

ALAMEDA TRANSPORTATION MANAGEMENT ASSOCIATION

Reporting period: January 2023 - December 2023
Organization: Alameda Transportation Management Association (Alameda TMA)
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Introduction

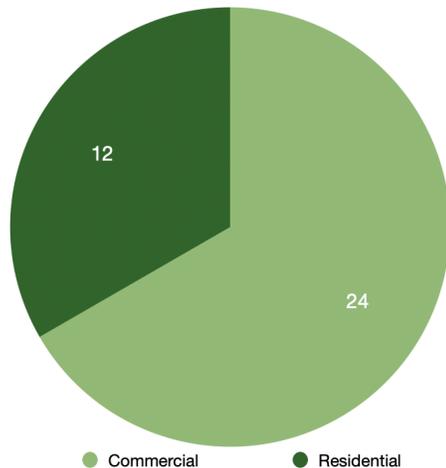
The Alameda TMA resolves transportation challenges facing people who live and work in Alameda by connecting them to a network of sustainable, affordable, convenient and active modes of transportation across the SF Bay Area.

The Alameda TMA offers programs and information to tenants and owners at Alameda Point (AP) and residents at the Northern Waterfront (NW). In 2023, The Alameda TMA took over management of the West Alameda Transportation Demand Management Association, which includes Alameda Landing. This entails collecting funds from member organizations and operating the Alameda Landing Express and marketing to WATDMA members.

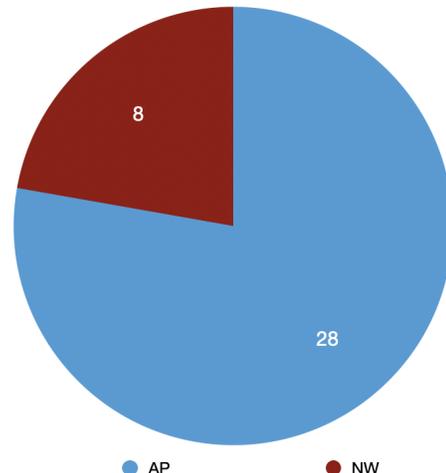
TMA in Alameda



Number of Member Organizations by Type



Number of Member Organizations by PAC



A

TDMA

ATMA Accomplishments for 2023

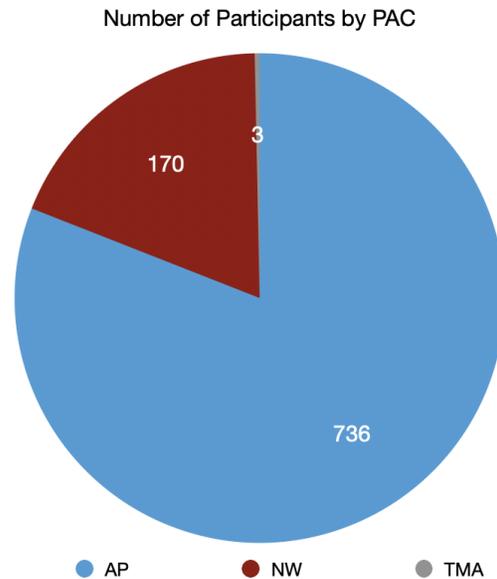
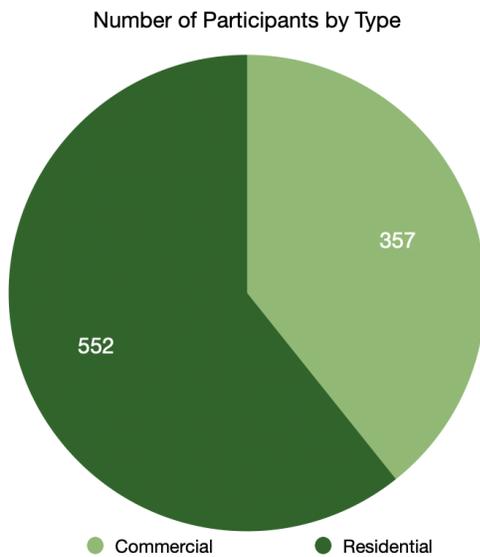
A. Programs

1. EasyPass & Clipper BayPass

AC Transit's EasyPass program, which provides free, local, and Transbay bus service to Alameda TMA members, was updated and streamlined. We renewed old passes, contacted all participants to encourage pass use and updated outdated participant contact information. As of December 2023, the program had 770 participants in 29 organizations. This is an increase of 240 passes since the end of 2022.



