



PALO ALTO COMMONS

4075 EL CAMINO WAY | PALO ALTO, CA

Transportation Demand Management Plan

September 7,
2024

Updated:
January 5, 2025



4075 El Camino Way, Palo Alto

Transportation Demand Management (Commuter Program Implementation Plan)



Prepared for:

WellQuest Senior Living



PALO ALTO COMMONS



A WellQuest Living Community

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
1.0 INTRODUCTION AND PURPOSE	1
2.0 PROJECT DESCRIPTION	1
Table 1 – Required vs. Optional TDM Measures and Target VMT Reductions	2
Figure 1 – 4075 El Camino Way Project Location Map	3
SECTION I – EXISTING TRANSPORTATION CONDITIONS	4
3.0 COMMUNITY CONNECTIVITY	4
Infill Development	4
Pedestrian Systems	4
Bicycle Systems	4
Figure 2 – Bicycle Route and Distance to California Caltrain Station	5
Figure 3 – Santa Clara County Bikeways Map	6
Transit Systems	7
Table 2 – 4075 El Camino Way Transit Resources	7
Figure 4 – Walk to Transit Map	8
Figure 5 – Santa Clara VTA Transit map	9
Figure 6 – Stanford Marguerite Shuttle Shopping Express Route	10
SECTION II – TDM INFRASTRUCTURE & PHYSICAL MEASURES	11
4.0 BICYCLE AMENITIES	11
Long-Term Bicycle Parking	11
Figure 7 – Bicycle Parking Locations	11
Short-Term Bicycle Parking	12
5.0 NEARBY AMENITIES	12
SECTION III – PROGRAMMATIC TDM MEASURES	15
6.0 EMPLOYEE COMMUTER OUTREACH	15
TDM/Transportation Coordinator	15
Transportation Commuter Kiosk	16
Figure 8 – Sample Commuter Resource Flier	18
Figure 9 – Mock Commuter Resource Website	17
7.0 GUARANTEED RIDE HOME PROGRAM	19
Guaranteed Ride Home Program	19
8.0 CARPOOL AND VANPOOL RESOURCES & BENEFITS	20
Preferential Carpool/Vanpool Parking	20
Figure 10 – Carpool Parking Locations	22
Employee Carpool Allowances	21
Employee Vanpool Subsidies	21
Regional Ridematching Resources	22
Figure 11 – VTA Ridematching Site	22
9.0 BICYCLE RESOURCES & BENEFITS	22
Employee Bike-to-Work Allowance	22
California E-Bike Purchase Incentive Program	23

	Bicycle Resources	23
	Figure 12 – 511 Bicycle Resource Page	24
10.0	TRANSIT RESOURCES & BENEFITS	24
	Employer-provided Transit Subsidies.....	24
	Transit Subsidy (Income-eligible Program)	25
	Clipper START Discounted Transit Pass.....	25
	Transit Trip Planning.....	26
	WellQuest Last-mile Shuttle Services.....	26
	Palo Alto Link Rideshare Service	26
	Figure 13 – Palo Alto Link Service Area	27
	SECTION IV – MONITORING AND REPORTING	28
	Data Collection and Methodology	28
	Data Verification.....	28
	Reporting and Compliance	28
	Annual Commute Survey and Monitoring Reports.....	29
	Figure 14 – Sample Survey Question.....	29
	Annual Driveway Vehicle Trip Counts	30
	Table 3 – Project Trip generation for 4075 El Camino Way	30
	Adaptive Management.....	31
	No Expiration of TDM Document or Programs	31
11.0	CONCLUSION.....	31

ATTACHMENTS

List of Nearby Amenities – 0.25 miles or less from 4075 El Camino Way (Personal services, restaurants, coffee, retail/sundry, banking, etc.)

Guaranteed Ride Home Program Flier

Pass Forward Caltrain Go Pass Program

Sample Commuter Survey

Palo Alto Commons Staff Participation Agreement

Palo Alto Commons Staff Parking Policy and Procedure

TDM SPECIALISTS, INC. QUALIFICATIONS

EXECUTIVE SUMMARY

Palo Alto Commons at 4075 El Camino Way has prepared a Transportation Demand Management (TDM) Plan for its proposed expansion project. The project's locational advantages make it well-suited for residential and commercial use. It has access to transit, bicycle, and pedestrian facilities and VTA-guaranteed ride-home program resources.

This senior living facility incorporates site-wide TDM strategies to reduce parking demand, encourage employee use of alternative transportation options, and eliminate potential spillover parking in the neighborhood.

The project's development approach, which includes a robust TDM Plan and employee commuter program, reduces parking demand, vehicle trips, air pollution, and traffic congestion and contributes to a successful carbon footprint and greenhouse gas reductions for long-term operations. Highlights of the Palo Alto Commons commuter program include the following employee benefits:

- Free guaranteed ride home program
- \$300 monthly carpool driver allowance
- \$100 monthly carpool passenger allowance
- Preferential carpool parking
- \$200 monthly transit subsidies
- \$200 monthly vanpool subsidies
- Free last-mile shuttle service to/from Caltrain Stations
- Free monthly Palo Alto Link shuttle pass
- \$100 monthly bike-to-work allowance

This TDM plan describes measures and programs to reduce weekday, peak-hour vehicle trips by at least 20 percent, consistent with the City of Palo Alto's trip reduction goals.¹ A 20 reduction would equate to 9 PM peak-hour trips.

¹ https://codelibrary.amlegal.com/codes/paloalto/latest/paloalto_ca/0-0-0-80941

1.0 INTRODUCTION AND PURPOSE

The comprehensive plan of commute options and on-site measures identified in this report are essential to realizing the project's vehicle trip and parking reduction benefits. These factors will provide the momentum to achieve the desired trip reduction needs for the project.

TDM combines services, incentives, facilities, and actions that reduce single-occupant vehicle (SOV) trips to help relieve traffic congestion, parking demand, and air pollution. The TDM measures outlined herein will reduce commuter and daytime trips.

2.0 PROJECT DESCRIPTION

The 4075 El Camino Way assisted living facility would add 16 new units to the existing 121 units, bringing the total number of completed units to 137.

There are 97 parking spaces, five of which are compliant with the American Disability Act (ADA). The Avant side has 42 spaces, and the Palo Alto Common side has 55. The applicant will educate employees, residents, and visitors about where they can park.

Table 1 shows TDM measures, their target trip reduction, and the expected reduction from each TDM measure.

Table 1 – TDM Measures and Target VMT Reductions

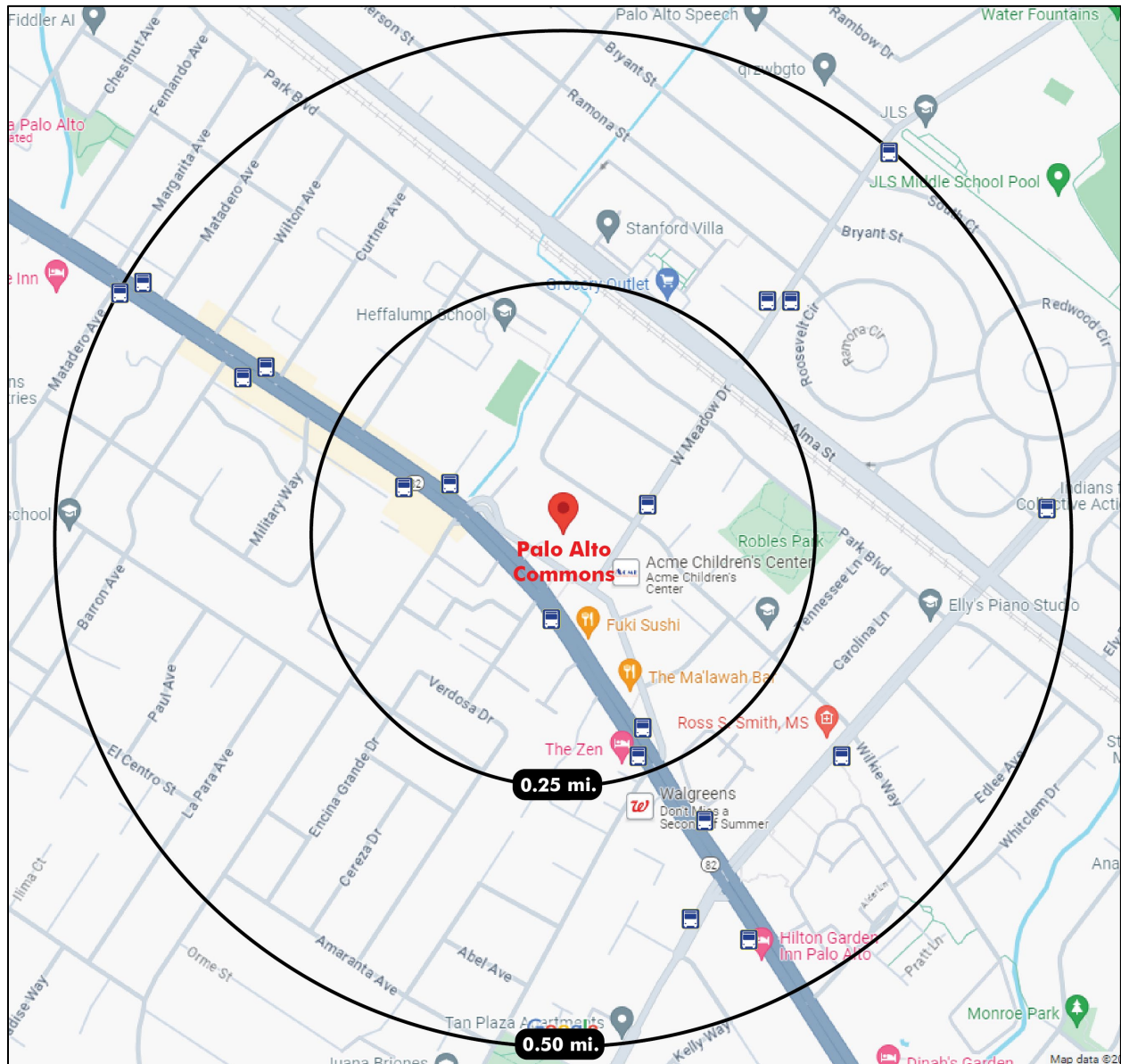
TDM Measure	Description	Required	Applicable	Max VMT/Trip Reduction
			Land Uses Employment	
Parking			CAPCOA Sources	
Provide Bike Facilities	Provide and maintain bike parking, bicycle lockers, showers, and personal lockers.	X	(CAPCOA SDT-6)	4.4%
Preferred Carpool/Vanpool Parking	The applicant will designate carpool and vanpool parking vehicles for the exclusive use of ridesharing employees. The carpool/vanpool spaces will be in parking areas closest to a building's entrance or a prime location.	X	X	unknown
TDM Programs				
TDM/Transportation Coordinator	A transportation coordinator will implement alternative commute programs and the elements outlined in the TDM plan.	X	X	unknown
Commute Trip Reduction (CTR) Marketing and Education	Implement a marketing campaign targeting all project employees and visitors that encourages using transit, ridesharing, and active modes. Marketing strategies may include new employee orientation on alternative commute options, a transportation commuter kiosk stand, event promotions, and publications. Providing information and encouragement to use transit, shared ride modes, and active modes reduces drive-alone trips, reducing VMT.	X	(CAPCOA TRT-7)	4%
Implement CTR Program	Provide a comprehensive program to reduce the number of drive-alone commute trips to the project and actively monitor and react to changes in mode share. The program includes encouraging and assisting employees in using an alternative commute mode. Tools include carpool encouragement, rideshare matching assistance, flexible/alternative work schedules, vanpool assistance, and end-of-trip bicycle facilities.	X	(CAPCOA TRT-2)	5.2%
Guaranteed Ride Home Program	The GRH program is available for employees who use alternative transportation (do not drive alone to work). Employees who commute to work using transit, bicycle, walking, carpool, or vanpool will be guaranteed a free ride home in case of a personal emergency or when they unexpectedly must work late, thereby missing the last bus or their regular carpool home.	X	X	unknown
Alternative Transportation Benefits	Provide general <u>commute benefits to employees, including financial subsidies and/or pre-tax deductions for transit or vanpooling</u> and allowances for carpooling and bicycling activities.	X	(CAPCOA TRT-4)	25.0%
Ridesharing Programs	Organize a program to match individuals interested in carpooling with similar commute patterns. The strategy encourages the use of carpooling, reducing the number of vehicle trips and thereby reducing VMT.	X	(CAPCOA TRT-3)	4.0%
Voluntary Travel Behavior Change Program	Provide a program that targets individual attitudes towards travel and provides tools for individuals to analyze and alter their travel behavior. Voluntary travel behavior change programs include mass communications campaigns and travel feedback programs such as travel diaries or feedback on calories burned from activities and travel. This strategy encourages shared-mode rides, transit, walking, and biking, reducing VMT.	X	(CAPCOA TRT-1)	4.0%
Peak-hour, last-mile shuttle to transit	Last-mile shuttle services for employees for travel to and from transit centers and train stations.	X	X	unknown
Supportive TDM Measures - The following TDM measures from CAPCOA support reductions in VMT; however, they have quantitatively evaluated.				
Provide Real-Time Transit Information	Provide real-time bus/train arrival times, travel time, alternative routings, or other transit information via electronic message signs, dedicated monitors, or interactive electronic displays, websites, or mobile apps.	X	X	n/a
Provide On-Demand Microtransit	Provide small-scale, on-demand public transit services that can offer fixed routes and schedules or flexible routes and on-demand scheduling through coordination with the local transit operator or a private contractor (e.g., Palo Alto Link).	X	X	n/a
Projected Max VMT Reduction				46.6%

