



**ALAMEDA POINT  
TRANSPORTATION DEMAND  
MANAGEMENT PLAN**

**SUPPLEMENTAL BRIEFING MATERIAL\***

\*Note: an abbreviated version of this material will be presented at the September 30, 2013 Transportation Commission meeting.

Exhibit 8  
Joint Transportation Commission  
and Planning Board  
Item 5



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and Associates, Inc.



PISCES

San Francisco Bay Ferry

# AGENDA



- Overview of the Alameda Point Transportation Demand Management Plan
- Issues for discussion

# PLAN OVERVIEW



- Purpose
- Structure
- Process
- Implementation

# PURPOSE

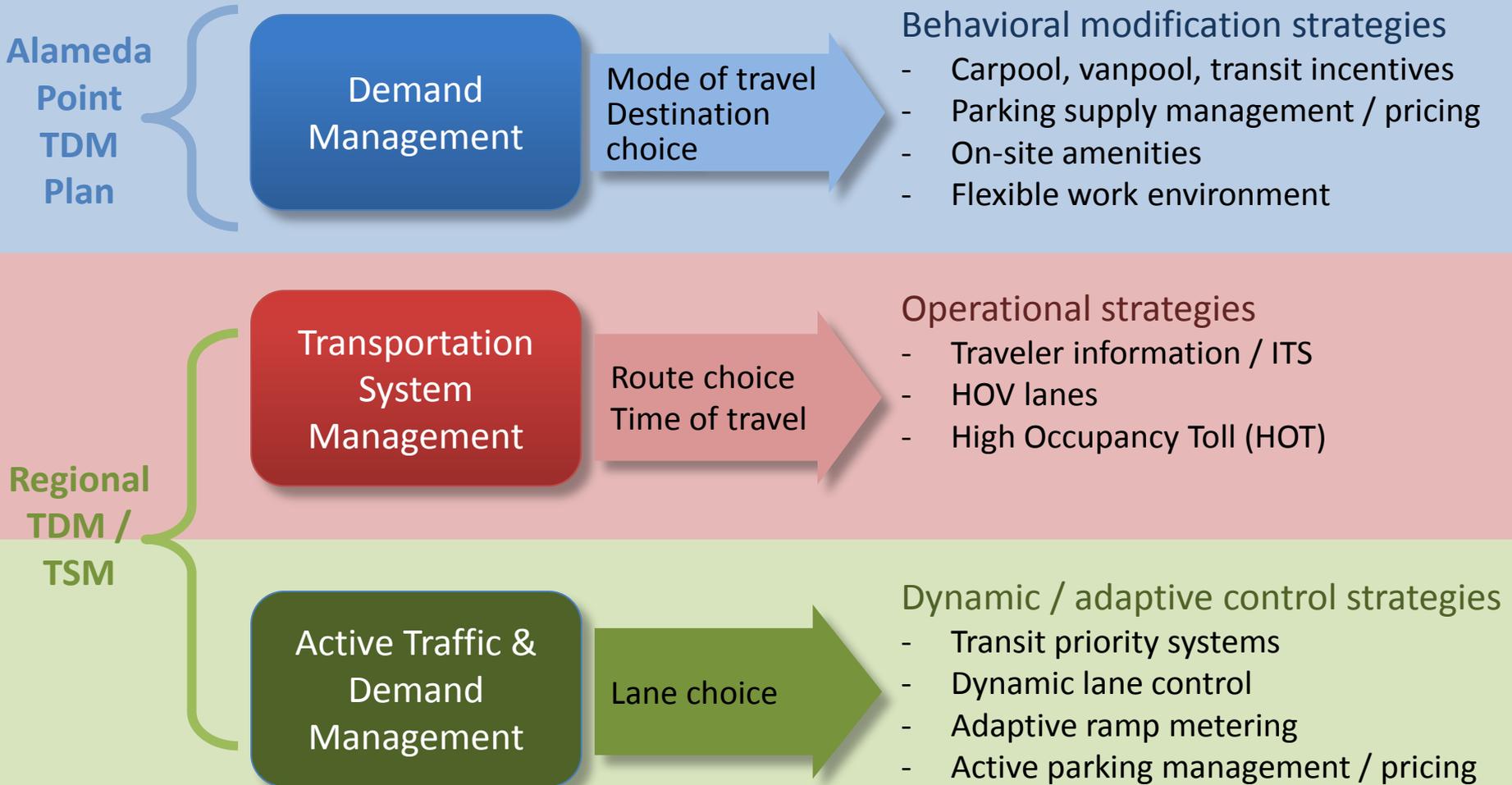


- Establishes authority
- Sets targets and objectives
- Provides implementation guidance
- Identifies a phasing schedule
- Allows controlled flexibility
- Establishes procedures
- Stipulates rewards and/or penalties

# PURPOSE



## TDM is part of a regional transportation system...



# PLAN STRUCTURE



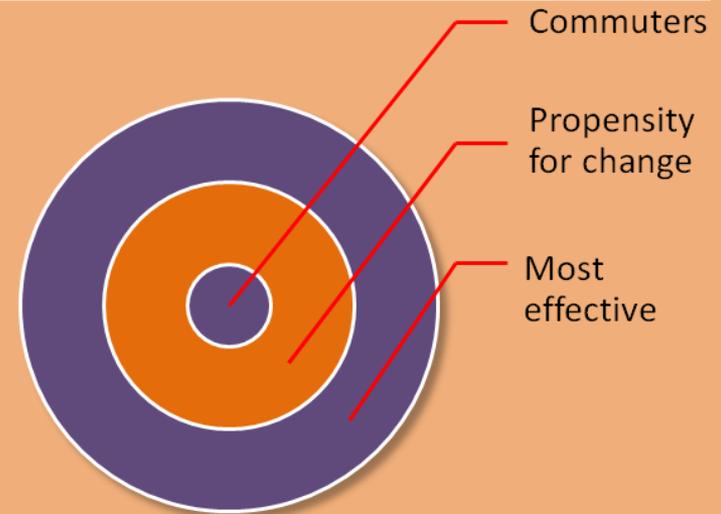
