



Transportation Demand Management and the Alameda TMA

September 3, 2025

Mayor's Economic Development Advisory Panel



What is Transportation Demand Management (TDM)?

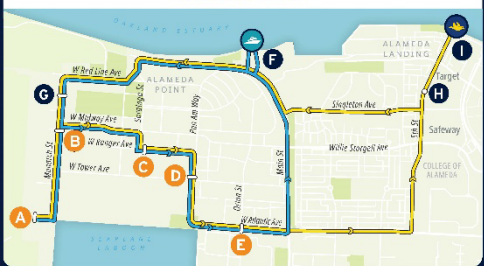
ISLAND HOPPER SHUTTLE

Saturdays & Sundays | 12pm - 7:30pm

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MAIN ST FERRY ROUTE SCHEDULE: ALL RUNS									
* Ferry runs every 15 minutes from 6:00 a.m. to 6:00 p.m. on weekdays. Ferry runs every 30 minutes on Saturdays and Sundays.									
TRIP DIRECTION	DEPART	ARRIVE	DEPART	ARRIVE	DEPART	ARRIVE	DEPART	ARRIVE	TRIP DURATION
1. WEST ALABAMA	6:00 a.m.	6:15 a.m.	6:30 a.m.	6:45 a.m.	6:55 a.m.	7:10 a.m.	7:25 a.m.	7:40 a.m.	15 minutes
2. WEST ALABAMA	6:15 a.m.	6:30 a.m.	6:45 a.m.	7:00 a.m.	7:10 a.m.	7:25 a.m.	7:40 a.m.	7:55 a.m.	15 minutes
3. WEST ALABAMA	6:30 a.m.	6:45 a.m.	7:00 a.m.	7:15 a.m.	7:25 a.m.	7:40 a.m.	7:55 a.m.	8:10 a.m.	15 minutes
4. WEST ALABAMA	6:45 a.m.	7:00 a.m.	7:15 a.m.	7:30 a.m.	7:40 a.m.	7:55 a.m.	8:10 a.m.	8:25 a.m.	15 minutes
5. WEST ALABAMA	7:00 a.m.	7:15 a.m.	7:30 a.m.	7:45 a.m.	7:55 a.m.	8:10 a.m.	8:25 a.m.	8:40 a.m.	15 minutes
6. WEST ALABAMA	7:15 a.m.	7:30 a.m.	7:45 a.m.	8:00 a.m.	8:10 a.m.	8:25 a.m.	8:40 a.m.	8:55 a.m.	15 minutes
7. WEST ALABAMA	7:30 a.m.	7:45 a.m.	8:00 a.m.	8:15 a.m.	8:25 a.m.	8:40 a.m.	8:55 a.m.	9:10 a.m.	15 minutes
8. WEST ALABAMA	7:45 a.m.	8:00 a.m.	8:15 a.m.	8:30 a.m.	8:40 a.m.	8:55 a.m.	9:10 a.m.	9:25 a.m.	15 minutes
9. WEST ALABAMA	8:00 a.m.	8:15 a.m.	8:30 a.m.	8:45 a.m.	8:55 a.m.	9:10 a.m.	9:25 a.m.	9:40 a.m.	15 minutes
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11. WEST ALABAMA	8:30 a.m.	8:45 a.m.	9:00 a.m.	9:15 a.m.	9:25 a.m.	9:40 a.m.	9:55 a.m.	10:10 a.m.	15 minutes
12. WEST ALABAMA	8:45 a.m.	9:00 a.m.	9:15 a.m.	9:30 a.m.	9:40 a.m.	9:55 a.m.	10:10 a.m.	10:25 a.m.	15 minutes
13. WEST ALABAMA	9:00 a.m.	9:15 a.m.	9:30 a.m.	9:45 a.m.	9:55 a.m.	10:10 a.m.	10:25 a.m.	10:40 a.m.	15 minutes
14. WEST ALABAMA	9:15 a.m.	9:30 a.m.	9:45 a.m.	10:00 a.m.	10:10 a.m.	10:25 a.m.	10:40 a.m.	10:55 a.m.	15 minutes
15. WEST ALABAMA	9:30 a.m.	9:45 a.m.	10:00 a.m.	10:15 a.m.	10:25 a.m.	10:40 a.m.	10:55 a.m.	11:10 a.m.	15 minutes
16. WEST ALABAMA	9:45 a.m.	10:00 a.m.	10:15 a.m.	10:30 a.m.	10:40 a.m.	10:55 a.m.	11:10 a.m.	11:25 a.m.	15 minutes
17. WEST ALABAMA	10:00 a.m.	10:15 a.m.	10:30 a.m.	10:45 a.m.	10:55 a.m.	11:10 a.m.	11:25 a.m.	11:40 a.m.	15 minutes
