

MEMORANDUM

Date: September 30, 2022
To: Heide Antonescu, Director, Forward Planning
From: Andy Kosinski, PE, and Molly Sun, Fehr & Peers
Subject: **Alameda 2015 Grand Street Project – Transportation Demand Management Plan**

OK22-0473

The Alameda 2015 Grand Street Project is required to prepare a Transportation Demand Management (TDM) Plan per the City of Alameda Ordinance No. 3309.¹ This ordinance requires that any development of new dwelling units that will result in a net increase of 110 vehicle trips per day onto the public street network, as determined by the Institute of Transportation Engineers (ITE) Trip Generation Manual, implement a TDM program designed to reduce the number of vehicle trips generated by the project. The goal of the TDM Plan is to reduce the vehicle miles traveled (VMT) and vehicle trips, particularly single-occupant vehicle trips, by project residents and visitors. This memorandum provides background on the TDM Plan, describes the project, lists the TDM strategies that the project shall implement, and quantifies their effectiveness. Alameda's TDM Ordinance does not specify trip reduction targets that TDM Plans must achieve. As a result, monitoring and evaluation of the TDM Plan is not required.

1. BACKGROUND

The 2015 Grand Street Project Transportation Assessment concluded that the project would generate approximately 660 daily, 51 AM peak hour, and 59 PM peak hour net-new automobile trips.² As a result, per the City of Alameda Ordinance No. 3309 and consistent with the City's

¹ City of Alameda (November 17, 2021). *Ordinance No. 3309*. Accessed from: https://library.municode.com/ca/alameda/ordinances/code_of_ordinances?nodetid=1123763

² Fehr & Peers (September 27, 2022). *Alameda 2015 Grand Street Project – Transportation Assessment*



General Plan Policy ME-20, action (a), the project is required to prepare a TDM Program to implement measures designed to change individual travel behavior and encourage greater use of alternative modes of transportation to reduce single-occupancy vehicle trips, vehicle miles traveled, and parking demand. The TDM Plan will be reviewed and approved by the City's Planning Board.

2. PROJECT DESCRIPTION

The project is located on two contiguous parcels at 2015 Grand Street in the City of Alameda. The project site is bounded on the north by Fortmann Way, to the east by Grand Street, to the south by Ellen Craig Avenue, and to the west by the intersection of Clement Avenue and Paru Street on the north side and Hibbard Street on the south side. The project site is bisected by Clement Avenue. Access to the site would be primarily provided through Clement Avenue.

The project site is currently not occupied by any active uses. The project would consist of 14 residential buildings, containing 90 condominiums. Several of the units may contain an accessory dwelling unit (ADU), which would be attached but with separate access and with no additional parking. The project would provide 143 parking spaces, consisting of 140 garage spaces and 3 guest spaces.

The project would consist of the following:

- 14 residential buildings in the following configuration:
 - Buildings 1 through 10, located on the north side of the project between Fortmann Way and Clement Avenue would consist of 63 multi-family units.
 - Buildings 11 through 14, located on the south side of the project between Clement Avenue and Ellen Craig Avenue would consist of 27 multi-family units.
 - Each residential building would provide a mixture of attached one-car and two-car garages that would be accessed through private alleys and directly from the unit.
- 18 short-term and 90 long-term bicycle parking spaces in the following configuration:
 - The 18 short-term parking spaces would be spread across three groups of three racks apiece, located at the Fortmann Way/Grand Street,



Clement Street/B Street, and Grand Street/Ellen Craig Avenue intersections.

- The 90 long-term bicycle parking spaces would be located in private garages. At least one bicycle could be accommodated in each garage depending on the number of vehicles and other storage.
- The project would also construct a new block of Clement Avenue between Hibbard and Grand Streets which would include the following improvements to bike and pedestrian infrastructure:
 - Five-foot-wide sidewalks on both sides of the street of a newly constructed block of Clement Avenue between Hibbard and Grand Streets.
 - Sidewalks would be constructed on Grand Street and Fortmann Way.
 - New crosswalks with high-visibility markings would be constructed on all four legs of the Hibbard Street/Clement Avenue intersection. New crosswalks with high-visibility markings are also proposed for the west, north, and south legs of the Clement Avenue/Grand Street intersection.
 - A two-way separated cycle track along the north side of Clement Avenue between Hibbard and Grand Streets, closing a gap in the existing bike lane along Clement Avenue.
- Internal sidewalks would be constructed along the main driveways and in between buildings.

3. TDM STRATEGIES

This section describes the proposed strategies in more detail and quantifies their effectiveness to the extent possible.

