


## TRAVEL DEMAND MANAGEMENT (TDM) UPDATE

Tess Lengyel, Kimberly Koempel, and Heather Barber, Alameda CTC  
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## Presentation Overview

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



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## 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?



## 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.14<sup>th</sup> and Mission (2017-18)



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## Coordinating and Leveraging Programs

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



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## 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*



~~Stop and Go.~~  
**Carpool Instead.**



Find a carpool at [Rideshare.511.org](http://Rideshare.511.org)

A FasTrak® Flex toll tag is required to use I-580 Express Lanes for FREE when carpooling.



**Take the rush out of rush hour.**  
**Carpool Instead.**



A FasTrak® Flex toll tag is required to use I-580 Express Lanes for FREE when carpooling.

Find a carpool at [Rideshare.511.org](http://Rideshare.511.org)



## 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.AlamedaCTC.org](http://GRH.AlamedaCTC.org)



## IBike Visual Promotion - May



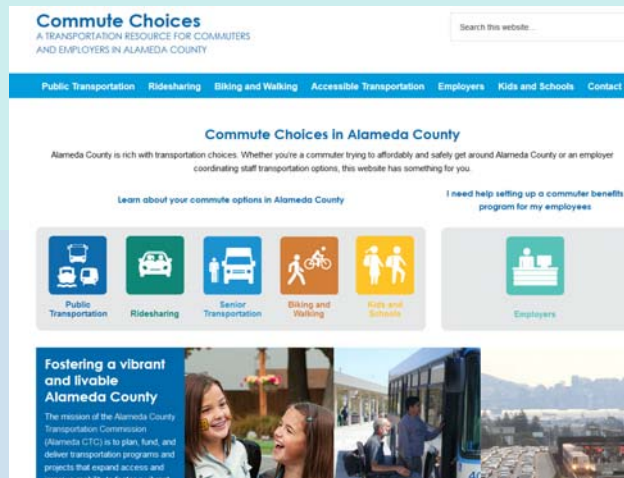


## Ride Share Week

- 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



## Commute Choices



## 2016-17 TDM Social Media Campaign

**Benefit from new transportation technologies.**

New technologies are making our roads and highways safer and more efficient.

80SmartCorridor.org  
AlamedaCTC.org/ExpressLanes





**Get There**  
Transit | Carpool | Bike | Walk

Try **Transit** on Tuesday, **Walking** on Wednesday, **Carpooling** on Thursday, **Biking** on Friday. Mix it up for a week – it might change your life!

**There's more than one way to travel in and through Alameda County.**

Whether your aim is to spend less time behind the wheel or to be more active, **you have choices.**

CommuterChoices.AlamedaCTC.org

**What are my transit options in Alameda County?**

Buses, trains, ferries and BART keep you moving – and the all-in-one Clipper card helps you pay. Sit back, relax and enjoy the ride.

Transit.511.org  
CommuterChoices.AlamedaCTC.org

**Ride your bike to transit.**

Bikes are welcome on transit. You can also store your bike in a secure, on-demand BikeLink™ bike locker at many BART stations, train depots and park-and-ride lots.

BART.gov/guide/bikes BikeLink.org  
ACTransit.org/bikes BikeEastBay.org

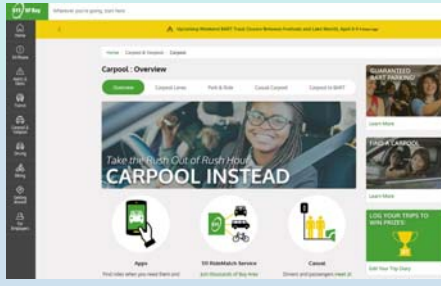
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## Partnerships

- MTC
  - Quarterly TDM working group
  - Promote Rideshare.511.org
  - Carpool app promotion
  - I-680 corridor promotion
- BAAQD
  - Employer focus groups
- Transit Operators
- Local Government





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## 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