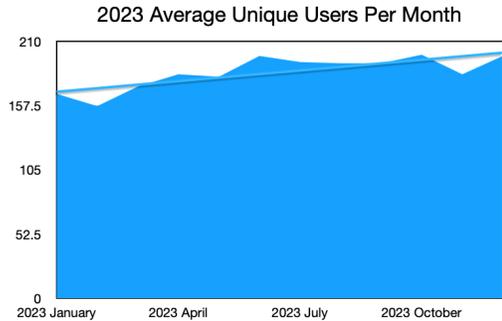
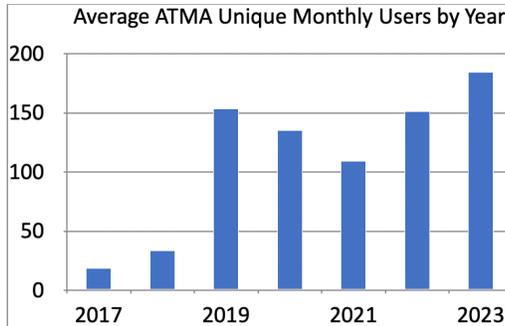
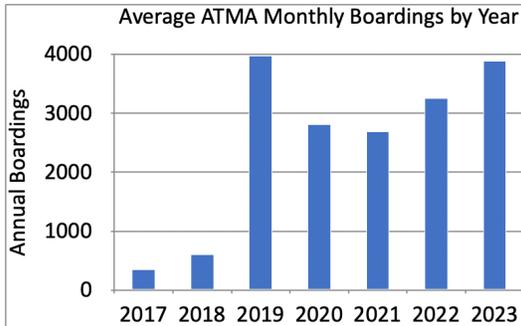
2024 Note: In January 2024, the ATMA launched the Clipper BayPass all regional transit pass' one-year pilot program. We have received over 100 new valid registrations since then.



Participants (as of 2/8/2024)

Ridership

For participants (registered users) in the EasyPass program, ridership levels have increased closer to 2019 (pre-pandemic) levels. The number of individuals using their passes has also increased to an average of 185 per month, which is an increase of 33 per month (22%). We anticipate the number of unique users to increase once participants can use the BayPass on BART and SF Ferry.





2. Oakland Alameda Water Shuttle

As part of a free private, public partnership, the Alameda TMA is working towards implementing a water shuttle between Alameda Landing (Bohol Circle Park) and Jack London Square (at the foot of Broadway) in Oakland.

In 2023, the partnership worked towards a summer pilot-of-a-pilot (POP) water shuttle. The purpose of the POP service was to test the process of planning, administrating, and marketing a water shuttle service. By June it was determined that there were no vessels available in the SF Bay Area from available operators that were ADA-compliant and could dock at the allotted public docks in Oakland and Alameda.

docks

In July 2023, the Alameda TMA along with its partners, pivoted to plan the 2024 Oakland Alameda Water Shuttle (OAWS) two-year pilot. Finding a suitable vessel for the service was the immediate priority. The ATMA formed Big Yellow Boat, LLC, and purchased a boat to lease to the OAWS service. The boat was renamed Woodstock.

The ATMA will also be responsible for collecting money from the funding partners and passing the funds to the City of Alameda to pay for operations.

The Alameda TMA along with the West Alameda TMA will contribute over \$1 million which is more than one-third of the cost of the OAWS.

The target start date to begin operations is June 2024.



