

Oakland/AC Transit ILC Meeting

September 21, 2022



What is TDM?

- Transportation Demand Management
 - Targets private sector participation
 - Shifts trips to more efficient and sustainable modes
 - Shifts the timing of trips
 - Links trips
 - Eliminates or avoids trips



How Does TDM Work?

- Congestion: small changes yield big results
 - Moving 90 people:
 - 90 drive alone vehicles take up 720 feet
 - 2 person carpools take up 360 feet
 - 3 buses take up 105 feet
- = improved travel time, reliability, air quality, environment and quality of life



What is a TMA?

- Transportation Management Association
 - Public/private non-profit member funded
 - Establishes, manages and markets programs, services and policies
 - Serves as a resource, provides liaison and coordination
 - Alameda TMA initially serves two areas



TDM = Private Sector Participation

- Northern Waterfront
 - Who's Here Now
 - Marina Shores (89 residential units)
 - Wind River (software company)
 - Current Programs
 - Alameda TMA with Alameda Point
 - Subsidized AC Transit Line 19
 - Marina Shores EasyPass program, TDM Coordinator marketing and monitoring
 - Wind River contributions for 400 employees



TDM = Private Sector Participation

- Northern Waterfront (cont.)
 - What's Coming
 - 2100 Clement Avenue (52 residential units)
 - Del Monte (over 400 residential units; 30,000 sf of commercial)



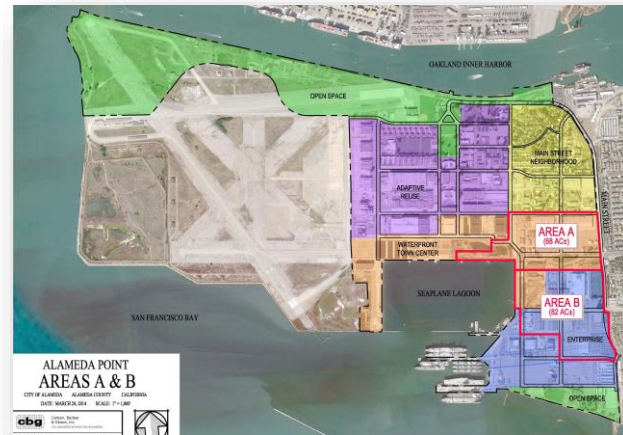
TDM = Private Sector Participation

- Alameda Point
 - Who's Here Now
 - Approximately 1,000 employees and 60-70 businesses
 - Approximately 500 residents
 - What's Coming
 - Site A (mixed use development totaling 800 residential units and 600,000 sf of commercial)
 - Main St DDA



TDM = Private Sector Participation

- Alameda Point (cont.)
 - TDM Plan w/ TMA participation
 - Facilities and services
 - New ferry terminal (\$10m)
 - Transit operations – Line 78
 - Parking management
 - Marketing/monitoring
 - Annual assessments (\$600k)
 - TDM implementation grant



TDM = Private Sector Participation

- Alameda Landing
 - Who's Here Now
 - 300,000 sf of commercial
 - 150 residential units
 - 6,500 square feet of office
 - Current Programs
 - Operational TMA with coordinator
 - Shuttle to downtown Oakland/BART
 - Marketing with web site



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