Sources:

- California Air Pollution Control Officers Association (CAPCOA) *Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity*, Dec. 2021.
- Valley Transportation Authority *Santa Clara Countywide VMT Evaluation Tool, Version 2*. vmttool.vta.org accessed 10/11/24

Figure 1 below is a project location map.

Figure 1 – 4075 El Camino Way Project Location Map



A comprehensive array of alternative transportation mode-use strategies is presented in the remaining report, as outlined in four sections:

- I. Existing Transportation Conditions
- II. TDM Infrastructure and Physical Measures
- III. Programmatic TDM Measures
- IV. TDM Monitoring and Reporting

SECTION I – EXISTING TRANSPORTATION CONDITIONS

3.0 COMMUNITY CONNECTIVITY

4075 El Camino Way project is a transit, pedestrian, and bike-friendly mixed-use project that embraces Palo Alto's goals and policies. Some design features include orienting the building toward adjacent bicycle and pedestrian circulation facilities.

Infill Development

The proposed project will develop underused parcels within the existing urban area. The area surrounding this project is mainly built. Under these conditions, the project will be considered infill development, contributing to trip reduction outcomes. Trip reduction benefits from infill development are an acceptable TDM measure (based on the research of TDM best practices around the nation)², reducing nearly two percent of all peak-hour trips.

Pedestrian Systems

WalkScore.com says the 4075 El Camino Way project is a "Very Walkable" site, scoring 83 out of 100. This score means that daily errands do not require a car.



Very Walkable

Most errands can be accomplished on foot.

Creating a pedestrian-oriented environment ensures access between public areas and private development while strengthening pedestrian and bicycle connections.

Bicycle Systems

Significant bicycle facilities in the City of Palo Alto surround the project. WalkScore.com says the project is a "Biker's Paradise" site, scoring 99 out of 100. This score means that daily errands can be accomplished on a bike.



Biker's Paradise

Daily errands can be accomplished on a bike.

The City of Palo Alto is a Gold-Level Bicycle Friendly Community (BFC) designated by the League of American Bicyclists. The city has been a Gold-Level BFC since 2003 in recognition of Palo Alto's commitment to creating transportation and recreational resources that benefit residents of all ages and abilities by encouraging healthier and more sustainable transportation choices.



The project enjoys bicycle connections to regional bicycle facilities along El Camino Way, W. Meadow Dr., Wilkie Way, and Los Robles Ave.

² City/County Association of Governments (CCAG) of San Mateo County's Congestion Management Program.

The California Avenue Caltrain Station is an 8-minute, 1.6-mile bicycle ride from the project. Figure 2 shows the route and distance for biking to the California Caltrain Station. The City of Palo Alto supports many bicycle facilities; however, some sections of University Avenue are rated as highly cautious. Figure 3, shown on page 6, is the Santa Clara County Bikeways Map.

Figure 2 – Bicycle Route and Distance to California Caltrain Station

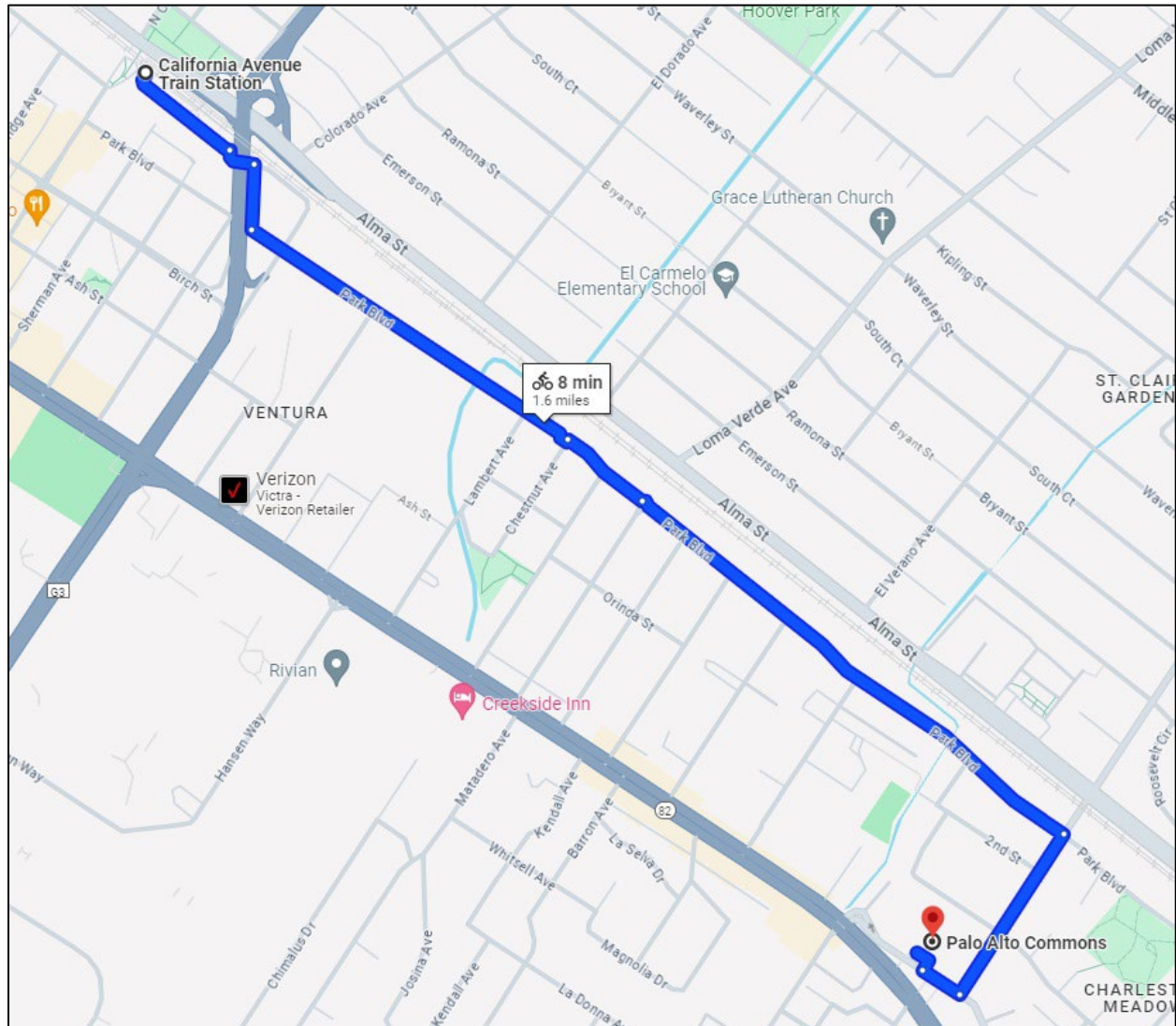


Figure 3 – Santa Clara County Bikeways Map



Transit Systems

Valley Transportation Authority (VTA) and Stanford Marguerite Shuttle services total more than 160 daily trips, providing functional transit connectivity for employees and residents at the project site. The VTA bus Route 22 connects to the Palo Alto Transit Center.

Table 2 shows a transit access resource table identifying the number of transit trips provided for this project. At the end of the document is the VTA Route 22 bus and Stanford Marguerite Shuttle map showing how close transit is to the project.

Table 2 – 4075 El Camino Way Transit Resources

Route #	Span of Service	Trips per Weekday	Communities Served
22 VTA	7 days/week 4:32 a.m. - 2:18 a.m.	146	Palo Alto Transit Center , El Camino & California, El Camino & Los Robles , El Camino & Showers, El Camino & Castro, El Camino & Sunnyvale-Saratoga, El Camino & Wolfe, El Camino & Kiely, Santa Clara Transit Center , The Alameda & Naglee, Santa Clara & 1st, King & Alum Rock, King & Story, and Eastridge Transit Center
SE Stanford Marguerite	7 days/week 3:37 p.m. - 10:05 p.m.	14	PATC @ Bus Depot Bay #7, Quarry Extension @ Medical Center, Campus Drive @ Parking Lot L-22, Santa Teresa Street @ Lagunita Court, Tresidder Union (Island), Campus Drive @ Vaden Health Center, Serra Street @ EVGR 2 (C), Olmsted Road @ Studio 6, El Camino Real SB @ California Avenue, Camino Real SB @ Maybell Avenue , San Antonio Road @ El Camino Real NB, and Showers Drive @ San Antonio Shopping Center
Total Transit Trips/Weekday		160	

* All buses and trains are lift equipped for handicapped, elderly, or those in need.

Red Font represents the closest transit resource to the project site.

Blue Font represents connecting transit Centers/Stations

Figure 4 below is a walking map showing the pedestrian path to connect with buses and shuttles. The VTA bus Route 22 is within 0.10 miles of the project site, reflecting a three-minute walk. The Stanford Marguerite SE shuttle pick-up is 0.20 miles from the project site, reflecting a five-minute walk.

