



April 20, 2023

Palo Alto City Councilmembers

Subject: Three PATMA budget scenarios for FY 2024

Dear City Councilmembers,

Please find below three different PATMA budget scenarios for the next fiscal year. As you know, we received a generous allocation of 216 Caltrain passes through the GoPass Donation Program for 2023. These three scenarios offer varying levels of bus passes, Bike Love incentives, refurbished bike distribution, and part-time contract labor that will further alleviate traffic congestion and demand for parking in Palo Alto.

Budget Scenarios	2023-2024 Scenario 1			2023-2024 Scenario 2			2023-2024 Scenario 3		
	Cost per worker	# SOV diverted	Annual cost	Cost per worker	# SOV diverted	Annual cost	Cost per worker	# SOV diverted	Annual cost
Current programs									
SamTrans passes	\$ 787	26	\$ 20,462	\$ 787	26	\$ 20,462	\$ 787	26	\$ 20,462
VTA passes	\$ 1,080	22	\$ 23,760	\$ 1,080	22	\$ 23,760	\$ 1,080	22	\$ 23,760
Dumbarton Express passes	\$ 2,592	3	\$ 7,776	\$ 2,592	3	\$ 7,776	\$ 2,592	3	\$ 7,776
GoPass Donation Program	\$ -	216	\$ -	\$ -	216	\$ -	\$ -	216	\$ -
SamTrans passes (for GoPass holders)	\$ 787	3	\$ 2,361	\$ 787	6	\$ 4,722	\$ 787	9	\$ 7,083
VTA passes (for GoPass holders)	\$ 1,080	12	\$ 12,960	\$ 1,080	24	\$ 25,920	\$ 1,080	36	\$ 38,880
Current annual Lyft usage		4	\$ 10,113		4	\$ 10,113		4	\$ 10,113
Bike Love incentives	\$ 660	50	\$ 33,000	\$ 660	80	\$ 52,800	\$ 660	110	\$ 72,600
Buying refurbished bikes (Bike Exchange) for essential workers	\$ 400	10	\$ 4,000	\$ 400	20	\$ 8,000	\$ 400	30	\$ 12,000
Labor (program management, administration, commute survey) and business costs			\$ 176,995			\$ 176,995			\$ 176,995
New potential programs									
Marketing outreach support			\$ 4,800			\$ 9,600			\$ 14,400
Pass delivery admin support			\$ 2,640			\$ 2,640			\$ 2,640
Social media support						\$ 8,640			\$ 8,640
Bike safety classes (quarterly)						\$ 4,000			\$ 4,000
Bike buddy wayfinding support									\$ 4,000
# parking spaces freed up - every day, all year		346			401			456	
		Cost	\$ 298,867		Cost	\$ 355,428		Cost	\$ 403,349
Cost/year to eliminate demand for 1 parking space			\$ 863.78			\$ 886.35			\$ 884.54

Let me know if you have any questions.

Kind regards,

Justine Burt

Executive Director, Palo Alto Transportation Management Association



# **2022 Annual Report**

**January 1, 2022 – December 31, 2022**

Submitted to the Palo Alto City Council for the PATMA Study Session

Prepared by:

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## 2022 Annual Report

### Executive Summary

The past year has been a time of rebuilding for the Palo Alto Transportation Management Association (PATMA). Essential workers PATMA primarily serves figured out how to navigate the challenges of COVID while office workers settled into a hybrid schedule of commuting and telework. Throughout it all, PATMA continued supporting workers who needed to commute to their workplaces with existing programs while adding new pilot programs as well.

In 2022, PATMA diverted 147 single-occupancy vehicles from city streets, avoided 887,415 vehicle miles travelled, and reduced greenhouse gases by 365 tons by providing free transit passes and after-hour Lyft rides. PATMA also rolled out two new programs to encourage active mobility commuting: a \$5/day reward for biking to work and a refurbished bicycle program for essential workers. With this work, PATMA supported three of the 2022 Palo Alto City Council's four priorities: economic recovery, climate change, and community health.

Further streamlining of administrative activities and bolstering of oversight and governance happened in 2022. PATMA more than doubled the size of its board from three to seven members with expanded representation from the hospitality and technology industries as well as the residential sector.

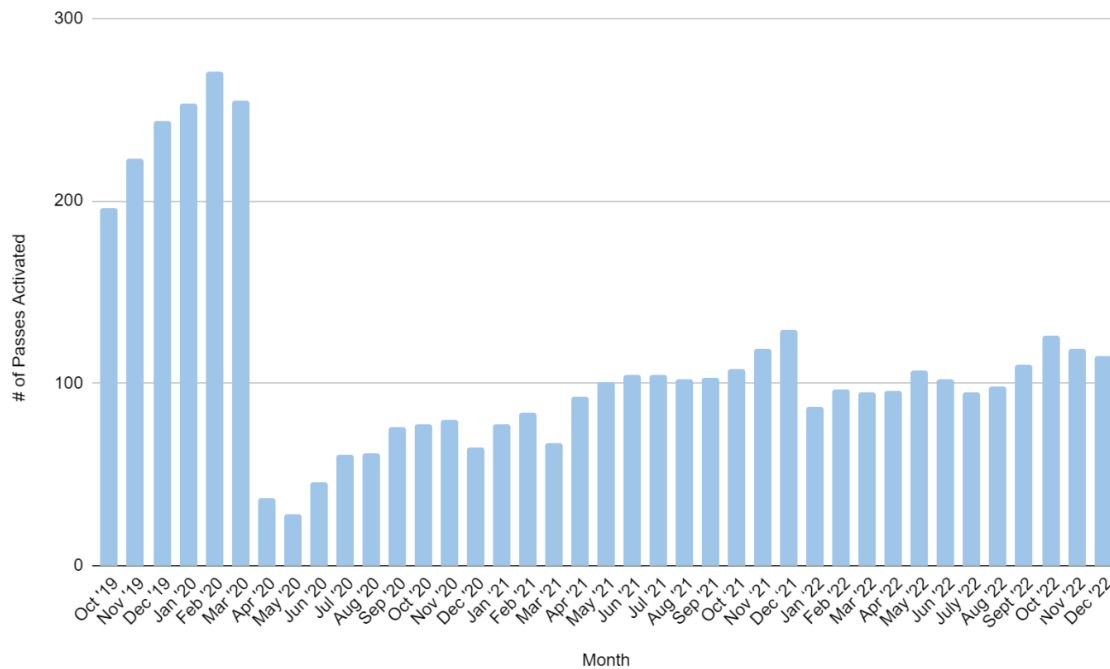
With a foundation of dedicated staff, a committed board of directors, and the generous financial support of the City of Palo Alto, PATMA looks forward to expanding pilot programs that were begun in 2022 and growing its impact among the community in 2023.

### Introduction

The Palo Alto TMA is a non-profit working to reduce single-occupancy vehicle (SOV) trips, traffic congestion and demand for parking by delivering targeted transportation solutions to Palo Alto's diverse range of employers, employees, visitors, and residents. Financial support for this work comes primarily from the City of Palo Alto's University Avenue and California Avenue parking fund. This funding allows PATMA to provide free transit passes and after-hours Lyft rides chiefly to low wage service sector workers in the two main commercial districts of Palo Alto.

The pandemic that hit in March 2020, dealt a blow to mass transit when more essential workers who had to be physically present to do their jobs shifted to driving to work. Figure 1 shows the precipitous drop in transit passes in early 2020 and the steady rebuilding of transit ridership since then.

Figure 1: Transit Passes Purchased Q4 2019 – Q4 2022<sup>1</sup>



As society learned to navigate the health and safety challenges COVID posed, PATMA worked to rebuild mass transit ridership.

At the same time workers fled mass transit, many people took up bicycling for commuting and exercise. Building on the increased interest in bicycling, the \$100,000 grant PATMA secured from the Transportation Research Board allowed PATMA and the tech startup Motion to develop an app to encourage Palo Alto workers to try active mobility commuting.

This work and further details about PATMA’s impacts in 2022 are provided below.

## PATMA Staff

PATMA is a non-profit staffed with contractors from ALTRANS TMA Inc., a firm specializing in transportation demand management. Part-time staff working for PATMA include:

- Justine Burt, Executive Director, PATMA
- Sana Ahmed, Program Coordinator, PATMA
- Stephen Blaylock, President, ALTRANS TMA Inc.
- Andrew Ridley, Chief Operating Officer, ALTRANS TMA Inc.

<sup>1</sup> Numbers do not include Caltrain passes from the GoPass Donation Program



## Board of Directors

In 2022, PATMA doubled the size of its board with four new members. Representatives from the hospitality, technology and residential sectors helped diversify our board whose members include:

- Cedric de la Beaujardiere, OpenGov
- Brad Ehikian, Premier Properties (Board Chair)
- Rob George, Philz Coffee (Treasurer)
- Philip Kamhi, City of Palo Alto
- Vincent Lobono, Amazon
- Sebastian Mafla, Sheraton
- Shannon Rose McEntee, retired

The board meets monthly on the third Thursday at 9:00am and efficiently works through one hour of agenda items. Nearly all board members regularly attend. The public is encouraged to join these virtual meetings which happen at [this link](#).

## City of Palo Alto Priorities

While the original motivations for the Palo Alto City Council to create PATMA were to alleviate traffic congestion, reduce demand for parking downtown, and enhance the quality of life in Palo Alto; each year, PATMA overlays the City Council's stated priorities for the year to guide its work. In 2022, the City Council's stated priorities were:

1. Economic Recovery and Transition
2. Climate Change – Protection and Adaptation
3. Housing for Social and Economic Balance
4. Community Health and Safety

PATMA's work supports three of these priorities: economic recovery, community health, and climate change.

### Sustainability/Climate Action Plan

The City of Palo Alto is a leader on climate change. In 2022, the City's Sustainability/Climate Action Plan (S/CAP) ad hoc committee held several public meetings to develop a plan to meet the City's overarching 80x30 goal – to reduce greenhouse gas (GHG) emissions 80% below 1990 levels by the year 2030. One goal within the S/CAP plan that PATMA programs help realize is "increasing the mode share for active transportation (walking, biking) and transit from 19% to 40% of local work trips by 2030." As 61.9% of Palo Alto's GHG emissions come from the transportation sector, PATMA is positioned to play a key role in facilitating GHG gas emission reductions by **raising awareness about the benefits of mode shift, offering commute counseling, and providing incentives for mode shift.**

## Top Five Accomplishments in 2022

The first year of the pandemic, the number of essential workers requesting transit passes fell dramatically. Since then PATMA has been rebuilding the program. In this spirit, the following are PATMA's top five accomplishments in 2022.

1. Rebuilt the program from a low of 28 people in May 2020 to a high of 165 served in October 2022.
2. Further streamlined program administration of Clipper Cards: processing new requests, communicating about pass renewals, purchasing new passes, replacing lost passes, monitoring accounts, and distributing new passes.
3. Received 49 and then 75 free Caltrain passes from the GoPass Donation Program to distribute to low wage service sector workers in 2022.
4. Applied for and was accepted to receive 216 free Caltrain GoPasses to distribute in 2023 which will reduce PATMA's transit pass costs next year.
5. Developed and tested an innovative app that provides \$5/day rewards to workers who commute by active mobility mode.

## PATMA Programs

With funding from the University Avenue Parking Fund and the California Avenue Parking Fund, PATMA provides free Clipper Cards loaded with monthly passes for Caltrain, VTA buses, SamTrans buses and Dumbarton Transbay buses and also offers after-hours Lyft rides of less than five miles. At this time, participation is limited to people who work in the University Ave Downtown and California Ave area.

Service sector workers who receive transit passes work primarily in food service, retail, and accommodation. Light office workers who receive transit passes or accrue Bike Love rewards staff Palo Alto's dentist, doctor, accounting, and law offices, and banks.

Programs with income thresholds

Train and bus passes

Transit pass benefits are provided to employees earning less than \$70,000 per year who work in the Downtown and Cal Ave areas.

*Figure 2: Testimonial from Oscar Gonzalez*



"Taking the train is a safer way to commute. I work long hours. Instead of driving home in traffic when I'm tired, I get to relax on the train."

Oscar Gonzalez, The Westin



#### Pilot: Refurbished bicycles

In 2022, PATMA created a Memorandum of Understanding with the local non-profit Bike Exchange for a pilot program to provide refurbished bicycles and safety gear to three essential workers. This pilot is open to workers making less than \$70,000/year. Figure 3 shows one Palo Alto-based hospitality worker receiving his “new” bicycle from the Executive Director of Bike Exchange, Andrew Yee.

*Figure 3: Essential worker Rene Rivera Rosales taking delivery of his refurbished bicycle from Palo Alto-based non-profit Bike Exchange*



#### Programs without income thresholds

Lyft after-hours rides of less than five miles

PATMA currently offers Lyft rides for workers commuting less than five miles early morning or late night.

#### Pilot: Bike Love rewards

With a \$100,000 grant from the Transportation Research Board, funding that PATMA identified and secured, the non-profit developed and piloted a “Bike Love” mobile app. Bike Love provides daily incentives for active mode first-mile commute trips to transit and active mode commutes from home to work, up to \$600 per year per commuter. Automated travel mode detection identifies bike, e-bike, e-scooter, and e-skateboard trips. Commute trips are verified to stop or start within geofences at 30 Caltrain stations and two Palo Alto job centers. Incentive dollars



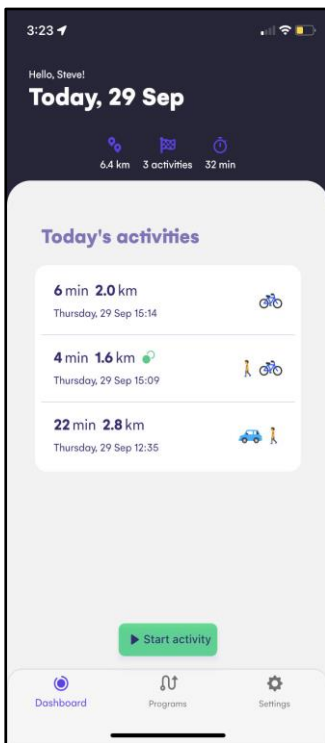
are instantly redeemable at local merchants via reloadable Apple/Google Wallet Virtual Visa cards, a new type of payment card.

