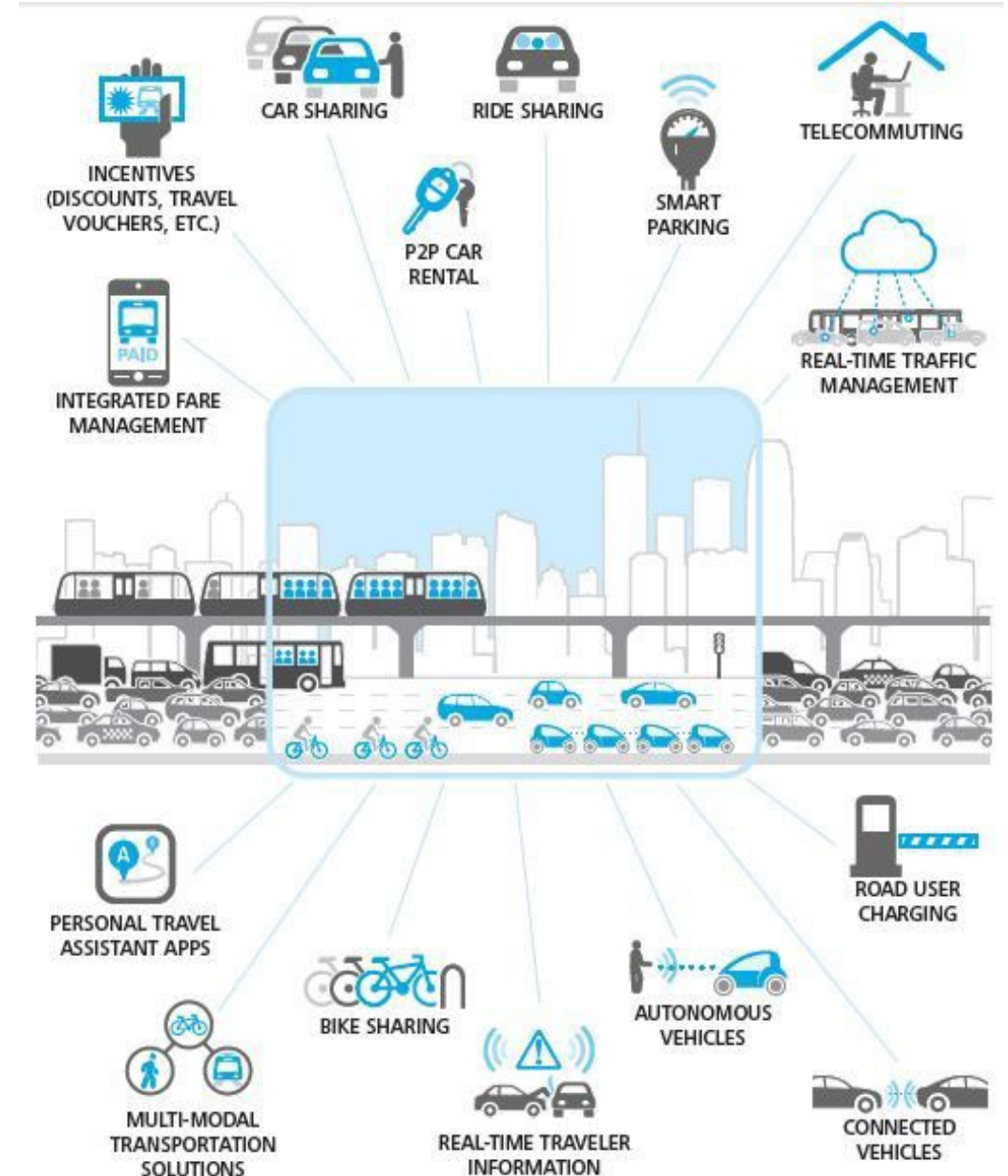


What PATMA Stands for

- Mission – “Better commutes for everyone”
- Core Values
 - Traffic – lighten traffic congestion
 - Parking – reduce demand for parking in commercial areas
 - Climate change – transition to a zero-emission transportation system
 - Equity – fair outcomes, treatment and opportunities for all
 - Local businesses – help local businesses attract and retain employees
 - Health – encourage community health

