

# **TDM UPDATE and DRAFT WORK PROGRAM for FISCAL YEAR 2025**

**John Nemeth  
Executive Director**

# TDM Program Background

### Measure J, Program 17



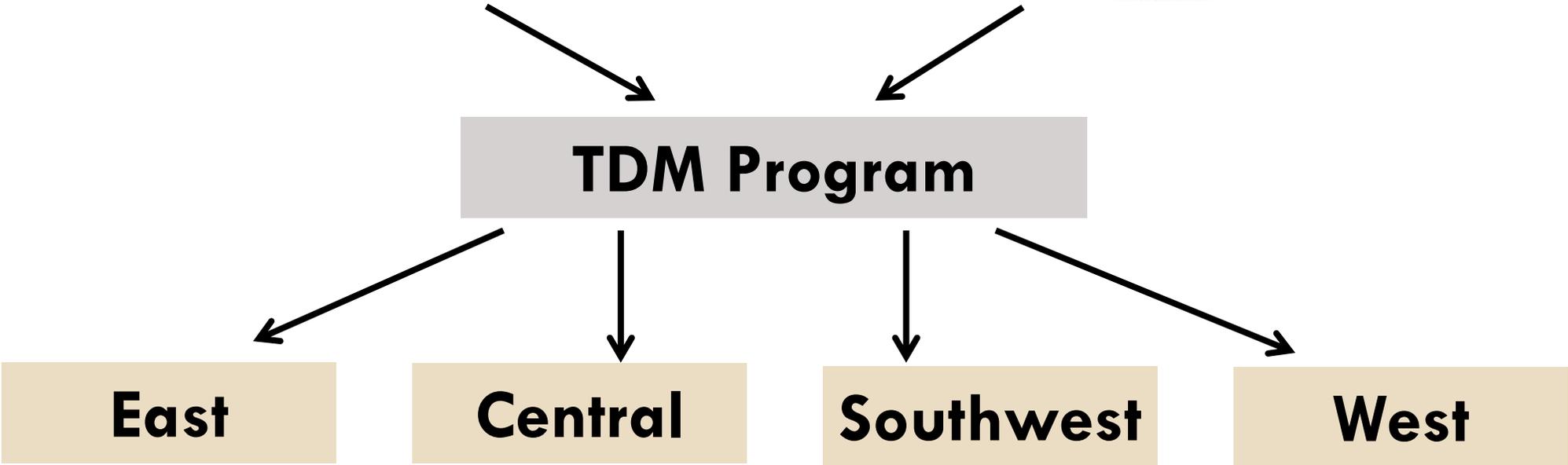
CONTRA COSTA  
transportation  
authority

### Transportation Fund For Clean Air



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

[www.baaqmd.gov](http://www.baaqmd.gov)



