



## MEMORANDUM

To: Joe Ernst and Bryan Graves  
From: Nelson\Nygaard  
Date: February 6, 2015  
Subject: Preliminary TDM Strategies

---

### INTRODUCTION

The memorandum provides an overview of potential TDM strategies that could be implemented at Site A. Strategies are grouped by their applicability to future residents, employees, or both. In addition, management and marketing strategies that would be undertaken by the developer or property manager are presented.

**At this point, the strategies listed in this document are for discussion purposes only. Nelson\Nygaard will work with Alameda Point Partners and City of Alameda to determine which TDM measures are most appropriate for the site and future tenants. Certain measures listed below may not be included in the final plan and the specific details of required strategies have yet to be determined.**

### POTENTIAL TDM STRATEGIES

#### Marketing & Management

1. Initiation of Alameda Point TMA
2. TDM Coordinator for the entire site
3. Welcome packets summarizing transportation programs and services
4. Orientation sessions for employees and residents
5. Dedicated website with information on transportation and TDM services
6. Transportation information boards/kiosks at key locations

#### Residents & Employees

1. Public shuttle service to 12<sup>th</sup> Street BART Station
2. AC Transit Easy-Pass program
3. Partially/fully subsidized ferry passes
4. Parking pricing
5. Secure bicycle parking
6. Car share vehicles
7. Bike sharing program
8. On-site bicycle repair facilities

## Residents Only

1. Unbundled parking

## Employees Only

1. Employer-level TDM Coordinator
2. Pre-tax commuter benefits
3. Subsidized carpools/vanpools
4. Preferential parking for carpools/vanpools
5. Showers and lockers
6. Ridematching services
7. Emergency-ride-home program
8. Bike buddy program
9. Financial incentives for employees who take transit, bike, or walk to work

## ROLE OF TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

The Alameda Point Transportation Demand Management Plan<sup>1</sup> was designed assuming the presence of a very active TMA, who will be a key player in helping the area reduce vehicle trips. Given that Alameda Point Partners is “first in,” and will be developing Site A while the role of the TMA is still in its infancy, they may offer TDM programs and services which at later point are envisioned to be managed by the TMA.

Given this, it is unclear at this point how the role of the TMA fits into the development of TDM programs and how services offered by Alameda Point Partners may be transitioned to the TMA at a later time. The City has also indicated the potential for a citywide TMA, which would have further implications for TDM implementation at Alameda Point.

This item requires further discussion with City staff.

## PROCESS

Listed below are the steps Nelson\Nygaard will take in cooperation with Alameda Point Partners and the City of Alameda with final objective of creating a TDM Compliance Strategy for Site A.

- Draft preliminary strategies and high level cost estimates
- Review preliminary strategies and cost estimates with Alameda Point Partners and the City to determine what measures are the best fit for Site A and the proposed project
- Draft a best practices memorandum highlighting how TDM has worked successfully in similar locales
- Based on feedback received on the preliminary strategies, write a draft Compliance Strategy, calculate its effects on vehicle trips, and provide more detailed cost estimates

---

<sup>1</sup> [http://alamedaca.gov/sites/default/files/department-files/2014-06-18/tdm\\_05202014.pdf](http://alamedaca.gov/sites/default/files/department-files/2014-06-18/tdm_05202014.pdf)