Plan Management (TMA)				
City of Alameda	Large Employers	Homeowner Associations	Business Associations	Transit Agencies
Plan Components				
Facilities and Major Programs				
On-Site TDM Coordinator	Ferry Terminal	Intermodal Transit Center	Carshare / Bikeshare / e-car	Shuttle System
Vehicle Trip Reduction Programs and Services				
TMA Core Services	Support Services	Employer TDM Plans	City of Alameda Programs	Monitoring Program
Parking Management				
On-Street Regulations and Enforcement	Off-Street Public Parking Public / Private Partnerships	Development Standards for Parking (zoning)	Private Parking Management & Oversight	Parking Rates (setting & monitoring)

# PLAN PROCESS



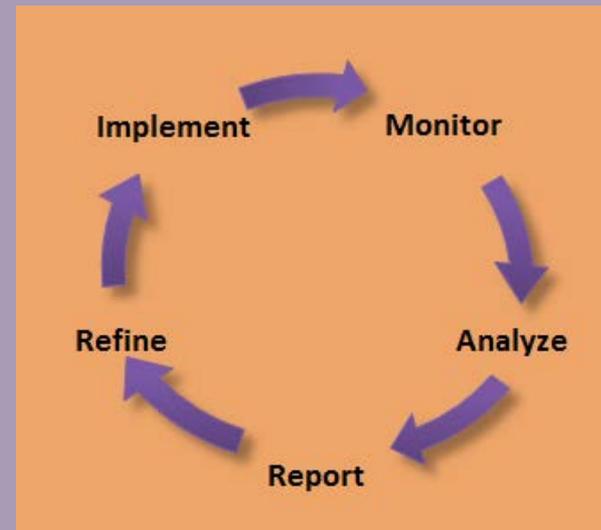
## STEP 1: Start Off Right

- Targets all travel, but focuses on:
  - Commute travel
  - Travel with high propensity for change
  - Most effective strategies