Sixty-seven percent of incentive dollars are currently spent in Palo Alto, in support of the City Council's 2022 priority for economic recovery. Over the next few months, the app developer Motion will continue to collect merchant identification numbers which will allow the app at some point in the future to restrict reward redemptions to Palo Alto businesses only thus recycling all program reward funding back into the local economy.

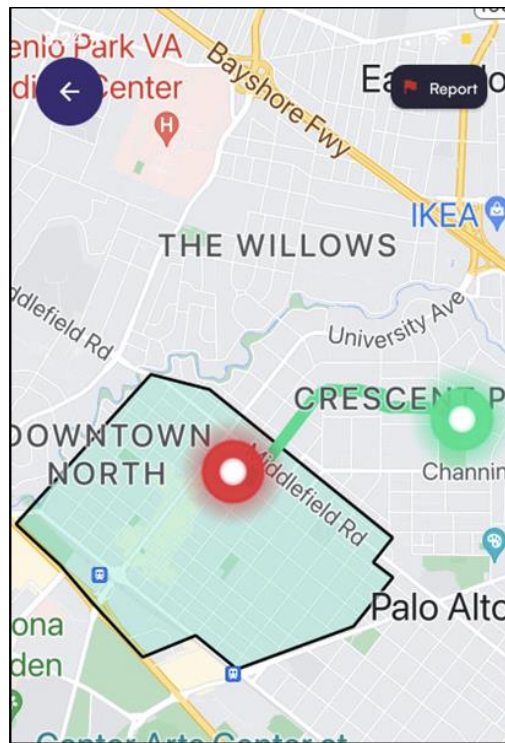
Initially, Bike Love incentivized active mobility habits by offering \$2.50/day but then raised the reward to \$5/day. This increase met with enthusiastic support from the workers the app sought to motivate.

Figures 4 and 5 provide screenshots of the app's interface and geofencing capabilities.

*Figure 4: Bike Love App Interface*



*Figure 5: A Bike Love Geofenced Area*



For a quick overview video of the app, please visit this link: [Bike Love in 80 seconds \(video\)](#)

## Benefits of PATMA Programs

While PATMA programs save service workers money on their commutes, many other benefits of these programs accrue to local businesses, workers, City government, and Palo Alto residents.



## Businesses

For business owners and managers, PATMA's mode shift work gives them a competitive advantage over similar businesses in nearby cities. Free transit passes help shops and restaurants attract and retain workers in competitive industries.

## Workers

Workers who stop driving not only save money on variable personal vehicle costs such as gasoline, maintenance, and repairs, they also avoid the expense of potential parking tickets, and escape the stress of having to drive in traffic congestion. The workers who commute by active modes enjoy the benefits of exercise that allow them to arrive at work energized and refreshed.

## City of Palo Alto

Municipal governments impact the wellbeing of residents and workers within the city's boundaries, and PATMA's programs on the City's behalf reduce traffic congestion, free up parking spaces downtown, and enhance the quality of life for residents by reducing the number of cars parked in neighborhoods.

## Program Results

The results of the TMA's program management, outreach, and program operation labor in Figures 6 – 10 depict the number of SOV commuters shifted, number of transit passes distributed at specific businesses in Palo Alto, the cost per SOV avoided, the number of avoided vehicle miles travelled, and tons of greenhouse gas reduced.

*Figure 6: Number of Commuters Diverted from Single-Occupancy Vehicles*

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Transit passes	132.7	143.0	140.0	158.3
Lyft	4.2	4.4	3.2	3.7
<b>Total</b>	136.9	147.4	143.2	162.0

Averaging the number of commuters diverted from single-occupancy vehicles over the four quarters yields 147, a number which does not include Caltrain GoPasses. Figure 7, however, does include transit passes purchased and GoPasses donated.



Figure 7: Number of Transit Passes (174) Distributed by Employer in December 2022

Organization	Transit passes	Organization	Transit passes	Organization	Transit passes
Sheraton/Westin	38	Starbucks	2	MNT STUDIO	1
Nobu Hotel	10	Walgreens	2	Nidhi Pai, DMD	1
Coupa Café	9	Watercourse Way Spa	2	Nola Restaurant & Bar	1
Patagonia	8	Yayoi	2	Onigilly	1
Crepevine	5	Zola + BarZola	2	PAMF - MIDA Industries	1
Palo Alto Bicycles	5	Arya Steakhouse	1	Peninsula Creamery	1
Verve	5	Bell's Books	1	Pizz'a Chicago	1
Whole Foods Market	5	BitGo	1	RERI	1
Protege Restaurant	4	Buca di Beppo	1	Smiles By Pai	1
Rooh	4	City National Bank	1	Summit bicycles	1
West Elm	4	Coconuts Caribbean	1	The Hamilton	1
Sephora	4	Connie Ho MD	1		
Oren's Hummus Shop	3	Creamery	1		
Sweetgreen	3	Downtown Kindercare	1		
Webster House	3	Guckenheimer: Palo Alto Club	1		
Apple	3	Gong Cha	1		
Ettan	2	HanaHaus	1		
Joya Restaurant	2	HPS Architecture	1		
Lytton Gardens	2	Lee Optometrics	1		
Pastis	2	Imagina Daycare	1		
Patxi's Pizza	2	Kris Hamamoto DDS, Inc.	1		
Philz Coffee	2	La Bodeguita del Medio	1		
Reposado	2	Lima Ruby Restaurant	1		
San Agus Cocina	2	Marriott	1		

Figure 8: Cost per SOV Avoided per Year

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Transit pass subsidy – pass outlay	\$742	\$799	\$940	\$1,071
Lyft program	\$2,512	\$2,595	\$2,591	\$2,599

Figure 9: Avoided Vehicle Miles Traveled (VMT)

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Transit pass subsidy	204,031	219,923	215,309	243,504
Waze carpool <sup>2</sup>	955	0	0	0
Lyft	915	1,044	812	924
<b>Total VMT reduced</b>	<b>205,901</b>	<b>220,966</b>	<b>216,120</b>	<b>244,428</b>

Totaled for the 2022 calendar year, PATMA programs reduced vehicle miles traveled by 887,415.

<sup>2</sup> Waze discontinued service in March 2022.

Figure 10: Greenhouse Gases Reduced (tons)

	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Transit passes, Waze carpool, and Lyft	85	91	89	100

In CY 2022, PATMA reduced greenhouse gas emissions by 365 tons.

## Testimonials

The following feedback from employees of local businesses shows how much PATMA's programs mean to the community.

Figures 11 – 14: Essential Worker Testimonials



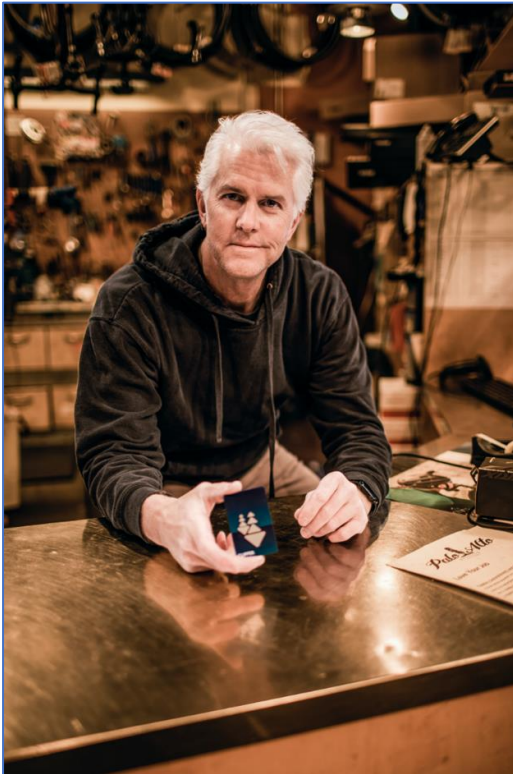
"I ride from Redwood City to Cal Ave daily. I love the ease, and calmness of the train. It's fast and economical. No worries about traffic or gas prices or wear and tear on my car. I've convinced my coworker to use the program as well. Let's keep helping the environment and enjoying the ride!"

Kimberly Koch, Dion Health



"The benefits of having a transit pass are that I can avoid traffic and it's fast. Taking transit saves me money so I have more to take care of my family."

Geraldo Valencia, Whole Foods



“The train from San Jose is faster than driving. Not being in bumper-to-bumper traffic reduces the stress of my commute.”

Alan Kayser, Palo Alto Bicycles



“When I have to drive to work from Belmont I wish I was on the train. The Belmont Caltrain station is conveniently down the hill and then when I go home I get exercise biking up the hill. Plus it’s fun taking the train home on Friday afternoon because people are happy it’s the weekend.”

Rene Rivera Rosales, Sheraton

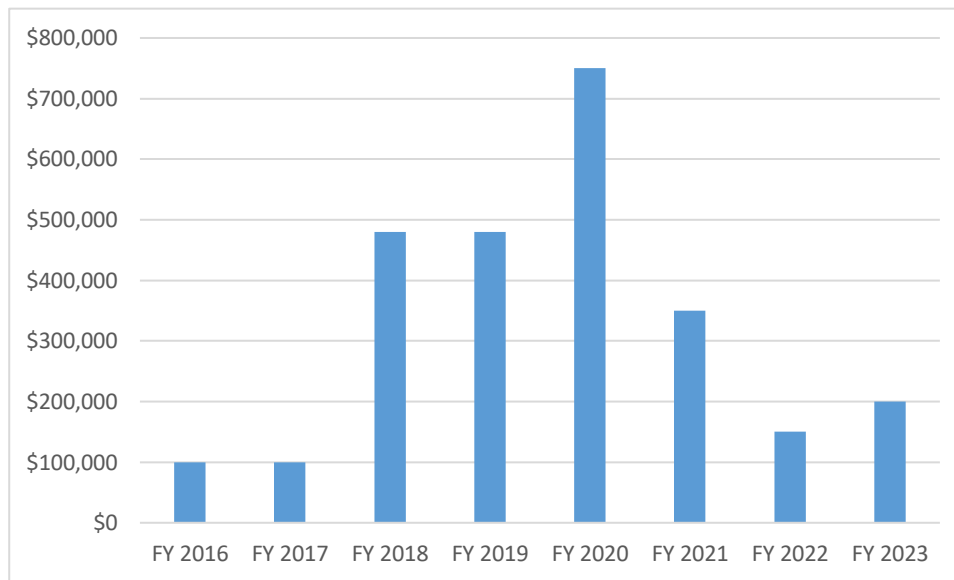
## Budget

The non-profit demonstrated program results which helped to grow its City funding allocation until 2020 when the pandemic altered commuting habits and parking fund revenues fell dramatically. Figure 15 shows the history of PATMA’s funding allocations since FY 2016.





Figure 15: PATMA Funding Since Inception



Since 2020, PATMA has worked hard to do more with less and build back the number of workers it supports with mode shift. Figure 16 shows income sources and expenditures in 2022.

Figure 16: Detailed 2022 Income and Expenses

Category	Jan '22	Feb '22	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sept '22	Oct '22	Nov '22	Dec '22	Jan '23
Reserve balance on 12/31/2022: \$118,336.65													
<b>INCOME</b>													
City of Palo Alto						\$112,500			\$37,500				
Transp Research Bd						\$15,000	\$25,000	\$15,000				\$20,000	
Amazon													
<b>TOTAL INCOME</b>						\$127,500	\$25,000	\$15,000	\$37,500			\$20,000	
<b>EXPENSES</b>													
Altrans Management	\$6,324	\$4,839	\$6,324	\$6,641	\$6,550	\$5,793	\$6,289	\$5,601	\$6,835	\$4,115	\$2,842	\$4,537	\$6,149
Biz (rent, office, ins, etc)	\$165	\$117	\$162	\$480	\$17	\$25	\$460	\$206	\$181	\$231	\$2,450	\$1,231	\$419
Lyft	\$779	\$915	\$858	\$859	\$908	\$946	\$1,010	\$698	\$738	\$627	\$610	\$870	\$899
Pgm Operation - Altrans Labor	\$6,324	\$4,839	\$6,324	\$6,641	\$6,550	\$5,793	\$6,289	\$5,601	\$6,835	\$4,115	\$2,842	\$4,537	\$6,149
Adjusted Transit - clipper	\$11,714	\$6,378	\$6,525	\$9,371	\$11,696	\$13,454	\$1,999	\$22,485	\$14,368	\$2,682	\$16,011	\$14,729	\$16,113
Transit - refunds				-\$1,170			-\$548	-\$1,175	-\$221	-\$66	-\$1,227	-\$1,769	-\$273
Waze Carpool	\$60	\$42	\$75	\$72	-	-	-	-	-	-			
Commute Survey	\$7,455									\$8,750	\$13,550	\$5,895	
TRB Grant						\$6,000	\$36,383	-	-	\$14,335	\$1,667	\$3,333	
Bike Love Program Expenses													\$2,122
<b>TOTAL EXPENSES</b>	\$32,821	\$17,130	\$20,268	\$22,893	\$25,721	\$26,011	\$51,882	\$33,416	\$28,736	\$34,791	\$38,745	\$33,362	\$29,456
<b>OVERALL TOTAL</b>	-\$32,821	-\$17,130	-\$20,268	-\$22,893	-\$25,721	\$101,489	-\$26,882	-\$18,416	\$8,764	-\$34,791	-\$38,745	-\$13,362	-\$29,456