3. E-Bike Rebate

Launched at the end of 2022, the e-bike rebate program offers \$300 to ATMA members for the purchase of an eligible E-bike. As of February 2024, 21 members have received the rebate totaling in \$6,300 of funds.

ATMA staff designed a new flyer to educate members on the various rebates available to them and the types of e-bikes that exist.

E-Bike Rebates & Incentive Programs

April 2023

Alameda Municipal Power Electric Bicycle Rebate

After purchasing a new or used **Class 1 or 2** e-bike, you may be eligible for a cash rebate up to \$600!

Am I Eligible?

All AMP residential customers are eligible for the standard rebate amount. Customers enrolled in AMP's **Energy Assistance Program (EAP)** are eligible for the income-qualified rebate.

How do I apply?

AMP recommends using a desktop or laptop. You will complete, sign, and submit your application through the **AMP Rebate Portal** which can be accessed at alamedamp.com/rebates.

Have ready:

- ▶ AMP Account # (found at top right corner of electric utility bill)
- ▶ Copy of sales receipt/invoice showing total cost of e-bike
- ▶ Photos of your e-bike and e-bike serial #

How much is the rebate amount?

Cost (pre-tax)	Standard Rebate	Income Qualified Rebate
Up to \$999.99	\$100	\$200
\$1,000 - \$1,999.99	\$200	\$400
\$2,000 and up	\$300	\$600

How do I receive my rebate?

Once your rebate is approved, it will be electronically delivered from a third party vendor called Prepaid Digital Solutions with the subject line, **Your Alameda Municipal Power Payment Has Arrived!**

It may look phishy, so make sure to check your spam or junk folders for an email from: notification@prepaiddigitalsolutions.com

Important Information:

- Rebate must be submitted within 6 months of purchase date.
- Funding for program expected to last until Summer 2023
- Only 1 rebate per AMP account.
- Only 1 rebate per e-bike purchase.
- **Class 3 e-bikes are not eligible!**

California E-Bike Classification Guide

Class 1:

Low-speed **pedal-assisted** e-bike, equipped with a motor that provides assistance only when rider is pedaling and stops once speed reaches **20 mph**.



Riese & Müller Packster 80

Tern GSD S10

Urban Arrow Family



Worksman Cycles Team Dual Trike

Xtracycle Swoop

Yuba Mundo

Class 2:

Low-speed **throttle-assisted** e-bike, equipped with motors that propel the bike but cannot provide assistance past **20 mph**.



RadRunner Plus

RadWagon 4

Bunch Original

Class 3:

Speed **pedal-assisted** e-bike, equipped with a motor that provides assistance when pedaling and stops once speed reaches **28 mph**. Riders must be 16+ and wear a helmet. These bikes are prohibited from multi-use bike paths unless authorized by local ordinance.



Tern HSD S11



4. Alameda Point Pilot Shuttle (Alley Up)

ATMA operated a pilot Alameda Point shuttle, Alley Up, for 10 weeks in the fall of 2023. The shuttle served Alameda Point businesses, residents and visitors by circulating through Alameda Point and both ferry terminals with two shuttle vehicles.

The ATMA handled operations while the City of Alameda handled marketing. We worked with 29 other partners to publicize the service. There were only three weeks to plan the service.

The **purpose** of the pilot was to:

- **Shift trips** to transit by providing “last mile” service to the Ferry terminals to encourage access to Alameda Point via ferry.
- Encourage internal trips by providing transportation between residential developments and businesses within Alameda Point.
- Publicize all **transit** to/from/within Alameda Point

Goals were to collect ridership data, boardings, and destination preferences.

Pilot conclusions

The pilot did not reach its goals; however, the shuttle process and public comments were favorable. Some of our partners felt that they did not know enough about the shuttle and when it was operating. Since operations did not meet minimum service, the concept might still be viable with a different service provider.

The operator’s service was **unsuccessful** in:

- providing 15-minute frequent service
- collecting and providing ridership data
- Providing adequate service hours - some days the number of hours that the vehicles were actually in service was less than 50% of the contracted time frame.
- maintaining public access to GPS

Marketing collateral was excellent with:

- Vehicles were branded with logos on the sides and front of two buses.
- All eight shuttle stops had large signs with a route map and information,
- A website
- Many social media posts.

