



Alameda County Transportation Demand Management Program

AUGUST 2020

PROGRAM OVERVIEW

The goal of the Alameda County Transportation Demand Management (TDM) Program is to accommodate growing travel demand by increasing the number of trips people take using alternative modes to driving a single-occupancy vehicle (SOV). The TDM program educates people about and promotes ridesharing, bicycling, walking and using express lanes and public transit, as well as better parking management, telecommuting and flex work schedules. These practices can decrease peak demand on the transportation system and improve its efficiency.

The TDM program provides the following resources in Alameda County:

- [Commuter Choices web page](#): Provides information on commute options in Alameda County.
- **Countywide Share Your Ride, Carpool Instead and Biking Promotion Programs**: Through employer outreach and outdoor and digital advertising, these programs promote carpooling, vanpooling, biking and taking transit vs. driving SOVs.
- [Guaranteed Ride Home Program](#): Guarantees a free ride home from work in case of an emergency, unscheduled overtime or if a ridesharing vehicle breaks down or the driver has to stay late or leave early.
- [Bike safety education](#): Provides bike safety education for adults and families.
- [Safe Routes to Schools](#) and [BikeMobile](#): Through the Safe Routes to Schools Program, provides biking, walking and transit resources and education for students and mobile bike repair services at schools and in communities.
- [Student Transit Pass Program](#): Makes it easier for students to travel to and from school and school-related programs, jobs and other activities.
- [Travel training for seniors and people with disabilities](#): Part of Alameda CTC's [Paratransit Program](#), teaches people how to use public transit safely and independently.



PROGRAM BENEFITS

- Raises public awareness about alternative transportation modes.
- Helps drivers break the habit of driving alone.
- Shares how different modes can reduce cost, stress and improve health.
- Reduces traffic congestion and pollution.
- Improves transportation system efficiency.

ADDITIONAL RESOURCES

- Carpool apps available at rideshare.511.org make it easy to schedule one-way carpool trips as a driver or passenger.
- [FasTrak](#) lets drivers take advantage of time-saving [express lanes in Alameda County](#).
- [Clipper Card](#) makes it easy to ride transit in the Bay Area.
- [Bike Share](#) is now in the East Bay, so people can grab a bike and go.



PROGRAM ELEMENTS

The Alameda County Transportation Demand Management Program is funded by the Transportation Fund for Clean Air and the Alameda County Transportation Commission (Alameda CTC), which manages the program's four main elements.

- **Education and program promotion:** Alameda CTC educates the public and employers about commute options through the [Commuter Choices web page](#), outdoor and digital advertising ads, various publications and events including the Share Your Ride and Carpool Instead marketing efforts. The agency also administers a bike safety education program and leads an annual iBike visual promotion effort.
- **Employer/transportation management association (TMA) outreach:** Targeted outreach to employers spreads the word about the Guaranteed Ride Home program and other resources available in Alameda County. Alameda CTC also partners with TMAs and collaborates with the Bay Area Air Quality Management District to reach out to new or relocating companies.
- **Local government outreach:** At the [Alameda County Technical Advisory Committee](#) meetings, city staff in planning, economic development and public works share TDM best practices and innovations.
- **Regional coordination:** Alameda CTC strategizes and meets with regional partners to promote TDM throughout the region, identify gaps and to assess and adapt to new commute models, e.g., carpool apps, shuttles, transportation network companies and corridor-specific coordination efforts.

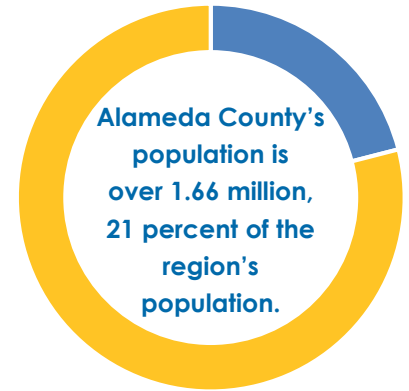


TDM TOOLS

- [511.org](#) provides multiple options for transit and ridesharing.
- Air District [TDM Tool](#) and [user's guide](#) quantifies vehicle miles traveled reductions from TDM efforts.
- City of Alameda has developed a [Transportation Choices Plan](#).
- City of Berkeley has a [Downtown Parking and Transportation Demand Management Program](#).
- SFCarFree.org provides a [Guide to Riding BART and MUNI](#).

Note: Information on this fact sheet is subject to periodic updates.

TRAVEL DEMAND



- The county's 813 square miles of land has 3,978 centerline miles of roadways, 10 freeways and 11 highways, 15 jurisdictions and seven transit operators.
- Roughly 33 percent of regional commutes involve travel within, to, from or through Alameda County.
- Commute choices have become more multimodal over the last decade.