Figure 4 – Walk to Transit Map

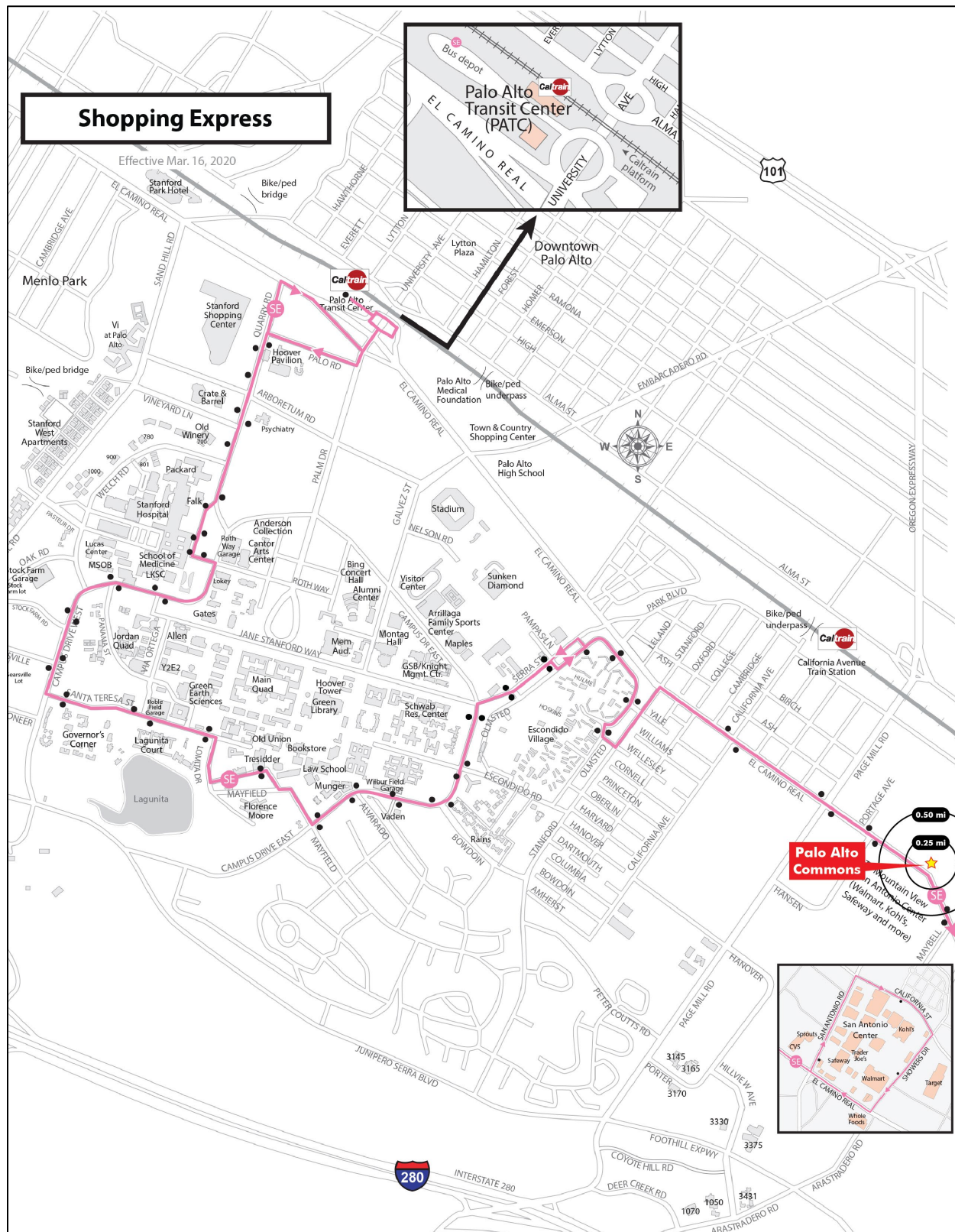


Figure 5 shows the Santa Clara VTA Transit map. On page 10, Figure 6 shows a map of the Stanford Marguerite Shuttle Shopping Express route.

Figure 5 – Santa Clara VTA Transit map



Figure 6 – Stanford Marguerite Shuttle Shopping Express Route



SECTION II – TDM INFRASTRUCTURE & PHYSICAL MEASURES

The following physical infrastructure measures support alternative transportation commuters. These measures are TDM components that will be installed or built during the project's construction.

4.0 BICYCLE AMENITIES

Provided on-site will be free Class I and II bicycle parking facilities for employees, visitors, and guests.

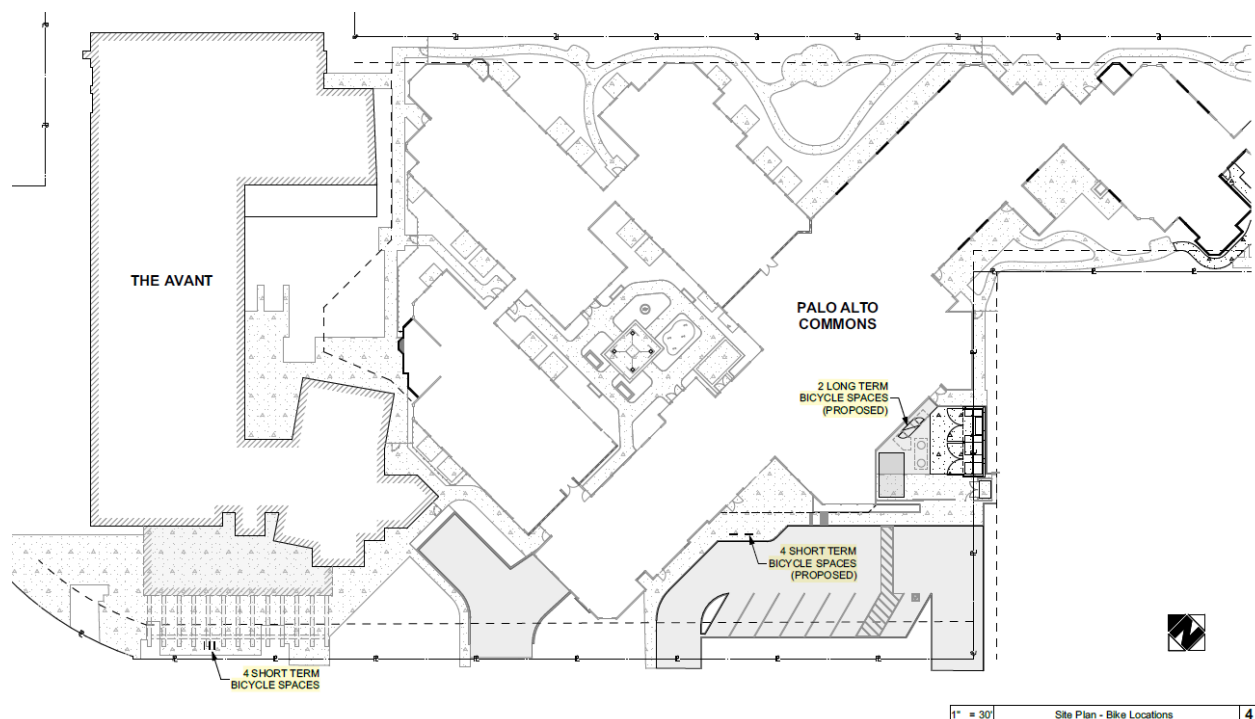
Long-Term Bicycle Parking

Two Class I (long-term) secure bike lockers will be added outside the facility, within the delivery area for employee commuters. Employees will have access to these new lockers and bring their locks to secure the box. Figure 7 shows the location of bicycle facilities.

The Avant Garage has two additional long-term bike parking lockers, and Additional Class I bike parking can be added as needed.



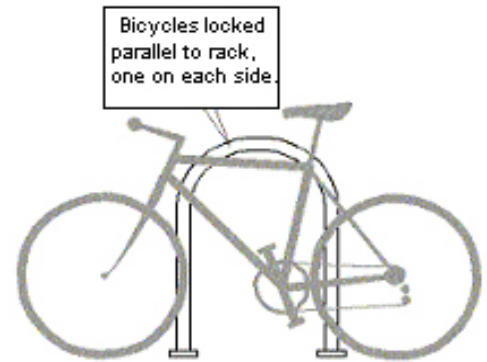
Figure 7 – Bicycle Parking Locations



Short-Term Bicycle Parking

Four Class II bicycle racks provide short-term parking facilities for eight bicycles.

The bike racks are within constant visual range near the building entrance. On the right is an example of Class II (short-term) racks. Class II bicycle racks will be "U racks," or equivalent, and must secure the frame and both wheels.



5.0 NEARBY AMENITIES

Amenities provide employees with a full-service work environment, and eliminating or reducing the need for an automobile to make midday trips increases non-drive-alone rates. Employees may perceive their dependence on the drive-alone mode because of errands and activities they must carry out in different locations. By providing services and facilities at the worksite, reducing this dependence can increase alternative mode usage for commute-based trips.

A list of nearby amenities for the 4075 El Camino Way project includes:

- Restaurants, cafes/delis, coffee
- Shipping and postal services
- Retail, grocery, personal services, and gifts
- Fitness, entertainment, health, and beauty
- Banks and ATMs

Attached is a detailed list of nearby amenities and personal services within a third mile of the project site.

SECTION III – PROGRAMMATIC TDM MEASURES

6.0 EMPLOYEE COMMUTER OUTREACH

Palo Alto Commons management will comprehensively and proactively present commuter programs and benefits to the employees along with other employee programs. Employee commuter outreach can include employee orientation forums, transportation kiosk materials, website postings, employee newsletters, management bulletins, emails, etc.

TDM/Transportation Coordinator

The applicant will designate a transportation coordinator who will primarily implement alternative commute programs and the elements outlined in this plan. The transportation coordinator may be a staff member or an outsourced TDM coordinator who manages the TDM programs and annual reporting. The transportation coordinator will provide commute program assistance to employees, conduct promotional campaigns, collaborate with rideshare organizations to maximize on-site resources, run the annual survey, and produce the annual summary report. Commute industry data supports the idea that a transportation coordinator positively impacts the increase and maintenance of alternative modes of use.

The transportation coordinator will provide the following services:

- Promote trip reduction and air quality strategies to employees at the project site.
- Conduct new employee commuter orientation training.
- Work with local agencies such as Caltrain, VTA, SamTrans, VTA, 511 Rideshare, Silicon Valley Bicycle Coalition, and the Bay Area Air Quality Management District (BAAQMD) to promote commuter options and resources. Utilize agency updates and newsletters for employee marketing. Leverage existing resources.
- Develop and manage employee transportation and commute information, resources, links, promotions, incentives, prizes, or awards, spare the air notices, transit links, VTA Smart Commute ride-matching, and other related information.
- Participate in the BAAQMD Spare the Air program to encourage employees not to drive to work alone.
- Coordinate various aspects of the program that require periodic updating or monitoring, like carpool registration and bike locker assignment, and produce the yearly commuter survey.



The following components are part of the Transportation Coordinator's role.