Mobility as a Service

- Low-carbon, seamless, integrated transportation system allowing workers to travel where they need to go quickly and efficiently without owning a personal vehicle
- Track development of Mobility as a Service (MaaS)



PATMA Tools - Information and Incentives

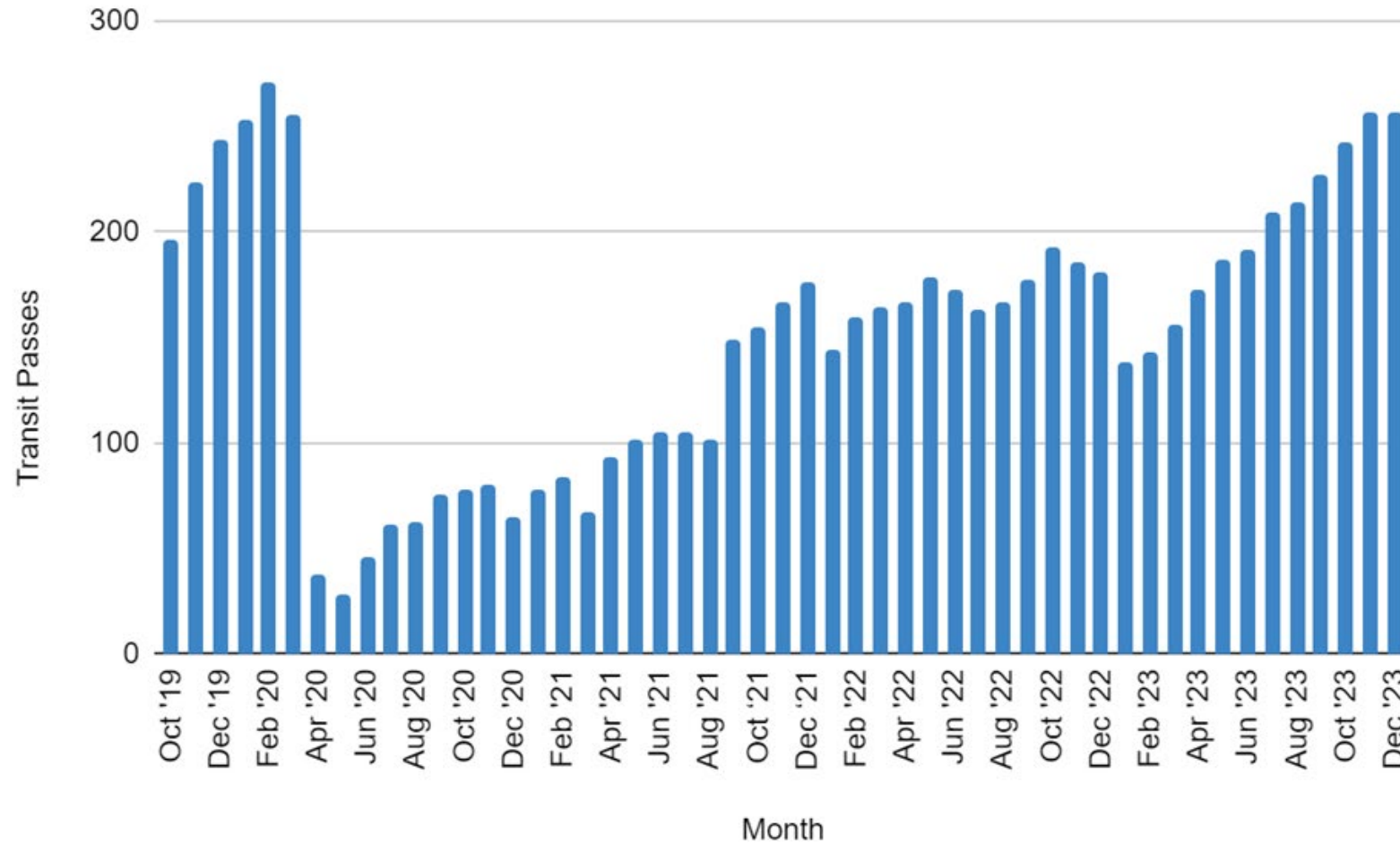
Workers making <\$70,000/year

- Free train and bus passes
- Refurbished bike, helmet, lock, lights (Bike Exchange)