## STEP 2: Continuous Improvement

- Self enforcing plan
  - Monitor
  - Analyze
  - Report
  - Refine
  - Implement





- Major Parts of TDM Program
  - Goals / targets
  - Capital investment in public facilities
  - Site development standards
  - Trip reduction strategies / targeted “packages”
  - Parking management
  - Employer TDM Plans (approval and reporting)
  - Marketing and promotion
  - Monitoring / Plan refinement
  - Plan management and funding

# TDM STRATEGY CATEGORIES



Design & Facility  
Strategies

Financial  
Incentives

Parking Management

Support  
Services

Employer /  
Owner Strategies

Marketing and Promotion

Operational  
Strategies

Transit & Shuttle  
to BART

# EXAMPLE STRATEGIES



## Design & Facility Strategies

- Land uses
- Development standards
- Walkable street design
- Bike lanes
- Parks, paths, and trails
- Site design / building orientation

## Support Services

- Full time on-site transportation coordinator
- Guaranteed ride home
- Rideshare matching
- TDM plan assistance for employers
- Carshare group rates

# EXAMPLE STRATEGIES



## Operational Strategies

- Shuttle to BART
- New ferry terminal / service
- High frequency / high quality public transportation
- Intermodal transit center
- BikeShare stations
- CarShare facilities
- Preferential parking
- Electric carpool charging station

## Employer / Owner Strategies

- Employer parking "cashout"
- Unbundle parking from lease
- Free or subsidized Clipper Card
- CommuterCheck (pre-tax) payroll withholdings for transit fare
- Incentives for employees who join van and carpools

# EXAMPLE STRATEGIES



## Financial Incentives

- Professional relocation services (e.g., rental finder)
- Incentives for new vanpools (e.g., lease / insure vans)
- Discounts on bicycle purchases
- Discount transit pass sales
- Incentives for employees who join van and carpools
- Membership to on-site health club
- Discounts for on-site services (dry cleaners, etc.)
- On-site day care center with priority to employees who use transit

# EXAMPLE STRATEGIES



## Marketing & Promotion

- Commute options package and training for new tenants
- Commute alternatives website
- Organized competitions between tenants
- “Commuter Club”- incentives for using alternative modes and completing travel diaries
- Transportation “Fairs”

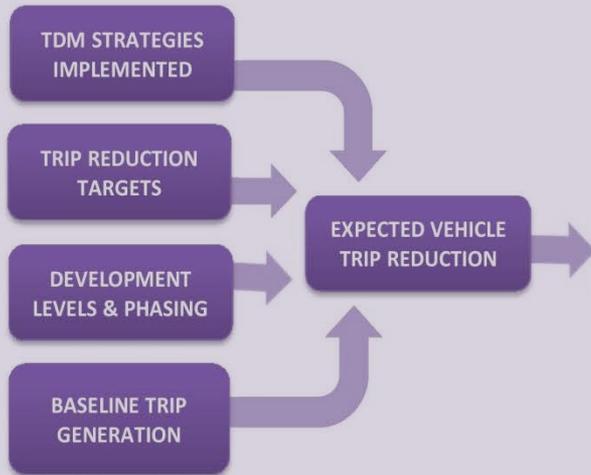
## Tiered procedure:

- Measure project-wide VTR (Vehicle Trip Reduction)
- Employer and resident surveys
- If failing to achieve objectives:
  - Failure analysis
  - Targeted monitoring
  - Improved plan for individual developments or tenants
- Enforcement
  - Reward achievement / penalize failure
  - Self-enforcement