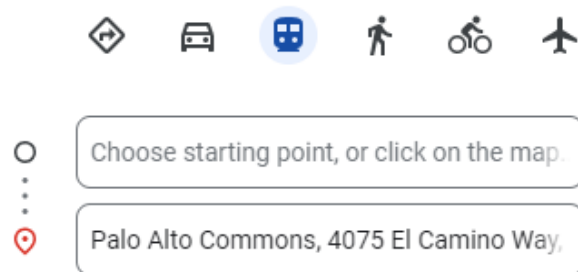
- **Transportation Promotions**

Other community promotions can include Bike-to-Work Day, Earth Day, or the October No-Car, Low-Car Challenge. The transportation coordinator will promote transit, bicycle, and ride-matching resources during the year. Periodic on-site tabling can occur throughout the year with other local or community events (e.g., VTA's Senior Outreach Program, Bicycle Program, Adult Bicycle Classes, Caltrain Fair Promotions, income-eligible transit discounts, etc.).



- **Employee Commute Planning**

The applicant's transportation coordinator will promote online trip planning resources and tools for planning walks, bike, and public transit trips. Google has also collaborated with select regional transit agencies to provide a public transit planner for VTA, Caltrain, BART, and other San Francisco Bay Area systems riders. This free service is found online at <https://maps.app.goo.gl/>.



Online trip planning services are valuable for planning bicycle routes, carpool options, and public transit trips.

- **Employee Commuter Flier**

The transportation coordinator will provide all employees with the employee commuter flier. This flier will include (but is not limited to) information about carpool subsidies, transit opportunities, bicycle routes, and on-site amenities and resources. Leaflets will be available at the commute resources kiosks and integrated with employer information. Figure 8 on page 17 is a sample flier.

Transportation Commuter Kiosk

The transportation coordinator will manage the commuter kiosk. An online transportation information kiosk will provide transportation information, such as transit schedules for VTA, Caltrain, bikeshare and ride hailing resources, guaranteed ride home program materials, and VTA ride-matching. Also included will be employee subsidies and allowances for using transit, vanpooling, carpooling, and cycling. Kiosk information will be updated periodically by the project transportation coordinator. The Palo Alto Common's commuter program information will be shared with all employees at least once a year and made available and updated in a central (online) location for all employees. Figure 9 on page 18 is a mock commuter resource website.

Figure 8 – Sample Commuter Resource Flier

Palo Alto Commons Commuter Resources

TRANSIT & SHUTTLES

[VTA](#)
[Caltrain](#)
[Transit Planner Tool](#)
\$200 Employee Transit Subsidy
Free WellQuest last-mile shuttle service
Free Employee [Palo Alto Link](#) Pass for Palo Alto commuters
[Clipper START 50% Transit Pass Discounts](#)
[Free Caltrain Go Pass \(income qualified\)](#)

Bus Routes
[VTA Route 22](#)
[Stanford Marguerite SE Route](#)

CARPOOL & VANPOOL

\$300/mo. Carpool Driver Allowance
\$100/mo. Carpool Passenger Allowance
Preferential Carpool Parking in garage
[Carpool Savings Calculator](#)
[SmartCommute VTA – carpool matching](#)
\$200/mo. Vanpool Employee Subsidy
\$500/mo. [511 Vanpool Group Subsidy](#)
\$400/mo. [VTA Vanpool Group Subsidy](#)
(combine 511 and VTA vanpool subsidies and receive a \$900 monthly group benefit along with the \$200 monthly employee subsidy)

SERVICES & INCENTIVES

Free [Guaranteed Ride Home program](#)
Bay Area [Spare the Air Alert Notices](#)

BICYCLE

Secure bicycle locker storage
[Bicycle Resources](#)
[Bike to Work](#)
[Bikes on Transit](#)
[Palo Alto Bike Map](#)
[Santa Clara County Bikeways Map](#)
[Silicon Valley Bicycle Coalition](#)
[California E-Bike Rebate \(income qualified\)](#)
[Ride & Drive Clean E-Bike Discount](#)











Figure 9 – Mock Commuter Resource Website



7.0 GUARANTEED RIDE HOME PROGRAM

Guaranteed Ride Home Program

The 4075 El Camino Way project employees will participate in the VTA-free guaranteed emergency ride home (GRH) program. The GRH program is available for employees who use alternative transportation (do not drive alone to work). Employees who commute to work using transit, bicycle, walking, carpool, or vanpool will be guaranteed a free ride home in case of a personal emergency or when they unexpectedly must work late, thereby missing the last bus or their regular carpool home. Guidelines for GRH use include the following valid reasons:



- sudden illness of self, immediate family members, or carpool partner
- at home emergency
- eldercare or daycare emergency
- theft of a bicycle, bicycle damage, or severe weather (applies to cyclists and walkers only)
- unscheduled, supervisor-required overtime

VTA provides a free Guaranteed Ride Home (GRH) program to encourage commuters to use a sustainable mode of transportation to work, college, or adult education classes in Santa Clara County by providing reimbursement on the cost of getting home in an emergency. Participants can receive up to six refunds a year or \$500 in total repayments, whichever comes first. Each qualified GRH trip may be reimbursed up to \$125. The applicant's GRH program will provide commuters with peace of mind by knowing that the employee can get to them quickly if a child or loved one becomes ill or injured during the day.

GRH programs have proven very successful, removing one of the obstacles employees may face when giving up their private automobiles, especially those with young families. Attached is a GRH flier and an overview of the program and how to utilize it.



8.0 CARPOOL AND VANPOOL RESOURCES & BENEFITS

Carpooling and vanpooling will be strongly encouraged at the project.

Preferential Carpool/Vanpool Parking

The project will provide preferential carpool/vanpool parking designations.

The applicant will designate carpool and vanpool parking vehicles for the exclusive use of ridesharing employees. The carpool/vanpool spaces will be in parking areas closest to a building's entrance or a prime location.



The carpool parking spaces may require future policy development, employee registration, and permitting. Registered vanpools may receive a specially designated parking space—figure 10 shows where carpool parking spaces are located in the garage.

Figure 10 – Carpool Parking Locations (image pending)

Employee Carpool Allowances

The applicant is committed to reducing drive-alone commuting and demand for on-site parking. It has developed a robust employee carpool allowance program to encourage and reward employees who carpool together. The program includes the following benefits:

- The applicant will offer employees who drive a carpool with another colleague/co-worker a \$300 monthly allowance.
- Employees who are passengers in a colleague/co-worker's carpool will receive a \$100 monthly allowance.

The carpool allowance program is available only to employees who carpool with another employee. Employee carpools may use preferentially located carpool parking spaces.

Employee Vanpool Subsidies

The applicant will offer employees a vanpool subsidy (via reimbursement) of up to \$200 monthly. Employees may use their vanpool subsidies to participate in a commuter vanpool.

Employees participating in commuter vanpools can also use the MTC and VTA group subsidy programs. VTA is making it more affordable for vanpoolers to pay for their commute with a \$400 monthly group subsidy, added to the Metropolitan Transportation Commission's (MTC) \$500 monthly group subsidy program.

- **511 Bay Area \$500 Monthly Vanpool Subsidy**

The Bay Area Vanpool Program provides qualified vanpools with \$500 off the monthly cost. It also helps commuters find vanpool seats, start vanpools, keep vanpools on the road with an "empty seat" subsidy, provide free bridge tolls to qualifying vanpools, and help vanpools get discounted parking. The Transportation Coordinator will promote vanpool incentives to employees.



- **VTA \$400 Vanpool Monthly Subsidy**

VTA provides funding for qualified vanpools with a \$400 monthly subsidy. VTA offers vanpool groups \$400 per month for vanpool expenses. The VTA subsidy may be combined with the 511 monthly subsidy.

The transportation coordinator will educate employees about vanpooling incentives and how they can combine MTC's 511 Bay Area Vanpool Program subsidies with the VTA vanpool subsidies. Commuters starting and ending their commutes in Santa Clara County will receive **up to \$900 per month**, discounted from their group vanpool costs and employee subsidy.

Regional Ridematching Resources

The applicant will promote free ride-matching services. The [VTA SmartCommute](#) site works with private ride-matching companies to provide commuters with alternative ridematching resources. Figure 11 shows a sample of a ridematching site including the following:

Figure 11 – VTA Ridematching Site

The screenshot displays the VTA Ridematching Site interface. At the top, a header reads "EXPLORE COMMUTING OPTIONS IN YOUR AREA". Below this, there are two input fields for addresses, each with a checkmark icon on the right. The first field, labeled "A", contains "333 Lakeside Dr, Foster City, California, 94404". The second field, labeled "B", contains "4075 El Camino Way, Palo Alto, California, 94306". A green button labeled "LET'S GO!" is positioned below the address fields. The lower portion of the image shows a map of the San Francisco Peninsula area, including locations like Burlingame, Hillsborough, San Mateo, and Foster City. Overlaid on the map is a white box with the text "YOU'VE GOT CARPOOL OPTIONS FOR THIS ROUTE!" and a green button labeled "LOGIN/SIGN UP TO CARPOOL". Below this, another white box contains the text "SHOW ME" and two buttons: "RIDERS" (with a person icon) and "DRIVERS" (with a car icon). A dark grey button labeled "SHOW/HIDE MAP LAYERS" is located on the right side of the map. The map itself features several circular icons with person symbols, indicating carpooling options along the route.

9.0 BICYCLE RESOURCES & BENEFITS

Employee Bike-to-Work Allowance

The applicant plans to enhance employees' ability to own and bike to work by developing a bike-to-work allowance program to encourage and reward employees who bike to work. The program includes the following benefits:

- Employees who bike to work will receive a \$5 per day allowance up to a \$100 monthly incentive (like the carpool passenger allowance program).

Employees can use the allowance for bicycle gear purchases, upgrades, or maintenance, as upkeep can be costly compared to commuting daily. A bicycle allowance will help commuters cover the costs of some of this maintenance and reward them for being a bike commuter.

California E-Bike Purchase Incentive Program

The transportation coordinator will promote the California Air Resources Electric Bicycle Incentive Program (EBIP). The EBIP will provide incentives for eligible e-bikes to income-qualified consumers at the time of purchase on a first-come, first-serve basis. Furthermore, EBIP will pilot an approach to:

- 1) Help people replace car trips with e-bike trips,
- 2) increase access to electric bicycles,
- 3) reduce greenhouse gas emissions and improve air quality.

The California E-Bike Incentive Project rebate can be combined with the Peninsula Clean Energy "E-Bikes for Everyone" rebate (see below). More information is available at <https://ebikeincentives.org/>.

Bicycle Resources

The transportation coordinator will promote the San Francisco 511.org system which provides significant resources for bicycle commuters, including:

- ◆ Bicycle maps
- ◆ Safe bicycle route mapping
- ◆ Location of lockers
- ◆ How to take your bike on public transit
- ◆ How to take your bicycle across Bay Area toll bridges
- ◆ How to ride safely in traffic
- ◆ Tips on commuting
- ◆ Tips for bike selection
- ◆ Links to bicycle organizations
- ◆ Bike to Work Day

A link to this resource will be included on the online commuter resource webpage. Figure 12 is a screenshot of the 511.org bicycle resource page.