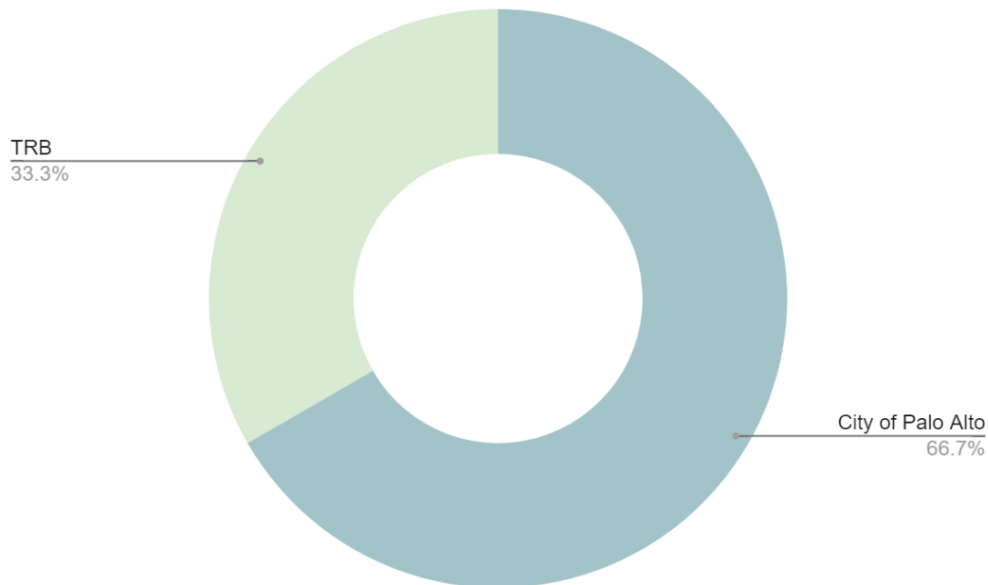
Management tasks include program oversight, communications with stakeholders, finance and accounting activities, managing board meetings, maintaining 501c3 non-profit status, tax filing, and pursuing business development opportunities to diversify funding sources.



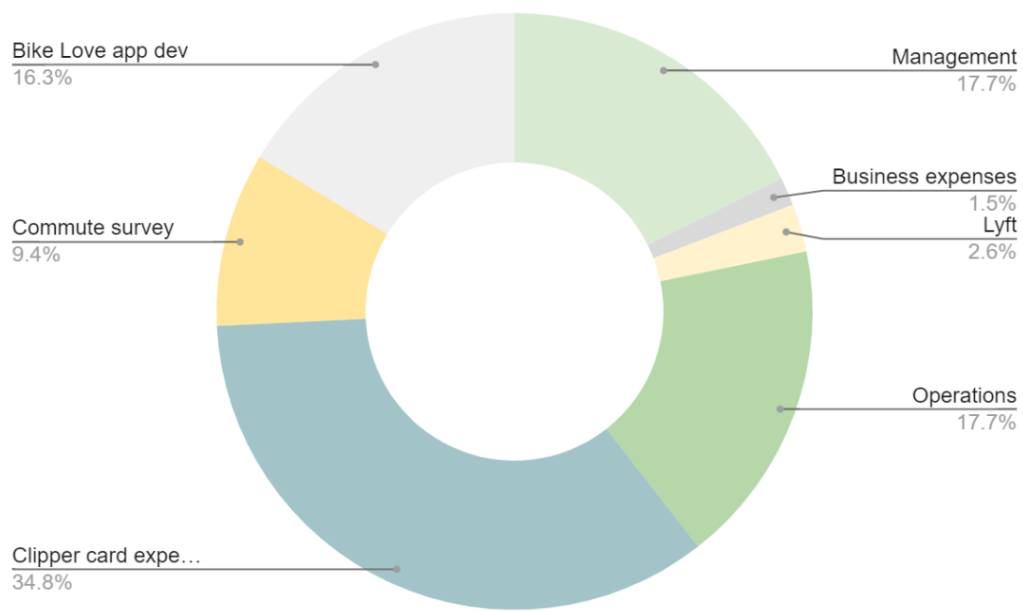
Program operation labor involves processing new transit pass requests, communicating about pass renewals, purchasing new passes, replacing lost passes, distributing new passes, and monitoring accounts.

Figures 17 and 18 provide pie charts that show details of income and expenses.

*Figure 17: Overview of 2022 Income*



*Figure 18: Overview of 2022 Expenses*





## Conclusion

When PATMA staff drop off new transit passes for essential workers, staff regularly hear expressions of gratitude about how the transit passes improve workers' quality of life, allow them to stay focused at work, and reduce their family's transportation costs. Helping people is part of what makes mode shift work gratifying for the non-profit's staff, but there is more to be done with the on-going guidance of the board of directors and the City of Palo Alto's generous support.

PATMA's staff and board will continue to look for ways to alleviate traffic congestion, reduce demand for parking, and reduce greenhouse gas emissions while supporting and engaging local businesses, their workers, the City of Palo Alto, and residents. In 2023, an expansion of the refurbished bike pilot, growing the number of active Bike Love users, and distributing Caltrain's substantial allocation of 216 GoPasses for 2023 are the main ways PATMA will build on its successful programs and deepen its impact next year.



# Three Year Strategic Plan

**July 1, 2023 – June 30, 2026**

Submitted to the Palo Alto City Council for the PATMA Study Session

Prepared by:

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## PATMA's Three Year Strategic Plan

July 1, 2023 – June 30, 2026

### Executive Summary

The Palo Alto Transportation Management Association (PATMA) supports local businesses with transportation demand management programs that help companies attract and retain workers: free transit passes, rewards for active mobility commutes, and after-hours Lyft rides less than five miles. For the past three years, PATMA has been rebuilding from a pandemic-induced 90% drop in transit pass requests in early 2020.

In December 2022, PATMA's programs resulted in a reduction of demand for 178<sup>1</sup> parking spaces which yields benefits every day, all year. Building on this success, our strategic plan details the following goals for the next three years.

- Year 1: Rebuilding to pre-pandemic ridership numbers with Caltrain's generous allocation of equity-centered transit passes through the GoPass Donation Program; reducing the cost/single-occupancy vehicle diverted; and growing the number of bicycle commuters
- Year 2: Diversifying funding sources in order to widen the geographic distribution of current programs, and expand the types of active mobility program offerings
- Year 3: Tracking and supporting efforts to create a seamless, integrated low-carbon transportation system in the Bay Area

With this plan in mind, PATMA requests City funding of \$200,000 for Fiscal Year 2024.

### Introduction

The Palo Alto Transportation Management Association (PATMA) is leading efforts to shape post-pandemic commute behaviors in town. As some workers settle into a new hybrid work schedule of return to office and work from home while essential workers continue to commute to their worksites, regional traffic is steadily worsening compared to early pandemic levels.

To help relieve traffic congestion and demand for parking, PATMA offers information and incentives that encourage

#### **Mission**

The Palo Alto TMA reduces single- occupancy vehicle trips, traffic congestion and demand for parking by delivering targeted transportation solutions to Palo Alto's diverse range of employers, employees, visitors, and residents.

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<sup>1</sup> Includes transit passes PATMA purchased, Caltrain GoPasses received, and Lyft



workers to shift out of their single-occupancy vehicles (SOVs) and into low-carbon options such as trains, buses, or active commute modes.

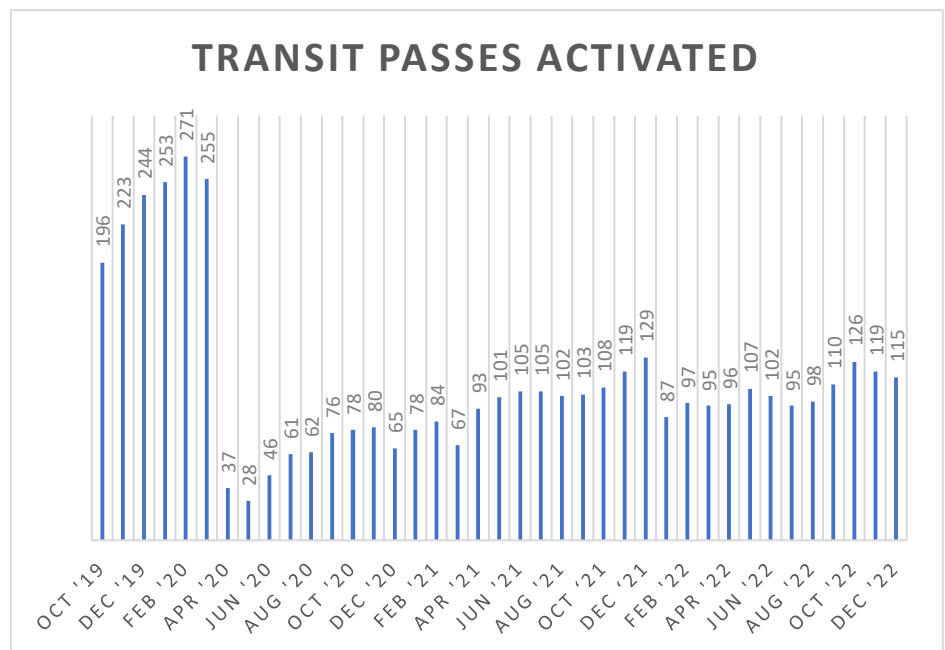
Building on the foundation of our mission, each year PATMA overlays the City Council's strategic priorities to focus our non-profit's efforts. In January 2023, the Palo Alto City Council set their strategic priorities for the year:

1. Economic Recovery and Transition
2. Climate Change Protection and Adaptation
3. Housing for Social and Economic Balance
4. Community Health and Safety

PATMA's programs help address three of these four priorities: economic recovery, climate change, and community health by providing essential workers – mostly in food service, retail, and accommodation – with commute counseling, access to free transit passes, rewards for bicycling to work, and early morning/late night ride-sharing services.

Figure 1 shows the precipitous drop of transit pass demand in early 2020 when the pandemic hit. Since then, PATMA has worked to rebuild transit ridership, develop new programs, and diversify funding sources, while reducing the cost per SOV diverted, greenhouse gases (GHGs), and vehicle miles traveled (VMT).

Figure 1: Passes Activated for PATMA Clients



## PATMA Programs

### Programs with income thresholds

#### Transit Passes

Currently, PATMA focuses on supporting essential workers in the Downtown and California Ave commercial districts who make less than \$70,000 per year. These workers can receive free Caltrain, VTA, SamTrans, and Dumbarton Transbay bus passes.



## Refurbished Bicycles

In 2022, PATMA piloted a refurbished bicycle program with the local non-profit Bike Exchange. This program is for essential workers in Palo Alto making less than \$70,000/year who would like to bike to work but do not own a bicycle. If they also need any safety equipment – helmet, lock, lights – Bike Exchange will include these for each essential worker receiving a refurbished bike.

## Programs without income thresholds

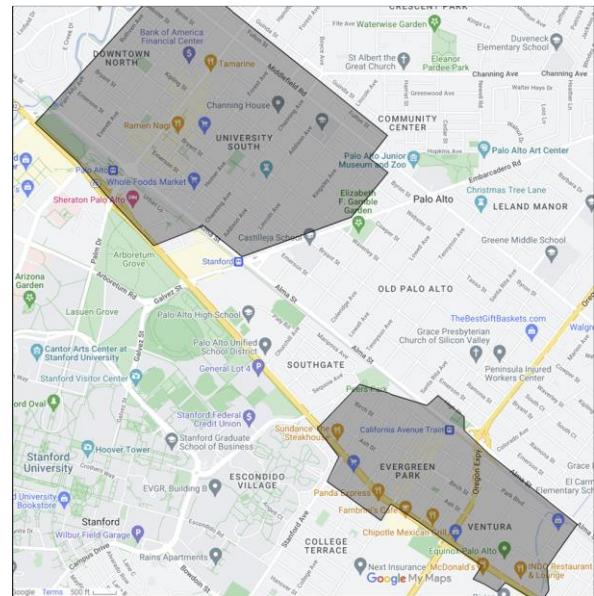
### After hours Lyft rides

Workers who live less than five miles from work and who need to travel to work early morning or late night when mass transit is not running can receive a \$10 Lyft credit per ride. There is no income limit for this program.

## Bike Love

In 2022, PATMA launched the Bike Love app which provides \$5/day up to \$600/year to workers Downtown and on Cal Ave to encourage commuters to leave their cars at home and bike or scooter to work. Unlike the transit pass program, Bike Love does not apply income restrictions. The app was designed to provide attractive financial rewards to all workers Downtown and on Cal Ave in order to build active mobility habits. See Figure 2 for a map of the geofenced areas in which workers earn rewards. The Bike Love app also geofenced all 30 Caltrain stations for commuters who would like credit for biking to Caltrain and taking the train to work.

*Figure 2: Geofenced Areas for Bike Love Rewards*



Bike Love's commuter location tracking confirms bike, e-bike, e-scooter, and e-skateboard trips. Within a few minutes, incentive dollars may be redeemed by the commuter at local merchants via Apple/Google Wallet electronic debit cards. As many of the 90 on-boarded Bike Love app users redeem rewards at Palo Alto businesses, app programmers at Motion collect more merchant identification numbers which will soon allow the app to restrict transaction authorization to local merchants. This is another way that PATMA supports local businesses and multiplies program impact.

