

**samTrans**

# Connect, Redwood City! MTC Climate Initiatives Grant

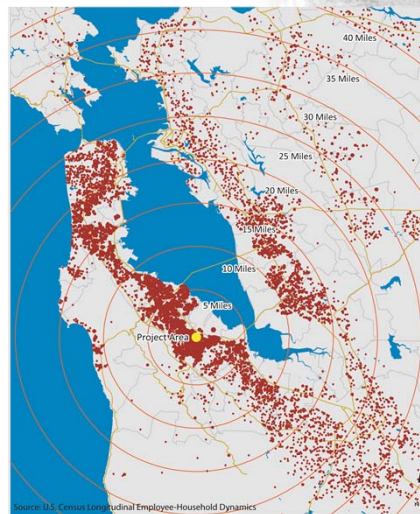
San Mateo

Board of Directors  
August 7, 2013

## Connect, Redwood City!

**samTrans**

- MTC Climate Initiatives Program
- Goal: Test TDM as short-range solution
  - Change travel habits away from personal cars to other transportation
  - Increase mobility options
- Partners: Redwood City, County of San Mateo, Peninsula Traffic Congestion Relief Alliance



## Connect, Redwood City!

samTrans

- Implementing new TDM:
  - Car share
  - Short-distance vanpool
  - Telework & Flex-schedules
- Market new and existing TDM options
  - Residents along El Camino and in downtown RWC
  - RWC employers, employees
  - Regional Bike Share Program
- Evaluate motivations behind travel changes and vehicle miles traveled reductions



3

## Bike Share in Redwood City

samTrans

- Regional program launch late August 2013
- TA funded, Caltrain and SamTrans sponsored
  - Member-based system
  - Short-term use
  - Not rental
  - Check out/return to different location
  - Customer call center support
  - Operates 24/7



4

## Connect, Redwood City!

samTrans

Marketing Launch: September 2013



Bike Share. Car Share. Vanpools. Transit. And More.

5

## Thank You

samTrans

Questions?

6