The strategies in this TDM Plan shall be directly implemented by the project applicant, project management, or indirectly through the Alameda Transportation Management Agency (TMA). **Table 1** lists the TDM strategies and their effectiveness based on the use of in the Alameda County Transportation Commission (CTC) VMT Reduction Calculator Tool,³ which is consistent with the research primarily compiled in the Handbook for Analyzing Greenhouse Gas Emission Reductions,

³ See <https://www.alamedactc.org/planning/sb743-vmt/> for more information.



Assessing Climate Vulnerabilities, and Advancing Health and Equity (California Air Pollution Control Officers Association [CAPCOA], December 2021) and other available sources. The CAPCOA report is a resource for local agencies to quantify the benefit, in terms of reduced travel demand, of implementing various TDM strategies. Each strategy is described in detail in the following pages.

The strategies in Table 1 are primarily targeted at project residents. While some of the strategies would also affect the travel behavior of residential visitors, this group is not directly targeted with TDM programs. Visitors would likely not be aware of TDM programs or visit frequently enough to make them cost effective.

The TDM strategies include both one-time physical improvements and on-going operational strategies. Physical improvements will be constructed as part of the project and therefore have a one-time capital cost. Some level of ongoing maintenance cost may also be required for certain improvements. Operational strategies provide on-going incentives and support for the use of non-auto transportation modes. These operational TDM measures have monthly or annual costs and will require on-going management and oversight.

The project residents will be members of the Alameda Transportation Management Agency (TMA), which will pool resources with other developments in Alameda to:

- Provide transportation information services to all the residents and workers through the TMA website and other sources
- Implement many of the operational strategies outlined below (as indicated in Table 1)
- Conduct annual commute surveys of residents

All project residents will pay annual fees to fund the TMA activities and support supplemental transit services and trip reduction services for the residents. The fee charged is regardless of whether an accessory dwelling unit (ADU) is attached to a particular unit. Expected annual TMA fees are \$430 per unit per year.⁴

⁴ TMA fees calculated by adjusting the January 2021 TMA fee for measured inflation in the San Francisco-Oakland-Hayward area. The U.S Bureau of Labor statistics measured 8.0% inflation in the San Francisco-Oakland-Hayward area between January 2021 and August 2022.



Annual assessments shall be adjusted annually in accordance with the San Francisco Bay Area Consumer Price Index for All Urban Consumers (CPI-U).

**TABLE 1
 TDM PLAN COMPONENTS**

TDM Strategy	Description	Estimated VMT and Vehicle Trip Reduction¹	TMA Strategy²
A. Infrastructure Improvements	Various improvements such as closing the gap in the Clement Street cycle track (detailed description follows Table 1)	N/A ³	No
B. Transit Passes	Provide one AC Transit EasyPass per residential unit	<1%	Yes
C. Limited Parking Supply	Project provides about 1.59 off-street parking spaces per unit, slightly less than the auto ownership in the project area	<1%	No
D. Residential Parking Management	Restrict on-site parking to a maximum of two parking space per unit, thereby discouraging multiple car ownership	<1%	No
E. Carpool and Ride-Matching Assistance	Assist project residents in forming carpools	<1%	Yes
F. Bike Parking	Provide at least 1 secure long-term bike parking space per unit	<1%	No
G. TDM Coordinator	Coordinator responsible for implementing and managing the TDM Plan	N/A ³	Yes
H. Marketing and Education	Active marketing of all non-automobile travel choices		
Estimated Vehicle Trip Reduction		1 - 3%	

1. The focus of the CAPCOA document is reductions to VMT but the research used to generate the reductions also indicates vehicle trip reductions are applicable as well. For the purposes of this analysis the vehicle trip reduction is assumed to equal the VMT reduction. See the cited CAPCOA research for more information and related information on page 8 of the BAAQMD *Transportation Demand Management Tool User's Guide* (June 2012).
2. TMA strategies are strategies that are either directly administered or promoted by the TMA.
3. The effectiveness of this strategy cannot be quantified at this time. This does not necessarily imply that the strategy is ineffective. It only demonstrates that existing literature does not provide a robust methodology for calculating its effectiveness. In addition, many strategies are complementary to each other and isolating their specific effectiveness may not be feasible.

Source: Fehr & Peers, 2022.

The TMA determines how residential assessments will be used to promote travel by non-auto modes. Future assessments received from project residents may allow for additional transit services



and future water shuttle services designed to serve the waterfront developments along the Estuary in Alameda and Oakland and connect the project sites to the regional ferry services provided from Jack London Square in Oakland and the Main Street Terminal in Alameda.