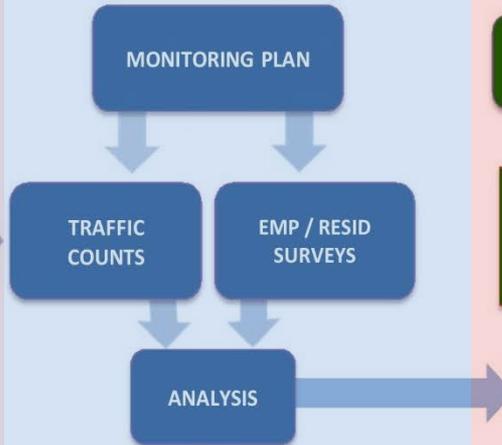
# MONITORING AND PLAN REFINEMENT



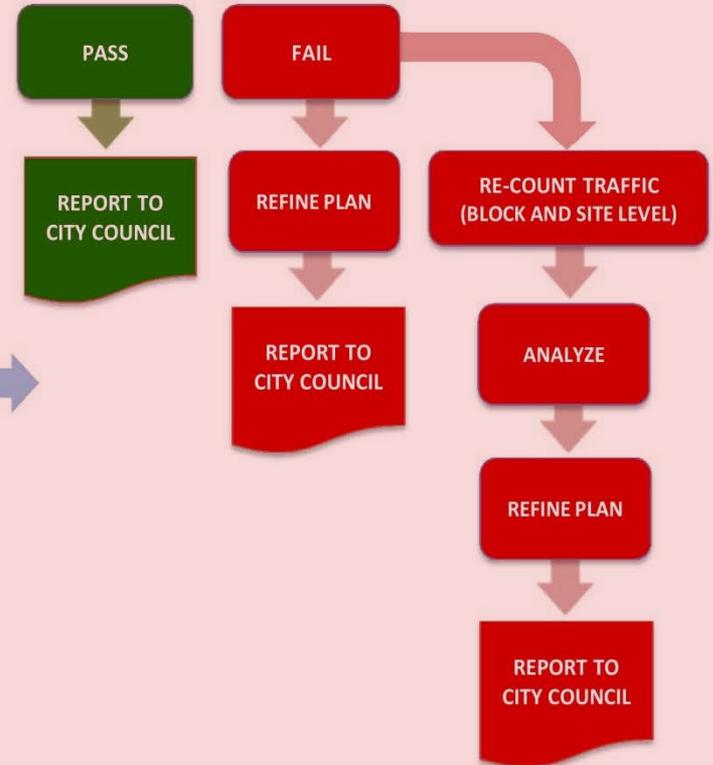
## Targets and Expected Results



## Data Collection & Analysis



## Plan Refinement & Reimplementation



## Multiple levels of implementation:

### PASSIVE LEVELS:

- Alameda Point zoning, development standards, street & site design, urban design
- Conditions of Approval and Development Agreements

