

Alameda Landing Transportation Demand Management Program Annual Report for 2020-2021



BACKGROUND

The Traffic Demand Management Program for Alameda Landing (the “TDM Program”) was approved and adopted by the City of Alameda on May 14th, 2007. The TDM Program is appended to the Declaration Establishing a Plan of Traffic Demand Management for Alameda Landing and Annexed Properties, recorded on October 7th, 2013, as Document No. 2013326149, Alameda County Official Records (as amended and supplemented, the “TDM Declaration”). The West Alameda Transportation Demand Management Association (“WATDMA”) is the organization established under the TDM Declaration to implement the goals of the TDM Program.

This Annual Report for the Alameda Landing Transportation Demand Management Program (“TDM”) covers the time period of January 1st, 2020 through December 31st, 2021 and represents the sixth (6th) Annual Report for the TDM Program.

PROGRAM GOAL & PHASING

The overall goal of the TDM program is to implement, on a permanently funded basis, programs and measures intended to reduce peak hour single occupancy vehicle trips, reduce emissions, and increase awareness and use of alternative modes of transportation.

From “Day One” of the first day of occupancy for either the 100,000th square foot of commercial or the 150th dwelling unit (established in October of 2013 with the opening of Target), the TDM Program is to include the following “Day One TDM Services”:

- An operation Alameda Landing Transportation Management Association;
- A part time TDM coordinator to manage the TDM Program;
- Regular supplementary ground shuttle service with sufficient bike racks and indoor space for bicycles when the shuttle is not crowded that provides 30-minute head-way, peak hour (3.5 hours in the AM and 3.5 hours in the PM), weekday direct service to 12th Street BART;
- A “Guaranteed Ride Home Program” through Alameda County;
- A marketing program, including information brochures and website; and,
- A completed Water Shuttle Feasibility Report.

As referenced above, the TDM Program has been operating since October 7th, 2013. The table below indicates the Day One obligations and status of each as of the date of this Annual Report.

Table 1 – Day One Services

Activity	Status/Completion Date
Alameda Landing TMA	Completed Oct 2013; ongoing
TDM Manager	Completed Sept 2013; ongoing
BART Shuttle Program (Monday to Friday)	Completed Oct 2013; ongoing
A “Guaranteed Ride Home Program”	Initiated Oct 2013; ongoing
TDM Program Marketing Program	Initiated Oct 2013; ongoing
Water Shuttle Feasibility Report	Completed Jan 2014

Under the TDM Program, the Catellus Alameda Development, LLC (“Catellus”), as the “Development Director” of the WATDMA, was responsible for providing “gap funding” to cover, among other things, the WATDMA’s initial costs of baseline “Day One TDM Services” and operating shortfalls in the initial management and operation of the Day One TDM Services (“Gap Funding”). These Gap Funding obligations were to continue until such time as income from WATDMA assessments and other sources was sufficient to cover its management and operating expenses. The revenue and cost summary contained in the annual reports indicates that, as of the end of 2017 (and continuing in 2022), the WATDMA reached financial stabilization and that Gap Funding by Catellus is no longer necessary. With the approval of this Annual Report, the City acknowledges that Catellus is released from any further Gap Funding obligations.

WATDMA PROGRAM ACCOMPLISHMENTS 2021/2022

The WATDMA has encountered multiple challenges from the impact of COVID-19 in working and commuting ‘normality’ over the past two (2) years. Public health concerns and government mandates disrupted work schedules and commuting patterns. A large number of employees were forced to work from home or temporarily laid off during various phases of the pandemic.

Demand for TDM assistance during peak COVID times was greatly reduced. The WATDMA saw minimal requests from employers or residents for trip planning or assistance with other TDM programs. Outreach and attendance at HOA and employee meetings were curtailed.

The WATDMA saw ridership on the Alameda Landing shuttle decline significantly during the pandemic as Alameda Landing residents worked from home and retail stores in Alameda Landing operated on limited hours. Even with ridership at very low levels, the WATDMA prioritized maintaining the Alameda Landing shuttle as a viable transportation option for its residents and employees. From the start of the pandemic in March of 2020, the Alameda Landing shuttle was shut down for only a few months to allow for the initial peak wave to pass. From the summer of 2020 to present, the Alameda Landing shuttle has operated its normal schedule under strict protocols for shuttle cleanliness to ensure rider safety. We also maintained a larger shuttle to allow for proper social distancing. Ridership is still low compared to pre-pandemic levels (like all Bay Area mass transit & shuttle providers), but many individuals are returning to more normal work/commute patterns.