18. WEST ALABAMA	10:15 a.m.	10:30 a.m.	10:45 a.m.	11:00 a.m.	11:10 a.m.	11:25 a.m.	11:40 a.m.	11:55 a.m.	15 minutes
19. WEST ALABAMA	10:30 a.m.	10:45 a.m.	11:00 a.m.	11:15 a.m.	11:25 a.m.	11:40 a.m.	11:55 a.m.	12:10 p.m.	15 minutes
20. WEST ALABAMA	10:45 a.m.	11:00 a.m.	11:15 a.m.	11:30 a.m.	11:40 a.m.	11:55 a.m.	12:10 p.m.	12:25 p.m.	15 minutes
21. WEST ALABAMA	11:00 a.m.	11:15 a.m.	11:30 a.m.	11:45 a.m.	11:55 a.m.	12:10 p.m.	12:25 p.m.	12:40 p.m.	15 minutes
22. WEST ALABAMA	11:15 a.m.	11:30 a.m.	11:45 a.m.	12:00 p.m.	12:10 p.m.	12:25 p.m.	12:40 p.m.	12:55 p.m.	15 minutes
23. WEST ALABAMA	11:30 a.m.	11:45 a.m.	12:00 p.m.	12:15 p.m.	12:25 p.m.	12:40 p.m.	12:55 p.m.	1:10 p.m.	15 minutes
24. WEST ALABAMA	11:45 a.m.	12:00 p.m.	12:15 p.m.	12:30 p.m.	12:40 p.m.	12:55 p.m.	1:10 p.m.	1:25 p.m.	15 minutes
25. WEST ALABAMA	12:00 p.m.	12:15 p.m.	12:30 p.m.	12:45 p.m.	12:55 p.m.	1:10 p.m.	1:25 p.m.	1:40 p.m.	15 minutes
26. WEST ALABAMA	12:15 p.m.	12:30 p.m.	12:45 p.m.	1:00 p.m.	1:10 p.m.	1:25 p.m.	1:40 p.m.	1:55 p.m.	15 minutes
27. WEST ALABAMA	12:30 p.m.	12:45 p.m.	1:00 p.m.	1:15 p.m.	1:10 p.m.	1:25 p.m.	1:40 p.m.	1:55 p.m.	15 minutes
28. WEST ALABAMA	12:45 p.m.	1:00 p.m.	1:15 p.m.	1:30 p.m.	1:10 p.m.	1:25 p.m.	1:40 p.m.	1:55 p.m.	15 minutes
29. WEST ALABAMA	1:00 p.m.	1:15 p.m.	1:30 p.m.	1:45 p.m.					
30. WEST ALABAMA	1:15 p.m.	1:30 p.m.	1:45 p.m.	2:00 p.m.					
31. WEST ALABAMA	1:30 p.m.	1:45 p.m.	2:00 p.m.	2:15 p.m.					
32. WEST ALABAMA	1:45 p.m.	2:00 p.m.	2:15 p.m.	2:30 p.m.					
33. WEST ALABAMA	2:00 p.m.	2:15 p.m.	2:30 p.m.	2:45 p.m.					
34. WEST ALABAMA	2:15 p.m.	2:30 p.m.	2:45 p.m.	3:00 p.m.					
35. WEST ALABAMA	2:30 p.m.	2:45 p.m.	3:00 p.m.	3:15 p.m.					
36. WEST ALABAMA	2:45 p.m.	3:00 p.m.	3:15 p.m.	3:30 p.m.					
37. WEST ALABAMA	3:00 p.m.	3:15 p.m.	3:30 p.m.	3:45 p.m.					
38. WEST ALABAMA	3:15 p.m.	3:30 p.m.	3:45 p.m.	4:00 p.m.					
39. WEST ALABAMA	3:30 p.m.	3:45 p.m.	4:00 p.m.	4:15 p.m.					
40. WEST ALABAMA	3:45 p.m.	4:00 p.m.	4:15 p.m.	4:30 p.m.					
41. WEST ALABAMA	4:00 p.m.	4:15 p.m.	4:30 p.m.	4:45 p.m.					
42. WEST ALABAMA	4:15 p.m.	4:30 p.m.	4:45 p.m.	5:00 p.m.					
43. WEST ALABAMA	4:30 p.m.	4:45 p.m.	5:00 p.m.	5:15 p.m.					
44. WEST ALABAMA	4:45 p.m.	5:00 p.m.	5:15 p.m.	5:30 p.m.					
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46. WEST ALABAMA	5:15 p.m.	5:30 p.m.	5:45 p.m.	6:00 p.m.					