## Single-occupancy vehicles diverted

In January 2023, PATMA reduced demand for 140 parking spaces by helping service workers in Palo Alto access train and bus passes, and early morning/late night Lyft rides. Details about PATMA's January 2023 metrics includes:



- Caltrain (50)
- GoPass (only) (19)<sup>2</sup>
- GoPass + VTA (12)
- GoPass + SamTrans (3)
- SamTrans (26)
- VTA (22)
- DBE (3)
- 10 Lyft riders<sup>3</sup>

For the 12-month period ending December 31, 2022, PATMA programs eliminated 887,415 vehicle miles traveled and avoided 365 tons of GHGs in support of the City of Palo Alto's Sustainability/Climate Action Plan work.

## Value of Palo Alto TMA

### Competitive Advantage for Local Businesses

Local businesses in the Downtown and Cal Ave areas contribute to the wonderful quality of life in Palo Alto. In turn, PATMA's transit pass programs and active mobility programs support local businesses by giving them a **competitive advantage to attract and retain staff**. As the primary funder of PATMA's cost-effective programs, the City demonstrates its leadership on equity issues as well as climate change.

### Supporting Palo Alto's Sustainability/Climate Action Plan Work

In 2016, the City of Palo Alto set an ambitious overall GHG emissions reduction goal: 80% below 1990 levels by 2030. As of 2022, the City has reduced emissions to 50.6% below the 1990 level mainly due to a switch to a fully carbon-free electricity portfolio. To reduce emissions further, one of Palo Alto's Sustainability/Climate Action Plan (S/CAP) goals is to increase the mode share for active transportation modes (walking, biking, and transit) from 19% to 40% of local work trips by 2030.

Since 61.9% of Palo Alto's GHG emissions come from the transportation sector, PATMA is positioned to play a key role in facilitating GHG emission reductions by **raising awareness about the benefits of mode shift, offering commute counseling, and providing incentives for mode shift**.

## Three Year Strategic Planning

At meetings in Nov. 2022 through Jan. 2023, PATMA's Board of Directors conducted strategic planning for the next three years. Discussion started with an identification of the organization's

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<sup>2</sup> In 2022, a large number of GoPasses were donated by a tech company and given to Caltrain to distribute to community-based organizations working on social equity issues, such as PATMA.

<sup>3</sup> Workers who use PATMA's Lyft service do so infrequently. Lyft rides taken by 10 riders add up a reduction in demand for 4.9 parking spaces.



strengths and weaknesses (internal factors), and opportunities and threats (external factors). Highlights are listed in Figure 3.

Figure 3: PATMA's Strengths Weaknesses Opportunities Threats (SWOT) Matrix

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Connections to small businesses</li><li>• Speaks on behalf of the business community</li><li>• Saves essential workers money on their commute</li><li>• Accomplishes a lot with few resources</li><li>• Staff retention at businesses is higher because of PATMA's programs</li></ul>	<ul style="list-style-type: none"><li>• Not enough awareness of PATMA</li><li>• Share metrics to show funding is used well</li><li>• Financial resources lacking</li></ul>	<ul style="list-style-type: none"><li>• PATMA could do more with more resources</li><li>• PATMA could raise awareness with more outreach</li><li>• Use volunteers more</li></ul>	<ul style="list-style-type: none"><li>• Potential mass transit fiscal cliff could result in service curtailment</li><li>• Parking fund impacted by continued telework</li></ul>

This shared understanding provided the foundation for planning the path forward with goals, strategies, and objectives for the next three years.

## Year 1

### Goals

- Support local businesses to speed the economic recovery
- Build PATMA's transit pass program back to pre-pandemic numbers of SOVs diverted
- Reduce traffic congestion and demand for parking
- Support the S/CAP goals of reducing GHG emissions from transportation and increasing the number of people commuting by public transit or active mobility

### Strategies

- Market PATMA programs and related programs from other agencies (Palo Alto Link on-demand transit, VTA's new Guaranteed Ride Home) to managers at local businesses
- Raise awareness about and incentivize active mobility options
- Expand Bike Love and refurbished bike pilots into programs
- Explore interest among workers from East San Jose and Los Banos in VTA vanpools
- Manage cash flow in the face of possible changing conditions
- Train managers at local businesses with the highest number of transit passes about Clipper Card best practices
- Encourage transit pass users to load Clipper Card onto their phone with the Clippercard.com app

### Objectives

- Expand the number of essential workers commuting by Caltrain to meet the 216 GoPass allocation from Caltrain for 2023



- Measure the number of workers using PATMA's programs
- Reduce annual cost/SOV diverted (\$1,071 in the 4<sup>th</sup> quarter of 2022)
- Grow the number of active users of Bike Love that use the app at least 3x/week to 100
- Reduce administrative time spent troubleshooting and fixing the most common Clipper Card problems
- Expand the number of business memberships to three

## Year 2

### Goals

- Diversify funding sources by seeking grants and service contracts
- Expand PATMA services to parts of Palo Alto beyond Downtown and California Avenue that are not already covered by employer TDM plans
- Widen program offerings to encourage active commuting

### Strategies

- Apply for additional funding from new funding sources interested in supporting GHG reductions and social equity issues
- Introduce new programs to raise awareness about active mobility travel options
  - Bike safety classes
  - Active commute route planning
- Connect PATMA programs with S/CAP GHG reduction goals
- Use additional funding sources to offer current and new programs in new markets

### Objectives

- Increase the number of Palo Alto businesses that participate in PATMA programs
- Increase the number of active commuters
- Reduce additional tons of GHG emissions
- Expand the number of business memberships to five

## Year 3

### Goals

- Help move society toward a seamless, integrated transportation system with abundant electrified and active mobility options
- Save workers money on their transportation costs
- Expand alternative commute programs and leverage other agency's programs to the point where workers do not need to own personal vehicles to get to work quickly and efficiently

### Strategies

- Monitor Mobility as a Service developments (new apps to plan and pay for alternative commute trips)



- Explore opportunities to develop complementary programs

## Objectives

- Number of SOVs diverted
- Cost/SOV diverted
- Tons of GHGs reduced

## Workplan

### Year 1

In the next year, PATMA is planning to rebuild back to the pre-pandemic level of SOV diversion, lower the cost/SOV diverted, and diversify funding sources. The following six tasks are planned for FY 2024:

- Create a marketing plan
- Promote train and bus passes, the Bike Love app, and refurbished bicycle program
- Provide commute counseling
- Distribute train and bus passes and troubleshoot administrative problems
- Expand the number of active Bike Love app users
- Conduct the 2023 commute survey

The timeframe for each task is shown in Figure 4.

Figure 4: Year 1 Workplan

	7/ 23	8/ 23	9/ 23	10/ 23	11/ 23	12/ 23	1/ 24	2/ 24	3/ 24	4/ 24	5/ 24	6/ 24
Task 1 – Marketing plan												
Task 2 – Program promotion												
Task 3 – Commute counseling												
Task 4 – Administer transit passes												
Task 5 – Expand # of Bike Love users												
Task 6 – Commute survey												

### Year 2

City funds currently allocated to PATMA limit their use to the Downtown and California Avenue business districts only. In FY 2025, City funding may be available from the city-wide business tax that passed in November 2022. If the City provided PATMA with business tax funding, PATMA could expand its reach citywide to serve essential workers in Midtown, and along El Camino Real and San Antonio Rd. Both Midtown and El Camino Real are well-served by transit and offer a significant opportunity to reduce congestion and realize mode shift.

We will continue to track developments of the Caltrain electrification project which will attract additional riders once it is complete and explore possible new ways to educate and incentivize



workers about first/last mile travel options. We will also continue to monitor developments for Mobility as a Service apps that help riders more efficiently plan, pay for, and transfer between multiple commute modes, as well as the Seamless Bay Area project, and support development of the City's Bicycle and Pedestrian Transportation Plan Update.

### Year 3

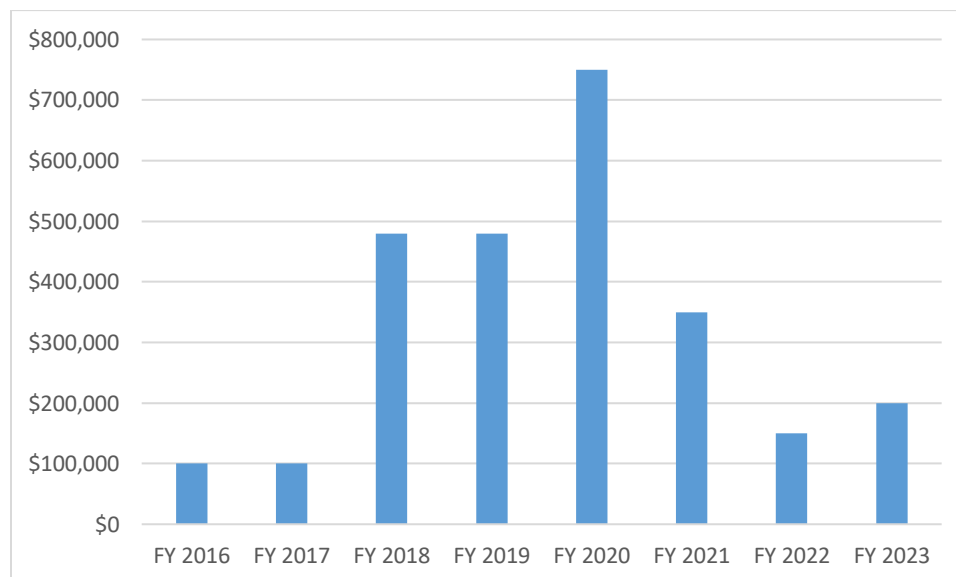
In FY 2026, we will identify service gaps to develop new programs and implement emerging mobility technology while continuing to expand programs that divert SOVs and reduce traffic congestion Downtown, in the Cal Ave business district, and in other parts of the city. We will expand active mobility programs for commuters who live less than 10 miles from work.

## Budget Projections

### Budget History

Looking back at funding levels since the start of the Palo Alto TMA, the program grew over several years and demonstrated cost-effective successes with SOV diversion, GHG reductions, and VMT reductions until the pandemic hit. Figure 5 shows historic budget trends.

*Figure 5: PATMA Funding Since Inception*



### Budget for FY 2024

As we seek to re-build program participation, PATMA's funding request for FY 2024 is \$200,000. Reasons that factor into this funding level request include:

- University Ave Parking Fund revenues are down from pre-pandemic levels, and it is unclear when they will rebound.





- PATMA core customer base is the frontline essential employees working in food service, retail, and hospitality with subsidies of transit passes, bicycling rewards, and early morning/late night rides outside of transit service hours.
- Many tech and government agency staff have returned to office at least one or two days per week but most already have employer-provided TDM programs.

With cost of living adjustments from the FY 2023 budget, the allocation of triple the number of GoPasses available from Caltrain, and income of \$200,000 from the City of Palo Alto, PATMA projects the following budget for FY 2024 in Figure 6.

Figure 6: FY 2024 Budget Projection

Category	Jul '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24	Apr '24	May '24	Jun '24
<b>INCOME</b>												
City of Palo Alto			\$50,000		\$50,000			\$50,000			\$50,000	
Memberships					\$2,500							\$2,500
<b>TOTAL INCOME</b>			\$50,000		\$52,500			\$50,000			\$50,000	\$2,500
<b>EXPENSES</b>												
Altrans Management	\$6,704	\$5,129	\$6,704	\$7,040	\$6,943	\$6,141	\$6,667	\$5,937	\$7,245	\$4,362	\$3,012	\$4,809
Biz (rent, office, ins, etc)	\$165	\$117	\$162	\$480	\$17	\$25	\$460	\$206	\$181	\$231	\$2,450	\$1,231
Lyft	\$779	\$915	\$858	\$859	\$908	\$946	\$1,010	\$698	\$738	\$627	\$610	\$870
Pgm Operation - Altrans Labor	\$6,704	\$5,129	\$6,704	\$7,040	\$6,943	\$6,141	\$6,667	\$5,937	\$7,245	\$4,362	\$3,012	\$4,809
Adjusted Transit - clipper	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814	\$7,814
Transit - refunds	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275	-\$275
Commute Survey										\$8,000	\$8,000	\$9,000
Admin support		\$240	\$240	\$240	\$240	\$240	\$240	\$240	\$240	\$240	\$240	\$240
<b>TOTAL EXPENSES</b>	\$21,890	\$18,830	\$21,966	\$22,957	\$22,350	\$20,792	\$22,342	\$20,317	\$22,948	\$25,361	\$24,864	\$28,498
<b>OVERALL TOTAL</b>	-\$21,890	-\$18,830	\$28,034	-\$22,957	\$30,150	-\$20,792	-\$22,342	\$29,683	-\$22,948	-\$25,361	\$25,136	-\$25,998

As circumstances change, PATMA has the ability to adjust our income and expenses through various financial levers.

- Reducing labor costs
- Reducing program costs via throttling
- Requesting additional GoPasses from Caltrain and large employers in the area
- Increasing grant writing and philanthropic fundraising
- Growing our fee-for-TDM planning and program administration business
- Identifying the feasibility of short-term loans

Compared to other TMAs in the Bay Area, PATMA's labor costs are lower. PATMA will continue to operate in a lean manner and make effective use of our budget to maximize impact.



## Budget Scenarios for 2023-2024

While PATMA's FY 2024 budget request is for \$200,000, with higher levels of funding, PATMA could serve more people with transit passes, Lyft early morning/late night rides home, and bicycle incentives. Consider Figure 7 which provides the return on investment for various levels of funding that will result in a reduction of demand for 346, 401, or 456 parking spaces.

