

TDM PROGRAM – TAKE 10



Coire Reilly TDM Program Manager

December 9, 2022 – WCCTAC Board Meeting

Sponsors and Coordinators

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 Measure J



2

Rideshare and Transit Incentives





Start a new Vanpool in Contra Costa County



RECEIVE UP TO \$200 PER MONTH THE FIRST YEAR

ADDITIONAL INCENTIVES FOR DRIVERS & PASSENGERS

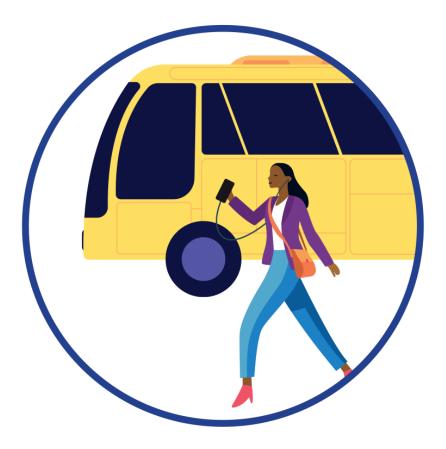
Buy One Get One (BOGO)



- 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

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



Third Party Partners





- Transit agencies have preexisting 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







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

WestCAT Lynx



Questions?



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