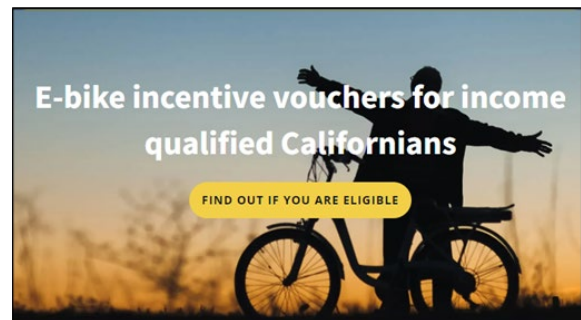
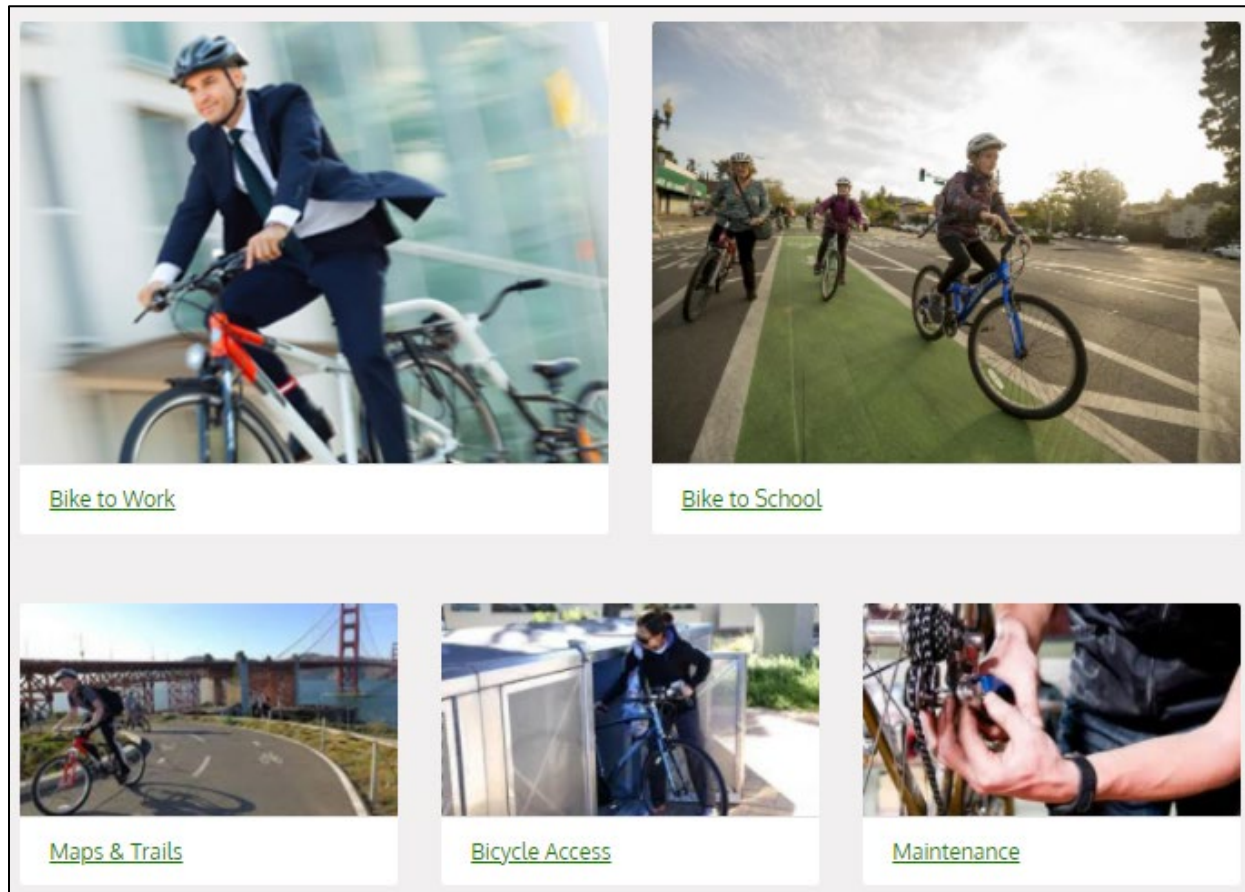


Figure 12 – 511 Bicycle Resource Page



Other bicycle training and free resources are available from the [Silicon Valley Bicycle Coalition](#).



The transportation coordinator will promote maps, events, and training resources from the [Silicon Valley Bicycle Coalition](#). Bicycle education includes free classes. [Smart Cycling Part 1 and Part 2](#) and [bike maintenance classes](#) will teach employees how to ride anywhere in any condition. Event promotions may consist of the annual Bay Area Bike to Work Day.

10.0 TRANSIT RESOURCES & BENEFITS

Employer-provided Transit Subsidies

The applicant will offer all employees (except temporary or contract employees) a transit subsidy (via reimbursement) of up to \$200 monthly. Employees can use their transit subsidies for VTA, Caltrain, or other transit resources to commute to work. Employees that qualify for other transit discount programs like the Caltrain Go Pass or the START Discount Pass Program

and leverage their monthly \$200 subsidy to pay for more of their transit expenses. For example, if an employee qualifies for a Caltrain Pass Forward from the Palo Alto TMA, they can use their employer-provided \$200 subsidy for transit costs on VTA, SamTrans or other transit systems.

The applicant can use an online platform to manage and fulfill employee transit subsidy requests.

Transit Subsidy (Income-eligible Program)

WellQuest will refer employees to the Palo Alto TMA to confirm if they meet the TMA's transit subsidy eligibility. Employees earning less than \$70,000 annually may receive free transit through the Caltrain [Pass Forward](#) (formerly the Go Pass) Program. Eligible employees can use the Pass Forward program and their employer-provided \$200 monthly subsidy to leverage their commuter benefits.



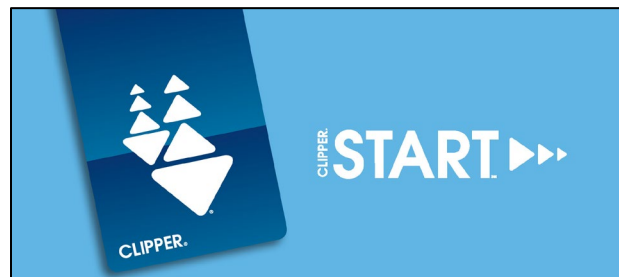
The Palo Alto TMA has been selected to continue partnering with Caltrain on its Pass Forward Donation Program for 2024.

Interested persons can apply for a free Caltrain Go Pass in English or Spanish at the following link: <https://www.paloaltotma.org/programs>.

Go Pass recipients must use the pass for their work commute or while seeking employment or school. Additional details are provided on the application form. A Go Pass program flier is available as an attachment.

Clipper START Discounted Transit Pass

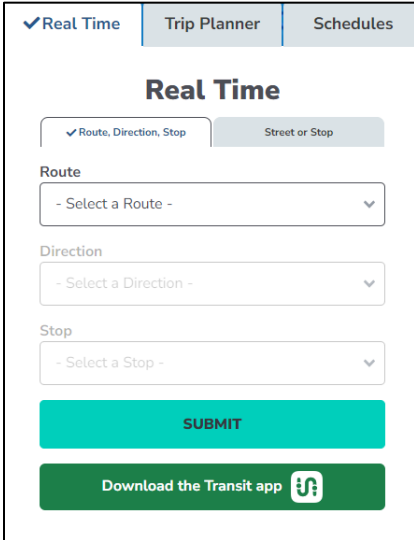
The applicant's transportation coordinator will promote the existing Clipper START discounted transit pass program to employees. The Metropolitan Transportation Commission (MTC) initiated a new means-based fare discount program for eligible low-income adults. Discounts range between 20 (for Muni and BART) and 50 percent (for Caltrain) for those whose annual earnings are up to 200 percent of the federal poverty level. More information is available at this [link](#). Eligible employees can use the START discounted pass program and their employer-provided \$200 monthly subsidy to leverage their commuter benefits.



Transit Trip Planning

The applicant's transportation coordinator will actively promote transit planning tools, including VTA's comprehensive trip-planning tool, which is available online and via a mobile app. This tool allows users to plan routes by inputting their starting and ending locations, and it can be customized to accommodate preferences such as mode of transportation and desired departure or arrival times.

The VTA trip planner includes a real-time feature that provides up-to-date information on trip progress and vehicle positions. It integrates seamlessly with local bus routes, the Caltrain schedule, and Google's trip-planning options for various modes of transportation, including walking, cycling, transit, and carpooling.

A screenshot of the VTA Real Time Trip Planner web interface. At the top, there are three tabs: 'Real Time' (selected with a checkmark), 'Trip Planner', and 'Schedules'. Below the tabs, the 'Real Time' section has two sub-tabs: 'Route, Direction, Stop' (selected) and 'Street or Stop'. The main form contains three dropdown menus labeled 'Route', 'Direction', and 'Stop', each with a placeholder text '- Select a [Route/Direction/Stop] -'. Below these is a teal 'SUBMIT' button and a green button that says 'Download the Transit app' with the Apple and Google Play logos.

The "Transit" mobile app also offers commuters a robust trip and route planning resource. The app provides real-time information on vehicle locations, upcoming departure times, and crowding data for local transit agencies like BART, Caltrain, and VTA. It lets users preview routes using multiple transit modes and integrates fare purchases and ride-hailing services like Lyft and Uber.



WellQuest Last-mile Shuttle Services

The applicant will use its community shuttle to provide free peak-hour last-mile shuttle services for employees for travel to and from the Palo Alto or California Avenue Caltrain stations.

Palo Alto Link Rideshare Service

The applicant will promote the Palo Alto Link shuttle program via commuter program materials and policy guides. The Palo Alto Link is a rideshare service the city provides, offering on-demand transportation that functions similarly to a minibus. Riders can input their pick-up and drop-off locations to receive several route options. After selecting the most suitable choice, users will be directed to a nearby intersection for pick-up.



Service is available Monday through Friday from 8:00 AM to 6:00 PM within Palo Alto. The service area encompasses key locations such as Stanford Shopping Mall, Stanford Hospital, and Stanford Research Park. However, it does not include Stanford University, areas north of Bayshore, or areas south of the 280 Freeway. More information can be accessed [here](#). Below is a map of the service area.