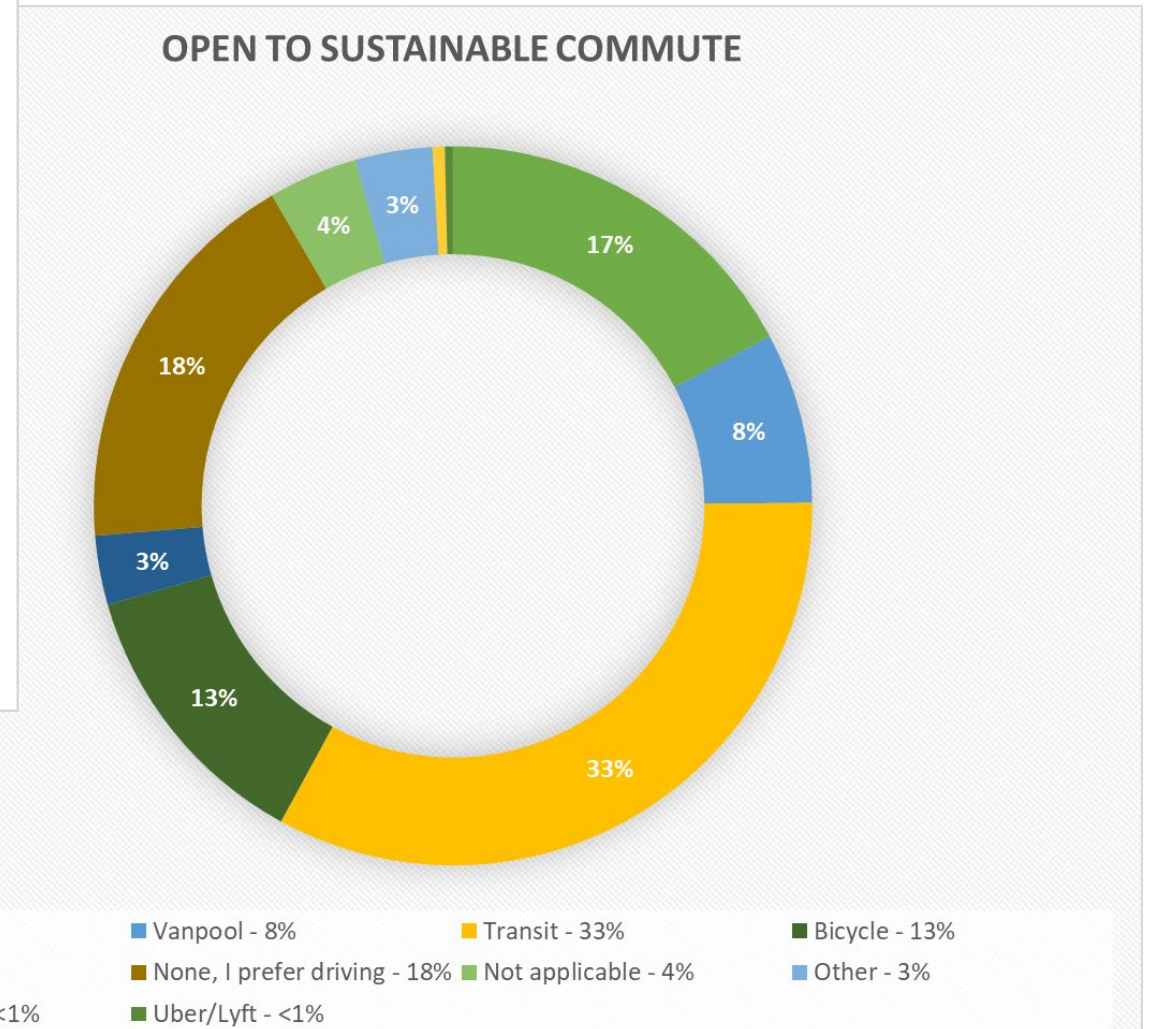