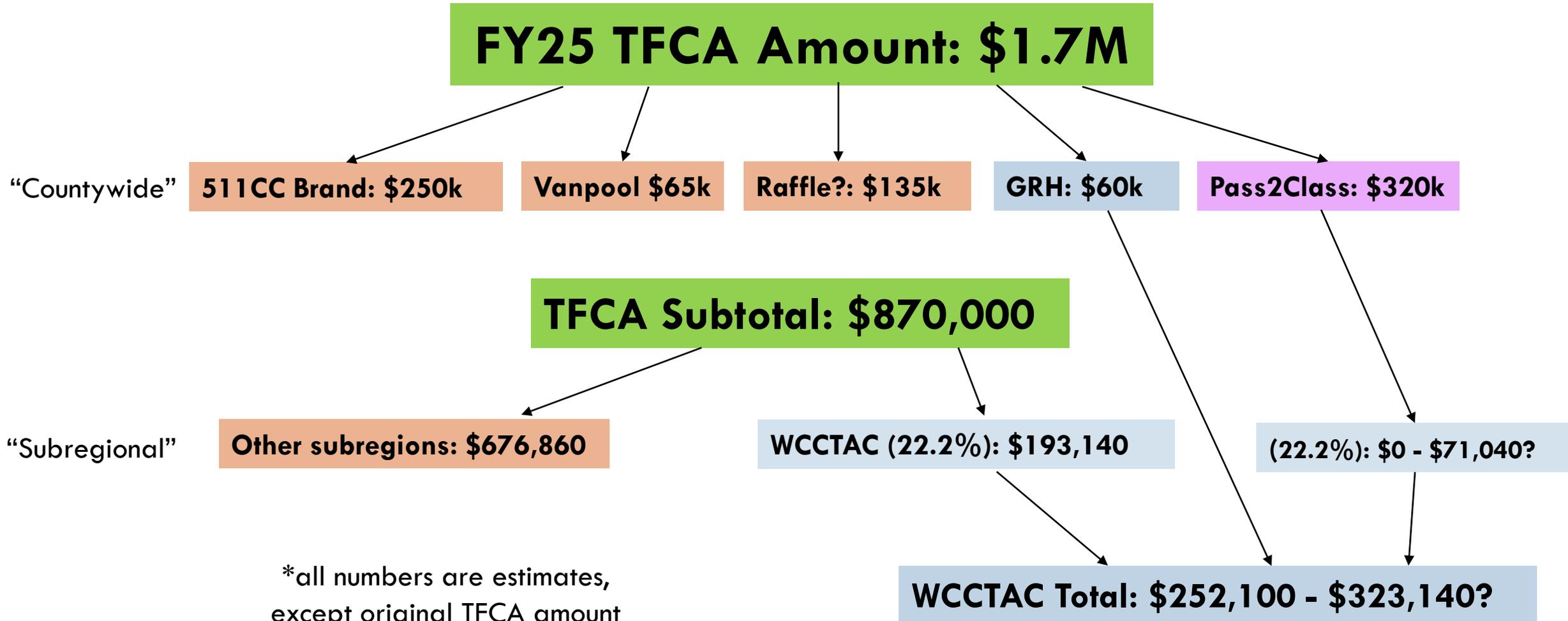
# TFCA Funding Allocation Changes

3

- Off-the-top, “countywide” projects
- CCTA, RTPCs, cities, and transit agencies are eligible

# How TFCA funds will come to WCCTAC

4



# FY25 Draft Work Plan for TDM

5

- Stand alone GRH application
- West County Transit program
  - ▣ Similar to Try Transit, Take 10
  - ▣ Physical and digital incentives to commuters and students
  - ▣ Focus on BART, Bus, Ferry
- Pass2Class
  - ▣ WCCTAC will likely implement Pass2Class, but invoice CCTA



try transit



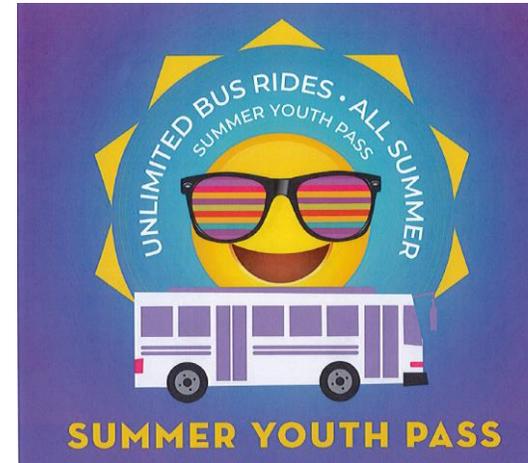
*Guaranteed*  
**RIDE HOME**



# Uncertain Program Elements

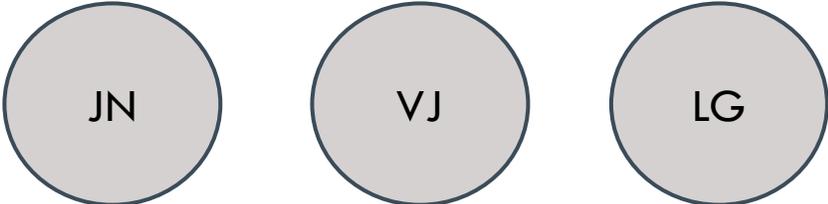
6

- Bike to Wherever Day
- Secure Your Cycle (BikeLink promotion)
- Community events/employer outreach
- Summer Youth Pass
- Summer Bike Challenge
- Winter Walk Challenge



# Staffing for TDM

FY24

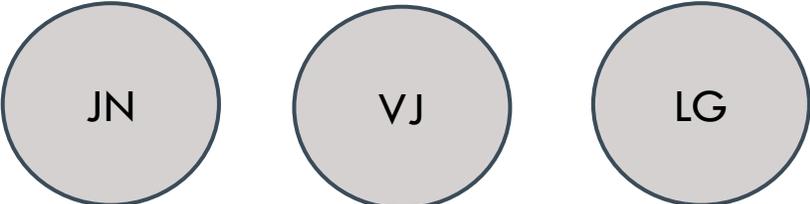


Joanna Pallock (2/3rds)



Coire Reilly

FY25



Coire Reilly



# Questions?