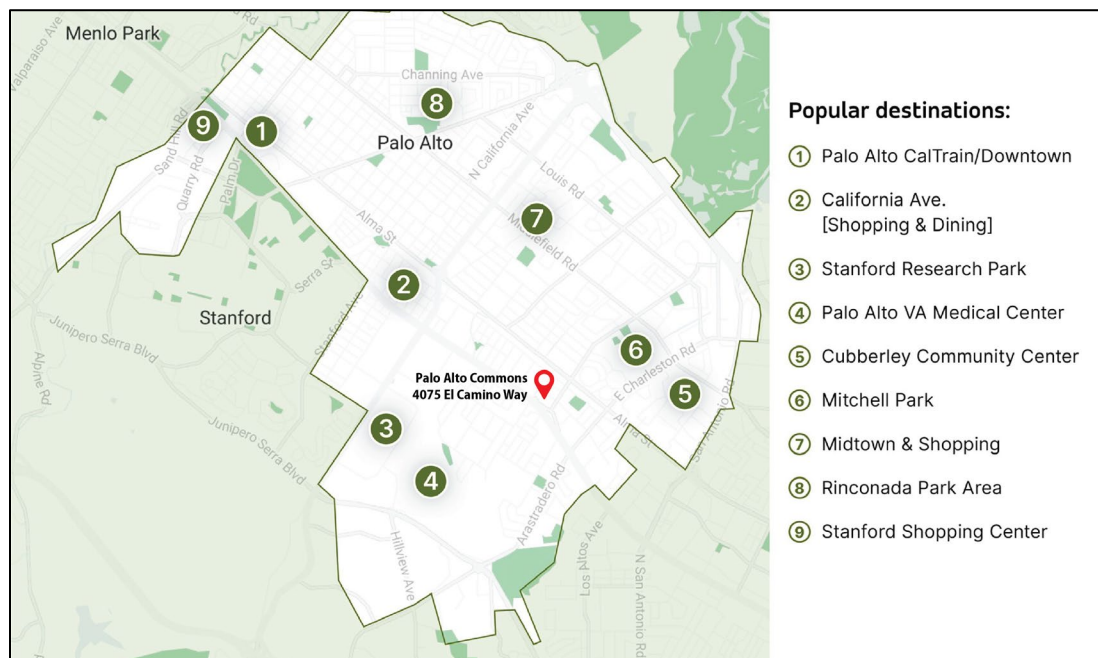


The Link fleet comprises ten vehicles, including Teslas and minivans, equipped with bike racks that accommodate two bicycles. Wheelchair-accessible vans are available upon request. Fare details:

- Students, seniors, individuals with disabilities, and low-income riders can enjoy a discounted fare of \$1.00 per ride (cash and mobile payments are accepted).
- The standard fare is \$3.50 per trip, with an additional charge of \$1.75 for each extra passenger.
- Riders can pay a flat fee upfront and unlock a set number of rides (\$20 for up to four daily for seven days or \$65 for up to four for 30 days).

The applicant will subsidize Palo Alto Link shuttle passes for employees who live within the service area (similar to the transit subsidy program). Figure 13 below shows the Palo Alto Link service area.

Figure 13 – Palo Alto Link Service Area



SECTION IV – MONITORING AND REPORTING

This TDM plan identifies measures and programs to achieve the target of reducing weekday PM peak-period vehicle trips to the site by a minimum of 20 percent, consistent with the City of Palo Alto's Comprehensive Plan trip reduction goals.

Data Collection and Methodology

The TDM plan includes an **Annual Commute Survey and Monitoring Report** designed to evaluate the effectiveness of the trip reduction measures, aiming to meet the City of Palo Alto's goal of a 20% reduction in weekday PM peak-hour vehicle trips. Each year, a five-day survey will be conducted to gather data on employees' commuting methods, preferences, and attitudes toward alternative transportation options. Per the city's ordinance, the TDM Monitoring Report should include the number of employees, as well as the number of residents and employees who use parking spaces.

- **Baseline Survey:** The first survey establishes the baseline, providing initial quantitative (e.g., mode split) and qualitative (e.g., employee perceptions) data on commuting patterns. This baseline data serves as a foundation for tracking trends and measuring progress over time, as it has no prior data for comparison. The participation rate for the baseline survey must be high enough to accurately capture mode-split. If the participation rate is not sufficient, non-respondents may be counted as driving alone.
- **Ongoing Comparative Analysis:** Subsequent annual surveys enable comparative analysis with the baseline and prior years, helping identify shifts in commuting behaviors and assess the impact of TDM programs.
- **Survey Schedule:** Surveys will be conducted in either the second or fourth quarter of each year to maintain consistency in timing.

Data Verification

To ensure data reliability, the **commuter survey monitoring report** will undergo verification procedures, including cross-referencing employee-reported commuting methods with company parking and transit records where possible. The summarized results will quantify mode use, assess the effectiveness of the implemented TDM measures, and identify areas for program improvement.

Reporting and Compliance

Annual monitoring reports will be submitted to the City's Director of Planning and Development Services, highlighting progress toward the trip reduction target. If goals are not met, the report will outline additional measures to enhance mode-use engagement. Failure to address deficiencies within six months may result in administrative penalties.

Annual Commute Survey and Monitoring Reports

Each year, a five-day commute survey will evaluate the success of the TDM measures. The survey will inform the applicant about where to focus ongoing TDM marketing on maintaining the project's commitment to reducing vehicle trips at the site. Figure 14 below is a survey sample that questions employees about their daily commute activities. Attached is a sample commuter survey tool.

Figure 14 – Sample Survey Question

6. How did you GET TO WORK LAST WEEK, (select the primary transportation method you used.) If you were out of the office, please describe your "typical" weekly commute activity.

Commute Modes

Day	Commute Mode
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	

The dropdown menu for Tuesday is open, showing the following options:

- Drove alone to worksite
- Rode as a passenger in a carpool (did not drive)
- Carpooled with an employee/colleague
- Vanpooled (5+ people)
- Rode transit (bus, shuttle, train, etc.)
- Biked to work
- Walked/jogged to work
- Teleworked/worked remotely
- Rode motorcycle/scooter
- Did not work this day

The TDM survey report will determine employee commuting methods using information from a survey of all employees. The summarized results from the employee survey will provide quantitative data (e.g., mode split) and qualitative data (e.g., employee perception of alternative transportation programs). The initial annual employee and resident survey (and subsequent surveys) will be conducted in each year's second or fourth quarter.

The initial survey serves as a **baseline**, capturing a starting point for understanding employee commuting patterns and needs. Since it's the first survey, it establishes the initial set of data, which lacks previous data for direct comparison. However, future surveys will allow for **comparative analysis**, enabling us to measure changes or trends over time by comparing new data to this baseline. This approach helps identify any shifts in employee behaviors, preferences, or the effectiveness of implemented programs.

The commuter survey monitoring reports will be submitted to the city's Director of Planning and Development Services, noting the proposed measures' effectiveness compared to the initial performance targets and implementing modifications, if necessary, to enhance parking and trip reductions.

If the trip reduction rate is unmet, the report will explain how and why the goal was not reached and specify additional measures and activities implemented in the coming year to improve the mode-use rate. The TDM program could be re-tooled to strengthen the project's alternative commute mode-use engagement.

If identified trip reduction deficiencies are not addressed within six months, the Director may impose administrative penalties.

Annual Driveway Vehicle Trip Counts

The project will conduct driveway counts, which must be prepared by an independent consultant or qualified third party and paid for by the applicant.

The driveway data will assess the effectiveness of the TDM measures compared to the initial targets and, if needed, will inform adjustments to the TDM plan to achieve the required 20 percent peak hour trip reduction, in accordance with the City of Palo Alto Comprehensive Plan Policy T-1.2.

The monitoring activities shall include driveway tube counts to determine project daily and peak hour vehicle trips by methods described in the current edition of the *Trip Generation Manual* published by the Institute of Transportation Engineers (ITE).

The report should be compared to the estimated trips for the baseline ITE to determine if the project achieved a 20 percent reduction in evening peak-hour vehicle trips. Where monitoring reports indicate the target was unmet, the Director may require modifications or impose penalties if the deficiencies remain within six months (PAMC 18.52.050(d)(4)).

Table 3 below are the project trip generation for 4075 El Camino Way. The estimated project trips prior to the 20 percent peak hour reduction are 34 trips during the weekday AM peak hour and 44 trips during the weekday PM peak hour. After applying a 20 percent reduction in peak hour trips, vehicle trips are expected to be reduced to 27 weekday AM peak hour trips and 35 weekday PM peak hour trips.

Table 3 – Project Trip generation for 4075 El Camino Way³

Land Use	ITE			AM Peak Hour				PM Peak Hour			
				Pk-Hr Rate ¹	Trips			Pk-Hr Rate	Trips		
					In	Out	Total		In	Out	Total
Assisted Living ²	254	137	DU	0.18	15	10	25	0.24	13	20	33
Indepentent Living ³	252	44	DU	0.20	3	6	9	0.24	6	5	11
Total Estimated Trips					18	16	34		19	25	44
Peak-hour trip reduction percent required					20%	20%	20%		20%	20%	20%
Vehicle Trips reduced					-4	-3	-7		-4	-5	-9
Total peak-hour trips expected					14	13	27		15	20	35

Notes:

1 AM and PM rates are from: Institute of Transportation Engineers, *Trip Generation*, 11th Edition

2 Assisted Living includes 121 existing DU and 16 proposed DU at PA Commons for a total of 137 DU

3 Independent Living includes 44 DU at The Avant

³ ITE Trip Generation Equation: Building size/dwelling units x peak-hour AM and PM rates = total peak-hour trips.

Adaptive Management

If the Annual Commute Survey Report shows the site is not meeting the 20 percent peak-hour trip reduction goal or the parking demands are exceeding the available supply, the transportation coordinator will conduct the following:

- review the strategies in place,
- adjust the TDM strategies,
- implement additional TDM elements, and
- conduct monitoring as deemed appropriate in coordination with the City of Palo Alto.

No Expiration of TDM Document or Programs

All measures in this TDM document will continue with no plan expiration.

11.0 CONCLUSION

The applicant developed the 4075 El Camino Way TDM Plan to meet the project's specific needs, considering logistical resources and opportunities of the site. The applicant has been committed to an integrated project design that enhances pedestrian, bicycle, and community opportunities from conception.

This project's orientation of TDM features will increase opportunities for pedestrian, bicycle, carpool, and transit use.

The applicant is committed to reducing 20 percent of peak-hour vehicle trips, reducing parking demand, and increasing employee use of alternative transportation modes.

The 4075 El Camino Way project supports the City of Palo Alto's focus on clustered development along major transportation corridors. It reinforces the City of Palo Alto's Green goals and practices. The 4075 El Camino Way project will help Palo Alto thrive by balancing air quality with economic growth, and projects like these will contribute to the City of Palo Alto's future livelihood.

ATTACHMENTS

List of Nearby Amenities – 0.25 miles or less from 4075 El Camino Way

Guaranteed Ride Home Program Flier

Pass Forward Caltrain Go Pass Flier

Sample Commuter Survey







Palo Alto Commons Staff Participation Agreement

Palo Alto Commons Staff Parking Policy and Procedure

List of Nearby Amenities
Within 0.30 or fewer miles
4075 El Camino Way, Palo Alto, CA

Restaurants, Cafes/Delis, Coffee, and Bakeries	Phone #	Distance Away
 Fuki Sushi 4119 El Camino Real, Palo Alto, CA	650-494-9383	0.10 mi
 So Gong Dong Tofu House 4127 El Camino Real, Palo Alto, CA	650-424-8805	0.10 mi.
 Kanji Sushi & Ramen 4131 El Camino Real, Palo Alto, CA	650-485-2996	0.10 mi.
 The Ma'lawah Bar 4131 El Camino Real #100, Palo Alto, CA	408-489-7227	0.10 mi.
 TeAmo 4131 El Camino Real #101, Palo Alto, CA	650-752-6145	0.10 mi.
 Siam Fine Thai Cuisine 3924 El Camino Real, Palo Alto, CA	650-812-0139	0.20 mi.
 Happy Donuts 3916 El Camino Real, Palo Alto, CA	650-272-6571	0.20 mi.
 Papa Johns Pizza 3898 El Camino Real, Palo Alto, CA	650-493-7272	0.20 mi.
 Starbucks 3885 El Camino Real, Palo Alto, CA	650-857-0133	0.30 mi.
 SH Hawaiian BBQ & Donut 3890 El Camino Real, Palo Alto, CA	650-858-2878	0.30 mi.
Retail	Phone #	Distance Away
 Goodwill of Silicon Valley 4085 El Camino Real, Palo Alto, CA	650-494-1416	16 ft.
 French Cabinetry 3960 El Camino Real, Palo Alto, CA	650-384-6050	0.20 mi.
 Smokes & More 3896 El Camino Real, Palo Alto, CA	408-655-8826	0.20 mi.
 Walgreens 4170 El Camino Real, Palo Alto, CA	650-858-2007	0.30 mi.
 Ernie's Liquor 3870 El Camino Real, Palo Alto, CA	650-493-3300	0.30 mi.
Health, Beauty & Fitness	Phone #	Distance Away
 Your Health & Joy Yoga & Nutrition for Adults 4129 El Camino Real, Palo Alto, CA	650-665-0309	0.10 mi.