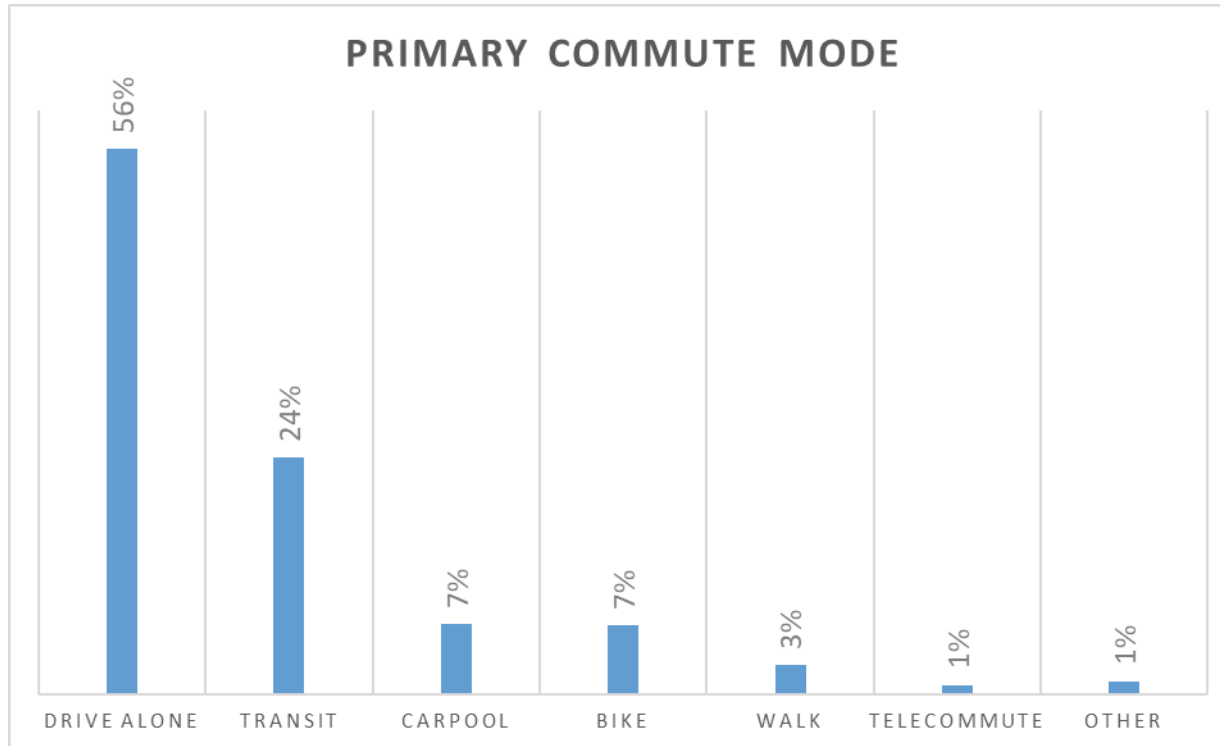
No income threshold