Even with the challenges caused by the pandemic, the WATDMA was able to advance certain growth areas for 2020/2021 such as:

- Operate a daily, peak commute hour shuttle program connecting Alameda Landing directly with 12th Street BART. The Alameda Landing/BART shuttle is a key component of the TDM Program. The service provides 30-minute loop service Monday through Friday, during peak commute times. Note: Since inception in 2013, the WATDMA has increased the vehicle size and passenger capacity of the BART shuttle three (3) times prior to the pandemic to accommodate growing ridership as Alameda Landing developed out the commercial and residential phases;
- Advance plans and documentation to transition the WATDMA into a Project Area Committee (“PAC”) of the ATMA, a long-standing goal of the City’s that will allow the WATDMA to provide enhanced transportation services more efficiently. The WATDMA, the ATMA and the City of Alameda expect that this transition will occur in 2022;
- Prepare and expand its services to the latest phase of Alameda Landing, the Bay 37 residential development under construction at the Alameda Landing Waterfront. Bay 37 is a planned 357-unit waterfront neighborhood of which 44 units were completed and occupied by the end of 2021. The market rate units of this new development will all contribute towards the WATDMA under its approved rate schedule;
- Advance plans with other stakeholders regarding a water-taxi service connecting Alameda Landing with Jack London Square;
- Increase annual revenue to over \$296,000 (based on 2022 Budget) dedicated to transportation incentives and programs to reduce the use of single occupant vehicle trips to/from Alameda Landing;
- Repair and replace bike lockers in Alameda Landing commercial shopping areas.

CURRENT LAND USE MIX AT ALAMEDA LANDING

Land Use Type	2020	2021
Retail	291,000 square feet	291,000 square feet
Residential ⁽¹⁾	237 units (sold and closed)	264 units (sold and closed)
Commercial Office ⁽²⁾	9,012 square feet	9,012 square feet
Maritime Commercial	364,000 square feet	364,000 square feet

Notes:

- 1) Includes both the TriPointe residential phases and the Pulte Waterfront phases currently under construction.
- 2) Includes 6,500sf within the Alameda Landing shopping center plus 2,512sf of commercial within the TriPointe housing development for a total of 9,012sf.

TDM PROGRAM OPERATIONS

For accuracy and ease of monitoring, the TDM Program will be directly measured by annual surveys of employees and residents. Surveys are conducted each October and distributed in different ways. For the commercial/retail employees, printed surveys are delivered to the businesses along with a cover letter explaining the survey objectives. The WATDMA Manager meets individually with the businesses to promote and collect the surveys. The Alameda Landing residents, including residents within the affordable housing developments, are surveyed using Survey Monkey, an effective electronic survey software platform. The WATDMA utilizes the HOA’s of each neighborhood to amplify the Survey requests and answer any questions. Printed surveys are also made available for those without internet access. In 2019, 200 surveys were distributed to the commercial/retail businesses and 122 responses were completed/returned. In the same year, 96 residential responses were completed/returned (253 residential units were completed at that time). The WATDMA set a minimum survey target of 30% of commercial office and retail employees and residents.

The ATMA did not survey during COVID pandemic. The next scheduled survey of the residents and commercial tenants of Alameda Landing will be conducted in October of 2022.

Past results of Mode Split of Employee Survey Respondents at Alameda Landing

Commute Mode	2018	2019
Drive Alone	61.00%	62.00%
Alameda Landing Express	22.00%	21.00%
Bus (AC Transit)	15.00%	18.00%
Bicycle	1.5%	1.5%
Walk	0.0%	1.00%
Dropped-Off/TNC/Taxi	0.50%	0.50%

Past Results of Mode Split of Residential Survey Respondents

Commute Mode	2018	2019
Drive Alone	42%	43%
Alameda Landing Shuttle	41%	47%
Bus (AC Transit)	21%	26%
Bicycle	9%	6%
Dropped Off/Carpool (Include TNC)	16%	12%
Walk	8%	6%

NOTE: Many surveys list more than one commute mode, impacting total %

2021 Monthly Ridership for Alameda Landing/BART shuttle

Month	Monthly Total
January--2021	2,657
February--2021	2,611
March--2021	3,282
April--2021	2,916
May--2021	3,546
June--2021	2,831
July--2021	2,869
August--2021	3,473
September--2021	2,739
October--2021	2,681
November--2021	3,457
December --2021	2,698
Total Boardings	35,760

