

TDM PROGRAM – TAKE 10



Coire Reilly
TDM Program Manager

Sponsors and Coordinators

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511 Contra Costa is supported by all Contra Costa jurisdictions, including the four Regional Transportation Planning Committees

Funding is provided by:

Transportation Fund For Clean Air



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

www.baaqmd.gov

Measure J



CONTRA COSTA
transportation
authority

Rideshare and Transit Incentives

DRIVE LESS

\$25

**BIKE
WALK
TRANSIT
CARPOOL
VANPOOL**

SolTrans

**Buy One
Get One
FREE**

TRY TRANSIT
and get a pre-loaded
Clipper card



**Start a new Vanpool
in Contra Costa County**



**RECEIVE UP TO
\$200 PER MONTH
THE FIRST YEAR**

**ADDITIONAL INCENTIVES FOR
DRIVERS & PASSENGERS**



Buy One Get One (BOGO)

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**Buy One
Get One Free
Transit Passes**

BOGO



- Long time incentive, focus on long distance, cross county trips
- WestCAT, TriDelta Transit, SolTrans, FAST (now a Soltrans line)
- Burdensome requirements
 - ▣ Paper application
 - ▣ Requires prepurchase (over \$100)
 - ▣ Might not hit our target audience
- Low participation

Take 10 Goals

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- ❑ Simple
- ❑ Digital
- ❑ Free (or nearly free) for recipients
- ❑ Doesn't require purchase or exchange of funds
- ❑ Can market to other counties



Third Party Partners

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- Transit agencies have pre-existing agreements
- 511CC developed program with Token Transit
- Apps take percentage of ticket sales
- Commuters apply 511CC and receive codes for online stores



Take 10 – What's offered

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- AC Transit Transbay (first 511 CC incentive for this line)
- SolTrans Red, Green, Yellow, and Blue Lines
- WestCAT Lynx

Questions?



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