- \$5/day Bike Love rewards for commuting by bicycle or e-scooter
- Bike safety classes (Silicon Valley Bicycle Coalition)
- Lyft afterhours ride credit <5 miles
- Commute counseling

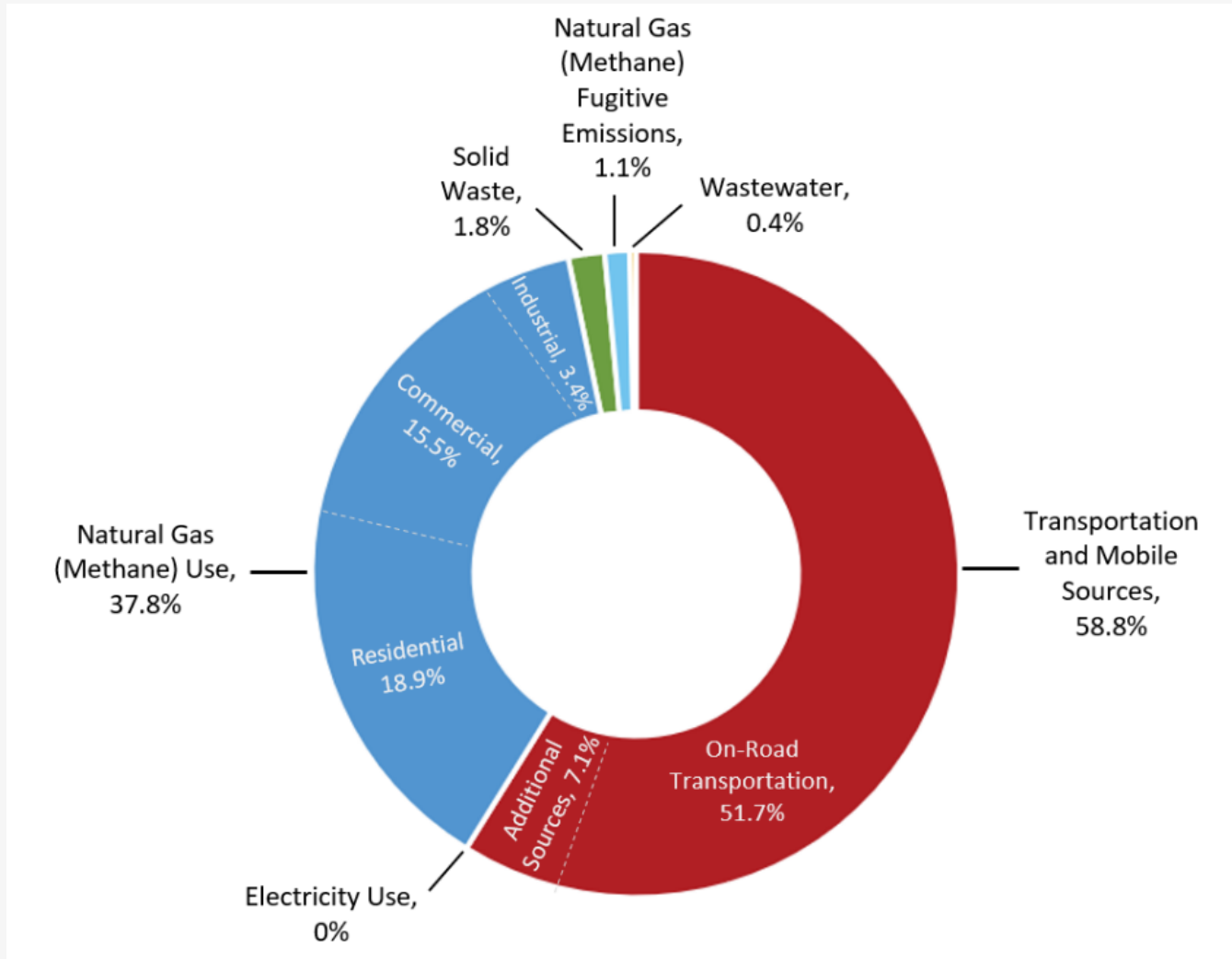
Rebuilt - Transit Passes Activated



Opportunities for Mode Shift – Commute Survey



2021 Palo Alto GHG Emissions by Sector



FY2024-25 Opportunities

- Stanford Mall – free up parking for customers
- Channing House – constrained parking, large number of employees
- El Camino Real – Caltrans project to repurpose street parking for bike lanes
- Mid-town businesses – survey where employees come from



Partnerships

- Caltrain (GoPasses)
- VTA (share commute survey data and Bike Love info)
- Bike Exchange (refurbished bikes and safety equipment)
- Silicon Valley Bicycle Coalition (bike safety classes)

Governance - 8 Board Members

- Cedric de la Beaujardiere, resident (Board Chair)
- Rob George, Philz Coffee (Treasurer and a founding board member)
- Shannon Rose McEntee, resident (Secretary)
- Philip Kamhi, City of Palo Alto
- Brad Ehikian, Premier Properties
- Sebastian Mafla, Sheraton
- Nathaniel Duncan, Patagonia (new)
- Alejandra Mier, Coupa Cafe (new)

Thank you
Justine@palloaltooma.org