Presentations for the

October 07, 2019

City Council Meeting
TRANSPORTATION UPDATE

October 7, 2019

Tiffany Griego
Managing Director
Stanford Research Park

Jamie Jarvis
Programs Director
Stanford Research Park
TONIGHT’S UPDATE

- Overview of SRP Transportation Program
- 2019 Commute Survey Results
- Infrastructure Initiatives
SRP TRANSPORTATION

- Serves **140** companies and **29,000** employees
- Facilitates **partnerships** and offers benefits of **scale**
- **Complements** in-house transportation programs
- **Supports** large and small employers alike
SRP TRANSPORTATION: THREE YEARS OF PROGRESS

YEAR 1 - 2016
Programs & Partnerships

YEAR 2 - 2017
Outreach & Marketing

YEAR 3 - 2018
Options & Engagement
SRP TRANSPORTATION: CORE PROGRAMS

- **TMA Participation** by largest companies and property managers
- Full time **Transportation Manager**
- Stanford Research Park [website](#)
- **Real-time** mobility information
- **1:1** company and commuter engagement
- Robust on-going [marketing](#) effort
- Trip planner and tracker at [SRPGO.com](#)
- Enhanced [Guaranteed Ride](#) Program
- Points rewards program
- [Free Zipcar](#) registration and $25 use credit
- [Cal Ave](#) lunch-time shuttle
SRP TRANSPORTATION PROGRAMS: MODE SPECIFIC

**TRANSIT**
- VTA SmartPass
- Free Caltrain shuttle services
- San Francisco and South Bay Commuter Buses

**BICYCLE**
- Free on-site bike tune-ups and cycling clinics
- Bicycle Champions Advisory Group
- Women on Wheels Social Group
- Park-wide Bike to Work Day

**CARPOOL/VANPOOL**
- Scoop carpool promotion and subsidies
- SRPGO vanpool coordination and subsidies
SRPGO: COMMUTER OUTREACH

Dedicated Outreach Coordinator

+10,000 Commuters in Outreach Database

Invaluable Resource for Promoting New Options and Services

5,819 Commuters Received Personalized Assistance

Annual Commute Survey is Main Source of Contacts and Info Requests
2019 SRPGO EMPLOYEE COMMUTE SURVEY

April – May 2019

6,569 Responses
78 Companies
4,871 Respondents Requested Info
1,093 Write-In Comments
SRPGO: MODE SHARE RESULTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Drive Alone</th>
<th>Carpool/Vanpool</th>
<th>Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRP 2016</td>
<td>73%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>SRP 2017</td>
<td>68%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>SRP 2018</td>
<td>66%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>SRP 2019</td>
<td>63%</td>
<td>13%</td>
<td>11%</td>
</tr>
</tbody>
</table>
SRP TRANSPORTATION: BIG WINS

- 10 percentage point reduction in solo driving
- Nearly doubled transit use via subsidies and last mile connections
- +8000 Scoop registrants and over 5 million miles saved
- 37 bus stops adopted by SRP companies
- Partnered with public agencies to retain and increase public transit service
SRP TRANSPORTATION: TRANSIT SYSTEM USE

- 34% Caltrain Commuter Rail
- 25% VTA (Santa Clara County Buses or Light Rail)
- 16% BART
- 10% Dumbarton Express Bus
- 7% Capitol Corridor Train
- 6% ACE Train (Altamont Corridor Express)
- 2% Other
- 1% SamTrans (San Mateo County Buses)
SRP TRANSPORTATION: CALTRAIN STATION USE

Which Caltrain station NEAR Stanford Research Park do you usually use?

Asked of survey respondents who indicated that they take Caltrain as a transit system
SRP TRANSPORTATION: SCOOP CARPOOLSING

8,000 registered users

Approximately 20,000 trips per month

5 MILLION LBS CO2 saved to date
SRP TRANSPORTATION: ADOPT A STOP

- 37 bus stops adopted by SRP companies
- Cleaned and maintained on a regular basis
  - 9 shelters repainted
  - 8 shelters with working lights
SRP TRANSPORTATION: PUBLIC TRANSIT SUPPORT

- Partner with public agencies to retain public transit service through advocacy and funding
  - VTA #89
  - Dumbarton Express
  - VTA Express 101-104
SRP TRANSPORTATION: TRANSIT SERVICE GAINS