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51. WEST ALABAMA	6:30 p.m.	6:45 p.m.	6:45 p.m.	7:00 p.m.					
52. WEST ALABAMA	6:45 p.m.	7:00 p.m.	7:00 p.m.	7:15 p.m.					
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64. WEST ALABAMA	9:45 p.m.	10:00 p.m.	10:00 p.m.	10:15 p.m.					
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71. WEST ALABAMA	11:30 p.m.	11:45 p.m.	11:45 p.m.	12:00 p.m.					
72. WEST ALABAMA	11:45 p.m.	12:00 p.m.	12:00 p.m.	12:15 p.m.					
73. WEST ALABAMA	12:00 p.m.	12:15 p.m.	12:15 p.m.	12:30 p.m.					
74. WEST ALABAMA	12:15 p.m.	12:30 p.m.	12:30 p.m.	12:45 p.m.					
75. WEST ALABAMA	12:30 p.m.	12:45 p.m.	12:45 p.m.	1:00 p.m.					
76. WEST ALABAMA	12:45 p.m.	1:00 p.m.	1:00 p.m.	1:15 p.m.					
77. WEST ALABAMA	1:00 p.m.	1:15 p.m.	1:15 p.m.	1:30 p.m.					
78. WEST ALABAMA	1:15 p.m.	1:30 p.m.	1:30 p.m.	1:45 p.m.					
79. WEST ALABAMA	1:30 p.m.	1:45 p.m.	1:45 p.m.	2:00 p.m.					
80. WEST ALABAMA	1:45 p.m.	2:00 p.m.	2:00 p.m.	2:15 p.m.					
81. WEST ALABAMA	2:00 p.m.	2:15 p.m.	2:15 p.m.	2:30 p.m.					
82. WEST ALABAMA	2:15 p.m.	2:30 p.m.	2:30 p.m.	2:45 p.m.					
83. WEST ALABAMA	2:30 p.m.	2:45 p.m.	2:45 p.m.	3:00 p.m.					
84. WEST ALABAMA	2:45 p.m.	3:00 p.m.	3:00 p.m.	3:15 p.m.					
85. WEST ALABAMA	3:00 p.m.	3:15 p.m.	3:15 p.m.	3:30 p.m.					
86. WEST ALABAMA	3:15 p.m.	3:30 p.m.	3:30 p.m.	3:45 p.m.					
87. WEST ALABAMA	3:30 p.m.	3:45 p.m.	3:45 p.m.	4:00 p.m.					
88. WEST ALABAMA	3:45 p.m.	4:00 p.m.	4:00 p.m.	4:15 p.m.					
89. WEST ALABAMA	4:00 p.m.	4:15 p.m.	4:15 p.m.	4:30 p.m.					
90. WEST ALABAMA	4:15 p.m.	4:30 p.m.	4:30 p.m.	4:45 p.m.					
91. WEST ALABAMA	4:30 p.m.	4:45 p.m.	4:45 p.m.	5:00 p.m.					
92. WEST ALABAMA	4:45 p.m.	5:00 p.m.	5:00 p.m.	5:15 p.m.					
93. WEST ALABAMA	5:00 p.m.	5:15 p.m.	5:15 p.m.	5:30 p.m.					
94. WEST ALABAMA	5:15 p.m.	5:30 p.m.	5:30 p.m.	5:45 p.m.					
95. WEST ALABAMA	5:30 p.m.	5:45 p.m.	5:45 p.m.	6:00 p.m.					
96. WEST ALABAMA	5:45 p.m.	6:00 p.m.	6:00 p.m.	6:15 p.m.					
97. WEST ALABAMA	6:00 p.m.	6:15 p.m.	6:15 p.m.	6:30 p.m.					
98. WEST ALABAMA	6:15 p.m.	6:30 p.m.	6:30 p.m.	6:45 p.m.					
99. WEST ALABAMA	6:30 p.m.	6:45 p.m.	6:45 p.m.	7:00 p.m.					
100. WEST ALABAMA	6:45 p.m.	7:00 p.m.	7:00 p.m.	7:15 p.m.					
101. WEST ALABAMA	7:00 p.m.	7:15 p.m.	7:15 p.m.	7:30 p.m.					
102. WEST ALABAMA	7:15 p.m.	7:30 p.m.	7:30 p.m.	7:45 p.m.					
