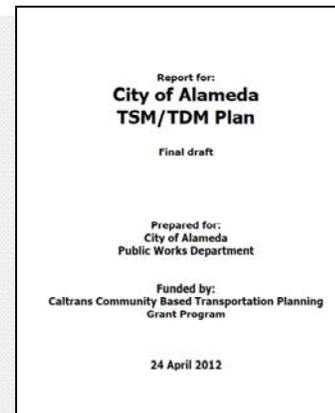




City of Alameda TSM/TDM Plan

City of Alameda Public Works Department

Community-Based Transportation Planning
FY 09-10 Grant Cycle
District 4
Grant Award Amount: \$63,000



Project Summary:

The Transportation System Management (TSM)/Transportation Demand Management (TDM) Plan develops a framework through which new and in-fill development will be required to implement programs to reduce peak-hour single occupant vehicle trips in Alameda or to contribute financially to programs or projects that will help reduce traffic congestion. Elements of the final TSM/TDM include intelligent transportation system projects to increase the efficiency of the existing transportation infrastructure; a method for calculating the financial contribution to TSM/TDM programs for new and in-fill developments, including a nexus between fees and new trips; and procedures and performance thresholds for ongoing monitoring and evaluation of TSM/TDM measures.

Community Outreach

- Created an advisory committee that comprised of representatives from various City commissions, business associations, and advocacy groups.
- Administered an online and hard copy survey to collect input from commuters within and outside of the City.
- Held focus groups with key stakeholders.
- Established a plan-related website.
- Publicity to promote public comment through press releases, email lists, newsletters, and advertisements in the local newspapers.

Project Outcome

- The goal of the plan is to provide strategies to reduce the use of single-occupant autos for work travel to and from Alameda.
- The prevalence of unrestricted and free parking for employment sites continues to be a major constraint to vehicle trip reduction.
- The final document is a report that presents the TSM/TDM plan for the City.

Successes & Next Steps

- The TSM/TDM Plan is undergoing the environmental review process of the Final report. Once completed, the Final report will be taken to the City Council to request approval.
- The plan helped bring together the business community and city staff with a common goal.
- Key stakeholders are now better able to collaborate on transportation-related matters.
- A recommended strategy for implementation is a Transportation Management Association (TMA).
- Alameda Landing, a new development site, is required to have a TMA and the city hopes the concept will spread citywide.