# Alameda Point Site A Transportation Demand Management (TDM) Plan

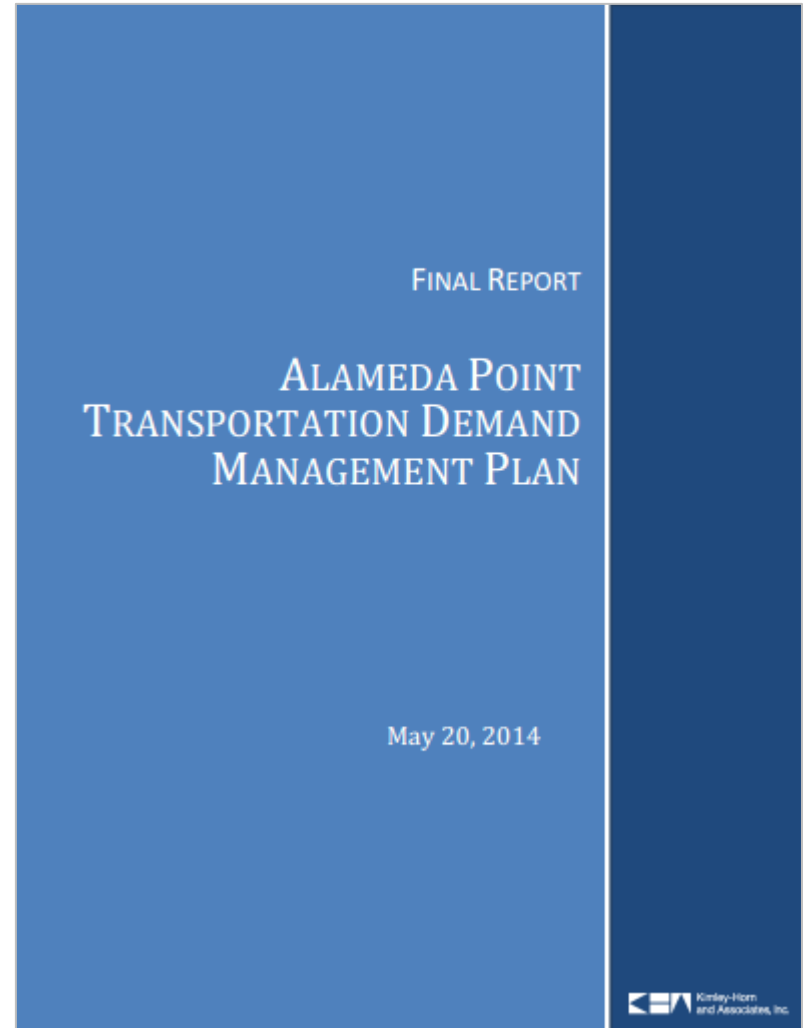
Presented by  
Phil Olmstead

February 25, 2015

# Goals of Alameda Point TDM Plan

---

- Reduce vehicle trips in peak-hours, per city policy
- Provide additional mobility options
- Encourage healthy and sustainable travel
- Provide benefits to whole Alameda community



# Keys to Site A TDM Success

---

- Leverage investment by Alameda Point Partners
- Get the plan “off the shelf”
- Active TMA to manage and implement
- “Package” of strategies → core and supportive programs
- A “living” document → monitor and adjust annually
- Part of a coordinated, citywide trip-reduction and mobility strategy

# Management & Marketing

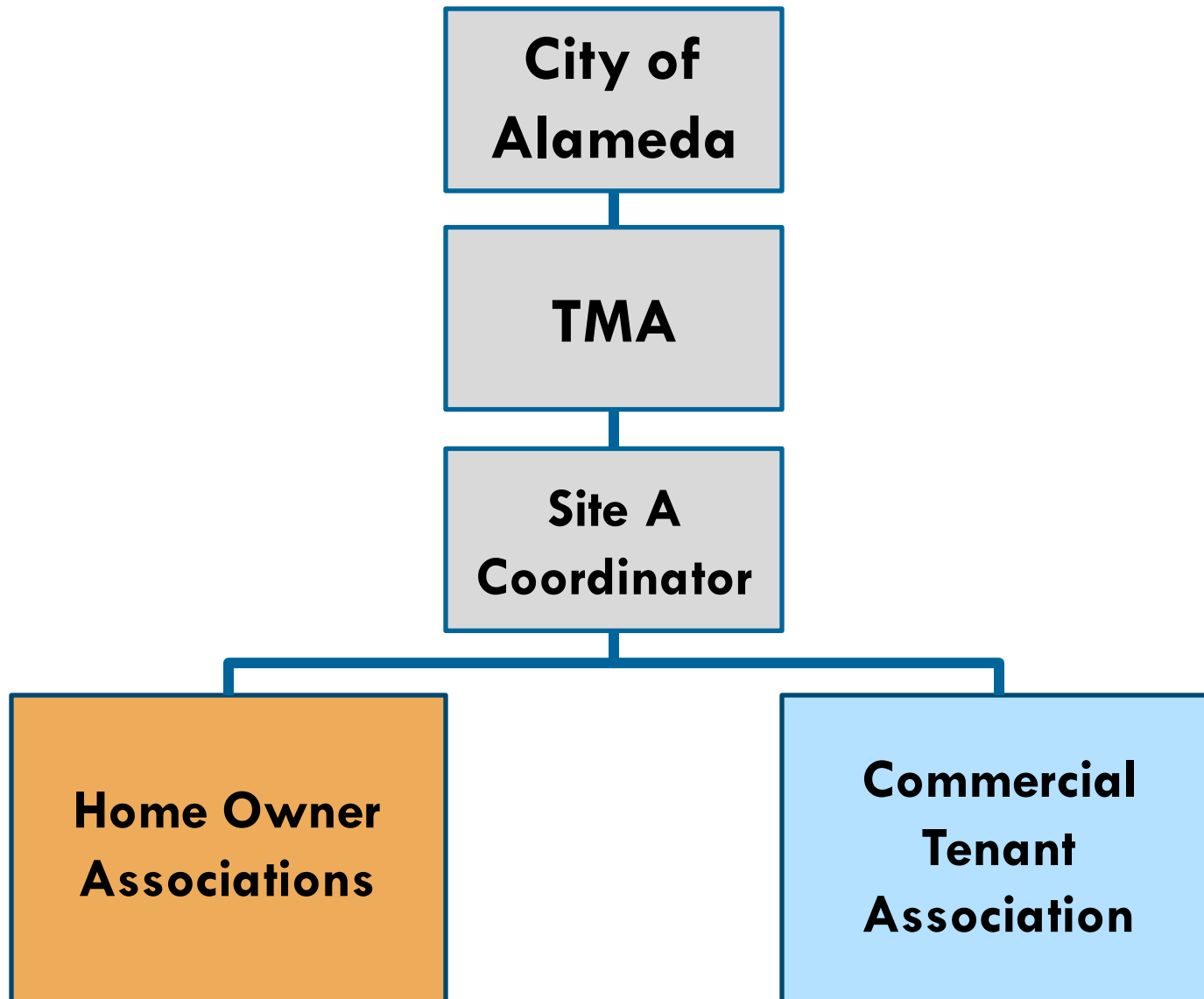
# Transportation Management Association

---

- Responsible for TDM implementation
- Diverse set of stakeholders
- Primary funding mechanism will be property assessments
- Core functions:
  - Coordination
  - Marketing
  - Education
  - Service delivery
  - Monitoring
  - Financial Management

