

TDM PROGRAM UPDATE

Coire Reilly
Program Manager

Funding and Delivery

2

The TDM Program serves all of Contra Costa County and is coordinated by the four subregions.

Funding is provided by:

Transportation Fund For Clean Air



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

www.baaqmd.gov

Measure J, Program 17



CONTRA COSTA
transportation
authority

Direct Incentives to Switch Modes

DRIVE LESS

BIKE
WALK
TRANSIT
CARPOOL
VANPOOL

\$25

AC TRANSIT
SolTrans
WESTCAT

**Take 10
10 trips
FREE**

\$60

TRY TRANSIT
and get a pre-loaded
Clipper card

\$25

CLIPPER.

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

RECEIVE UP TO
\$200 PER MONTH
THE FIRST YEAR

ADDITIONAL INCENTIVES FOR
DRIVERS & PASSENGERS

Transit Incentives - Pass2Class

4

- Open to any West County student
- Free first two months of bus passes
- Nearly **1,000** participants
- 90% say encouraged transit use



Transit Incentives – Try Transit

5

- \$25 Clipper Cards for employees and college students
- **672** participants in 2023



try transit

Transit Incentives - Take 10

6

- AC Transbay, WestCAT
Lynx, SolTrans Out of
County Lines
- All digital
 - **150+** recipients in 2023

Transbay Take 10 Offer



Transit Incentives – Summer Youth Pass

7

- ❑ Open to any West County student
- ❑ WestCAT pass all summer
- ❑ Some cost to recipient



eBike Rebate Program

8

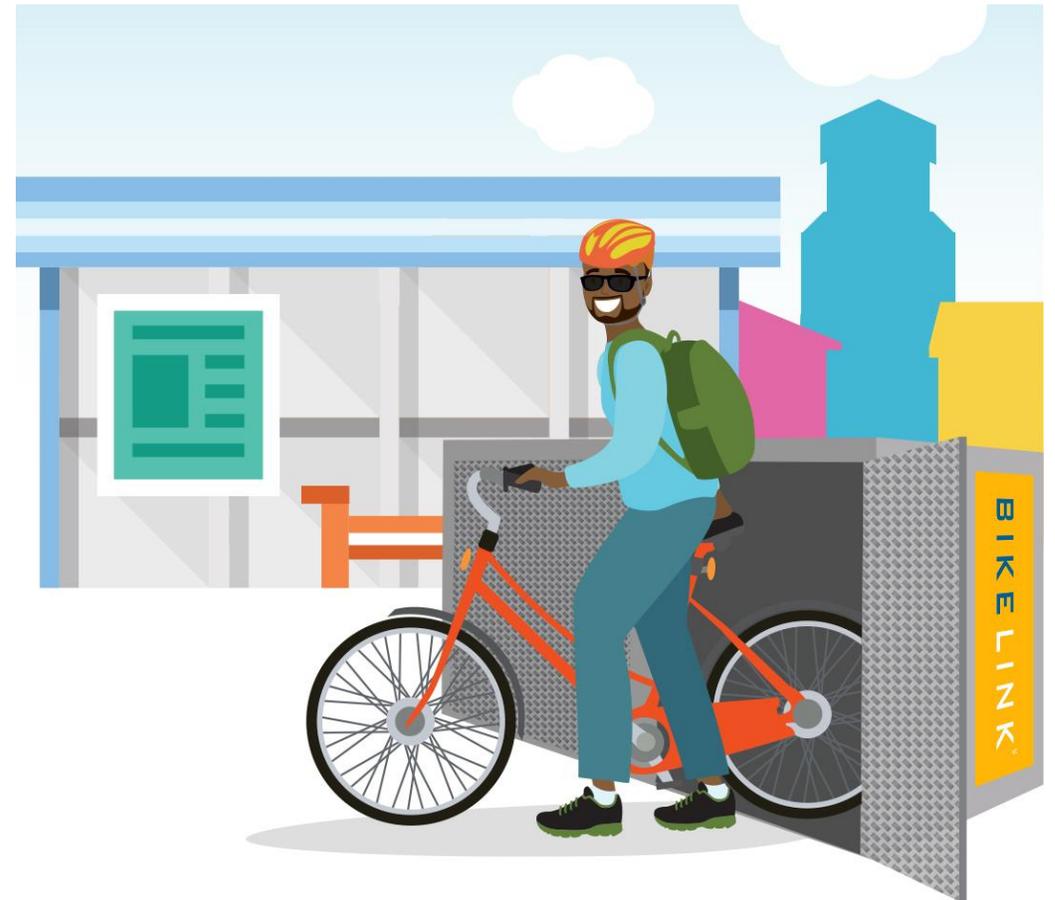


- \$150-\$300 rebate
- Ebikes, mopeds, conversion kits
- **300+** rebates in West County
- 511cc.org/rebate

Bicycle Programs

9

- Secure Your Cycle
 - ▣ \$20 BikeLink card
 - ▣ **141** recipients in 2023
(biggest year)
- Bike rack installation



BTWD 2023



BTWD 2024

11

- Energizer Stations
 - ~10 in West County
 - ~40 in Contra costa
- Save the Date
 - **May 16, 2024**



Summer Bike Challenge



San Pablo 2023 SUMMER BIKE CHALLENGE
Explore your town from the seat of a bike!