### ACTIVE LEVELS:

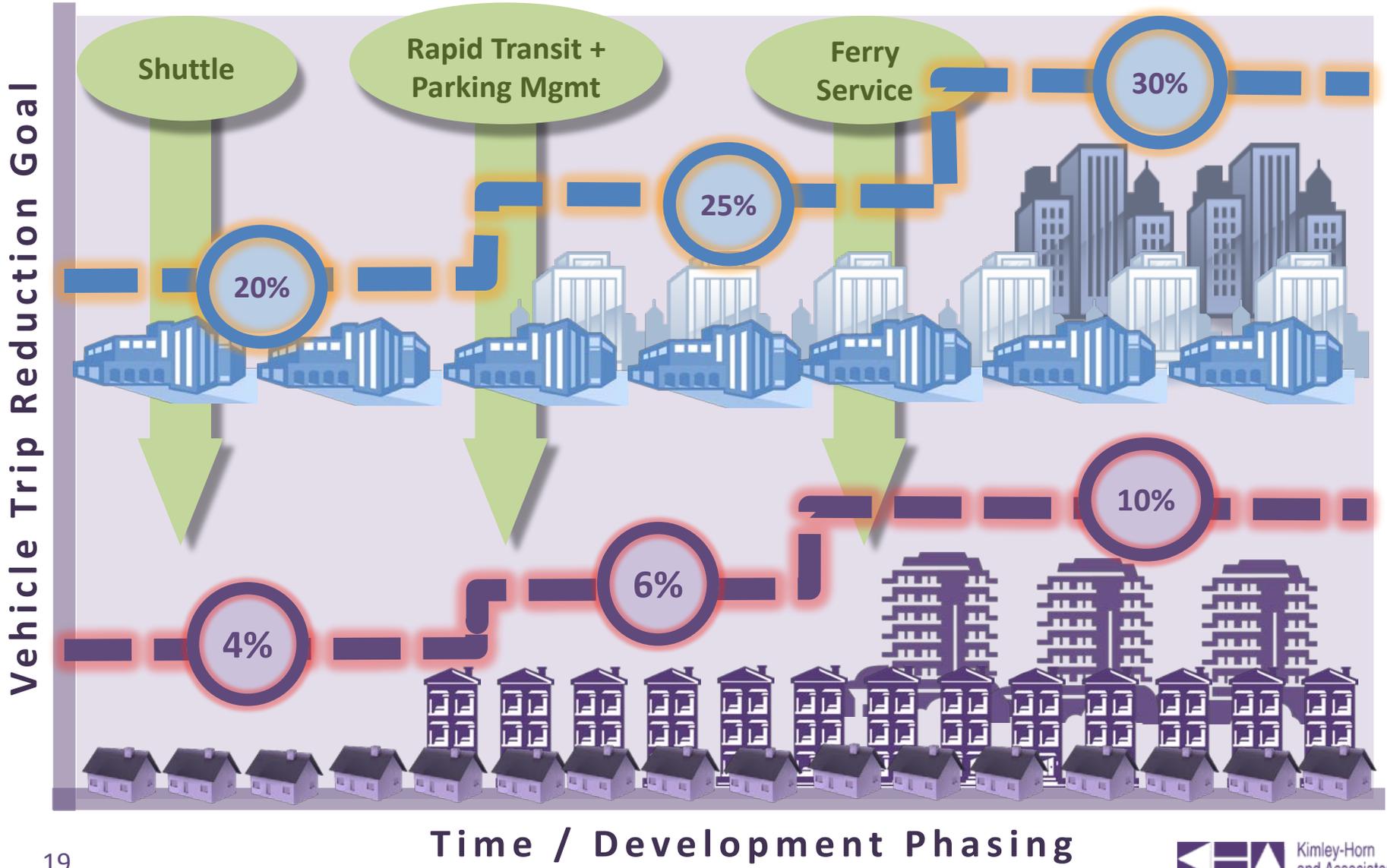
- Phased development to buildout
- Maturation
- Redevelopment

# PHASED IMPLEMENTATION



1. Development phases
2. Graduated performance objectives
3. Triggers and thresholds

# EXAMPLE OF PHASED IMPLEMENTATION



# FUNDING THE PLAN



- Mandatory membership in TMA
  - Residential (via Homeowners Association)
  - Commercial
  - Shuttle service fee
- Other potential funding sources:
  - Parking fees and fines
  - Penalties related to failing to achieve goals
  - Transit agency funds certain services
  - Transit agency facilities lease



Alameda Point TDM Plan

# ISSUES FOR DISCUSSION

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1. TDM performance objectives
2. Enforcing objectives
3. Parking management



Establishing Goals and Measuring Effectiveness

# TDM PERFORMANCE OBJECTIVES

## Related Policies and Plans

- 2009 General Plan:
  - Policy 4.1.6.: reduce vehicle trips by:
    - Commercial land uses: 30%
    - Residential land uses: 10%
  - Policy 4.3.1.g: non-SOV mode share targets
- 2001 Transportation Capacity Management Procedure (TCMP)
  - Traffic exceeding 1% of reserve capacity of Webster and Posey tubes, requires TDM Plan to mitigate
- Alameda West End TSM/TDM Plan(2003)
  - Focus is on TDM strategies
  - Expectation: 7% - 12% reduction in SOV trips



## RECOMMENDATION:

- Reduction in vehicle trips projected in the Draft EIR
- Meet or exceed General Plan goals:
  - 10% for residential
  - 30% for commercial