- **Four** additional trains stop at Cal Ave
- Additional south **San Jose/Gilroy train** at Cal Ave
- **New SamTrans route** between SF and Palo Alto
  - Western SF to Palo Alto
  - Bi-directional
  - 6-10 AM and 3-7 PM
  - 30-min frequency
SRPGO YEAR 4: INFRASTRUCTURE

- Improved **bicycling access** and amenities
- Enhanced **bus shelters**
- **SRPGO headquarters**
  at 3215 Porter
SRPGO: BICYCLING ACCESS AND AMENITIES

- Free bike parking and amenities consultation
- Advocacy by Bicycle Champions
- Respond to specific requests by survey respondents
SRPGO: EXISTING BUS STOPS

- 68 total bus and shuttle stops in and adjacent to SRP
- 29 stops have bus shelters
- 14 stops have benches, but no shelter
- 25 stops have a sign pole, but no shelter or bench
SRPGO: BUS SHELTER

- Support and encourage transit use
- Safety and comfort
- Visual cue to promote SRPGO programs
- Preferred option for future shelter replacements and additions in SRP
SRPGO HEADQUARTERS: FOCAL POINT FOR TRANSPORTATION
SRP TRANSPORTATION: THANK YOU!
Transportation and Traffic Workplan

City Council
October 7, 2019
OFFICE OF TRANSPORTATION

Mission Statement

The Office of Transportation’s mission is to preserve and enhance the quality of life for Palo Alto residents, visitors, and businesses by providing efficient and cost-effective transportation services for all modes of transportation.

Purpose

The purpose of the Office of Transportation is to improve the safety of the users of all modes of transportation, reduce reliance on single-occupancy vehicles, address congestion, and reduce through traffic and non-resident parking in Palo Alto neighborhoods, leading to an integrated transportation system that serves...
Mission and Purpose – Office of Transportation

**Mission:** The Office of Transportation’s mission is to preserve and enhance the quality of life for Palo Alto residents, visitors, and businesses by providing efficient and cost-effective transportation services for all modes of transportation.

**Purpose:** The purpose of the Office of Transportation is to improve the safety of the users of all modes of transportation, reduce reliance on single-occupancy vehicles, address congestion, and reduce through traffic and non-resident parking in Palo Alto neighborhoods, leading to an integrated transportation system that serves local, regional, and intercity travel.
### Goals in FY 2020 Adopted Budget

**Goal 1:** Provide, design, and implement transportation services that meet or exceed the expectations of Palo Alto residents; encourage transportation alternatives to single occupancy vehicle trips; and improve traffic flow and parking availability.

**Goal 2:** Ensure that services are delivered efficiently and continue to improve.

**Goal 3:** Increase the professional capacity of the members of the Office of Transportation.
2019 Initiatives, Programs, and Projects

- Activities Previously Approved and In Progress
- Activities Previously Approved but Being Reevaluated
- Big Initiative Activities
- Upcoming Agenda Items – Included in the staff report attachment
- Staff Development and Recruitment Activities
- Other Proposed or Potential Activities Not Yet Resourced or Directed
Activities Previously Approved and In Progress

- Safe Routes to School 5-Year Plan
- Citywide Traffic Signal Operations optimization and upgrades
  Middlefield North Traffic Calming Improvements
- Bike and Scooter Share Programs
- Participation with the implementation of large projects such as the Cal Ave. Garage and the Charleston-Arastradero Corridor Project, and the Adobe Creek Bike and Ped Bridge
- Palo Alto Crosstown Shuttle
Activities Previously Approved but Being Reevaluated

• Bike Boulevard Implementation and Follow Up Report coming in late 2019/early 2020

• Embarcadero and El Camino Real Enhanced Bikeway Project – on hold while Grade Separation alternatives are evaluated
Big Initiative Activities

- Rail Grade Separation (separate 2019 City Council Priority)
- Evaluation and revision of the Residential Preferential Parking (RPP) Permit Program to enhance its effectiveness and sustainability
- Institute a revised community engagement process for transportation projects
- Consider data collection opportunities to increase automated collection systems
Staff Development and Recruitment Activities

• **Ongoing**
  - Staff Development to optimize staff abilities and productivity

• **Recruitments**
  - Safe Routes to School Coordinator (underway)
  - Transportation Planning Manager –Parking/Shuttles (underway)
  - Administrative Assistant
  - Senior Engineer (Manager)
  - Administrative Specialist (Parking)
Recommendation

Recommend to the City Council the approval of the 2019 Workplan to Address the Council Priority “Transportation and Traffic”