

## Introduction to TDM 2.0 and CCTA TFCA Policy Item to RTPC

Subject: Travel Demand Management 2.0 and CCTA Transportation Fund for Clean Air Policy

Transportation Demand Management is one of the strategic priorities of the Contra Costa Transportation Authority (Authority). The Authority desires to implement a more robust and relevant Travel Demand Management (TDM) program. The new program, branded as TDM 2.0, is envisioned to have countywide implementation, aligns with the Authority's strategic position, and incorporates performance measures in Vehicles Miles Travelled (VMT) and emission reductions.

The current TDM program includes many activities to promote alternatives to commuting in single-occupant vehicles, benefiting employers, municipalities, K-12 schools, colleges, commuters, and residents. The program activities are managed by the three offices: 1) the Authority, on behalf of TRANSPAC and TRANSPLAN, 2) SWAT, and 3) WCCTAC.

Funding for the TDM program comes from two main sources – Transportation Fund for Clean Air Policy (TFCA) and Measure J Program 17 – Commute Alternative funds. The Authority annually approves TFCA and Measure J Program 17 funds to the four county sub-regions based on a formula that includes the equity weight of population and jobs. The county total of funds for TDM program in Fiscal Year 2023-24 was approximately \$2.5 million.

To achieve the goals and objectives of TDM 2.0, Authority staff is proposing several steps to implement in the next three years:

Step 1a (FY 24-25): Existing TDM Program Improvements

Step 1b (FY 24-25): New Contra Costa TFCA Policy

Step 2 (FY 25-26): TDM Strategic Plan

Step 3 (FY 26-27): TDM 2.0 Implementation

Authority staff is planning to present the details of TDM 2.0 and TFCA Policy to the RTPC Technical Advisory Committee and Committee/Board meetings in January and February.