

The Mountain View TMA (MTMA) was founded as a non-profit corporation in the fall of 2013. The mission of the MTMA is to “*address transportation concerns of the Members and the community including reducing congestion and improving connectivity through means and methods to be specifically determined by the Board*” (*Articles of Incorporation, 2013*). The MTMA Board plans to run programs including shuttles to implement this mission, expanding over time as institutional capacity and budget allow. Four Mountain View companies founded the MTMA and have designated representatives to serve as the TMA Board and Officers including: Denise Pinkston, Chairperson (TMG Partners/Samsung), Rachel Grossman, Vice President (Google), Lance Bell, Secretary (Intuit), and David Hopkins, Treasurer (Sares Regis Group / Deutsche Asset & Wealth Management)

The MTMA Board has established regular monthly meetings where the Board has achieved the following milestones in the months since it was founded:

- Adopted governing documents including Bylaws
- Filed of Articles of Incorporation and tax exempt status documents
- Adopted a 2014 budget and work program
- Collected initial funds to operate for 2014 from all Founding Members
- Opened banking, checking accounts and purchased insurance
- Hired experienced professional consulting staff including an Executive Director (Grey Bowen, Director Emeryville TMA); transit planner (Alan Zahradnik, former planning director for Golden Gate Transit District), attorney (Mike Conneran, Hansen Bridgett), and an auditor.
- Reviewed and accepted an initial shuttle existing condition report reviewing opportunities to create new or augment existing shuttle services for North Bayshore and East Whisman
- The Board is currently reviewing draft shuttle routes for the Samsung campus, Bayshore, and the 700 E Middlefield Rd campus. The Samsung shuttle is being planned for a late 2014 launch.

The MTMA is working to establish sound operating practices, record-keeping, governing policies and procedures. The MTMA Executive Director is developing contracts, website, policy manual, and other materials which are scheduled for Board approval throughout the 2014 year. The highlight of the 2014 year will be the establishment of a public presence for the MTMA with the launch of the first branded shuttle, website, and peripheral materials. The MTMA has launched a branding and logo design competition with Mountain View’s Community School of Music and Arts. The final logo will be integrated into all materials associated with the MTMA including bus identification, bus stop signs, website, print material and so forth. TMA services are expected to expand over time as Members join and the TMA expands its revenue base and institutional capacity to operate more complex shuttle systems, as well as other Transportation Demand Management (TDM) programs.

For shuttle services, the MTMA Bylaws provide that Members must enter into a Transit Services Agreement (TSA) whereby funding and routing of a shuttle program are agreed upon between Members and the TMA. Each TSA will require annual payments from individual Members in exchange for the MTMA providing shuttle/other services. The first anticipated TSA for the MTMA will be with TMG Partners for Samsung. Should the initial shuttle service for Samsung be designed to also serve other MTMA Member companies, additional TSA’s would be signed

prior to the launch of the first shuttle. Future year TMA work program and goals will be set by TMA Board and will reflect interests of Board members and the funding that they agree to provide. A copy of the summary 2013/14 Board Agenda/Workprogram is attached.