Figure 7: Return on Investment for Various Levels of Funding

Budget Scenarios	2023-2024 Scenario 1			2023-2024 Scenario 2			2023-2024 Scenario 3		
	Cost per worker	# SOV diverted	Annual cost	Cost per worker	# SOV diverted	Annual cost	Cost per worker	# SOV diverted	Annual cost
<b>Current programs</b>									
SamTrans passes	\$ 787	26	\$ 20,462	\$ 787	26	\$ 20,462	\$ 787	26	\$ 20,462
VTA passes	\$ 1,080	22	\$ 23,760	\$ 1,080	22	\$ 23,760	\$ 1,080	22	\$ 23,760
Dumbarton Express passes	\$ 2,592	3	\$ 7,776	\$ 2,592	3	\$ 7,776	\$ 2,592	3	\$ 7,776
GoPass Donation Program	\$ -	216	\$ -	\$ -	216	\$ -	\$ -	216	\$ -
SamTrans passes (for GoPass holders)	\$ 787	3	\$ 2,361	\$ 787	6	\$ 4,722	\$ 787	9	\$ 7,083
VTA passes (for GoPass holders)	\$ 1,080	12	\$ 12,960	\$ 1,080	24	\$ 25,920	\$ 1,080	36	\$ 38,880
Current annual Lyft usage		4	\$ 10,113		4	\$ 10,113		4	\$ 10,113
Bike Love incentives	\$ 660	50	\$ 33,000	\$ 660	80	\$ 52,800	\$ 660	110	\$ 72,600
Buying refurbished bikes (Bike Exchange) for essential workers	\$ 400	10	\$ 4,000	\$ 400	20	\$ 8,000	\$ 400	30	\$ 12,000
Labor (program management, administration, commute survey) and business costs			\$ 176,995			\$ 176,995			\$ 176,995
<b>New potential programs</b>									
Marketing outreach support			\$ 4,800			\$ 9,600			\$ 14,400
Pass delivery admin support			\$ 2,640			\$ 2,640			\$ 2,640
Social media support						\$ 8,640			\$ 8,640
Bike safety classes (quarterly)						\$ 4,000			\$ 4,000
Bike buddy wayfinding support									\$ 4,000
Reduced demand for parking spaces - every day, all year		346			401			456	
		<b>Cost</b>	<b>\$ 298,867</b>		<b>Cost</b>	<b>\$ 355,428</b>		<b>Cost</b>	<b>\$ 403,349</b>
Cost/year to eliminate demand for 1 parking space			\$ 863.78			\$ 886.35			\$ 884.54

## Conclusion

In support of the local economic recovery, over the next three years PATMA will look for opportunities to continue to deliver cost-effective programs for service sector and light office workers that reduce traffic congestion and demand for parking in Palo Alto. PATMA will leverage complementary programs by other agencies such as Caltrain's GoPass Donation Program and VTA's Guaranteed Ride Home program that enable mode shift to low-carbon commute modes.

Many public and private organizations are working hard to facilitate a future seamless, integrated low-carbon transportation system in the Bay Area that will lower personal transportation costs and reduce



GHG emissions. PATMA will continue to monitor developments in these areas in support of local businesses and their employees.



# 2022 COMMUTE SURVEY REPORT

for



December 2022

Prepared by:

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## Executive Summary

In September and October 2022, the Palo Alto Transportation Management Association (PATMA) team surveyed workers at hundreds of organizations in the University Avenue Downtown (Downtown) and California Avenue (Cal Ave) areas to learn about their commute habits and preferences. The team conducted online and in-person surveys in English and Spanish through door-to-door canvassing, mass texting, cold calling, and email follow-up. This document provides the highlights of the survey findings.

The two main objectives of the commute survey were to raise awareness of PATMA programs and determine which workers in Downtown and Cal Ave were open to shifting their commute from single occupancy vehicles to mass transit or active mobility.

Among the 511 respondents, Figure 1 shows the percentage of respondents from the four main sectors Downtown and on Cal Ave: government, light office, service, and tech.

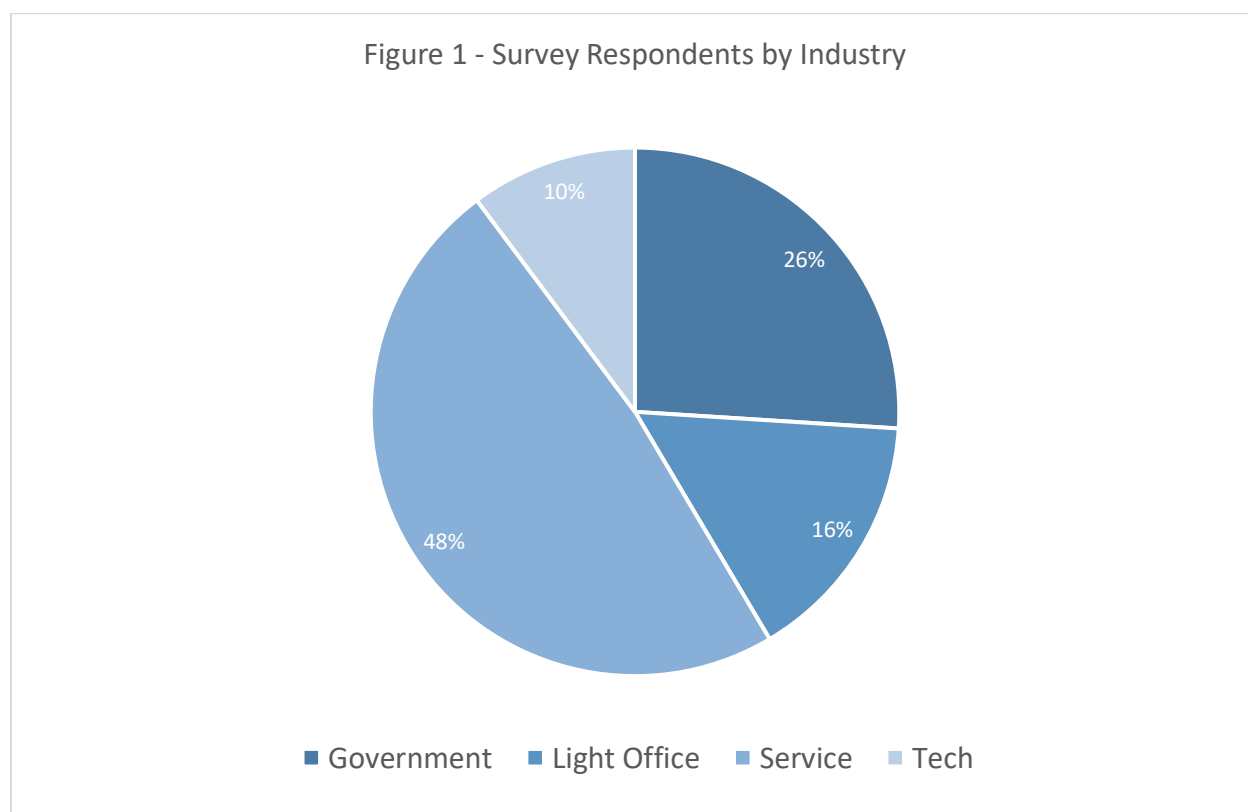
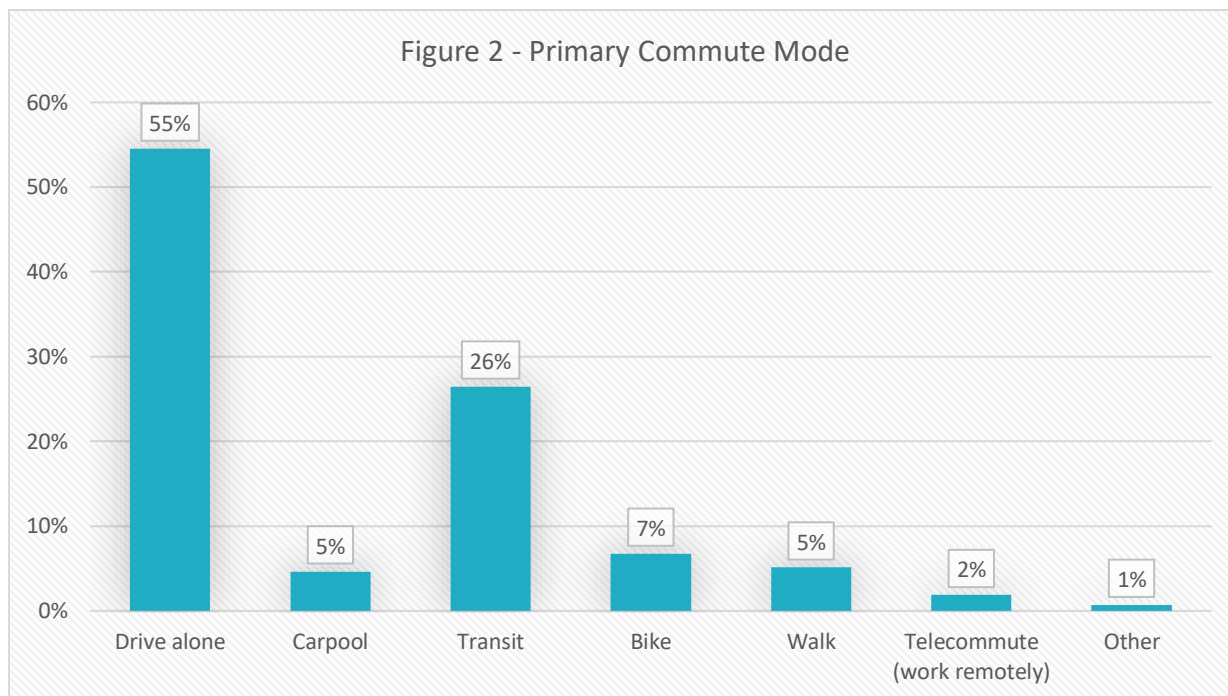


Figure 2 below shows the primary mode workers use to commute each week. More than half of the workers who participated in the survey shared that their primary commute mode is a single occupancy vehicle.





Data collected in the 2022 commute survey informs opportunities to expand PATMA program offerings that will help realize the City of Palo Alto’s goals to reduce traffic congestion, reduce demand for parking, support the economic recovery, and lower greenhouse gas emissions.

## Introduction

In 2022, the Palo Alto Transportation Management Association (PATMA) conducted their seventh annual employee commute survey according to the funding agreement with the City of Palo Alto (COPA). PATMA contracted with ALTRANS TMA Inc. to conduct the survey in-house and performed outreach in September and October 2022.

The survey was designed to identify how Palo Alto employees working in the University Avenue Downtown (Downtown) and California Avenue (Cal Ave) areas commute to work, raise awareness of PATMA’s program offerings, and determine who is open to mode shift away from single occupancy vehicles.

## Survey Population

The total worker population for the Downtown and Cal Ave areas, according to the U.S. Census [OnTheMap data](#) tool, shows 16,961 workers in census tracts in Downtown and 3,056 workers in census tracts in the Cal Ave area. This data from OnTheMap is pre-pandemic, from 2019, but is the most recent data available.

The number of workers in the two areas are split into four different employment subcategories in Figure 3.

Figure 3 – Number of Workers in Two Palo Alto Commercial Areas

Area	PATMA Business Category	Count	% Share
Downtown	Service	6,364	37.52%
	Technology	7,042	41.52%
	Light Office	2,874	16.94%
	Government	681	4.02%
	<b>Total</b>	<b>16,961</b>	<b>100%</b>
California Ave	Service	1,296	42.41%
	Technology	1,092	35.73%
	Light Office	668	21.86%
	Government	0	0.00%
	<b>Total</b>	<b>3,056</b>	<b>100%</b>

Source: U.S. Census OnTheMap, 2019 data

Of this population, the team ended up receiving surveys from 511 people, with completed surveys from 156 service sector workers, 85 government staff, 53 light office workers, and 31 tech workers. Compare this to the number of surveys received in previous years: 551 respondents in 2021, 1,471 in 2019, 496 in 2018, 892 in 2017, 829 in 2016, and 1,173 surveys in 2015.

## Survey Methodology

In fall 2022, the PATMA team reached out to hundreds of businesses and organizations to administer the survey. Questions asked about the primary travel mode workers use to commute, their city of residence, employer, income level, applicability of current PATMA programs, openness to alternative commute options, and interest in commute counseling.

The survey employed skip logic and survey branching to optimize question relevance to different survey respondents.

The survey was administered both online and in person, in English and Spanish, by providing subjects with QR codes which they photographed on their smartphones and that then directed them to the online survey. Respondents appreciated the availability of QR codes to facilitate access to the survey.

While more people are back in the office at least a few days a week, many people still work primarily from home. This is particularly the case for tech workers, but also for light office and government workers. Amazon offices downtown, for example, report that only 5-25% of employees have returned to the office at least a few days per week since the start of the COVID-19 pandemic.

To improve the response rate at a time when many people are working from home, TMA staff laboriously undertook block-by-block, door-to-door canvassing resulting in a dataset of hundreds of businesses and organizations in the Downtown and Cal Ave areas. Survey outreach was bolstered by mass texting, cold calling, and email follow-up to business contacts originally derived from the City’s Business Registry.

Despite difficulties encountered, the PATMA team was able to secure 511 responses to the survey during the pandemic, which helps us to determine where to focus the development of future PATMA programs.