103. WEST ALABAMA	7:30 p.m.	7:45 p.m.	7:45 p.m.	8:00 p.m.					
104. WEST ALABAMA	7:45 p.m.	8:00 p.m.	8:00 p.m.	8:15 p.m.					
105. WEST ALABAMA	8:00 p.m.	8:15 p.m.	8:15 p.m.	8:30 p.m.					
106. WEST ALABAMA	8:15 p.m.	8:30 p.m.	8:30 p.m.	8:45 p.m.					
107. WEST ALABAMA	8:30 p.m.	8:45 p.m.	8:45 p.m.	9:00 p.m.					
108. WEST ALABAMA	8:45 p.m.	9:00 p.m.	9:00 p.m.	9:15 p.m.					
109. WEST ALABAMA	9:00 p.m.	9:15 p.m.	9:15 p.m.	9:30 p.m.					
110. WEST ALABAMA	9:15 p.m.	9:30 p.m.	9:30 p.m.	9:45 p.m.					
111. WEST ALABAMA	9:30 p.m.	9:45 p.m.	9:45 p.m.	10:00 p.m.					
112. WEST ALABAMA	9:45 p.m.	10:00 p.m.	10:00 p.m.	10:15 p.m.					
113. WEST ALABAMA	10:00 p.m.	10:15 p.m.	10:15 p.m.	10:30 p.m.					
114. WEST ALABAMA	10:15 p.m.	10:30 p.m.	10:30 p.m.	10:45 p.m.					
115. WEST ALABAMA	10:30 p.m.	10:45 p.m.	10:45 p.m.	11:00 p.m.					
116. WEST ALABAMA	10:45 p.m.	11:00 p.m.	11:00 p.m.	11:15 p.m.					
117. WEST ALABAMA	11:00 p.m.	11:15 p.m.	11:15 p.m.	11:30 p.m.					
118. WEST ALABAMA	11:15 p.m.	11:30 p.m.	11:30 p.m.	11:45 p.m.					
119. WEST ALABAMA	11:30 p.m.	11:45 p.m.	11:45 p.m.	12:00 p.m.					
120. WEST ALABAMA	11:45 p.m.	12:00 p.m.	12:00 p.m.	12:15 p.m.					
121. WEST ALABAMA	12:00 p.m.	12:15 p.m.	12:15 p.m.	12:30 p.m.					
122. WEST ALABAMA	12:15 p.m.	12:30 p.m.	12:30 p.m.	12:45 p.m.					
123. WEST ALABAMA	12:30 p.m.	12:45 p.m.	12:45 p.m.	1:00 p.m.					
124. WEST ALABAMA	12:45 p.m.	1:00 p.m.	1:00 p.m.	1:15 p.m.					
125. WEST ALABAMA	1:00 p.m.	1:15 p.m.	1:15 p.m.	1:30 p.m.					
126. WEST ALABAMA	1:15 p.m.	1:30 p.m.	1:30 p.m.	1:45 p.m.					
127. WEST ALABAMA	1:30 p.m.	1:45 p.m.	1:45 p.m.	2:00 p.m.					
128. WEST ALABAMA	1:45 p.m.	2:00 p.m.	2:00 p.m.	2:15 p.m.					
129. WEST ALABAMA	2:00 p.m.	2:15 p.m.	2:15 p.m.	2:30 p.m.					
130. WEST ALABAMA	2:15 p.m.	2:30 p.m.	2:30 p.m.	2:45 p.m.					
131. WEST ALABAMA	2:30 p.m.	2:45 p.m.	2:45 p.m.	3:00 p.m.					
132. WEST ALABAMA	2:45 p.m.	3:00 p.m.	3:00 p.m.	3:15 p.m.					
133. WEST ALABAMA	3:00 p.m.	3:15 p.m.	3:15 p.m.	3:30 p.m.					
134. WEST ALABAMA	3:15 p.m.	3:30 p.m.	3:30 p.m.	3:45 p.m.					
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136. WEST ALABAMA	3:45 p.m.	4:00 p.m.	4:00 p.m.	4:15 p.m.					
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138. WEST ALABAMA	4:15 p.m.	4:30 p.m.	4:30 p.m.	4:45 p.m.					
139. WEST ALABAMA	4:30 p.m.	4:45 p.m.	4:45 p.m.	5:00 p.m.					

