

An aerial photograph of Alameda Point, a peninsula in San Francisco. A large, irregular purple shape is overlaid on the left side of the image, highlighting a specific area that includes a large bridge structure and some industrial or construction sites. The rest of the image shows the dense urban grid of the city, the waterfront, and the surrounding water.

ALAMEDA POINT

TRANSPORTATION DEMAND MANAGEMENT PLAN

FIVE KEY POINTS



1. Create a plan that reduces car traffic to and from Alameda Point during peak hours consistent with General Plan, EIR, regional plans
2. Offer shuttles and AC Transit passes to all employees and residents at Alameda Point paid for through special taxes on Alameda Point property owners
3. Provide numerous other services and programs to change travel behavior
4. Regulate parking supply and pricing consistent with transit-oriented standards
5. Monitor and modify as necessary to achieve success

PREVIOUS MEETINGS



- September 30, 2013 – Planning Board/Transportation Commission
 - Discussed key components and framework
- December 11, 2013 – Transportation Commission
 - Discussed outline of TDM Plan
- March 24, 2014 – Planning Board
 - Received comments on draft TDM Plan
- April 23, 2014 – Transportation Commission
 - Recommended City Council approval of draft TDM Plan

PLAN CONTENT



Major Parts of TDM Plan

- Overview and introduction
- Plan management
- Goals / targets for trip reduction
- TDM services and programs
- Parking management strategy
- Monitoring and reporting
- Implementation
 - Compliance and modifications
 - Costs and funding
 - Phasing and implementation steps

FUNDING THE PLAN



- **Mandatory membership in TMA**
 - Commercial and residential associations and large employers
 - Special tax collected from all property
- **Other funding sources**
 - Parking fees and fines
 - Transit agency funds
 - Grants and subsidies

MONITORING AND REPORTING



- Use quantitative and qualitative data to assess performance
 - Traffic counts
 - Surveys
- Provide annual reports on meeting trip reduction goals
- Refine TDM Plan as appropriate and re-implement – continuous cycle
- Modify TDM Plan as needed and 5-year review by City Council

NEXT STEPS



- Receive award of MTC staffing assistance grant for TDM Plan implementation – July 2014
- Coordinate with MTC on consultant selection and scope of work – July/August 2014
- Commence implementation of TDM Plan – September 2014
 - Consult on compliance strategies for development agreements and leases
 - Develop alternative commute website
 - Execute shuttle routes and shuttle contract
 - Execute contract with AC Transit on Easy-Passes
 - Establish TMA

PARKING MANAGEMENT



70% of parking required under conventional zoning