 Immersion Spa 3990 El Camino Real, Palo Alto, CA	650-855-9080	0.20 mi.
 Wu Family Dental 4153 El Camino Real, Suite B, Palo Alto, CA	650-213-8150	0.20 mi.
 Palo Alto Dental Surgery: Chan Petty 4157 El Camino Real, Palo Alto, CA	650-494-2244	0.20 mi.
 Merna Tajaddod Orthodontics 4157 El Camino Real, Suite A, Palo Alto, CA	650-854-8888	0.20 mi.
 Eden Spa 3886 El Camino Real, Palo Alto, CA	650-384-6320	0.30 mi.
Services	Phone #	Distance Away
 Animal Hospital of Palo Alto 4111 El Camino Real, Palo Alto, CA	650-49-2738	246 ft.
 Copy Factory 3929 El Camino Real, Palo Alto, CA	650-856-2020	0.20 mi.
 C2 Education of Palo Alto 3990 El Camino Real, Suite D, Palo Alto, CA	650-494-7500	0.20 mi.
 VCA Palo Alto Animal Hospital 3944 El Camino Real, Palo Alto, CA	650-493-4233	0.20 mi.
 Mol'far Tattoo 4155 El Camino Real, Palo Alto, CA	650-661-8946	0.20 mi.
 Western Union 4170 El Camino Real, Palo Alto, CA	650-858-2007	0.30 mi.
 Coin Wash 3894 El Camino Real, Palo Alto, CA		0.30 mi.
 Barron Park Nursery & Florist 3876 El Camino Real, Palo Alto, CA	650-424-9466	0.30 mi.
Entertainment & Leisure Activities	Phone #	Distance Away
 Artis Anima Studio-Fine Arts 4125 El Camino Real, Palo Alto, CA	650-213-9268	495 ft.
 Opus 1 Music Studio 4131 El Camino Real #103, Palo Alto, CA	408-600-1866	0.10 mi.
 Anibonbon Art Studio Vista Ave, Palo Alto, CA	650-887-3748	0.10 mi.
Transportation, Gas, Shipping & Storage	Phone #	Distance Away
 Valero 3972 El Camino Real, Palo Alto, CA	866-297-6093	0.20 mi.
 Chevron 3897 El Camino Real, Palo Alto, CA	650-493-2681	0.20 mi.
 FedEx Onsite (Inside Walgreens) 4170 El Camino Real, Palo Alto, CA	800-463-3339	0.30 mi.

Banks & ATM	Phone #	Distance Away
 LibertyX Bitcoin ATM 3876 El Camino Real, Palo Alto, CA	800-511-8940	0.30 mi.
 ATM 3916 El Camino Real, Palo Alto, CA		0.30 mi.
Daycare	Phone #	Distance Away
 Acme Children's Center 4101 El Camino Real, Palo Alto, CA	650-800-7450	39 ft.
 Mi Casita de Espanol Preschool 4133 El Camino Real, Palo Alto, CA	650-468-1788	0.10 mi.
 Heffalump School (Preschool) 3990 Ventura Ct, Palo Alto, CA	415-425-4340	0.40 mi.
 Sojourner Truth Child Development Center 3990 Ventura Ct, Palo Alto, CA	650-493-5990	0.40 mi.

Guaranteed Ride Home Program Flier

Guaranteed

RIDE HOME

**DURING AN EMERGENCY* —
*IT'S ON US!***



BAY AREA
AIR QUALITY
TRANSPORTATION
FUND FOR
CLEAN AIR

Commute with confidence when traveling to work or school using a sustainable transportation mode knowing you have a guaranteed back-up ride during unexpected times. You choose the best way to get home in an emergency and we reimburse your trip.



* Visit ***vta.org/grh*** for program rules and limitations.

What is the Guaranteed Ride Home program?



The Guaranteed Ride Home Program (GRH) is provided by VTA to encourage commuters to use a sustainable mode of transportation to work, college, or adult education classes in Santa Clara County by providing a reimbursement (\$\$\$) on the cost to get home in the event of an emergency. Participants may request a GRH reimbursement due to qualifying events such as: personal injury/illness, home emergency, childcare/eldercare emergency, vanpool vehicle breaks down, bike/scooter breaks down, bike/scooter is stolen, participant is required to work unexpected overtime, or if the last transit trip of the day is cancelled. The GRH program reimburses commuters who choose public transportation, an employer-provided shuttle, carpool, vanpool, micro-transit, bicycle or walk to work or college in Santa Clara County.

Visit vta.org/grh for more information.

Who is eligible for a GRH reimbursement?

- Must be 18 years or older
- Must work in Santa Clara County or attend a post-secondary school/college in Santa Clara County
- Must have used a sustainable transportation mode to get to work or school on day GRH is needed
- Must have a VTA GRH account at the GRH portal

What types of emergencies are eligible for a qualified GRH trip?

- Personal or family illness, injury or emergency
- Home emergency
- Eldercare or daycare emergency
- Bicycle/e-scooter theft or breakdown
- Unforeseen change of work schedule (supervisor verification will be required)
- Carpool/shuttle partner emergency/cancellation resulted in loss of ride home
- Local air quality index exceeds 300

What types of trips or reasons are not covered?

- Typical transit delays
- Worker strikes
- Personal errands or appointments
- Ride to work or school
- Carpool app provider cannot find a match to get the commuter home
- Non-emergency side trips
- Business-related travel
- Transportation to a doctor or hospital resulting from an on-the job injury

What mode of transportation can I use for my GRH trip?

- Taxis
- Rental cars (including insurance and tolls)
- Carshare vehicles (including insurance and tolls)
- Transportation network companies (Lyft, Uber, etc.)
- Public transportation
- Shared bicycle or e-scooter provider (micro-transit)

Fuel and gratuity are not eligible for reimbursement.



How do I request a reimbursement?

VTA GRH participants may redeem a GRH reimbursement request via the GRH participant portal. Participants must complete the questionnaire provided in the reimbursement request and provide GRH trip receipt(s) and accompanying information to receive reimbursement. Reimbursement requests must be submitted within 30 days of GRH trip. Visit vta.org/grh for program rules and limitations.

Pass Forward Caltrain Go Pass Flier

Free Caltrain Pass

FOR ELIGIBLE APPLICANTS

Caltrain Pass Forward provides free train trips on Caltrain between any zone at any time. Approved applicants will receive a special Clipper Card loaded with the Pass Forward. This card must be used to tag on and off at the Caltrain Stations for valid use.

Go Passes are valid until 12/31/24 with limited supply.

Eligibility requirements

- Make less than \$70,000/year
- Work or live in San Mateo County
- Use the pass to get to work or for job searching purposes
- Use the pass at least twice a week



Note: Students and retired workers are not eligible for this program.

The Pass Forward only applies to Caltrain, but you can add cash value to your special Clipper Card at Caltrain ticket vending machines or at the counter at Whole Foods and Walgreens.

Steps to Apply

1 CHECK ELIGIBILITY

Before applying, please review if you are eligible above to receive Go Pass.

2 APPLY HERE

Scan QR or go to <https://forms.office.com/r/rWFT8UP7b0> to submit application form



3 CALTRAIN SURVEY REQUIRED

Use link provided in the application form or scan QR here to complete the Caltrain survey



4 CONFIRMATION

Receive email confirmations for both the application and survey when complete

5 STATUS

Receive approval or denial within 7 days. If approved, next steps will be provided

**Questions? Email gopass@commute.org
or text our help number: (650) 538-7603**

Commuter.org

Gratis Caltrain Pass

PARA PARTICIPANTES ELEGIBLES

Caltrain Pass Forward ofrece viajes gratis de tren en Caltrain entre cualquier zona en cualquier momento. Los solicitantes aprobados recibirán una tarjeta Clipper especial con el Go Pass. Los usuarios de Go Pass deben dar un ligero toque a los lectores de tarjetas Clipper en las plataformas de las estaciones de Caltrain cuando sube y bajan de cada viaje en Caltrain. Los Go Passes son válidos hasta el 12/31/24 con oferta limitada.

Para ser elegible, DEBE:

- Ganar menos de \$70,000/año
- Trabajar o vivir en el condado de San Mateo
- Planee usar la tarjeta al menos dos veces por semana para ir a trabajar o para buscar empleo.

Nota: Los estudiantes y trabajadores jubilados no son elegibles para este programa.

El Go Pass solo se aplica a Caltrain, pero puede agregar valor en efectivo a su tarjeta Clipper especial en las máquinas expendedoras de boletos de Caltrain o en el mostrador de Whole Foods y Walgreens.

Pasos para Aplicar

1

COMPROBAR LA ELEGIBILIDAD

Antes de aplicar, por favor revise si eres elegible arriba para recibir Go Pass.

2

APLICAR AQUI

Escanear QR o ir a (insert link here) para enviar la aplicación



3

CALTRAIN ENCUESTA OBLIGATORIO

Utiliza la enlace brindado en la aplicacion o escanea el codigo QR aqui para completar la encuesta de Caltrain



4

CONFIRMATION

Reciba el correo de confirmacion cuando completan ambos aplicacion y encuesta

5

ESTADO

Reciba aprobación o denegación dentro de siete dias. Si aprobada, se proporcionarán los siguientes pasos

Preguntas? Escriba a gopass@commute.org o envíe un mensaje de texto a nuestro número de ayuda: (650) 538-7603.

Commute.org



Sample Commuter Survey

Palo Alto Commons Employee Commute Survey

Commuter Contact Information

Palo Alto Commons is reviewing ways to improve your commute to and from work. Your participation in this annual commute survey will help us better understand your commuter needs and plan for parking.

1. Please enter your name and e-mail. (An e-mail address is needed so we can reply to your questions and requests.)

Name

e-mail

*** 2. How did you GET TO WORK LAST WEEK?** (Select the primary transportation method you used.) If you were out of the office last week, please describe your "regular" or typical/normal weekly commute activity.