ROUTE MAP



- Programs and strategies that encourage the use of alternative transportation modes to reduce congestion.
- This can range from low effort initiatives such as providing information on public transit options, to high effort programs such as running shuttles to connect to BART.

TDM Program Effectiveness

Strategy	Effectiveness
Parking management	1 to 20%
Discount/subsidized transit passes	0.3 to 20%
Increasing transit access, frequency, speed	0.1 to 5%
Real time information	2%
Shuttles, Vanpools, Subscription Services	0.5 to 7%
Rideshare programs	1 to 8%
Marketing	1 to 4%
Transportation Coordinator (or TMA Broker)	1 to 4%
Bike and car-share	1 to 4%

Example Sources used to measure reductions in driving / congestion / emissions:

CAPCOA:

<https://www.aqmd.gov/docs/default-source/ceqa/handbook/capcoa-quantifying-greenhouse-gas-mitigation-measures.pdf>

SF SHIFT:

https://default.sfplanning.org/transportation/tdm/TDM_Measures.pdf

Transportation Management Associations (TMA's) in Alameda

<https://www.alamedatma.org/>

Three TMA Areas – Alameda Point, Northern Waterfront, West Alameda (Alameda Landing)

Each TMA has an advisory committee

Alameda Point and Northern Waterfront are part of Alameda TMA – Board of 8 landowners / residents / tenants / City staff



- Northern Waterfront - Alameda TMA
- Alameda Point - Alameda TMA
- Alameda Landing - West Alameda TDMA

Alameda TMA Project Areas



ATMA Membership

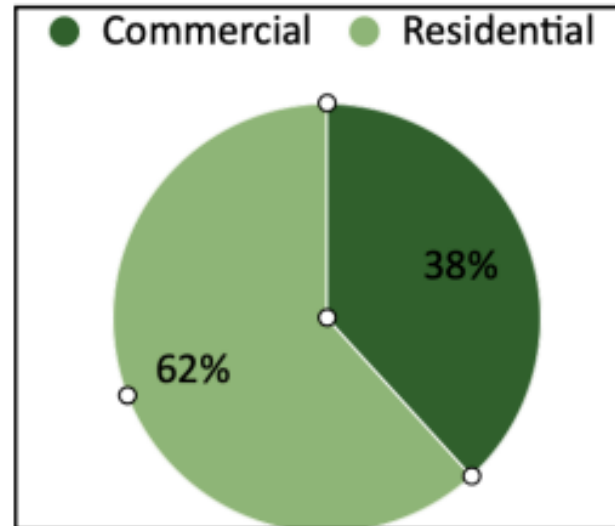
62% RESIDENTIAL, INCLUDING:

Alameda Point communities (Aero, Leeward, Crest)
Northern Waterfront (Marina Shores, Mulberry, Alta Star Harbor (Del Monte), Launch)

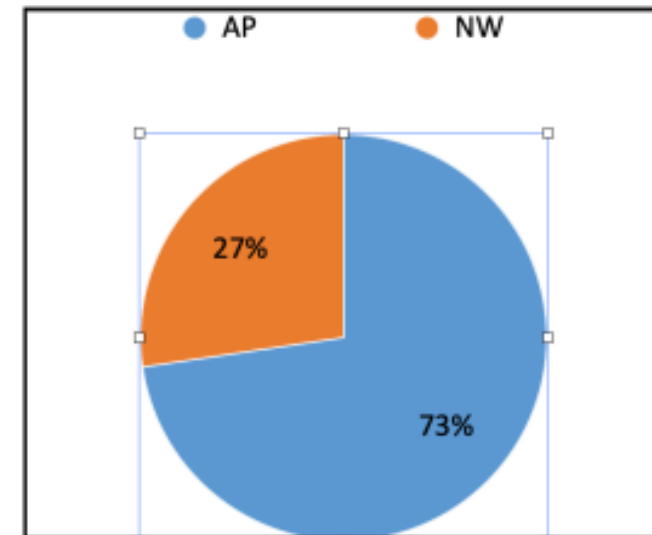
38% COMMERCIAL INCLUDING:

Alameda Point Tenants
Wind River
Marina Village

Members by Type



Members by PAC



Alameda TMA Programs

MANAGE AC TRANSIT EASY PASS PROGRAM FOR ATMA MEMBERS

- Complementary AC Transit pass to each residential member household and commercial tenants, plus the ability to pay for an additional pass per household at a reasonable rate

IMPLEMENTING MTC'S BAY PASS PILOT PROGRAM

- Add-on to AC Transit EasyPass program to add all forms of transit (i.e., BART, Muni, ferries, etc.), that are served by Clipper Card for all ATMA members.

MANAGE ESTUARY CROSSING SHUTTLE PILOT "WOODSTOCK"

- Working with additional participants (City of Alameda, Port of Oakland, ATMA, WATDMA) to fund and operate in conjunction with WETA and City of Alameda.
- Over 100,000 riders in first year, expanded from 5 to 6 days

E-BIKE REBATE PROGRAM

- Implemented and promoted e-bike program with AMP

