

Oakland, CA

Lucky Supermarket TDM Plan

Nelson\Nygaard was hired by Coblenz, Patch, Duffy & Bass, LLP to develop a transportation demand management plan for the Lucky supermarket located on Lake Merritt in Oakland. The supermarket is part of a small shopping center that it shares with a local restaurant. In response to legal action taken by the restaurant due to conflicts in their shared parking arrangement, Nelson\Nygaard evaluated the current parking demand of the site and surveyed commute patterns of Lucky employees to develop a TDM plan that would promote alternative mode use among workers, alleviate delivery congestion, and create more parking vacancies for customers.

The final TDM plan was approved by the City of Oakland in February, 2009. The resulting plan led to the creation of the first known parking cash-out program instituted by a supermarket that offers a \$100 monthly incentive for carpool

drivers and transit users as well as a \$25 monthly incentive for pedestrians, bicyclists, and carpool passengers. In addition, the TDM program designated an employee as transportation coordinator, created ten new bicycle spaces, led to effective delivery coordination, and formed enforcement rules for employee parking.

Nelson\Nygaard is now performing a follow-up evaluation of the program by working with the new transportation coordinator to resurvey employees and update employee parking demand estimates. This assessment is set to be completed by September 2009.



Project Duration:
2007 - 2009

Total Budget:
\$37,000

For more information:
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