Monday

Commuter Modes

Dropdown Menu (Enter answers on a separate line)

Drove alone
Rode as a carpool passenger
Carpooled as a driver (with an adult)
Carpooled as a driver with child(ren)
Uber/Lyft
Palo Alto Link
Vanpooled (5+ people)
Rode transit bus, light rail or train
Rode Palo Alto Commons Community Shuttle
Biked
Walked
Teleworked
Motorcycle/Scooter
Did not work this day/out of office

*** 3. If you drive to work, where do you park your vehicle?**

- ☐ Parked on-site in surface lot or garage (drove alone)
- ☐ Parked on-site (carpooled with a co-worker)
- ☐ Parked on the street
- ☐ I don't drive to work

*** 4. All employees AND contractors can** use the FREE Guaranteed Ride Home Program if they experience a mid-day emergency at work, home, daycare, or school. Do you want GRH benefit information? *Note: this program is available only to those who use transit, carpool, vanpool, bike, or walk to work.*

- ☐ Yes
- ☐ No

*** 5. The following is a list of commuter resources. Select any that interest you.**

- | | |
|--|---|
| <input type="checkbox"/> \$200 mo. transit subsidy | <input type="checkbox"/> Carpool matching tool |
| <input type="checkbox"/> New electric, faster, more frequent <u>Caltrain</u> schedules | <input type="checkbox"/> \$100 mo. bike to work allowance |
| <input type="checkbox"/> Free Palo Alto Link shuttle pass (Palo Alto residents only) | <input type="checkbox"/> On-site bike parking |
| <input type="checkbox"/> \$300 mo. carpool driver allowance | <input type="checkbox"/> Bike route planner |
| <input type="checkbox"/> \$100 mo. carpool passenger allowance | <input type="checkbox"/> Free last-mile shuttle services to Caltrain stations |
| <input type="checkbox"/> Transit trip planner | <input type="checkbox"/> None |
| <input type="checkbox"/> \$200 mo. vanpool subsidy | |

6. What could be improved to make your commute more convenient, affordable or sustainable?

Thank you very much for your participation in this brief survey. You're almost done! Please hit the **DONE** button to complete the survey.

All information provided in this survey is strictly confidential and will be used only for statistical purposes and commuter support if requested by the employee.

Palo Alto Staff Participation Agreement



Palo Alto Commons Staff Participation Agreement

I acknowledge and agree to follow the Palo Alto Commons parking policy and procedures by signing this agreement.

Parking Policy:

- I will park in the Avant garage first and then the PAC garage if Avant is full.
- I will not park in spaces marked for residents, families, or guests.

Terms of Participation:

- ☐ I agree to provide truthful statements and documentation when participating in these incentive programs.
- ☐ I understand that the incentive payout will be prorated according to my monthly attendance.
- ☐ I acknowledge that the WellQuest Management Team has finalized all matters related to this policy and incentives.
- ☐ I understand the incentive payout is only for our employees.
- ☐ I understand that NOC shift staff are not part of this program.
- ☐ I agree that I am responsible for filling out the Staff Participation Log located at the Front Desk at each shift to ensure the incentive payout.
- ☐ I do not want to participate in this program and understand that I should not park my car on Wilky Way to avoid impacting the residential area.

Employee Information:

- **Name, Department, Date:** _____
- **Signature:** _____

Palo Alto Staff Parking Policy and Procedure



Palo Alto Commons Staff Parking Policy and Procedure

Purpose:

To provide clear guidelines for staff parking at Palo Alto Commons and Avant, ensure efficient use of parking spaces, and encourage sustainable transportation options.

Policy:

1. Parking Locations:

- Staff members can park in the Avant and Palo Alto Commons parking garages.
- Staff must not park in spaces designated for residents and families, which are marked with signage.

2. Parking Order:

- Staff should prioritize parking in the Avant garage first. Once the Avant garage is full, staff may park in the Palo Alto Commons (PAC) garage.
- This order accommodates the daily busy flow at PAC and ensures residents and families have sufficient parking.

3. Encouragement of Public Transportation and Carpooling:

- To support sustainable transportation options, we encourage staff members to take public transportation, carpool, or bike to work whenever possible.

4. Incentives for Sustainable Transportation:

- **Carpool Driver Allowance:**
 - \$300 monthly for a full-time staff member who drives a carpool with other employees. \$150 monthly for part-time staff members who drive a carpool with other employees.
- **Carpool Rider Allowance:**
 - \$100 monthly for a full-time staff member who rides with a co-worker to work. \$50 monthly for a part-time staff member who rides with a co-worker.
- **Public Transportation Reimbursement:**
 - \$200 monthly for full-time staff who can get bus pass reimbursement.
 - \$100 monthly for part-time staff who can get bus pass reimbursement.
 - \$200 per month for full-time staff who participate in a vanpool.
 - Free monthly Palo Alto Link shuttle pass

- **Bike to Work Allowance:**

- \$200 Per month for full-time staff who ride bikes to work. \$100 per month for part-time staff who ride bikes to work.

Procedure:

1. Parking in Avant Garage:

- Staff arriving for their shift should first attempt to park in the Avant garage.
- Staff may park in the PAC garage if the Avant garage is full.

2. Prohibited Parking Areas:

- Do not park in spaces marked for residents and families. These spaces are reserved exclusively for their use.
- Do not park in spaces before the gate in the PAC garage. These spaces are reserved for guests only.
- Do not park in spaces at the front parking lot for Avant and PAC.
- Violations of this rule may result in disciplinary action.

3. Claiming Incentives and Allowances:

- To claim the carpool or rider incentives, staff members must submit proof of carpooling (e.g., a signed statement from the co-workers riding together) to the Business Office Director at the end of each month.
- For reimbursement for a bus pass, staff must submit a receipt of their monthly bus pass to HR for reimbursement processing.
- For bike ride reimbursement, staff must submit proof of bike riding (e.g., a signed statement from the respective Director).

We appreciate your cooperation in following this parking policy to ensure a smooth and efficient parking experience for everyone at Palo Alto Commons and Avant. By utilizing these guidelines and taking advantage of our incentives, you contribute to a more sustainable and resident-family-friendly community.

TDM SPECIALISTS, INC. QUALIFICATIONS



A Transportation Demand Management Company

We are planners and technical experts focused on development projects and improving employee mobility options. Our Transportation Demand Management (TDM) planning solutions reduce vehicle traffic, parking demand, greenhouse gases, and air pollution impacts. We work successfully with developers, employers, and government agencies to get TDM Plans approved and projects entitled. We also implement and manage on-site commuter programs and achieve required TDM goals.

Our TDM practitioners provide full-service commute and traffic mitigation, sustainable LEED planning, and air quality conformity. Serving as an extension of client staff, we provide a broad range of services to get the job done efficiently while meeting the unique needs of the client and specific jurisdiction.

"We have finished the review of the Draft TDM. First let me say, that was the best TDM I have ever seen! The best by a large margin...a fantastic TDM Plan. Thank you so much."

Steve Lynch, AICP, Senior Planner, City of Santa Clara, California

Transportation Demand Management

TDM Specialists develop Transportation Demand Management plans, traffic mitigation plans, and sustainable programs that address green commuting, mobility, and constrained parking issues. The purpose of TDM is to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source emissions, and ensure that projects are designed in ways to maximize the potential for alternative transportation use.

Commute Program Implementation

We have a proven track record of getting employees out of their cars. As projects are built and occupied, TDM Specialists can develop the structure, outreach and promotions necessary to implement and manage employee Commute Programs. The initial start-up, implementation, and ongoing management of the Commute Program are designed to meet TDM or trip reduction objectives and requirements. The overarching goal of a Commute Program is to enhance the quality of life and reduce commute trips for project employees.

Quality of life improvements can enhance employee recruitment, morale and retention, and increase productivity that create positive benefits for businesses.

Sustainable Air Quality and Greenhouse Gas (GHG) Solutions

TDM Specialists successfully implements trip reduction programs tailored to fit the project, and can typically reduce employee trips to the site by 30 percent. This results in reduced drive-alone trips and complies with requirements to reduce project GHG impacts. We coordinate the mechanisms to calculate and report these results to appropriate agencies.

Contact:

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*A Transportation Demand
Management Company*

Areas of Expertise

Traffic Mitigation

TDM/TSM Mitigation Plans
TDM Employer Training
Commute Program Development
Commute Program Management
Commute Program Audits
Commuter Surveys
Transportation Fairs and Events
Car Management Strategies
Shuttle Programs
TMA Management

Parking Mitigation

Parking Demand Reduction
Parking Management Strategies
Parking Constraints Solutions

Entitlement

Project Support
Strategic Counsel
Critical Response Support
Environmental (EIR) Mitigation
(Air Quality and Transportation)

Sustainability

Greenhouse Gas Emission Reductions
Supporting LEED Components
Air Quality Mitigation Plans

TDM Applications

- Office or R&D buildings
- Corporate Headquarters/Campus
- Master Plan projects
- Specific Plans
- Business Parks
- Hospitals/Medical Offices
- Retail/Shopping Centers
- Residential (multi family, single family, hi-rise, etc.)
- Special Events
- Recreation
- Universities and Colleges
- Warehouse and Manufacturing
- Airports and Transit Stations

Development, Property Management and Employer Projects

- Facebook
- Genentech
- NVIDIA
- SAP Labs
- Intel Folsom
- Intel Santa Clara
- Nokia
- Yahoo! Inc.
- NetApp
- VMware
- McClellan Business Park
- Juniper Networks
- Sunnyvale City Center
- Marvell
- Access/Palm Source
- Alexandria Real Estate Equities
- Oyster Point Business Park
- Metro Air Park
- Raley Field
- Moffett Park Business and Transportation Association
- Intuitive Surgical
- The Allen Group
- Spieker Properties
- HCP, Inc.
- Granite Regional Park
- Hyatt Place Hotel – So. San Francisco
- So. San Francisco Business Center
- Masonic Homes of California
- Fairview River Landing
- Donahue Schriber
- BioMed Realty Trust
- Panattoni Development
- Taylor Properties Development Co.
- SKS Investments, LLC
- Shorenstein
- LBA Realty
- Jones Lang LaSalle
- California Farm Bureau
- California Highway Patrol
- Separovich • Domich
- Newell Real Estate Advisors
- LinkedIn
- Menlo Equities, LLC
- TMG Partners
- The Minkoff Group
- Arnell Enterprises, Inc.
- The Pollock Financial Group
- Wolff Enterprises

Municipal & Agency Locations

- Sacramento Area Council of Governments
- California Highway Patrol
- County of Sacramento, Dept. of Human Services
- City of South San Francisco
- City of Mountain View
- City of Santa Clara
- City of Sunnyvale
- State of California, Dept. of General Services
- San Mateo City/County Association of Governments
- City of Union City
- Cal PERS
- Cal STBS
- Ogden City, UT
- City of Brisbane
- Grand Rapids Interurban Transit, MI
- City of Citrus Heights
- University of California San Diego West Campus
- Sacramento County International Airport

Biotech, Pharmaceutical and Hospital Projects

- Genentech
- Amgen
- Rigel
- Takeda
- Onyx Pharmaceutical
- University of California San Diego, East Campus Medical Center
- Sutter Medical Center, Sacramento
- Mercy General Hospital
- Mercy San Juan Medical Center
- Enloe Medical Center
- Intuitive Surgical
- Blood Source
- Eclipsys, MA
- Counsyl, Inc.
- Theravance, Inc.