



CITY OF
PALO ALTO

Bay Area Fair Value Commuting
An FTA MoD Sandbox
Demonstration Project



City/County	Vendor	Employer	Agency	NGO
Redwood City	RideAmigos	Microsoft	Commute .org	Bay Area Council
Fremont	Luum	Google	C/CAG	Transp. for America
Mountain View	Moovel		samTrans	Palo Alto TMA
Palo Alto	Lyft		VTA	Joint Venture
San Mateo County	GenZe		<i>Air District</i>	SPUR
Cupertino - Council	EcoReco		<i>OPR</i>	SVLG
<i>Assembly District 22</i>			<i>MTC</i>	<i>Transform</i>
				<i>Sierra Club</i>
				<i>ACT Norcal</i>

- 31 partners, 11 employer pilots (purple)

Silicon Valley Loves Cars

	Auto-centered Silicon Valley	Transit-centered Helsinki	Difference
SOV rate	76%	38%	1/2
Transit rate	3.3%	40%	12X
Bike/Walk	3.8%	18%	4X
Cars/capita	0.84	0.55	2/3
Parking cost/hr	Free	\$2.25	∞
Gas price/gal	\$3.50	\$8.00	2X
New car fees	10%	85%	8X
Pop per sq mi	5,000	45,000	9X
Avg Commute	13 mi	8 mi	1/2

- San Francisco ≈ Helsinki

- 42% SOV, 32% transit, 13% bike/walk

- Downtown SF: 9% SOV



State / Regional Policy

US outlier → change vector

Climate & congestion

- 20% of 1990 transport emissions by 2040
- Large GHG reduction via EV



	Per-capita VMT reduction	Transit	Bike
California Transp. Plan 2040	17%	Double	Double
Caltrans Strat Mgmt Plan 2020	15%	Double	Triple
SB375 2030 Bay Area Target	15%		
Plan Bay Area 2040	15%	Double	Double

Most Politically Viable Behavior Pricing?

CA Proposition 26 → 66% vote on many fees

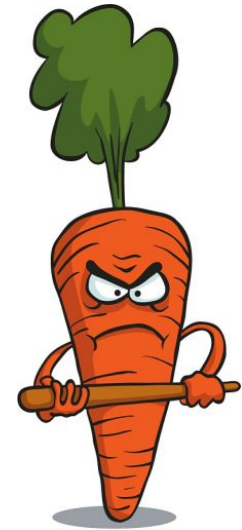
viability > 2.5 is promising	Political Viability	Political reqt	Result
Pay-As-You-Drive	3.3	Initiative	-8% VMT
Stanford carrot/stick	3.0	50%	-25% SOV
\$5 gas tax raise	1.0	66%	-28% VMT
\$5/day SOV fee	1.3	66%	-28% SOV
\$5 not-SOV carrot	1.3	66%	-14% SOV
\$0.20/mi RUC	1.0	66%	-28% VMT

Reduce Bay Area SOV by 25%

Stanford carrots / sticks

- 75% to 50% SOV
- ~\$3/day SOV fee → \$ for bike, carpool, transit (feebate)
- Saved \$107M in new parking structures

Next-gen, scalable.



Fair Value Commuting

ECTR

Enterprise Commute
Trip Reduction

MobAg

Mobility Aggregation

Feebate

Similar-to-Stanford
Carrot/Stick

Gap-Fill

New commute options

**Systemic
Obstacles**

↑
integrate
↑

ECTR- automate employer commute program

MobAg – app replaces your car

Feebate - \$3 SOV fee is rebated to non-SOV

Gap-Fill – Scoop, e-bike/scooter, microtransit, etc

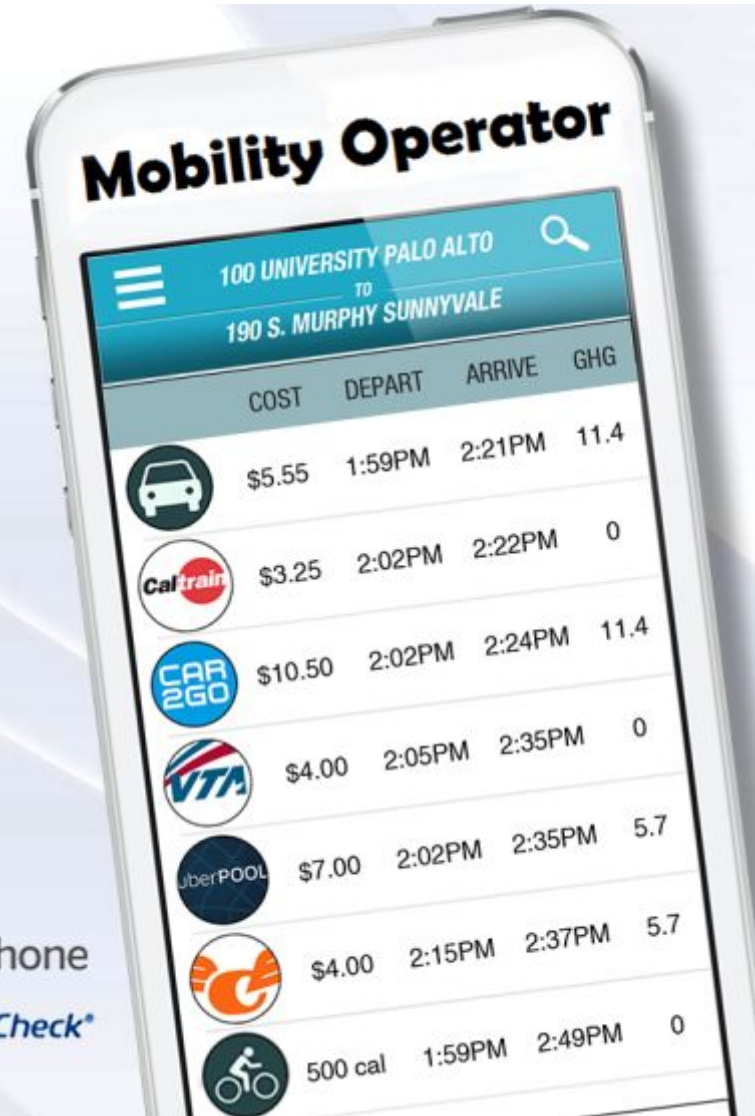
At ~40% mature → 100% in two years

Mobility Aggregation: app replaces your car

Ventra/Cubic/Moovel, Moovit, Transit App, Urban Engines, Xerox (GoLA), etc

One Seamless App

Multimodal trip planning.
Customer-centered. Pay like Clipper.



THANK YOU

Fair Value
Commuting

ECTR

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Feebate

Revenue neutral
workplace parking feebate

Gap-Fill

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integrate

steve.raney@jointventure.org

