

Minutes
Mayor's Economic Development Advisory Panel
Alameda City Hall, Conference Room 391
Wednesday, September 3, 2025

1 CALL TO ORDER

Chairman David Mik called the meeting to order at 6:10pm.

2 ROLL CALL

Present: David Mik, Brock Grunt, Dr. Sharine Thenard, Gia Schneider, Joe Ernst, Madlen Saddik, and Mark Culyer.

Absent: Becca Perata, Eva Jennings, Matt Kreutz, Adam Elsesser

City Staff present: Dwayne Dalman, Economic Development Division Manager, Abby Thorne-Lyman, Director of Base Reuse and Economic Development, and Lisa Foster, Transportation Planning Manager.

Guests: Mike O'Hara, President of the Alameda Transportation Management Association, Hannah Lindelof, BART, Strategic and Policy Planning Group Manager, and Bill Bacon, Assistant Director of Metropolitan Transportation Commission (remote).

Mr. Dahlman informed everyone that Eric Fonstein, normally the staff member who runs this meeting, is retiring tomorrow, so he will not be present at tonight's meeting.

3 APPROVALS OF MINUTES

3-A Review and approve March 25, 2025 EDAP minutes and June 4, 2025 EDAP Minutes. Panel member Gia Schneider made a motion to approve both sets of minutes as presented, and Panel Member Saddik seconded the motion. The motion carried 7-0

4 ORAL COMMUNICATIONS - PUBLIC COMMENTS

Mitch Ball

5 CONSENT CALENDAR

None

6 REGULAR AGENDA ITEMS

6-A Discuss the Role of Transportation in Supporting a Thriving Local and Regional Economy

Ms. Thorne-Lyman introduced the item and welcomed the guest speakers for tonight's topic: transportation. She said we must talk about this since it's probably the

biggest challenge we face but also presents one of Alameda's biggest opportunities. City Engineer City Engineer Scott Wikstrom was supposed to join us tonight but couldn't, so Ms. Thorne-Lyman proposed delaying the discussion of the Oakland/Alameda Access Project until Caltrans has provided the City with a construction timeline. So, tonight, we will focus on public transit and the role it plays in reducing traffic congestion, she said.

Presentation on Transportation Demand Management (TDM)

- Programs and strategies that encourage the use of alternative transportation modes to reduce congestion.
- This can range from low effort initiatives such as providing information (marketing) on public transit options, to high effort programs such as running shuttles to connect to BART.

TDM Program Effectiveness:

<u>Strategy</u>	<u>Effectiveness</u>
Parking Management	1 to 20%
Discount/subsidized transit passes	0.3% to 20%
Increasing transit access, frequency, speed	0.1% to 5%
Real time information	2%
Shuttles, Vanpools, Subscription Services	0.5% to 7%
Rideshare programs	1 to 8%
Marketing	1 to 4%
Transportation Coordinator (or TMA Broker)	1 to 4%
Bike and car-share	1 to 4%

Ms. Thorne-Lyman said the goal for West Alameda is to reduce the number of car trips since we only have one point to travel on and off the island. Our original goal was to reduce the number of car trips between 10 and 30% but we have most of our growth along the Northern Waterfront, Alameda Point, and Alameda Landing. So, we are putting people in places where we have the fewest points of access. As a result, we're working on providing data and traffic plans through three Transportation Management Associations in West Alameda.

Mr. O'Hara of the Alameda Transportation Management Association took over the presentation. He said the mission of the Alameda TMA is to resolve transportation challenges facing the people who live and work in Alameda by connecting them to a network of sustainable, affordable, convenient and active modes of transportation across the San Francisco Bay Area. There are three TMAs in Alameda, and the Alameda TMA oversees the first two below:

1. Alameda Point
2. Northern Waterfront (runs north of Buena Vista St., Park St. to Webster, and the estuary)
3. West Alameda (Alameda Landing, which has its own TMA)

The Alameda TMA has a board mix of eight landowners, residents, tenants and city staff. ATMA board membership is 2/3 residential and 1/3 commercial by design.

Alameda TMA Programs:

MANAGE AC TRANSIT EASY PASS PROGRAM FOR ATMA MEMBERS

- Complementary AC Transit pass to each residential member household and commercial tenants, plus the ability to pay for an additional pass per household at a reasonable rate

IMPLEMENTING MTC'S BAY PASS PILOT PROGRAM

- Add-on to AC Transit EasyPass program to add all forms of transit (i.e., BART, Muni, ferries, etc.), that are served by Clipper Card for all ATMA members.

MANAGE ESTUARY CROSSING SHUTTLE PILOT "WOODSTOCK"

- Working with additional participants (City of Alameda, Port of Oakland, ATMA, WATDMA) to fund and operate in conjunction with WETA and City of Alameda.
- Over 100,000 riders in first year, expanded from 5 to 6 days

E-BIKE REBATE PROGRAM

- Implemented and promoted e-bike program with AMP

Clarifying Questions

Chairman Mik asked what regulation mechanism is requiring TDM being a requirement in redevelopment projects in Alameda?

Mr. O'Hara said that it's via the Environmental Impact Report (EIR), which will identify it as an issue. You must create mitigation measures to offset it. TMA means you're not just providing transit but also providing incentives for people not to drive.

Ms. Thorne-Lyman said it's in the municipal code; every development must have a TDM plan and unbundled parking. The reason TMAs exist is because of a CEQA requirement. The Alameda Point EIR requires it.