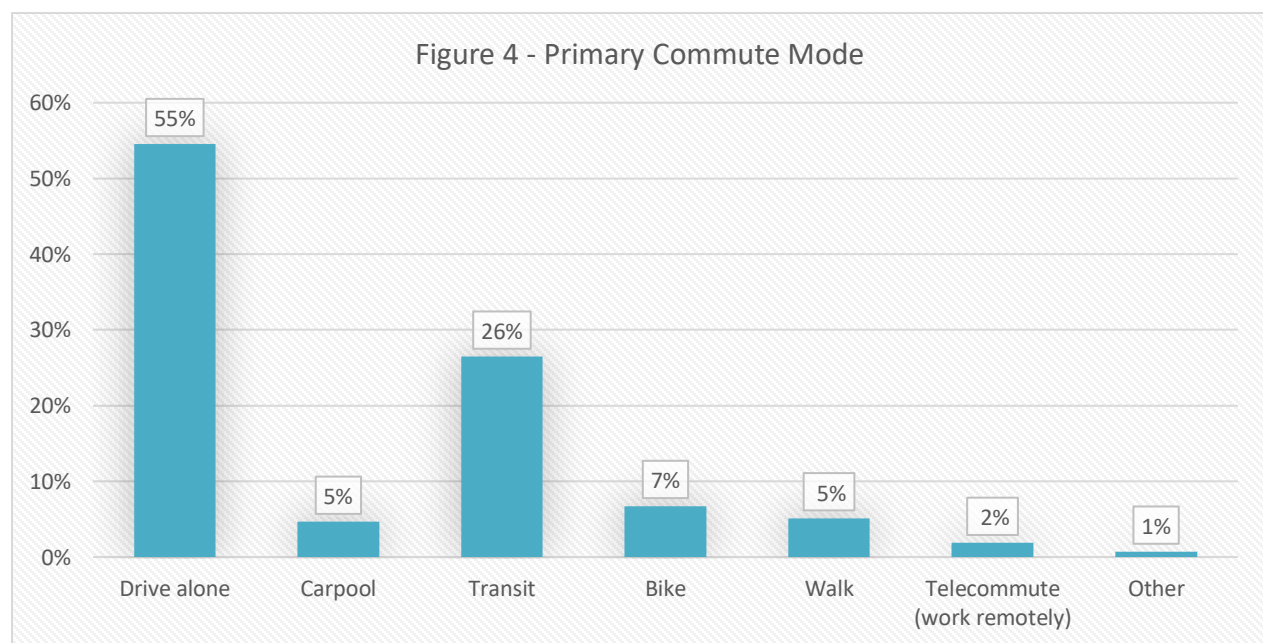
## Results

Data collected in this survey shed light on several topics:

- how people commute to work;
- where they are coming from;
- which workers could get to work taking just one transit pipeline running into Downtown or Cal Ave;
- which workers are open to a different commute mode; and
- what information, equipment, incentives, or rewards could encourage them to make the shift.

The following graphics show the results for each question.

**Q1.** *How do you usually travel to work? If you use more than one type of transportation, choose the one used for the longest distance of your trip.*



Many commuters use more than one type of transportation for commuting. To be able to compare this year's data with previous year's data, we asked people to answer with the main mode for the longest distance of their trip.

Figure 5 sorts the data by sector – either government, light office, service, or tech.

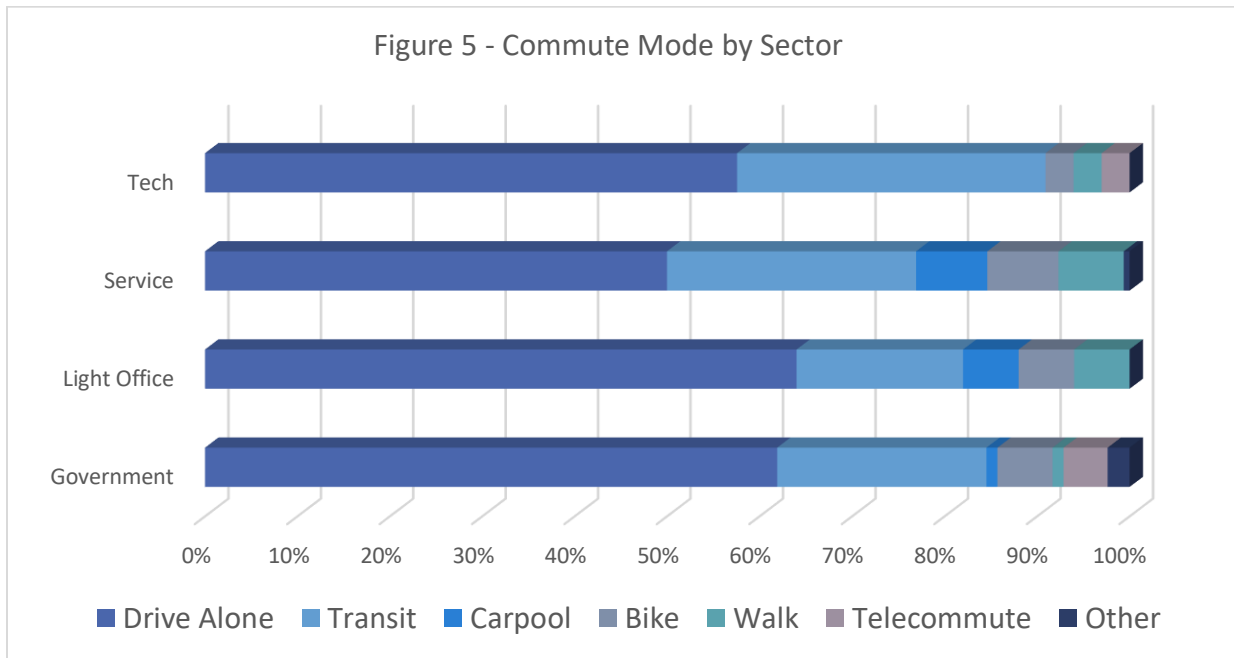
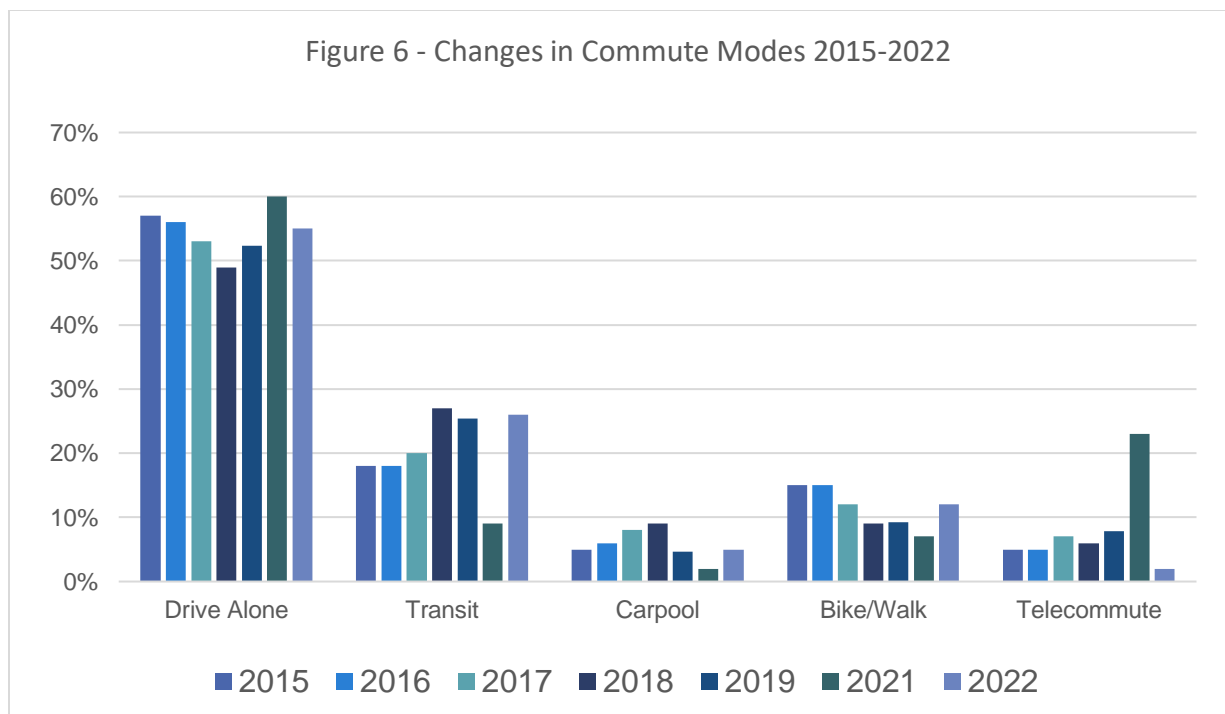


Figure 6 shows changes of commute mode over the past seven years.



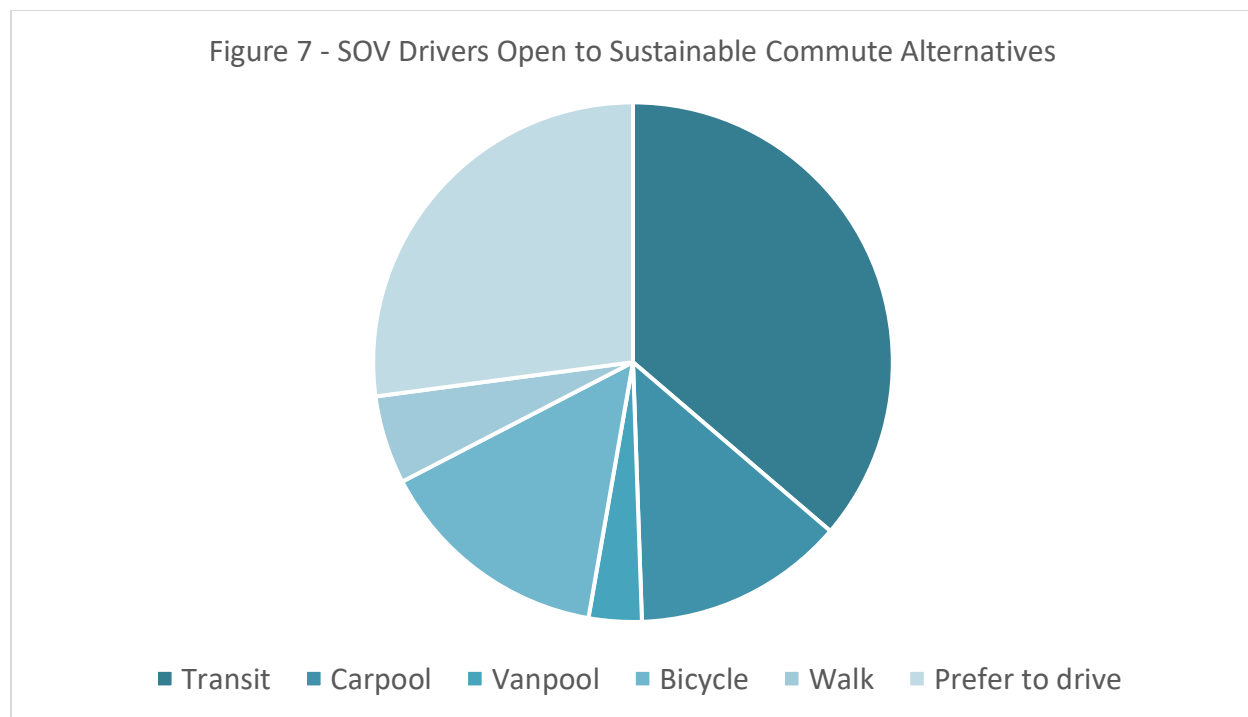
**Q2.** *If you drive alone to work, what are your main reasons for doing so? (select up to 3)*

- *Live too far or too close to work (102)*
- *Prefer to drive my own car (83)*
- *Might need to get home quickly for an emergency (46)*
- *Need to pick up or drop off children before or after work (43)*
- *Work too early or too late to take mass transit (43)*
- *Need my car during work (5)*

Many people find driving their own vehicles more convenient and faster, depending on where they live, or have other obligations before or after work.

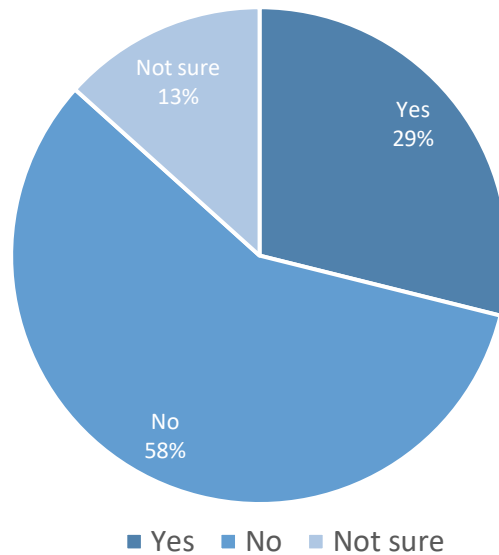
**Q3.** *If you drive alone to work, which of the following sustainable commute modes are you open to taking?*

Of workers who identify as single occupancy vehicle (SOV) drivers, Figure 7 shows that over two-thirds are open to a sustainable commute mode of carpooling, vanpooling, mass transit, bicycling or walking.



**Q4.** *If you drive alone to work, is your home located less than one mile from a Caltrain station, VTA 22/522 bus stop, SamTrans ECR bus stop or Dumbarton Express bus stop?*

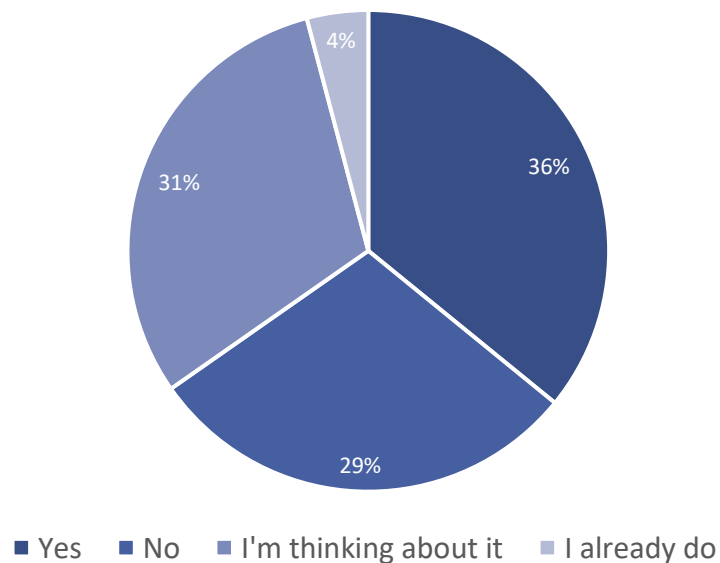
Figure 8 - SOV Drivers Living Less Than One Mile from Transit Stop



More than one-quarter of single occupancy vehicle drivers reported that they live less than one mile from a transit pipeline that runs to Palo Alto.