This marketing information and methodology will be directly helpful for the estuary water shuttle and any future shuttles.

5. Instant Car Share

Every new resident at Alameda Point and Norther Waterfront receives a Gig CarShare coupon.

B. Marketing/Public Relations

Welcome Packets ATMA staff continues to distribute printed Welcome Packets to employers and residential communities at Alameda Point and northern waterfront. Packets included information about the ATMA (see below for the new flyer and fridge magnet), a QR code to EasyPass Registration, and information other ATMA programs, a biking and walking map, a local business map, a \$30 Gig CarShare coupon.



Instagram @alamedaTMA ATMA has 344 followers, up almost 300% from 2022. We follow over 70 member organizations and other Alameda TMA partners. We have made 70 posts.

Alameda Transportation Resources

The AlamedaTMA is a non-profit created to resolve transportation challenges facing the City of Alameda by connecting its residents and employees to a network of active and sustainable modes of transportation across the SF Bay Area.

alamedaTMA
We're changing the way
Alameda moves - walk, bike, bus.

AC Transit Easy Pass

You qualify for a **FREE** bus pass!
The AC Transit Easy Pass provides a reliable mass transit option and can be used on all AC Transit routes including TransBay service to/from San Francisco. Scan this QR code to learn how to register for your free AC Transit Easy Pass.

Our Programs

Where's my Bus?
Use the AC Transit App to find your nearest bus stop and when your bus will arrive.

Free Ride Home in Case of Emergency
A guaranteed free ride home from work if you have an emergency and you have made the effort to avoid commuting alone in your car.

Instant Car Rental
No need to store a car just for those infrequent trips anymore. Gig Car share allows you to take those trips - one-way or round trip, one hour or all day. Fuel, insurance and parking included.

\$ to Buy an E-Bike
AlamedaTMA gives you money to buy a new or used e-bike in addition to other programs, like the Alameda Municipal Power e-bike rebate.

Visit our Linktree to learn more about our programs above.

Contact Us

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 info@alamedatma.org
www.alamedatma.org
 [@alamedatma](https://www.instagram.com/alamedaTMA)

C. Operations

1. Surveys

The annual Alameda TMA survey and the annual Alameda Landing survey were conducted for the first time in the fall of 2023. We have broken down the survey findings below by area.

Alameda TMA Alameda Point Residential (35 responses)

- AP accounted for 44.86% of residential TDM responses.
- Most have unlimited access to a car (66%).
- 66% commute via car (drive alone). This is split about 50/50 between 'frequently' or 'sometimes'. Carpooling and taking the bus are unpopular commute options.
- 40% commute to San Francisco, 34% commute within Alameda, 14% commute to Oakland.
- 26% commute 5 days per week, closely followed by a 3 day-per-week commute (23%).
- 43% do not work from home.
- Of the respondents who commute, they most frequently commute on Tuesdays, Wednesdays, and Thursdays.
- 34% begin their commute after 9 am. 26% begin their commute between 8-9am.
- Most commonly respondents begin their afternoon commute between 5-6pm.
- Most respondents have an EasyPass (71%). The most popular usage frequencies are 'frequently' and 'occasionally'.
- Of respondents who have an EasyPass, they were most influenced to apply for the program because of the 'cost-effectiveness'. Many indicated that '[positive] environmental impact' was another driving factor for applying for an EasyPass.
- 37% believe having an EasyPass has influenced their transportation behavior. 14% disagree and 17% are unsure.
- Of those who do not have an EasyPass, most say it's due to a lack of program awareness.
- Most respondents are interested in an estuary water shuttle and secure bike parking (80% and 51% respectively). 37% of respondents are interested in a bike/ scooter share program.