CLIPPER BayPass - Bill Bacon of MTC – There are 27 transit agencies in the nine-county Bay Area Region. CLIPPER BayPass provides unlimited regional transit passes for rides on all bus, rail and ferry services in the Bay Area - anytime, anywhere. In 2022 and 2024, MTC undertook Phase 1 (students and housing residents) and Phase 2 (employers, universities and property managers) pilot programs. Results showed that people with BayPass rode public transportation 30% more than their peers who had single agency transit passes while transfers between operators increased 163%.

Phase 2 Pilot is selling the Clipper BayPass to interested organizations

- Over 80,000 paid passes in Phase 2, including 16 contracts with organizations
- Onboarding on a rolling basis to manage financial risk and ensure diversity across industries and geography
- Working to identify additional partners in Contra Costa County and North Bay

Prices are customized according to location (access to transit) and number of days onsite:

- Downtown Market Street San Francisco High Level of Transit Access \$60 – \$100
- Oakland Coliseum Medium Level of Transit Access \$30-\$50
- Walnut Creek Low Level of Transit Access \$10-\$20

Alameda TMA: Highlights

- Alameda TMA has participated in Clipper BayPass since January 2024
- Approximately 2,500 eligible employees and residents across more than 12 organizations
- More than 250,000 transit trips taken (Jan '24 – June '25)
- ~70% of cards have been used at least once

Share of BayPass Trips taken by Operator:

AC Transit – 39%

WETA (ferries) – 27%

BART – 21%

We are excited to grow the program in the coming years.

BayPass is an employer-offered benefit program within organizations 100 employees and larger for the recruitment and retention of employees.

Panel member Schnieder asked if there's a subsidy. Is the revenue generated by the companies that are paying to buy the BayPass covering the cost of the transit consumed by the riders using the BayPass?

Noting that the program is still a pilot, Mr. O'Hara said the goal is to have the pricing (value of trips taken) be as revenue neutral as possible.

Mr. O'Hara said the partnership between the city and the ATMA allows companies smaller than 100 employees in Alameda to offer the benefit to their employees, too, alongside much larger organizations.

Panel member Saddik asked how the program is marketed? Mr. Bacon said MTC uses social media, marketing consultants, email campaigns, chambers of commerce, and business organizations to reach new companies. He noted, per panel member Saddik's question, that Peralta Community College District is not a participant currently due to finances. He said that U.C. Berkeley's students initiated their own referendum last spring; 90 percent of the students voted to increase their fees to pay for BayPass, so it's now open to all of Cal's 50,000 students.

Public Comment

Speaker Mitch Ball submitted his written comment ahead of the meeting, which was part of the meeting's packet, but he also read it into the record. He added to his statement that for work he digitally models transportation and sometimes models city transportation in his spare time.

Remote caller/speaker Cyndy Johnsen of Bike Walk Alameda said she appreciates all the transportation work done in the city. Could Alameda participate in the BayPass program in the future? And could the city of Alameda and its employees be part of the TMA? We have great, friendly transit and bicycle infrastructure. Ferries that accommodate bike commuters are oversubscribed now and are being turned away. It must be on WETA's radar; I don't know. But it's something to address. With mass transit, sometimes people

get scared away and we don't want that to happen. We want to encourage it as much as possible.

A safe route to BART is huge. The infrastructure changes at Fruitvale Station have been amazing. Water shuttle is awesome. A bridge across the estuary would be much more impactful. Getting those connections to mass transit and making sure that infrastructure is built is something we need to do. Bike Share is growing in popularity. A recent study shows it's up across North America in 2024 by 31 percent. Alameda doesn't have it, but Oakland and San Francisco do. It would be great if we had it so people wouldn't have to take their bikes onto the oversubscribed ferries. They could connect here and in San Francisco. We know the Bay Wheel contract expires in 2027, so if MTC would consider Alameda being part of it, that would be great.

Discussion of Transit Fiscal Cliff and 2026 Transit Measure, Hannah Lindelof, from BART

BART'S Role in the Region

System Overview

- 50 million rides per year
- 131 miles of track
- 50 stations in 5 counties
- 1,000 Fleet of the Future Train Cars
- 87 percent of the region's transfers include a trip on BART with more than 300 unique connecting routes

Presentation Overview

- Improving the Rider Experience
- Changing Travel Patterns
- Benefits of BART
- BART needs a new funding model
- Funding Measure

Still working to regain ridership post-pandemic: current weekly rides are 177,000 and prior to COVID it was 400,000, so still less than half of 2019 numbers (46 percent).

Senate Bill 63 – Connect Bay Area Act (legislation to authorize a regional transportation ballot measure in 2026 that would authorize a 14-year sales tax at

a rate of ½ cent in most BART counties (including Alameda) and up to 1% in San Francisco)

Public Comment

None

7 STAFF COMMUNICATIONS

Staff member Dwayne Dahlman reminded everyone that the city's annual fall job fair will be happening on Thursday, September 18, 2-4pm, at Southshore Center in the center court near Trabocco. There will be over 30 employers offering part-time, full-time and seasonal work. More information: [11th Annual Autumn Job Fair | City of Alameda](#)

Ms. Thorne-Lyman said the ATMA is looking for a new general manager. The job is currently posted. Prior staff were all part-time so the new full-time employee will replace them.

Ms. Thorne-Lyman and Ms. Saddik announced that the Annual Economic Forecast and Business Expo is September 25, 11am – 1:30pm, on the U.S.S. Hornet. There will be several fireside chats that will feature legislative and business leaders and Jenn Ott, City Manager. For more information and tickets: [Alameda Chamber & Economic Alliance | Home](#)

8 BOARD COMMUNICATIONS, NON-AGENDA

None

9 ORAL COMMUNICATIONS

None

10 ADJOURNMENT

Chairman Mik adjourned the meeting at 7:37pm.