

CITY OF ALAMEDA TRANSIT AND TDM PLAN

Draft Goals, Objectives, and Evaluation Criteria

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1. Purpose

The goals and objectives provide an overarching direction for the City of Alameda Transit and TDM Plan, and will be used to identify and measure recommended improvements. The following definitions are used for goals, objectives and evaluation criteria:

- Goals: Explain what we want to achieve.
- Objectives: Define specific outcomes that help meet the goal.
- Evaluation Criteria: Measurements used to evaluate if proposed improvements and strategies meet goals and objectives.

The process for identifying the goals, objectives, and evaluation criteria has been an iterative one. The goals began with input from the City Council, the Transportation Commission, and the Planning Board when the scope of this project was being developed. After the project kicked off, the objectives and evaluation criteria were developed for each goal. Additionally, the public engagement process has resulted in input that has helped shape the goals and objectives. The work is not yet complete and we are still refining the goals and objectives to best fit the transportation needs of the community.

2. Goals and Objectives

The following goals and objectives were developed with input from city staff, key stakeholders including transit agency staff, and community members who live or work in Alameda.

GOAL 1: No increase in drive alone trips at island crossings, especially in the peak period

Transit Objectives

- Objective 1.A: Improve transit frequency, reliability and times in/out of Alameda, especially in the peak period
- Objective 1.B: Improve access to transit options, including BART, ferry terminals and transbay buses
- Objective 1.C: Increase public, employee/employer and residential association awareness of transit options in/out of Alameda
- Objective 1.D: Maintain positive partnerships with transit operators to leverage monies and expertise

Transportation Options Objectives

- Objective 1.E: Provide programs and strategies to reduce drive alone trips in/out of Alameda
- Objective 1.F: Integrate land use changes and transportation improvements, and strengthen public-private partnerships
- Objective 1.G: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing, especially for first-mile/last-mile transportation choices
- Objective 1.H: Increase public, employee/employer and residential association awareness of transportation options in/out of Alameda

GOAL 2: Enhance multimodal mobility within Alameda

Transit Objectives

- Objective 2.A: Improve bus frequency, reliability and times within Alameda
- Objective 2.B: Improve access to buses within Alameda
- Objective 2.C: Increase public, employee/employer and residential association awareness of bus options within Alameda
- Objective 2.D: Maintain positive partnerships with transit operators to leverage monies and expertise

Transportation Options Objectives

- Objective 2.E: Provide programs and strategies to reduce drive alone trips within Alameda
- Objective 2.F: Integrate land use changes and transportation improvements, and strengthen public-private partnerships
- Objective 2.G: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing within Alameda, especially for youth
- Objective 2.H: Increase public, employee/employer and residential association awareness of transportation options within Alameda
- Objective 2.I: Use parking management strategies to reduce incentives to driving

3. Evaluation Criteria

These evaluation criteria will be used to gauge if proposed improvements and strategies meet the goals and objectives.

1. Transit Frequency: Measure change in transit frequency
2. Transit Reliability/Travel Time: Assess change in transit reliability and travel time within Alameda and at crossings during commute times

3. Transit Access: Measure change in access (hours of service and coverage) within Alameda and to commuter transit options
4. Public Awareness and Perception: Assess if the proposed strategy/improvement increases public awareness and perception of public transit
5. Mode Share: Measure potential impact to mode share especially for first-mile/last-mile transportation choices and for youth
6. Drive Alone Trips: Measure relative increase or decrease in drive alone trips
7. Transportation Options at New Developments: Measure access of proposed improvement for new developments
8. Reduce Drive Alone Incentives: Assess whether proposed improvement will increase or decrease incentives to driving alone
9. Access to Transportation Option Strategies: Measure number of employees/residents with access to transportation programs and information
10. Cost: Assess planning-level operating and capital costs
11. Financial Feasibility: Assess feasibility of obtaining funding from public or private source
12. Public Support: Measure support based on input received from surveys, community meetings, and other forms of community input
13. Supports Existing Plans: Assess whether proposed improvement supports the Transportation Element and other City and transit operator plans
14. Partnerships: Assess whether the proposed strategy will strengthen or maintain partnerships with transit operators or with the private sector
15. Parking Management: Measure the impact of the strategy on providing an optimum supply of parking