# Management

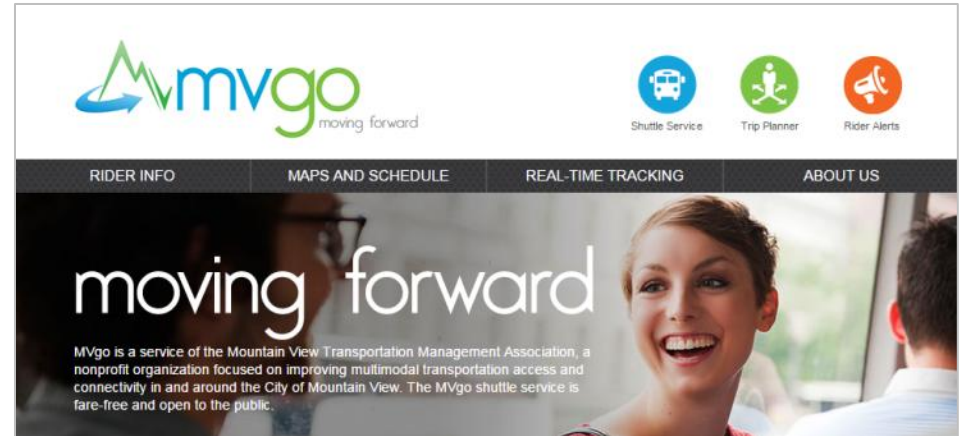
---



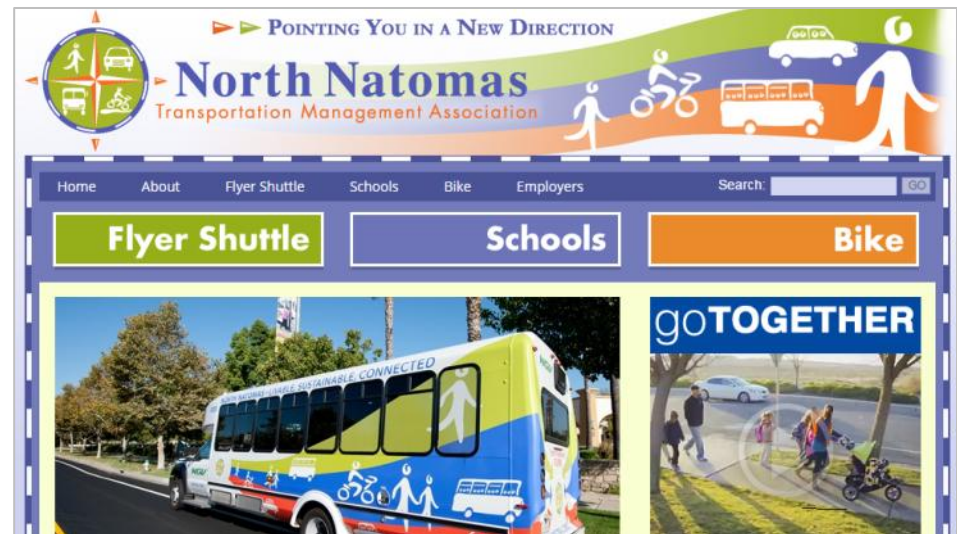


# Marketing

- Resident/Employee Handbook
- Website
- Social Media
- Smartphone App
- Kiosks
- Resident/employee database



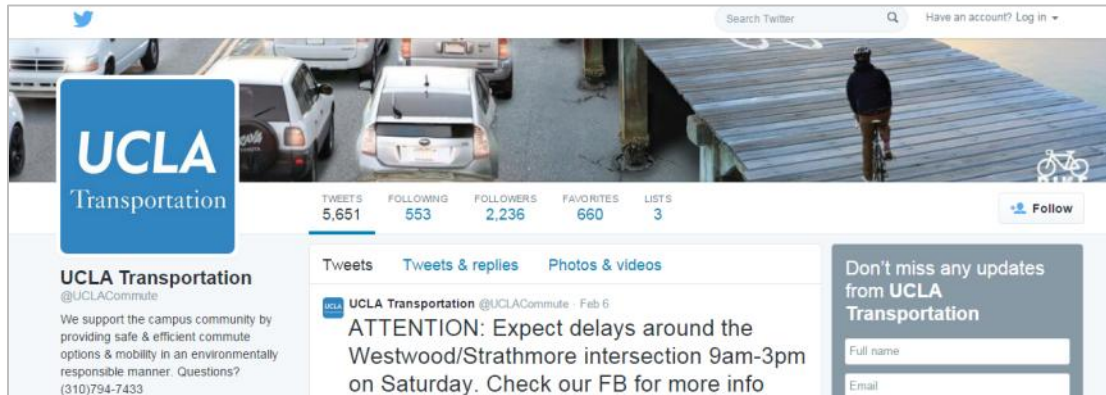
Mountain View TMA



North Natomas TMA

# Marketing

## Social Media



UCLA Transportation

TWEETS 5,651 FOLLOWING 553 FOLLOWERS 2,236 FAVORITES 660 LISTS 3

UCLA Transportation @UCLACommute · Feb 6  
ATTENTION: Expect delays around the Westwood/Strathmore intersection 9am-3pm on Saturday. Check our FB for more info

Don't miss any updates from UCLA Transportation

Full name  
Email



facebook

Email or Phone Password Log In

Keep me logged in Forgot your password?