2019 Monthly Ridership for Alameda Landing/BART shuttle

Month	Monthly Total
January--2019	3,888
February--2019	4,471
March--2019	4,588
April--2019	4,953
May--2019	4,716
June--2019	4,291
July--2019	4,959
August--2019	4,923
September--2019	4,882
October--2019	4,971
November--2019	4,810
December--2019	4,624
Total Boardings	56,076

Note: Total Boardings in 2021 represents a drop of roughly 36% compared to 2019. Ridership in 2020 and 2021 on the Alameda Landing shuttle was impacted by the on-going pandemic. This precipitous drop in passengers was experienced by all Bay Area transit providers and continues through 2022. The decline in BART ridership directly impacts the performance-by-passenger performance standard of the Alameda Landing shuttle. The shuttle, however, provides an important transportation option for many at Alameda Landing. For example, Target’s store manager recently advised that approximately 30% of their part time

employees rely on the Alameda Landing shuttle service. Shuttle ridership will continue to build back up as more people gradually return to their workplace environments.

FINANCIAL SUMMARY

WATDMA Revenues

The following WATDMA revenues are collected by the WATDMA from the residents and commercial tenants of Alameda Landing:

Sources	2020 (Actual)	2021 (Actual)	2022 (Budget)
Alameda Landing Residential ⁽¹⁾	\$101,649.55	\$106,797.47	\$146,423.00
Alameda Landing Retail ⁽²⁾	\$142,023.02	\$144,483.71	\$150,078.00
Alameda Landing Office ⁽³⁾	\$0.00	\$0.00	\$0.00
Alameda Landing Maritime Commercial ⁽⁴⁾	\$0.00	\$0.00	\$0.00
Interest Income ⁽⁵⁾	\$75.88	\$0.00	\$0.00
Total Sources	\$243,748.45	\$251,281.17	\$296,501.00

Notes:

- 1) Residential revenue is generated from 237 market rate residential units plus 2 ground floor commercial units paying at the commercial rate (at 12/31/2020), 264 market rate residential units plus 2 ground floor commercial units paying at the commercial rate (at 12/31/2021), 289 market rate residential units plus 2 ground floor commercial units paying at the commercial rate (for 2022 budget);
- 2) Retail revenue is based on the shopping center's occupied square footage. Once a space is occupied for the first time, it is included retail revenue going forward regardless of future turnover;
- 3) Office will contribute its TDM assessments once occupied. Once a space is occupied for the first time, it is included in office revenue going forward regardless of future turnover;
- 4) Maritime Commercial will contribute its TDM assessments in November, 2022 per its Declaration of Annexation in to the TDM Program.
- 5) Interest income in 2020 was result of using a interest bearing bank account. We elected to take a credit against our bank fees in 2021 and 2022 rather than earning interest income.

WATDMA Expenses

The following WATDMA expenses cover the Day One Services outlined above. The WATDMA revenues exceed expenses for these Day One Services and have since 2017. As such, the WATDMA is no longer reliant on Gap Funding from Catellus.

Sources	2020 (Actual)	2021 (Actual)	2022 (Budget)
TDM Manager	\$45,600.00	\$45,600.00	\$45,600.00
Shuttle	\$150,200.00	\$148,785.00	\$153,146.00
Marketing ⁽¹⁾	\$0.00	\$0.00	\$600.00
Insurance ⁽²⁾	\$0.00	\$0.00	\$0.00
Misc. Expenses ⁽³⁾	\$3,374.47	\$1,967.65	\$3,016.00
Tax Compliance ⁽⁴⁾	\$6,750.00	\$6,900.00	\$7,250.00
Management Fee ⁽⁵⁾	\$30,888.69	\$30,487.90	\$31,443.00
Total Uses	\$236,813.16	\$233,740.55	\$241,055.00

Notes:

- 1) Marketing for the WATDMA is largely done via the website (www.alamedalanding.com), electronic communications the shopping center kiosks. Costs in '20 and '21 were covered by the TDM Manager and Catellus as part of the Management Fee.
- 2) Insurance for shuttle operations provided by carrier;
- 3) Miscellaneous expenses include office expenses for TMA, reporting fees, filing fees and banking fees;
- 4) Reflects annual income tax return preparation;
- 5) Per the WATDMA's Management Contract with Catellus, the Management Fee is 15% of total expense budget and covers all administrative duties including all payroll, accounting, and vendor payments.