Alameda TMA Alameda Point Employees

- The majority own a car.
- Most commonly respondents reported living in Alameda (just under 40% of respondents) followed by Oakland and then San Francisco.
- Most frequently commute by car (drive alone) and just under 40% frequently bike or e-bike to work.
- Most commute to work 4-5 days per week.

- The majority have an EasyPass, though most rarely use it. Respondents primarily use it for its cost-effectiveness.
- Half do not believe having an EasyPass has influenced their transportation behavior while just under 40% do.
- Respondents who have not used the EasyPass service say lack of convenience is the greatest contributing factor; that is, AC Transit buses do not meet their travel needs or schedule.
- Of those who purchased an e-bike, all of them indicated that reducing their carbon footprint was an influential factor. Second-most commonly, respondents said reducing their commute time was another influential factor.
- Regarding future ATMA programs, most respondents are interested in an Estuary Water Shuttle, and many are interested in secure bike parking.

Alameda TMA Northern Waterfront Residential (43 responses)

- Most respondents are employed and have unlimited access to a car.
- Most commonly, respondents indicate frequently commuting via car (drive alone), walking, and sometimes taking the bus and ferry.
- Most commonly respondents commute to Alameda and second most commonly, San Francisco.
- Of the respondents who commute, they most frequently commute on Tuesdays, Wednesdays, and Thursdays.
- Of the respondents who commute, most begin their commute between 7-9am.
- Of the respondents who commute in the afternoon, they most commonly do so between 4-5pm.
- Most respondents have an EasyPass (74%). Responses indicate an even distribution of usage frequencies, ranging from 'Never' to 'Frequently'.
- Of respondents who have an EasyPass, they were most influenced to apply for the program because of the 'cost-effectiveness' and '[positive] environmental impact' the pass provides. Many indicated that 'community support' was another driving factor for applying for an EasyPass.
- Most respondents believe having an EasyPass has influenced their transportation behavior (51%).
- Of those who do not have an EasyPass, most say it's due to a lack of program awareness.
- Most respondents are interested in an estuary water shuttle and secure bike parking (63% and 58% respectively). 23% of respondents are interested in a bike/ scooter share program.
- Most respondents would use the estuary water shuttle for recreation (70%).

2. West Alameda Transportation

Demand Management Association

In 2023, the ATMA agreed to manage full operations of WATDMA. This includes invoicing WATDMA commercial and residential member organizations, running the Alameda Landing Express, budgeting, and managing the board of directors.

The **Alameda Landing Express** shuttle operates weekdays between 5th Street near Alameda Target to 12th Street BART station. A new schedule and stop graphic were created.



FREE SHUTTLE BUS between Alameda Landing and 12th Street BART		
Weekdays, only		
Every 30 minutes	12 th BART Station (Broadway at 11th in front of Marriot) (every 30 minutes on the :15 & 45)	Alameda Landing (5th Street near Target) (every 30 minutes on the :00 & 30)
AM	6:45 AM	7:00 AM
	7:15 AM	7:30 AM
	7:45 AM	8:00 AM
	8:15 AM	8:30 AM
	8:45 AM	9:00 AM
	9:15 AM	9:30 AM
PM	9:45 AM	10:00 AM
	-	3:30 PM
	3:45 PM	4:00 PM
	4:15 PM	4:30 PM
	4:45 PM	5:00 PM
	5:15 PM	5:30 PM
	5:45 PM	6:00 PM
	6:15 PM	6:30 PM
	6:45 PM	7:00 PM



Alameda Landing Survey

2023 was the first year that the Alameda TMA conducted the WATDMA survey. The residential survey tallied a total of 70 responses and the commercial survey 5. *The 2023 survey data was compared to the first two Alameda Landing surveys conducted in 2018 and 2019. In 2018, 110 residents responded, and in 2019, 96 residents responded, both through paper surveys.*

Similarities; In both previous and 2023 surveys:

- Linear and Cadence, two of the original Alameda Landing residential communities, represented most respondents.
- San Francisco was the most popular commute destination followed by Oakland.
- Car usage for residents' regular commute has remained nearly the same all three years, logging in the low 40th percentile. *This question asked respondents to 'select all that apply' so percentages are not applicable. **Note that in the 2018 survey, 43% of respondents selected 'Other' as their normal commute mode without further specification.
- Alameda Landing Express BART Shuttle has always been 'very familiar' among most residents. Usage rates have also remained relatively consistent over 2018, 2019, and 2023.
- Scheduling and convenience have always been the most important shuttle service priorities for residents over the years.
- Predicted water shuttle usage, most popularly, for recreation over the weekend has been consistent over the years.