North Natomas TMA is on Facebook.

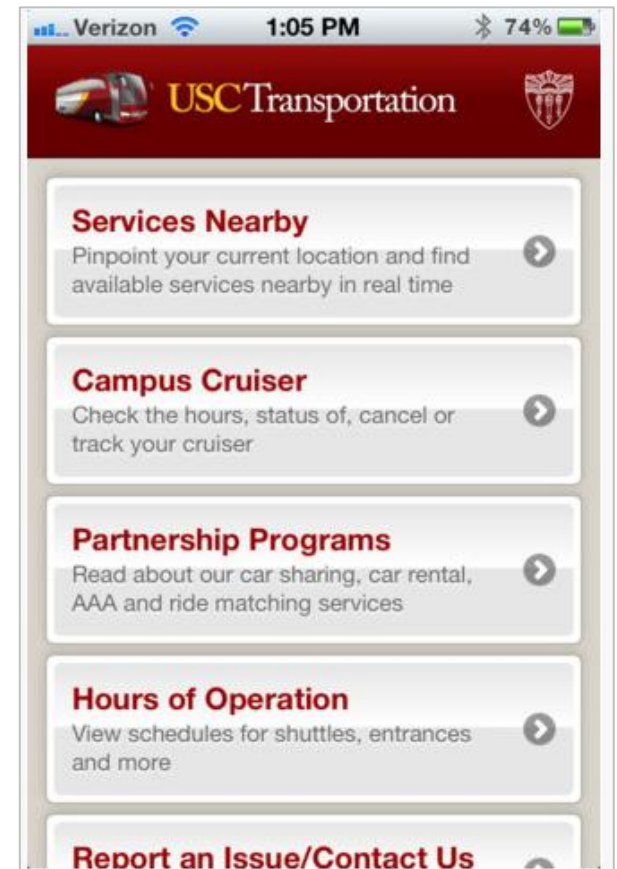
To connect with North Natomas TMA, sign up for Facebook today.

Sign Up Log In

North Natomas TMA Local Business

Timeline About Photos Reviews More

## Smartphone Apps



Verizon 1:05 PM 74%

USC Transportation

Services Nearby  
Pinpoint your current location and find available services nearby in real time

Campus Cruiser  
Check the hours, status of, cancel or track your cruiser

Partnership Programs  
Read about our car sharing, car rental, AAA and ride matching services

Hours of Operation  
View schedules for shuttles, entrances and more

Report an Issue/Contact Us

# Residents & Employees

# Public Transit Service

---

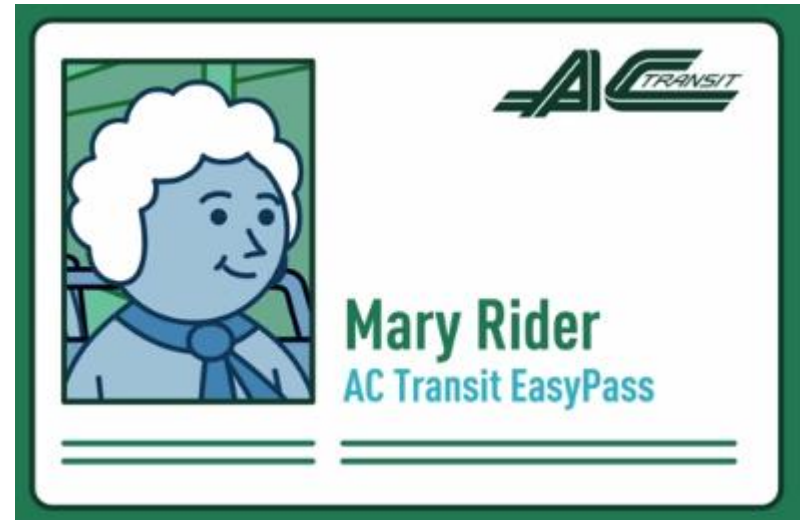
- “Last-mile” connection to BART
- Weekday service
- Peak (15-minute) and off-peak (30-minute)
- Open to public
- Performance-based contract
- Scalable:
  - Weekend service
  - Service hours
  - Frequency



# Transit Subsidies

## ■ AC Transit EasyPass

- Eliminate cost barrier to transit
- Substantial discount = cost effective benefit
- All residents and employees