A more detailed description of the TDM measures is provided below. All on-going operational strategies, such as providing transit passes shall be in place before the completion of the first phase of the project, unless noted:

A. *Infrastructure Improvements* – The following infrastructure improvements implemented by the project during the different phases of construction would improve the bicycling and walking in the project vicinity and would further encourage the use of these modes:

- Completion of the two-way cycle track on Clement Avenue, which would provide a bicycle connection to the points east and west of the project site
- A raised crossing for bikes and pedestrians across the north leg of the Clement Avenue and Grand Street intersection
- New sidewalks including five-foot sidewalks on a newly constructed block of Clement Avenue between Hibbard and Grand Streets
- Pedestrian safety improvements including high visibility crosswalks at the Hibbard Street/Clement Avenue and Clement Avenue/Grand Street intersections
- Pedestrian and bicycle connections through the site connecting to a two-way cycle track on Clement Avenue, the San Francisco Bay Trail, and the neighborhoods to the south
- Improved landscaping and street furniture, including short-term bicycle parking

B. *Transit Passes* – All households will be provided with one AC Transit Easy Pass, which will provide access to all of AC Transit's services including Transbay buses (i.e., the San Francisco express commuter buses). The cost of the passes is built into the mandatory assessments on each unit. Five AC Transit Lines – 19, 51A, 78, 851, and O – have stops within a half-mile of the project. Line O offers Transbay service and Line 51A is a high-frequency transit route that operates on 10-minute headways during peak periods with service to various destinations including downtown Oakland and multiple BART stations.



- C. *Limited Parking Supply* – The project proposes to provide parking at about 1.59 spaces per residential unit. This is less than the current average automobile ownership rate of 1.64 vehicles per household in the City of Alameda.⁵
- D. *Residential Parking Management* – Parking would be restricted to a maximum of two spaces per unit thereby discouraging multiple car ownership. 44% of units will have one parking space, the remaining 56% of units will have two parking spaces.
- E. *Carpool and Ride-Matching Assistance Program* – Offer personalized ride-matching assistance to pair residents interested in forming commute carpools. The project could use services such as 511.org RideShare, ZimRide, Scoop, or Enterprise RideShare.
- F. *Bike Parking* – The project would provide at least 90 secure long-term bicycle parking spaces in private garages, which is equivalent to one long-term biking space per unit. It is expected that at least one bicycle could be accommodated in each garage depending on the number of vehicles and other storage. The provision of secure bike parking would encourage residents to make trips by bicycle.
- G. *On-Site TDM Coordinator* – Designate a TDM coordinator either through the TMA or a dedicated on-site person responsible for implementing and managing the TDM Plan. The TDM coordinator would also be responsible for ensuring that all residents and visitors are aware of their transportation options and would serve as a point of contact regarding the TDM programs.
- H. *Marketing and Education* – Provide residents information about transportation options. This information would also be posted at central location(s) and provided on a project website and be updated as necessary. In addition, new residents would receive this information as part of a “Welcome Packet” upon moving in. This information shall include:
 - *Transit Routes* – Promote the use of transit by providing user-focused maps. These maps provide residents with wayfinding to nearby transit stops and transit-accessible destinations.
 - *Transit Fare Discounts* – Provide information about local discounted fare options offered by BART and AC Transit, including discounts for youth, elderly, persons with disabilities, and Medicare cardholders.
 - *Car Sharing* – Promote accessible car sharing programs, such as GiG and Getaround by informing residents of car share services that are available in Alameda and applicable membership information.

⁵ U.S. Census Bureau, 20136-2020 American Community Survey 5-Year Estimates, Table B25044



- *Ridesharing* – Provide residents with phone numbers and contact information for ride sharing options including Uber, Lyft, and Alameda taxicab services.
- *Carpooling* – Provide residents with phone numbers and contact information for carpool matching services such as the Metropolitan Transportation Commission’s 511 RideMatching.
- *Bikeshare/Scooters* – Educate residents about bikeshare/scooters if they become available in Alameda.

As shown in Table 1, it is estimated that the TDM strategies described above would reduce VMT and vehicle trips by between 1 and 3 percent. Actual reduction in VMT and vehicle trips may be higher, particularly since the project would improve walking and biking infrastructure in the project vicinity (whose reductions we are unable to quantify) and implement marketing strategies that have not been quantified in the table above.

Please contact Andy Kosinski (a.kosinski@fehrandpeers.com or 510-851-7710) with questions or comments.