

## ATTACHMENT 4

### PALO ALTO TMA DATA

The following data are from surveys and monitoring collected by the Palo Alto Transportation Management Association in 2018, and reported to the Palo Alto City Council on January 14, 2019. The full report can be found here:

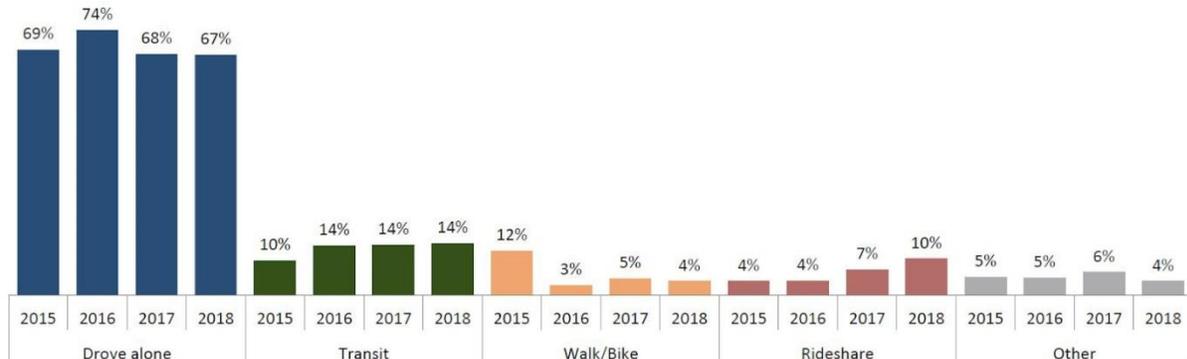
<https://www.cityofpaloalto.org/civicax/filebank/documents/68450>

Figures 3 and 4 show mode share from annual surveys conducted by the PATMA in downtown Palo Alto. The two graphs focus on “technology” and “light office” (including lawyers, insurance, dentists, etc.) workers, who are most likely to use the Marwood office space. It is unclear whether the tenants in Marwood’s building would likely be “technology” or “light office,” as either would be allowed by the Precise Plan. However, technology-type users may be more likely to self-select for these spaces, based on the cost to implement Marwood’s proposed TDM measures. The survey asks whether workers commute by single-occupant vehicle (“drive alone”), transit, walking/biking, rideshare (including carpools) or “other” (including working remotely).

**Figure 3: Technology Worker Mode Share, Downtown Palo Alto (Survey)**



**Figure 4: Light Office Worker Mode Share, Downtown Palo Alto (Survey)**



Source: Palo Alto TMA 2018 Annual Report

In general, the technology sector has been far more successful in reducing drive-alone trips and, therefore, the need for parking, than the light office sector. The technology sector has averaged approximately 30 percent drive-alone rate, compared to light office's 70 percent rate.

It should be noted that the mode share percentage is not equal to a project's parking demand reduction. The overall parking demand is highly sensitive to the employment density. For example, if an office building has three employees per 1,000 square feet, and 30 percent of those employees drive, the employee parking demand would be 0.9 stall per 1,000 square feet. If the office building has five employees per 1,000 square feet, and 30 percent of the employees drive, the employee parking demand would be 1.5 stalls per 1,000 square feet. Downtown office buildings tend to have higher job densities than suburban office parks (often five or more employees per 1,000 square feet), due in part to higher land values and more efficient use of space.