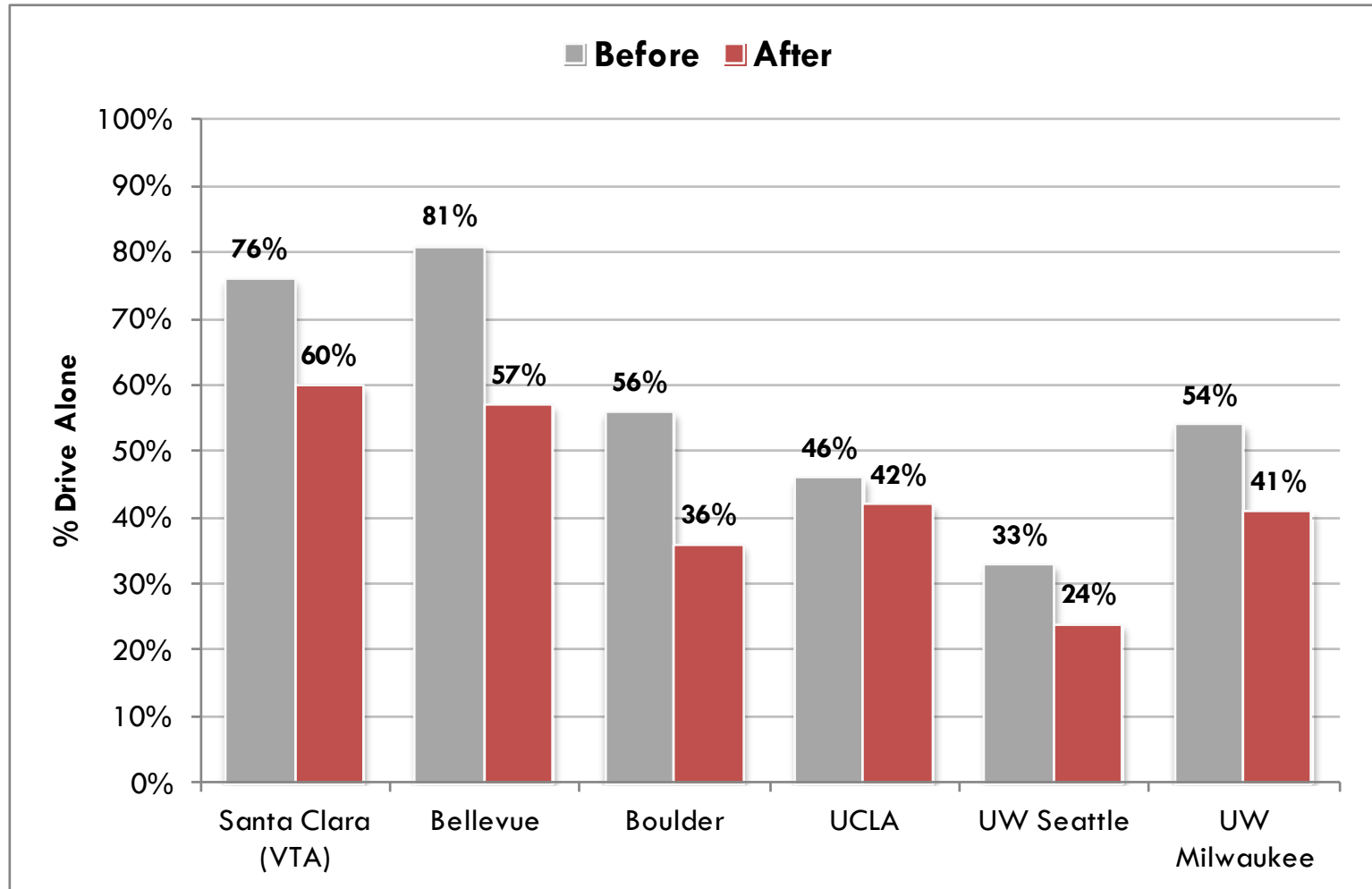


## ■ Clipper Card

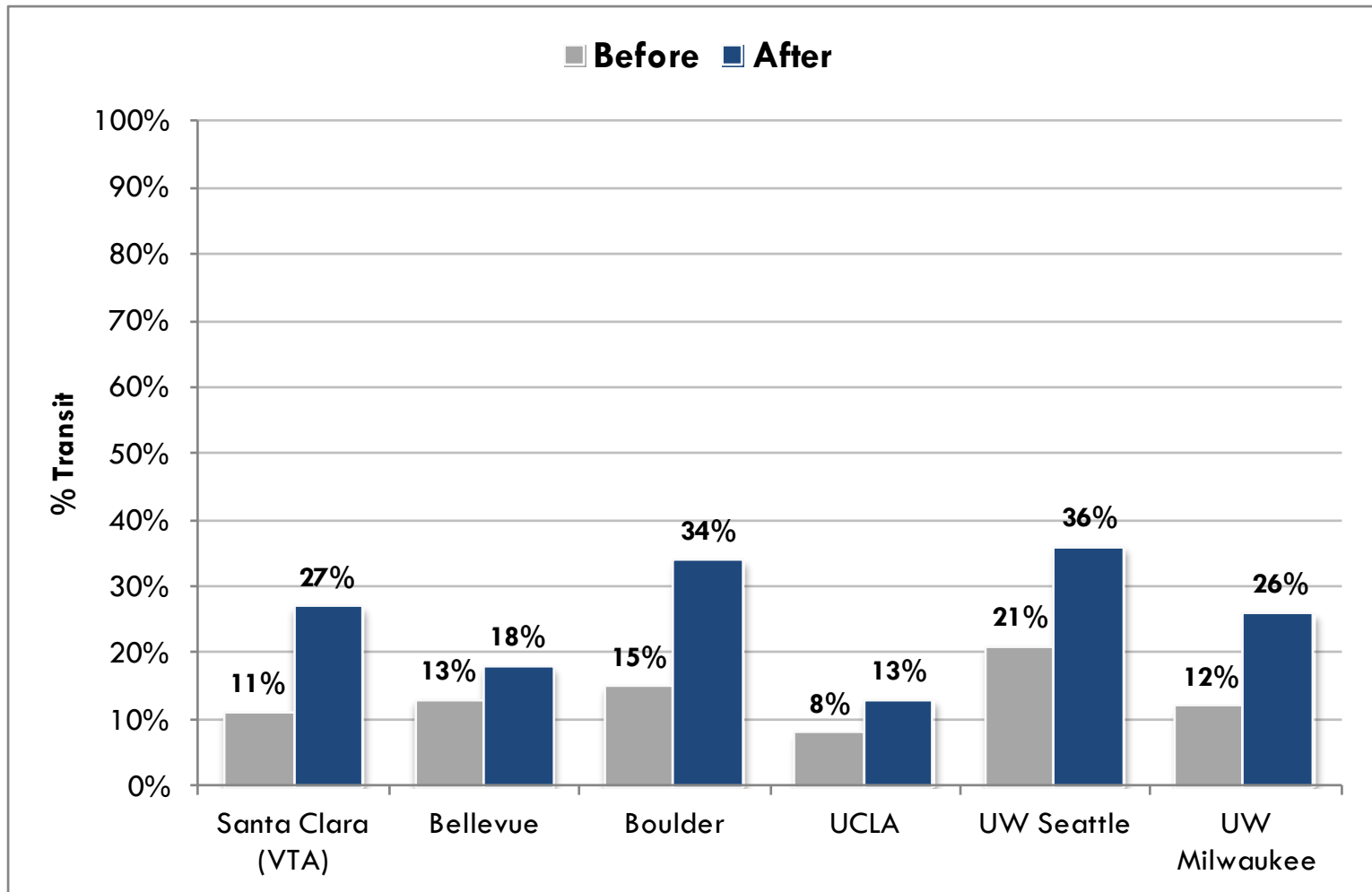
- Ferry
- BART
- Visitors



# Transit Subsidies Decrease Drive Alone Trips...



# ...and Increase Transit Ridership



# Bicycle and Pedestrian Investments

- Walkable, pedestrian-oriented street network
- Bicycle Network Improvements
- Bicycle Parking
  - Racks
  - Lockers/Cages