Differences

- In 2018 and 2019 around 80% commuted from Alameda regularly whereas 40% regularly commuted in 2023.
Takeaway: Half as many people regularly commute to work in 2023 compared to 2018/2019.
- In 2018/2019 most people (61%) commuted 5 or more days per week whereas only 20% indicated they commuted 5 or more days per week in 2023. That is a 67% decrease in 5-or-more-day-per-week commuters between 2018/2019 and 2023. Takeaway: Residents are commuting much less frequently to work in 2023 than they did in 2018 and 2019.
- In 2018/2019 the 6-8 am beginning commute time frame was most popular whereas the 8-10 am timeframe was most popular in 2023. Takeaway: Beginning commute times are on average later than in 2018/2019 by 2 hours or fewer.
- In 2018, 21% of residents used the Alameda Landing Express BART Shuttle in their typical commute, and 47% in 2019. In 2023, that number reached 56%. Takeaway: Trends in Alameda Landing Express BART Shuttle continue to increase in popularity.
- In 2018, 33% of residents used the bus in their typical commute, and 26% in 2019. In 2023, bus usage was at an all-time low with 22% of residents using the bus in their typical commute. Takeaway: Bus usage is trending down in popularity over time.

D. People/Benefits

The ATMA now has three part-time staff.

- TDM Manager has expertise in managing non-profits, creating and running programs, organizing business processes and procedures, hiring contractors and she lives in Alameda.
- Program Administrator has expertise in UX (user experience) Design and implementing programs that benefit the environment, bike commuting, e-bike riding and she lives in Alameda.
- TDM Outreach Specialist – has expertise in education and outreach, and has over 10 years of experience navigating Bay Area public transit.

E. Administrative

Staff continue to expand the organization database, to ensure that members and program participant information is easy to reach.

F. Financial

Budget - The Alameda TMA Board approved a budget for 2024 and projected through 2026. It includes continuing funds for EasyPass, water shuttle, Alameda Point land shuttle, and staffing and marketing.

Revenue and Expense - The Alameda TMA collects:

- Special assessment funds from CFD 17-1 for Alameda Point property owners, including commercial and residential units,
- TDM fees for commercial tenants of Alameda Point, and
- TDM fees for residential units on the Northern Waterfront.

ATMA Goals for 2024

A. Programs

EasyPass- Upgrade the EasyPass program to the pilot Clipper BayPass program to expand the free transit options to ALL transit available in the Bay Area. We anticipate that this program will double the number of people using the free transit pass.

Estuary Water Shuttle (EWS) – Implement the Estuary Water shuttle pilot project by providing the boat and partner fund collections.

AC Transit – Identify needs for increasing service for member organization transit use and work with AC Transit to identify costs for the increased services by contributing funds to increase headways of bus service.

Biking – Identify a way to expand bike usage. Expand the e-bike rebate program to include e-scooters.

Transit – Expand marketing for the Alameda Landing Express shuttle with placement on Google and Apple Maps. When the shuttle appears on these highly used transportation apps, its service will be directly marketed to anyone using the services.

Transit Marketing – Integrate all transit, including Oakland Alameda water shuttle and Alameda Landing Express, so users will better understand all the options.

B. Marketing

Website - Redesign the ATMA website to be more user-focused.

C. Operations

Alameda Landing Transition - Fully integrate West Alameda Transportation Demand Management Association (WATDMA) members into the ATMA. Implement a more robust Alameda Landing Express with improved signage.