Rewards, Penalties, Costs, Incentives

# ENFORCING TDM OBJECTIVES

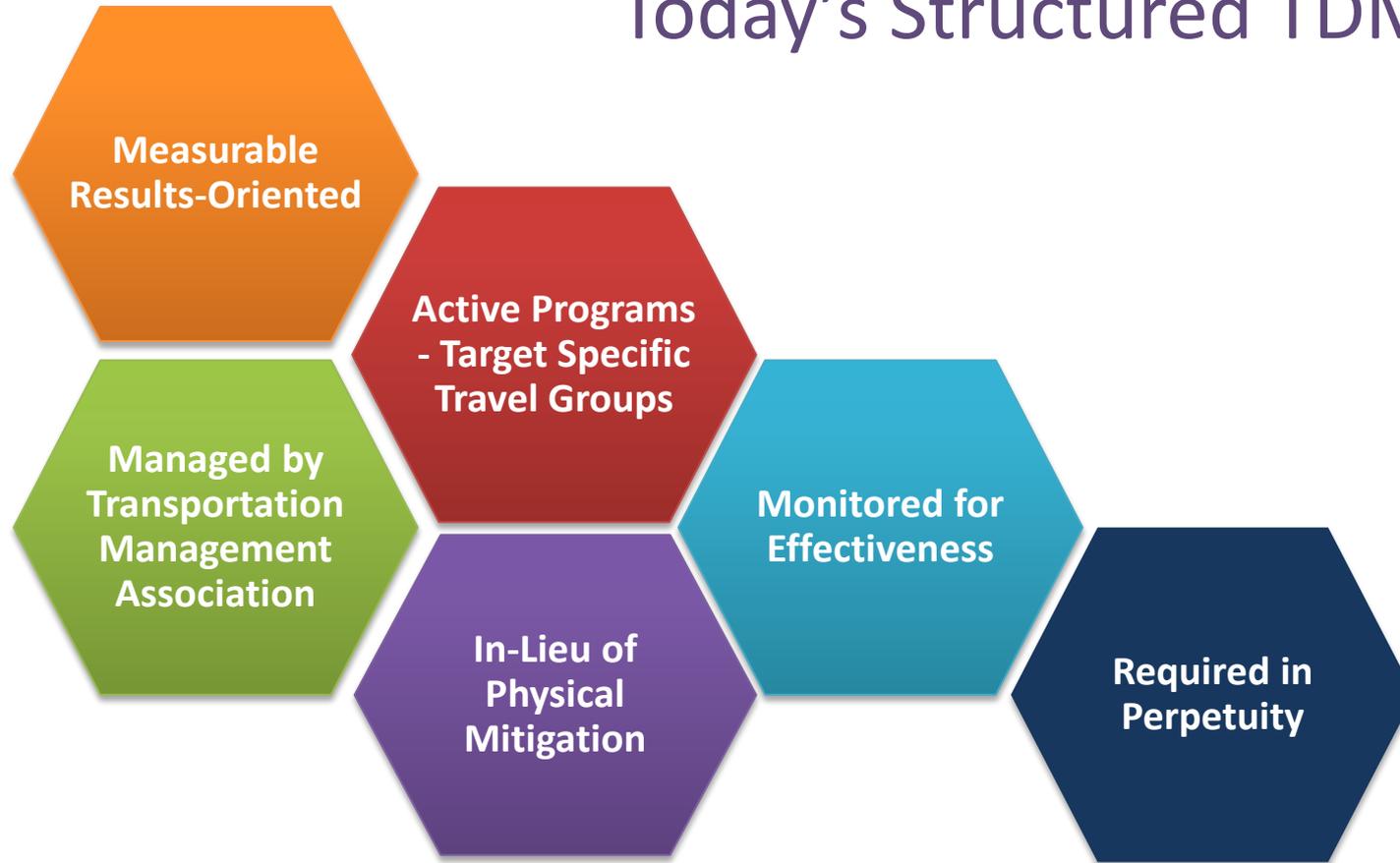


## Conventional TDM Plans

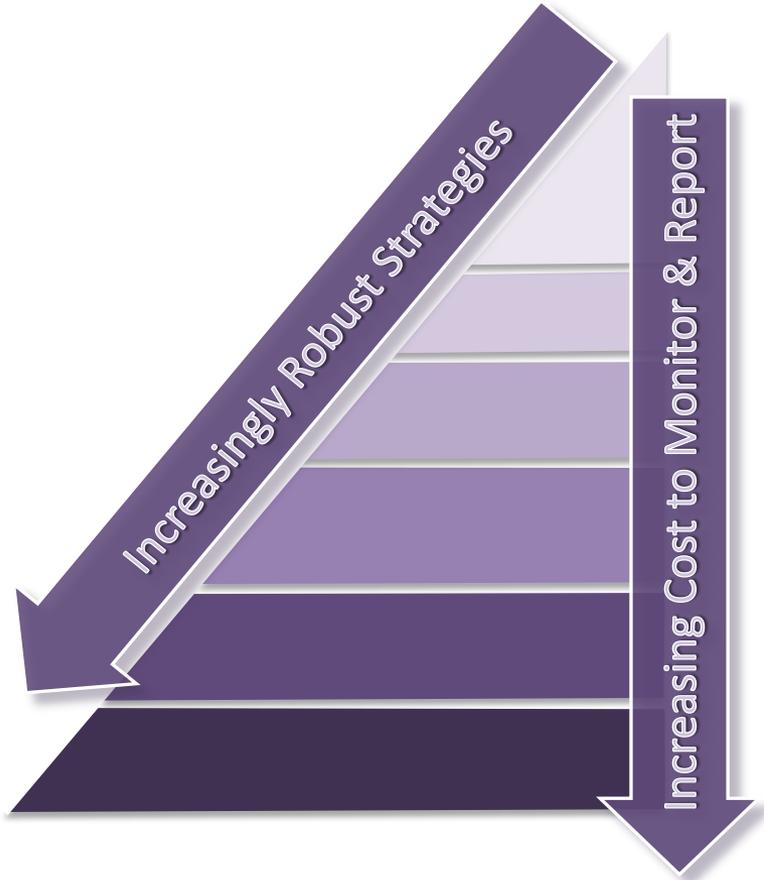




## Today's Structured TDM Plans



## RECOMMENDATION:



- Require annual monitoring and reporting
  - Alameda Point as a whole
  - Sub-districts
  - Individual developments
  - Individual employers
- Enforced through monetary penalties
  - Cost of implementing, monitoring & refining new strategies



TDM AND

# PARKING MANAGEMENT

# PARKING MANAGEMENT

SUPPLEMENTAL  
BRIEFING MATERIAL  
ALAMEDA POINT  
TRANSPORTATION DEMAND  
MANAGEMENT PLAN

*Adjustment of supply outside the normal processes of the private marketplace to achieve objectives*

- Influences:
  - Urban form
  - Land use accessibility
  - Property values
  - Economy of major centers
  - Rate of economic development
  - Travel decisions



## Most effective combination of conditions and measures:

- **Combination #1:**
  - High level of public transit
  - Restricted parking supply + parking fees
  - Moderate to high level of employer provided transportation services (e.g., shuttle to BART)
- **Combination #2:**
  - High level of public transit
  - Restricted parking supply + parking fees
  - High level of employer support services

# PARKING MANAGEMENT



## Types of parking management strategies:

### On-Street

- Commercial area parking management
- Time restricted
- Metered (fee)
- Enforced
- Protection from neighborhood intrusion
- Permit parking
- Peripheral parking

### Off-Street

- Maximum parking requirements
- Exemptions in core for certain uses
- Areawide parking caps
- Preferential parking
- Restriction on surface lots
- Remote employee parking
- Unbundled parking
- Parking pricing

## RECOMMENDATION:

- Implement parking management strategies:
  - **Immediate:** demonstrated effective practices in design and regulation
  - **Mid to long term:** strategically over time as development evolves and matures
- Decision to implement new strategies or parking pricing balances trade-offs between influencing travel and economic development
- Monitor, assess and calibrate new strategies to avoid unintended adverse effects