TRAVEL DEMAND MANAGEMENT (TDM) UPDATE

Presentation Overview

• TDM program goals
• TDM Strategy
• Promotions and Communications
• Partnerships
• Look ahead

Planning, Policy, & Legislation Committee
Travel Demand Management

• The use of a variety of strategies, including incentives and disincentives, to provide choices and encourage the use of efficient and sustainable transportation modes.
  ▪ Subsidies
  ▪ Parking management
  ▪ Education and promotion
  ▪ Land use regulations that support a mix of uses
  ▪ Flexible work schedules and telecommuting
  ▪ Multi-modal infrastructure

What is TDM?

Here are 200 people in 177 cars
TDM Program Goals

- Leverage countywide investments in multimodal infrastructure improvements and programs
- Accommodate growth and meet regional sustainability goals by improving transportation system efficiency
- Build support for transit, walking, biking, and other efficient and sustainable transportation modes in Alameda County

Comprehensive TDM Approach

- Strategies
  - Corridor specific
  - Leverage capital projects and programs
  - Cross promotion of programs
  - Promote flexibility and choices
  - Moments of change represent opportunities

- Areas of Focus:
  - Local Government Outreach and Engagement
  - Communications and Promotion
  - Regional Coordination
Leveraging Investments

TDM Promotions
- I-580 Express Lanes
- I-680 Express Lanes (construction and operation)
- I-80 SMART Corridor
- I-880 Carpool Lane
- East Bay Greenway
- BART Warm Springs Extension
- East Bay BRT
- Multimodal Corridors Plans
  - San Pablo (2017-18)
  - E.14th and Mission (2017-18)

Coordinating and Leveraging Programs

- Safe Routes to Schools
  - International Walk and Roll to School Day, Bike to School Day, Golden Sneaker Contest
- Student Transit Pass Program
  - Travel Training
- Paratransit
  - Travel Training
- Bike and Walk
  - Bike to Work Day, iBike Promotion
  - Countywide Bicycle Safety Education
- Guaranteed Ride Home
Leveraging Corridor Investments

- **I-580 Express Lanes**
  - Opened in February 2016
  - 29 miles of Carpool Lanes

- **Carpool/Express Lane Promotion**
  - March – June 2017:
    - Bus exteriors on Wheels and RTD buses
    - Social media ads and video
    - Drive-time radio and gas station ads
    - In-app ads and billboards
    - Leverage benefits of I-580 Express Lanes and partner promotions to carpoolers
  - Cross promote City of Pleasanton, and BART/MTC carpool promotions with Scoop
Cross Promotion: Carpooling and Guaranteed Ride Home

This holiday season give yourself the gift of time—carpool instead!

Use code ALAMEDA05 and save using any carpool app at Carpool.511.org/1

The Alameda County Guaranteed Ride Home Program guarantees you a free ride home from work if you have an emergency and you have made the effort to avoid commuting alone in your car.

Sign up at GRH.AlamedasCTC.org

IBike Visual Promotion - May

I BIKE TO SCHOOL
Exercise Enhances Learning

MY COMMUTE IS MY GYM
Learn How! Free classes at: BikeEastBay.org/Education
Ride Share Week

- Provide opportunity for regional partnership and leveraging
- Continued promotion of carpool and transit leading up to October 2-6, 2017 activities
- Sustain interest with #TransitTuesday and #TryTransit promotions
2016-17 TDM Social Media Campaign

Partnerships

- MTC
  - Quarterly TDM working group
  - Promote Rideshare.511.org
  - Carpool app promotion
  - I-680 corridor promotion

- BAAQD
  - Employer focus groups

- Transit Operators

- Local Government
Local Government Engagement

- ACTAC TDM Survey Results
  - Cities need more staffing resources for TDM
  - Funding for TDM strategies
  - Countywide program to support local efforts
  - Share success stories
  - Promote sustainable modes
  - Coordinate promotions
- ACTAC Information Exchange Forums
- Local jurisdiction outreach meetings

Looking Ahead - Schedule

2017
- Jan – June
  - I-580/I-680 Corridor Carpool Promotion
  - May: IBike Promotion, Bike to Work and School Day
- June – December
  - Transit/Rideshare Promotions
  - Oct 2-6 Rideshare Week
  - October: Student Transit Pass Travel Training
  - October: International Walk and Roll to School Day
  - I-680 Express Lane Construction TDM Outreach

Spring 2018
- I-80 and I-880 Corridor Carpool Promotions
Looking Ahead

- Continue expanded efforts in promotion
- Further refine “Ride Share Week” strategies
- Explore Smart City Grant
- Determine and report on performance measures
- Procure TDM contract – Summer/Fall 2017