  - Bike corrals





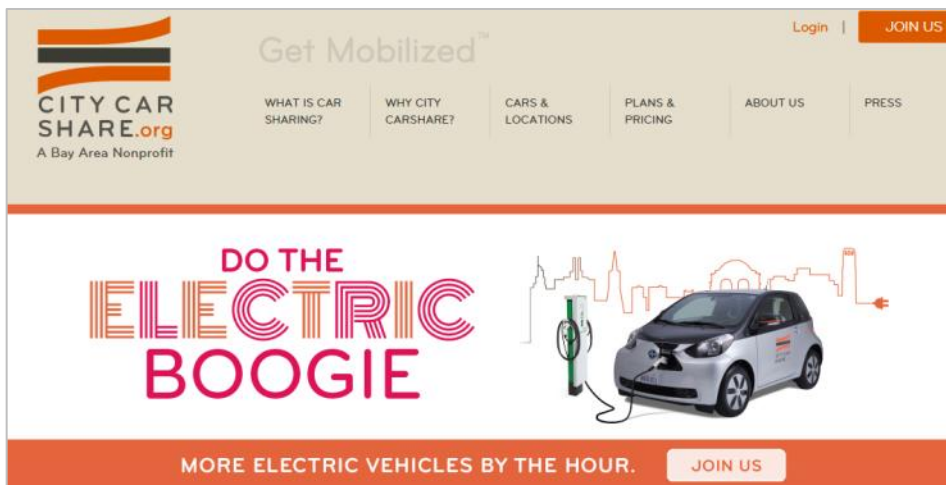
# Bicycle and Pedestrian Investments

- Bike Sharing
  - “Loaner” bike program (short-term)
  - Bay Area Bike Share (long-term)
- Bike Repair Stations
- Education Programs



# Car Sharing

- Reduces residential vehicle ownership
- Mid-day option for non-SOV commuters
- Publicly accessible
- Maintain flexibility to grow



