

# 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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