How to play:
BIKE! to as many squares as you can June 1 - Aug 31. Collect prizes along the way!

START:
Enter the iPad Grand Prize Drawing at 511cc.org/go

READ LEARN EXPLORE READ LEARN EXPLORE Library

Rumrill Park

Davis Park

Wanlass Park

Sport Courts

Blume House & Alvarado Adobe

Contra Costa College

CITY HALL

Helms Middle School

Grocery STORE

N. Richmond Richmond

iPad Grand Prize



Guaranteed Ride Home

13



Guaranteed
RIDE HOME

- Reimburse for emergency rides home
- GRH College Program
- Digital reimbursements (Paypal/Venmo)
- **Over 460 sign ups this year** (biggest year for sign ups)
- 511cc.org/GRH

GRH Program Testimonials

14

"My bike got a flat on my way home from work, and Guaranteed Ride Home made it easy to call a Lyft, get home to pick up my kids on time, and not have to worry about the cost."

-Jesse T.



"Guaranteed Ride Home is a wonderful free program to put your mind at ease and fill in the gaps of your commute."

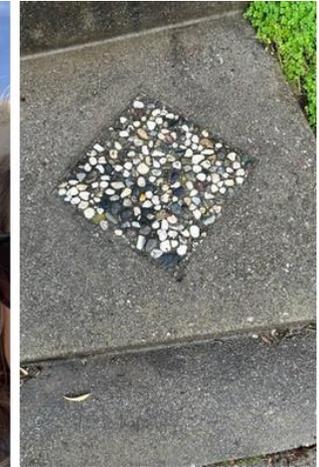
-Melissa



Winter Walk Challenge

15

winter walk
challenge



<https://511contracosta.org/walk/winter-walk-challenge/>

Digital Outreach

16



January 2024

- [The Winter Walk Challenge Starts Soon!](#)
- [Sustainable New Year's Resolutions](#)
- [New Transportation Laws and Rule Changes](#)
- [Cut Your Commuting Costs](#)

- **28,000+** subscribers to monthly newsletter
- **>40%** open rate
- **7,000+** on social media

Community Outreach

17

- Employer/employee presentations
- Green Business certification
- Work From Home toolkit
- Community events
- Commute coaching



Program results

18

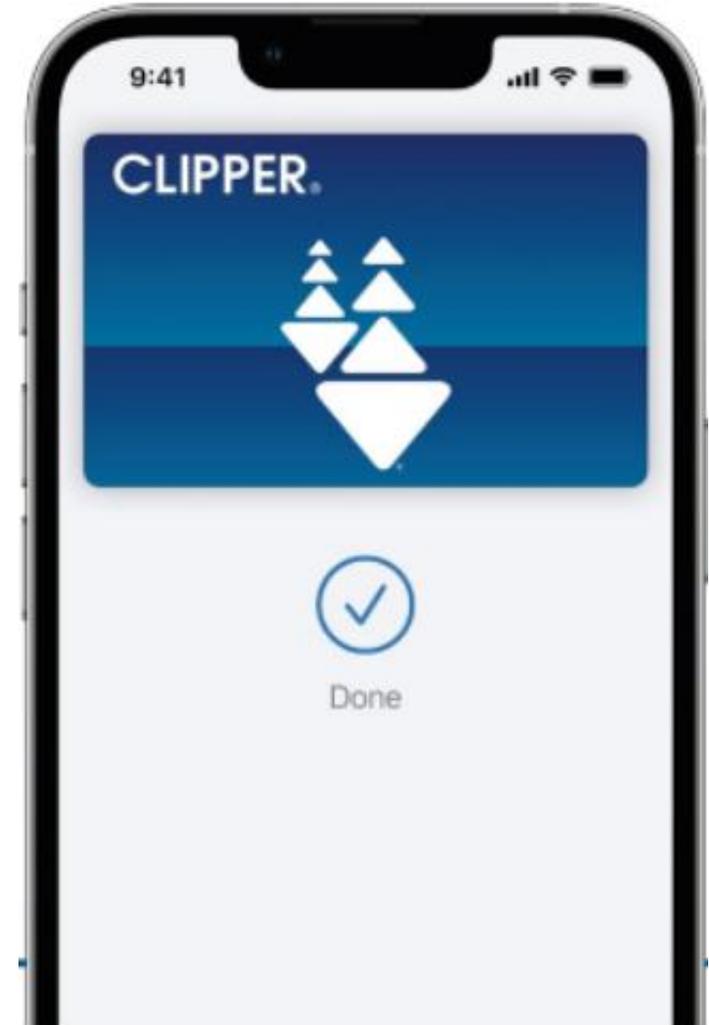


- Far exceed C/E annually
- **133,000+** trips reduced
- **17 million+** VMT reduction
- **5000+** tons CO² reduction

Other Upcoming Opportunities

19

- Del Norte BART Bikeway
- Clipper 2.0
- Ideas?



Questions?

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