**Employees**

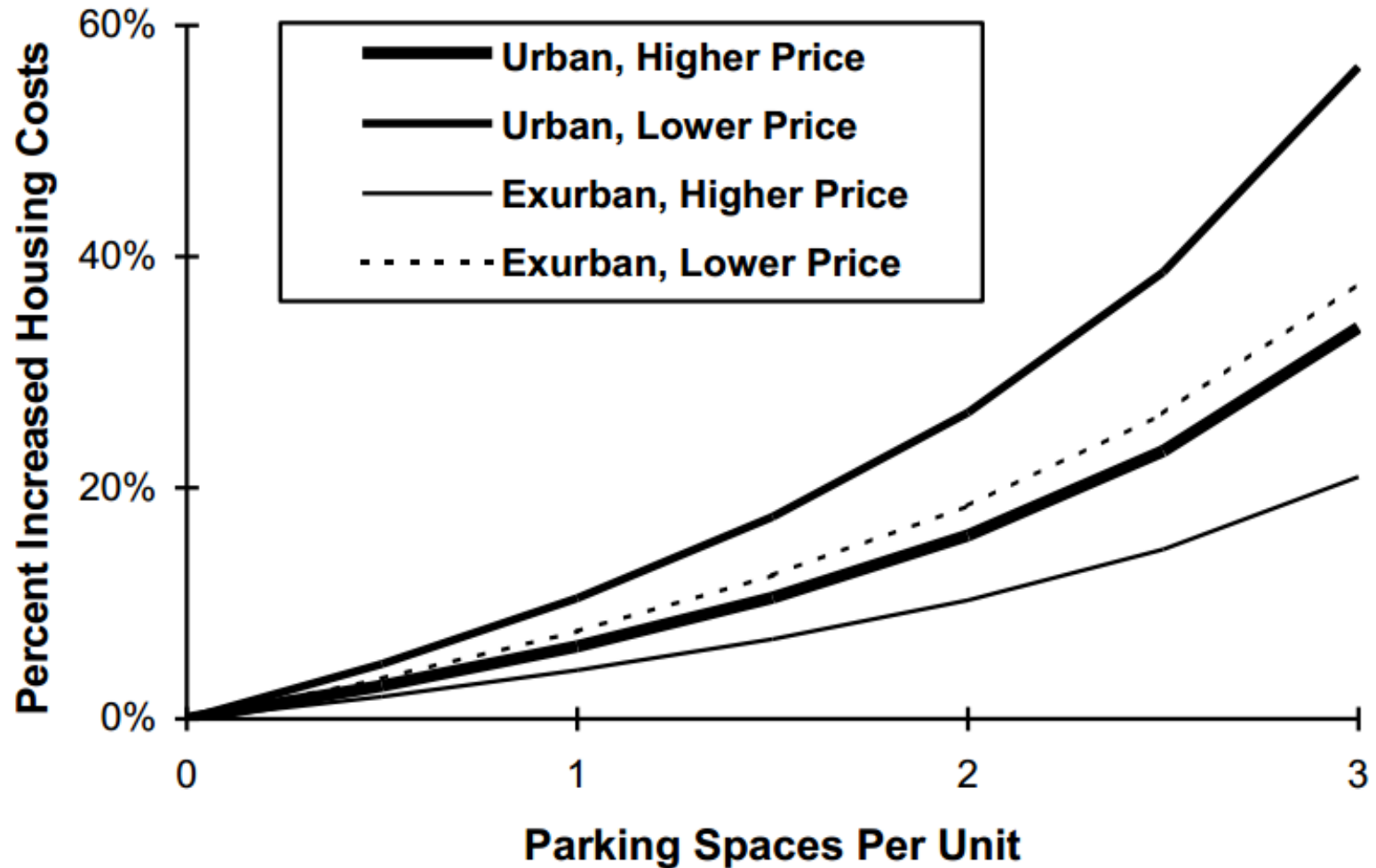
# Employee Programs

- Pre-tax commuter benefits
- Additional financial incentives
- Subsidize carpool/vanpools
- Ridematching services
- Guaranteed Ride Home
- Bike Buddy Program
- Telecommuting/Flex Schedules