**Q5.** *If you live less than 5 miles from work, are you open to switching to an active mobility mode (bicycle, electric bicycle, scooter, or electric scooter) for commuting?*

Figure 9 - Live Less Than Five Miles from Work  
Open to Active Mobility Commute





Two-thirds of respondents who live less than five miles from work are open to switching to an active mobility commute.

**Q6.** *If you answered "yes" or "I'm thinking about it," do you...*

- *Already have either a bicycle, electric bicycle, scooter, or electric scooter*
- *Want a bicycle*
- *Not applicable*
- *Other*

Sixty-six respondents answered that they would like a bicycle.

**Q7.** *If you bike to work or would like to bike to work, do you need any bike safety equipment?*

- *Helmet*
- *Lights*
- *Bike lock*
- *No thanks*

One hundred and forty people answered that they would like at least one of the following: helmet, lights, and/or bike lock.

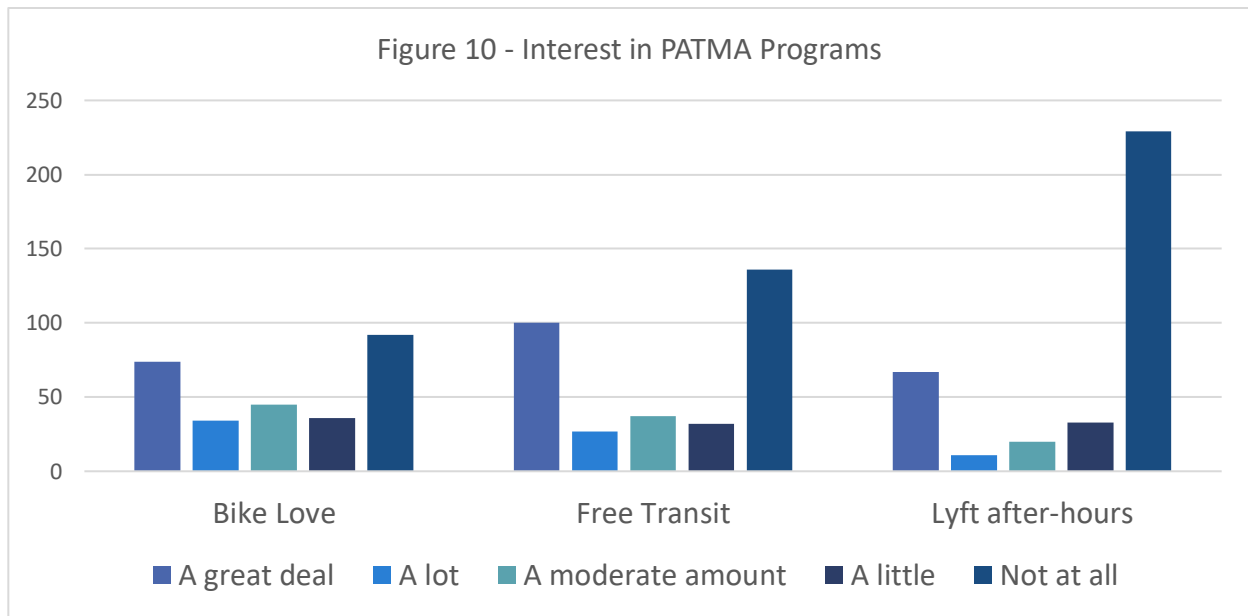
Answers to the next three questions are graphically depicted in Figure 10.

**Q8.** *PATMA's New Bike Love App: \$600/year reward for biking to work, biking to Caltrain, or biking to the bus*

**Q9.** *Do you qualify for and would you benefit from a free bus or train pass?*

**Q10.** *If you earn less than \$70,000/year, live within 5 miles of your work in Downtown Palo Alto, and your work shift starts before 8am or ends after 10pm, PATMA offers shared after-hours Lyft rides.*

For all three of these questions, the survey asked, "How well does this solution fit your needs?"



**Q11.** *In which city and zip code do you live?*

Figure 11 shows the top three counties and top ten cities that workers responding to the survey reported living in.

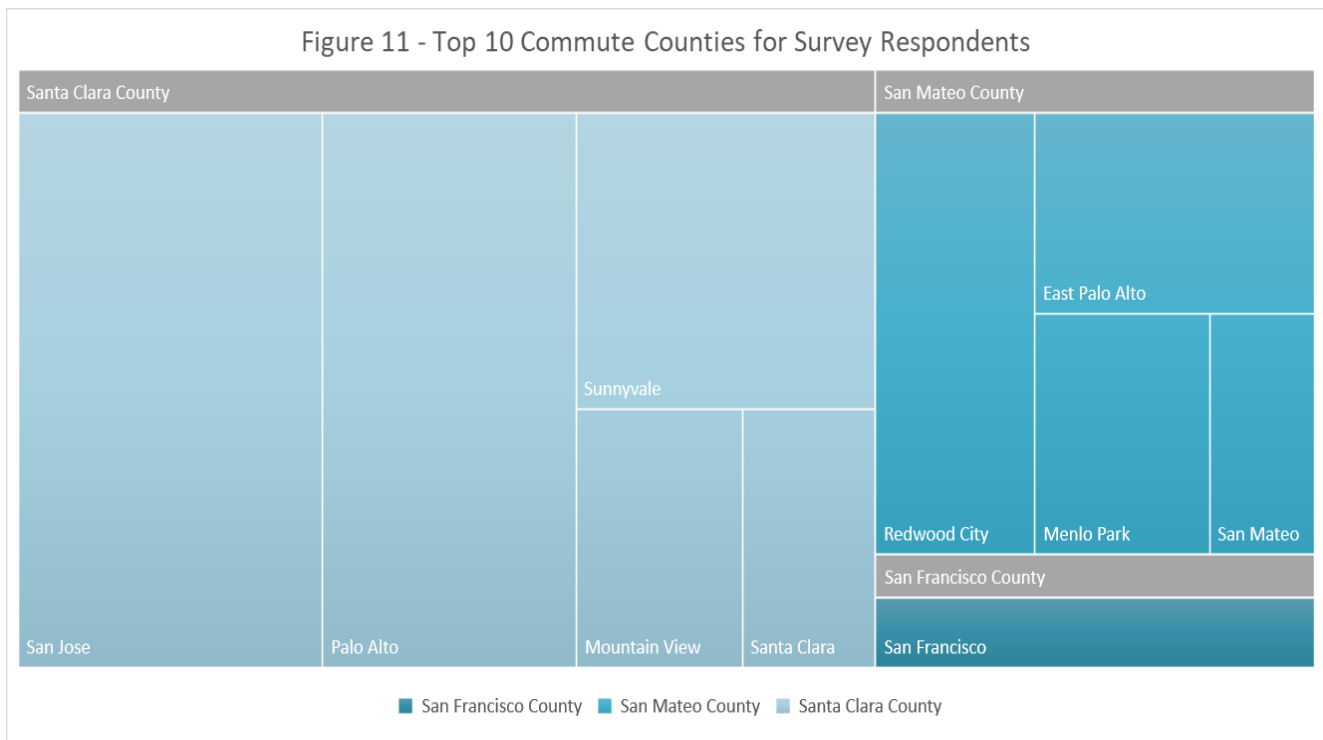


Figure 12, on the next page, shows the top 10 home cities for responding workers and their proximity to transit pipelines.

Figure 12 – Map of Top Ten Residential Cities

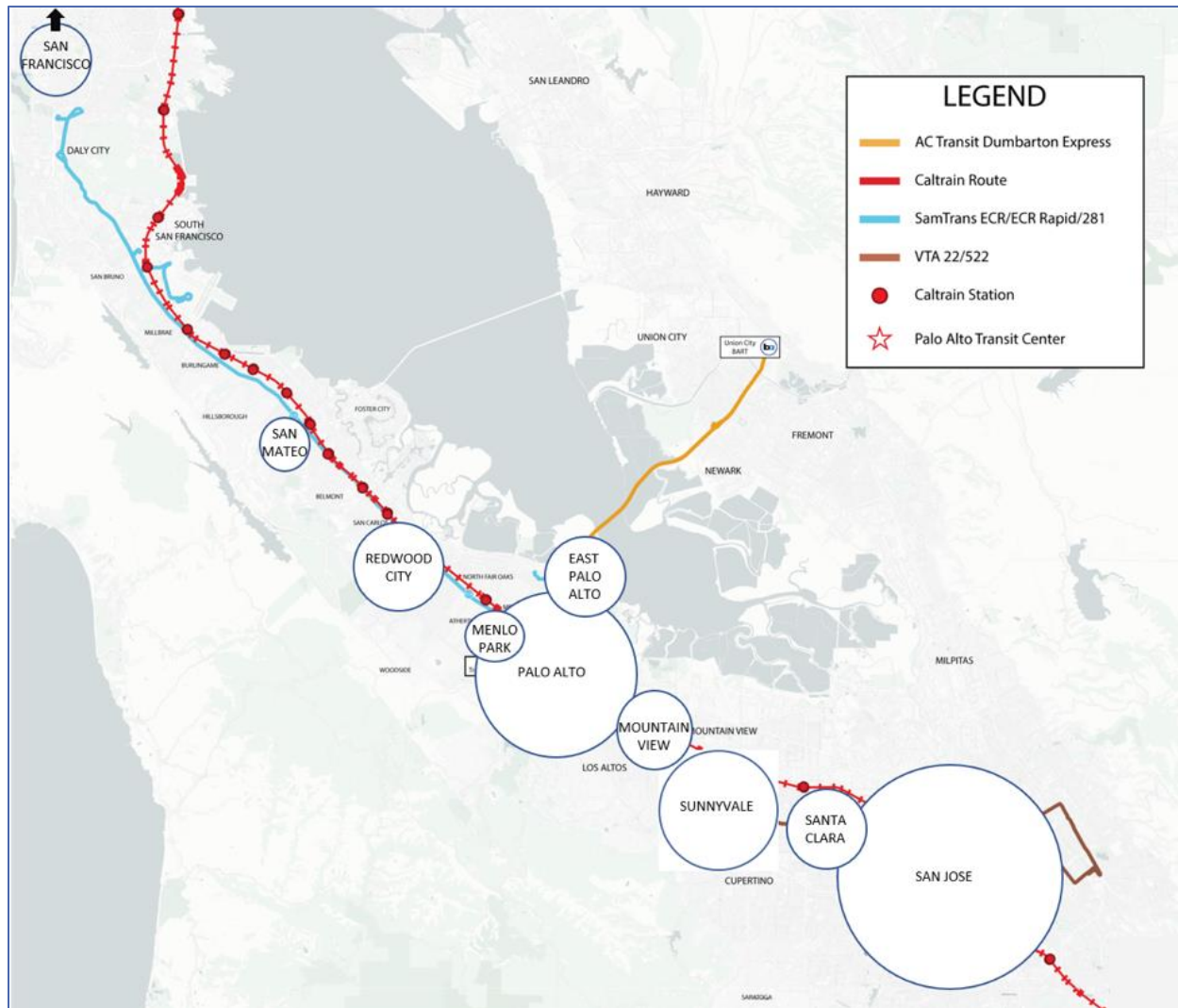
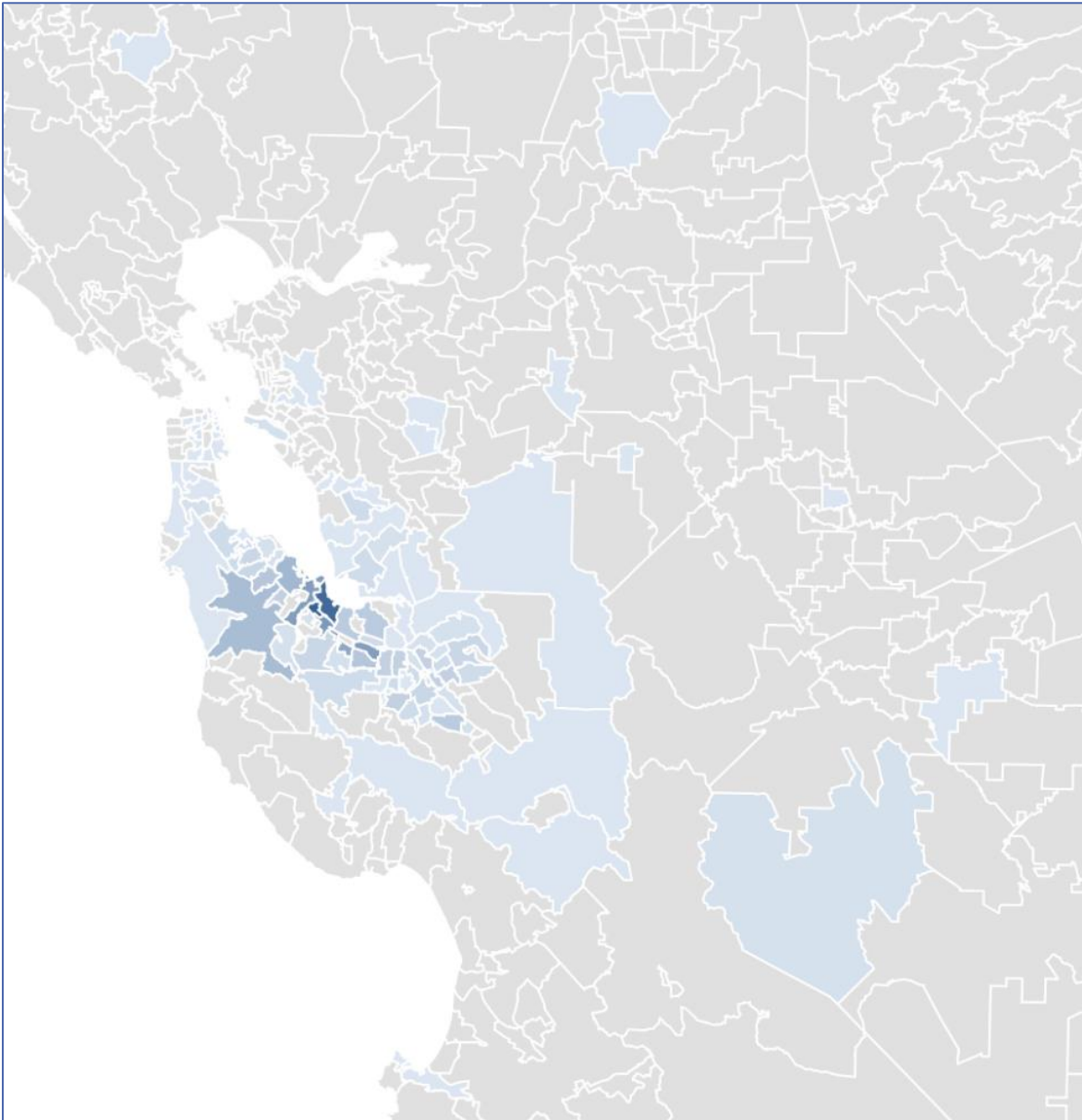


