



Planning & Transportation Commission

Staff Report (ID # 11961)

Report Type: Study Session **Meeting Date:** 1/27/2021

Summary Title: Study Session: Transportation Management Association

Title: Study Session with the Palo Alto Transportation Management Association (PATMA) Regarding the Organization's Efforts to Reduce Single Occupancy Vehicle Trips, Reducing Congestion and Demand for Parking, and Improving the Quality of Life in Palo Alto by Mitigating Transportation-Related Emissions and Adaptations During the COVID-19 Pandemic.

From: Jonathan Lait

Recommendation

Staff recommend the Planning and Transportation Commission conduct a study session with Palo Alto Transportation Management Association (PATMA) regarding the organization's efforts to reduce single occupancy vehicle trips, reducing congestion and demand for parking, and improving the quality of life in Palo Alto by mitigating transportation-related emissions. The session will also include information and discussion regarding how the TMA continues to pursue its goals and provide transportation services during the COVID-19 pandemic and associated economic recession.

Background

The PATMA has provided the information below. Steve Raney is the executive director of the PATMA.

What is Palo Alto Transportation Management Association (PATMA)?

PATMA is a transportation demand management (TDM) nonprofit. Established in 2016, PATMA is responsible for reducing single-occupant vehicle trips, reducing congestion and demand for parking, and improving the quality of life in Palo Alto by mitigating transportation-related emissions.

PATMA is a TDM social equity leader, undertaking three unique activities:

1. Buying and managing monthly transit passes for 240 low-income commuters (pre-COVID).
2. Providing “after hours” Lyft subsidy for low-income commuters before 6am and after 8pm.
3. Undertaking door-to-door, in-person outreach to 800 Palo Alto businesses.

PATMA also provides Palo Alto in-commuters with subsidized Waze Carpool rides, without income restriction.

Pre-COVID, PATMA reduced demand for more than 300 parking spaces per month.

Out of approximately 40 proposals, PATMA was one of only two winners of a \$100,000 federal Transportation Research Board “Transit IDEA” grant to increase bike commuting. This project will begin in 2021.

Biography of Steve Raney, Guest Speaker for the Study Session

Steve Raney serves as the Executive Director of Palo Alto Transportation Management Association and is also manager of Regional Transportation Demand Management for ALTRANS TMA Inc. Mr. Raney has business, software, and transportation planning masters from Columbia University, Rensselaer Polytechnic Institute, and the University of California at Berkeley. He won Fast Company’s World Changing Transportation Idea award and created Waymo’s robotaxi commercialization model.

Altrans provides staffing services to PATMA. Altrans is a 29-year-old Bay Area firm providing transportation demand management (TDM) services to TMAs and employers, including shuttle bus operation and analytics.

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