



Palo Alto TMA reduces SOV trips by 46,000 by partnering with Scoop



Wendy Silvani Director at Palo Alto TMA

“Getting commuters to carpool has historically been difficult, but Scoop makes the process easy, efficient, and flexible through their mobile app.”

About Palo Alto TMA

Palo Alto Transportation Management Agency (PATMA) provides transportation solutions to Palo Alto’s diverse range of employers, employees, residents, and visitors. The TMA is focused on shifting single-occupancy vehicle (SOV) trips to other transportation modes to reduce congestion and parking demand.

The challenge

Palo Alto’s thriving downtown is causing increasingly congested city streets and parking demand. The TMA is developing programs to reduce SOV trips by 30% over the next few years.

The solution

Rather than spending millions building massive parking infrastructure, the TMA partnered with Scoop and invested in extensive program marketing. The Scoop partnership is making a significant impact on downtown traffic and sparked significant commute behavior change.

The results after 2 years

2,000+	540,000+	46,000+
employees carpooling	lbs of CO ₂ emissions prevented	fewer SOV trips

Interested in Scoop? business@takescoop.com, takescoop.com/partners

Scoop is the largest enterprise carpooling solution in the U.S., facilitating more than 4M carpool trips to date. With innovative mobile technology and on-site marketing, Scoop helps employees embrace carpooling in their day-to-day lives, ultimately leading to more enjoyable and efficient commutes.