Figure 13 on the next page shows home zip codes to give a sense of where respondents are commuting from. Darker shaded zip codes contain more respondents.

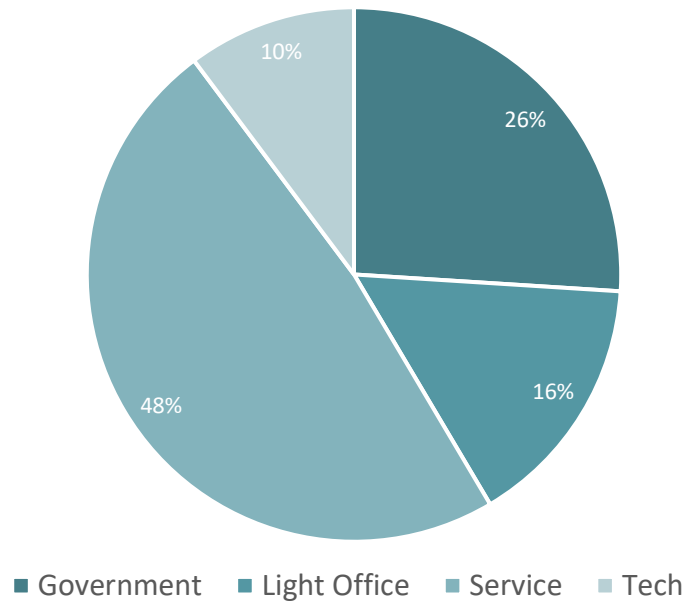
Figure 13 – Home Zip Codes



**Q12.** *What is the name and address of your employer? (This information will help us analyze commuting patterns for the four main sectors of employers [government, light office, service, and technology] in Palo Alto.)*

Among the 511 respondents, Figure 14 shows the percentage of respondents from the four main sectors which includes workers in Downtown and on Cal Ave: government, light office, service, and tech.

Figure 14 - Survey Respondents by Industry

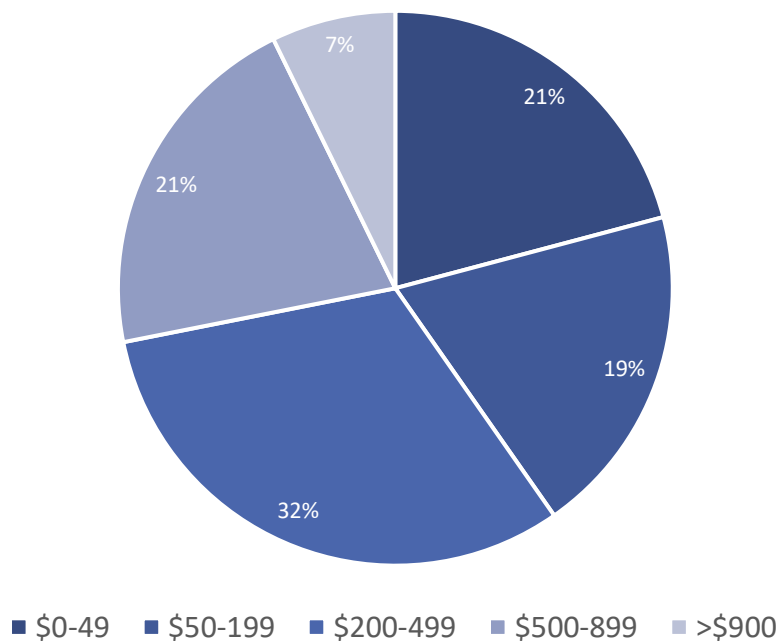


**Q13.** *How much would you estimate you spend per month commuting? (AAA estimates the average monthly cost of owning and operating a new car in the U.S. is \$894/month in 2022.)*

- *\$0–50/mo – for example, walk, bike, receive a free transit pass*
- *\$50-199/mo – for example, bus or train pass*
- *\$200-499/mo – for example, Lyft/Uber rides, used car (gas, repairs, maintenance, insurance)*
- *\$500-899/mo – for example, new car (car payments, gas, repairs, maintenance, insurance)*
- *More than \$900/mo*
- *I don't know*

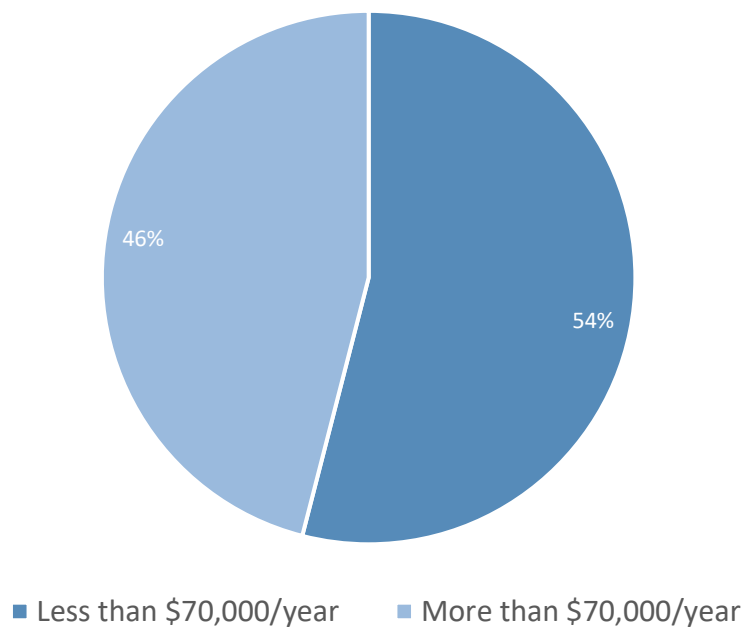
To raise awareness about the fixed and variable costs people pay each month for their personal vehicle, the survey asked approximately how much people think they spend. Figure 15 shows respondents' estimates.

Figure 15 - Estimated Personal Monthly Transportation Costs



**Q14.** *What is your annual salary? (This question will help us determine eligibility for PATMA transit benefits and improve program offerings.)*

Figure 16 - Income Level of Respondents





*Q15. PATMA staff is available to share information about sustainable commute options that may benefit you. Would you like information about trains, buses, shared Lyft rides, or bicycling incentives? (no pressure, just information).*

PATMA staff are currently following up with the 132 people who have responded they would like information about alternative commute options.

*Q16. Are there any issues or concerns you would like to share about your commute?*

Question 16 gave respondents an opportunity to share insights and feedback related to their commute. The following comments point toward opportunities for additional mode shift through information, rewards, incentives, or new programs from PATMA.

*Opportunity: Need for a Guaranteed Ride Home program*

"I have to drive 25 miles to get to work one way, and often times taking highway 101 is my fastest route to getting to work. However, the commute can be unbearable due to extreme traffic even if I bought FasTrak. I am open to taking the train to work since there is a station close by to the office I work at, however there are limited hours from using the train and sometimes my work hours are not set, so I am afraid of using public transit since it would be inconvenient with my hours."

*Opportunity: Raise awareness about the Transit app for trip planning and real time transit arrival*

"The schedule of VTA 40 bus is not consistent and doesn't show up on time."

"Weekends on Saturday and Sunday morning there are problems with the bus. SamTrans is sometimes a problem sometimes not."

*Opportunity: Bike safety classes and route planning support*

"I've considered biking but I'm afraid of getting into an accident biking on El Camino."

"Palo Altans run red lights!"

"I walk more than bike, specifically because I have had other bikes and cars not obeying the rules of the road, specifically stop signs, turning left or right. I feel when I bike, I am more likely to be hit by car or other bikers. Walking seems to be safer. Even though I wear bright colors I still have been hit."

*Opportunity: More bike racks*

"More bike racks in downtown Palo Alto sorely needed. More pedestrian streets badly needed."

*Opportunity: Share online bike maps*

“Cycling from downtown PA to Bay Trail involves too much interactions with cars. Especially with cars always opening doors / parking in the Addison Ave / Channing Ave bike lanes. Cycling from Bol Park trail to Foothill bike lanes is also needlessly dangerous, with cyclists having to effectively run through a red light across 3 lanes of traffic due to having no way to trigger the lights.”

*Opportunity: Share information that PATMA’s Bike Love rewards apply to Caltrain stations as well*

“At Palo Alto station, especially southbound, the bike train cars are getting quite crowded. Not an issue yet, but is a concern that riders might start getting bumped.”

*Opportunity: Purchase refurbished bikes for service sector workers below income threshold*

“I do want to say how grateful I am for the Caltrain pass, I definitely would like to consider biking to Caltrain, but right now I don’t have a bike, but if I did, I would totally bike to Caltrain or even an electric scooter would work...anyhow, thank you again!”



*Palo Alto service sector worker Rene taking delivery of a refurbished bike for his commute from Andrew Yee at Bike Exchange*

*Opportunity: Bike safety class, Bike Love app, and Transit app*

“I drive from San Francisco (94115) to downtown Palo Alto on average a few days per week. The commute gets worse on a weekly basis. I spend about 3, sometimes more, hours in the car per trip to and from the office. I have been interested in exploring public transit but live about 2.5 miles from the nearest train station. I will need to bike to the train station and I am concerned about my safety. I am open to giving it a try though. This program is definitely an incentive and made me even more interested in commuting via public transit.”

### *Opportunity: Vanpools for super commuters*

"I would absolutely prefer to bike, walk or take transit to work, however, I live so far away, this would make for a much longer commute. Remote work for some of the week is the only thing that makes it feasible for me to work for a city so far from my home."

"There are no easy public transportation options for access to City Hall from the city I reside in at the moment."

"Desperate to take public transit. Not enough convenient bus lines to make happen."

"I commute really early in the morning, I wonder if there is any assistance for those working in Palo Alto. I live in Los Banos, and unfortunately, there is no train or bus running early around 4:00 am from Gilroy. Is there any organization that can help with the long commute?"

### *Concerns about unhoused population*

"I park in a public garage with homeless people living there. Safety is a concern. I also got stuck in the garage's elevator once. That is a concern."

"I have emailed about the state of the garage on High Street. I am not in a position to take public transit to work and this need to park in a garage. I feel unsafe parking in this garage. Please take action to make it feel clean and safe as my company pays money every quarter for me to park there. Thank you."

### *General compliments*

"Transit passes are WONDERFUL--give them to EVERYONE who wants them. or at least raise the maximum income for them. People won't abuse them. Whether you do or not, publicize them MORE."

"I'm very happy with the assistance you provide."

[translated from Spanish]: "I'm worried they will stop this program."

## Key Insights

When the pandemic started in early 2020, mass transit ridership plummeted. People who could work from home did, while those who had to be physically present to do their jobs fled mass

transit for single occupancy vehicles due to health and safety reasons. From pre-pandemic to fall 2021, telecommuting increased while walking and biking fell.

Then in the past year, from fall 2021 to fall 2022, transit ridership, carpooling, biking, and walking numbers bounced back up; while single occupancy vehicle commuting fell and the number of survey respondents reporting that they telecommute fell.

Data from this commute survey show there are significant opportunities for PATMA to reduce traffic congestion and demand for parking in the two commercial districts. While many commuters who drive single occupancy vehicles to work need their vehicles for various reasons, nearly three-quarters said they were open to a sustainable commute alternative. Over one-quarter of SOV drivers live less than one mile from a transit pipeline. And of the respondents living less than five miles from work, two-thirds are interested or open to switching to active mobility options.

## Conclusions

Given the openness of respondents to sustainable commute modes and their proximity to transit pipelines or short commute from home, these survey results point to opportunities to mode shift more workers who commute to Palo Alto with information, equipment, incentives, and rewards. Conducting additional outreach to share information about train schedules and stations, rapid bus schedules and routes, safer bicycle routes between home and work, Bike Love rewards, and the availability of refurbished bikes in 2023 are the tools PATMA could apply to realize additional mode shift.