# Parking Management

# Parking Impacts Housing Affordability

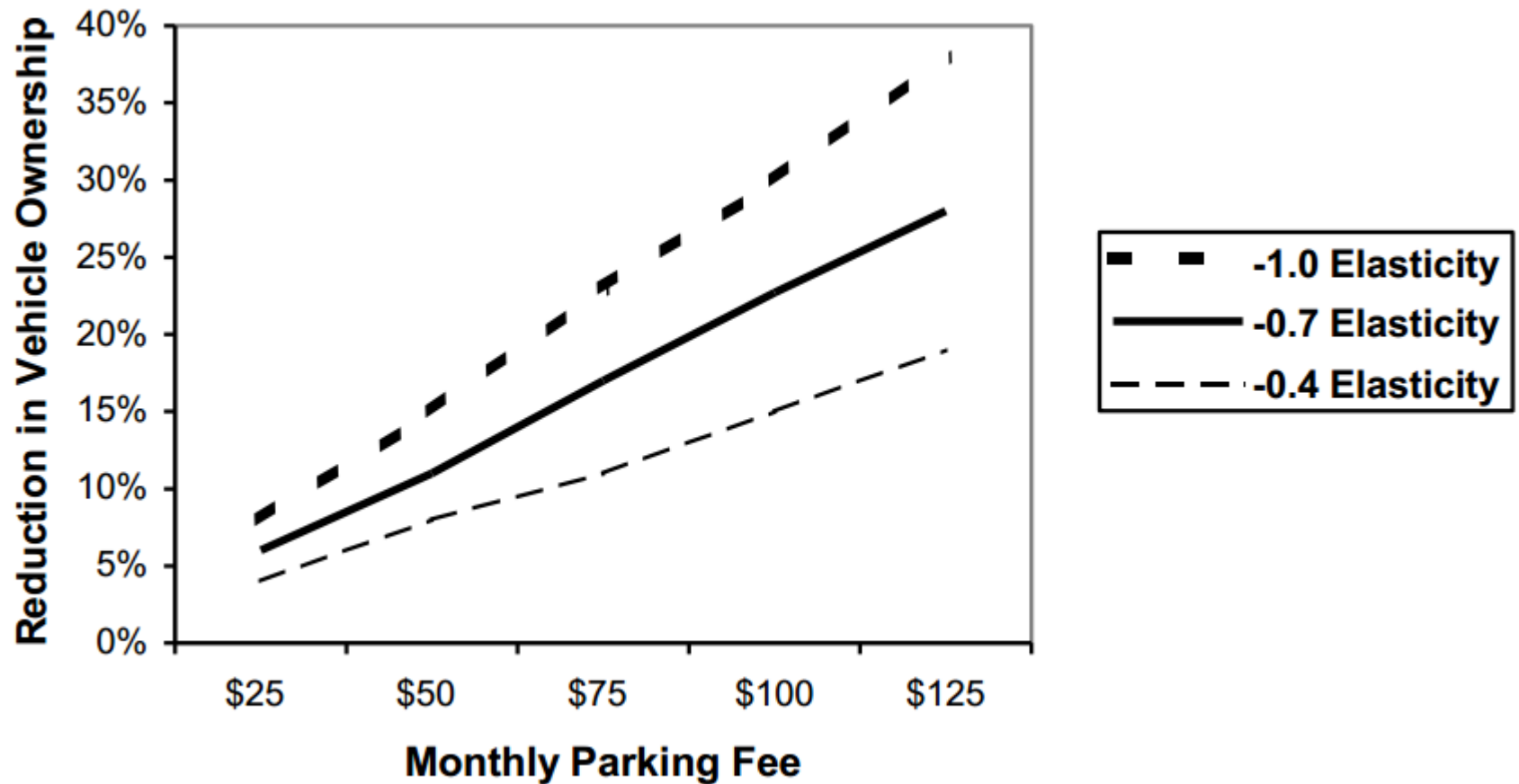


# Unbundled Parking (Residential)

---

- Required for multi-unit residential
- Separates cost of parking from housing → non-drivers no longer subsidize parking
- Increases housing affordability
- Incentivizes lower vehicle ownership

# Small Parking Charges Can Have Large Impacts





# Unbundled Parking Implementation

---

- Month-to-month leasing
- Adjust rates based on demand
- Offered to larger units first
- Affordable units have equal opportunity (at proportional price)
- Affordable units may be exempt
- Surplus spaces to non-residents

# Parking Management

---

- Supply appropriate to walkable, transit-oriented community
- No minimum number of spaces; maximum ratios
- Residential and retail parking at a reduced rate comparable to rest of Alameda
- Shared parking is a priority
  - Public parking lot

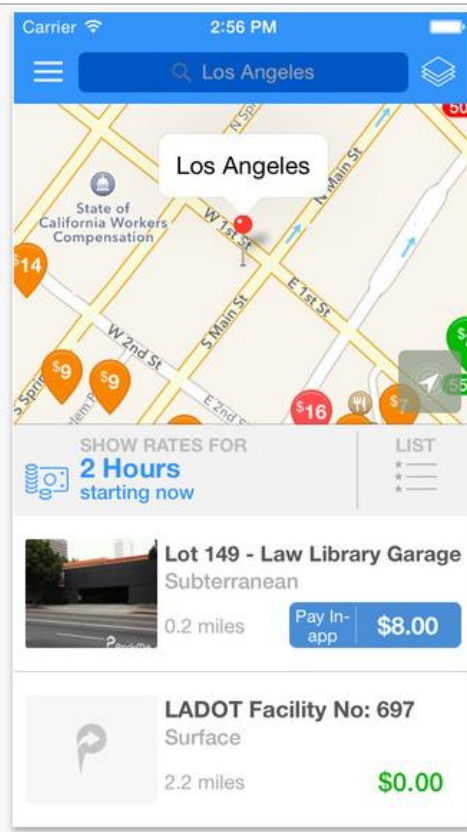
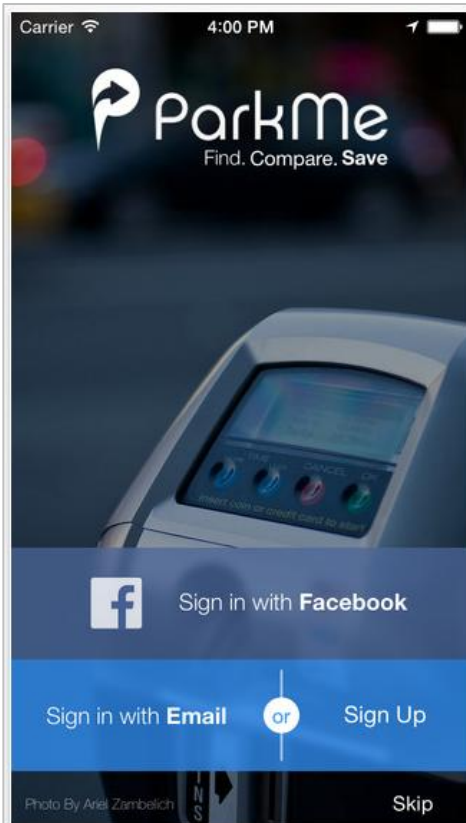
# Potential Parking Management Strategies

---

- Use pricing to manage demand
  - Lowest rate to ensure availability
  - Make it convenient!
- Time limits
- Residential permit program
- Enforcement program
- Preferential parking
  - Carpools/Vanpools
  - Electric vehicles



# Put the Customer First!



 **paybyphone**

**1-866-490-7275**

mobile app [paybyphone.com](http://paybyphone.com)

Additional charges apply

# Monitoring & Enforcement

# Monitoring

---

- TDM Plans are “living” documents
- Monitoring Plan
  - Traffic counts
  - Resident/employee surveys
  - Bike/pedestrian counts
  - Parking occupancy
- Adjust as needed, depending on:
  - Successes/Challenges
  - Resident/Employee Demographics
  - Travel Patterns
  - Local/Regional Investments

## Next Steps

---

- Refine TDM strategies based on City and stakeholder feedback
- Financial Analysis
- Trip Reduction Estimation
- Draft TDM Plan
- Final TDM Plan



**Phil Olmstead**

415-284-1544

[polmstead@nelsonnygaard.com](mailto:polmstead@nelsonnygaard.com)