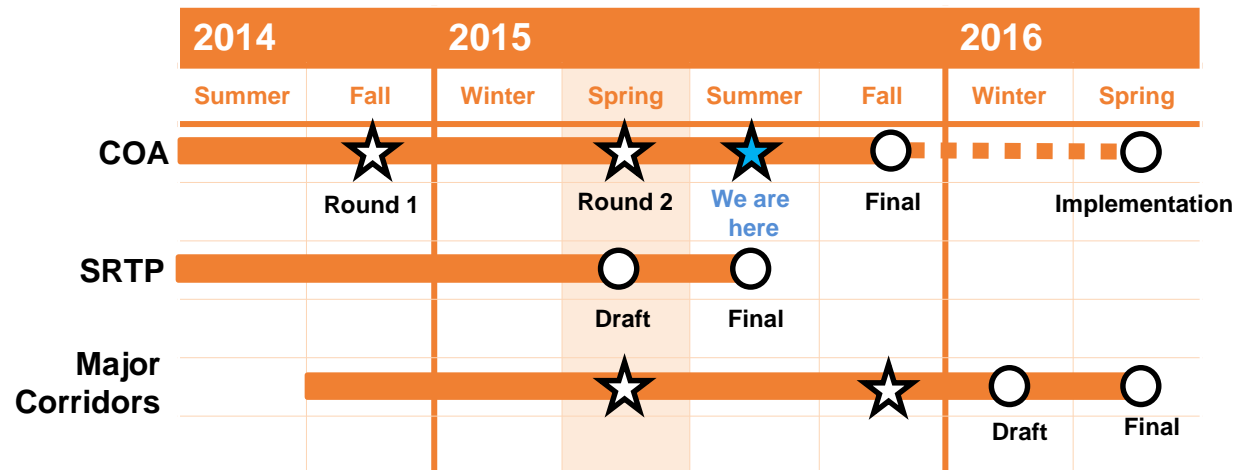


Alameda Service Plan



Robert Del Rosario
Service Development Department
July 22, 2015

Service Enhancement Plan (SEP)

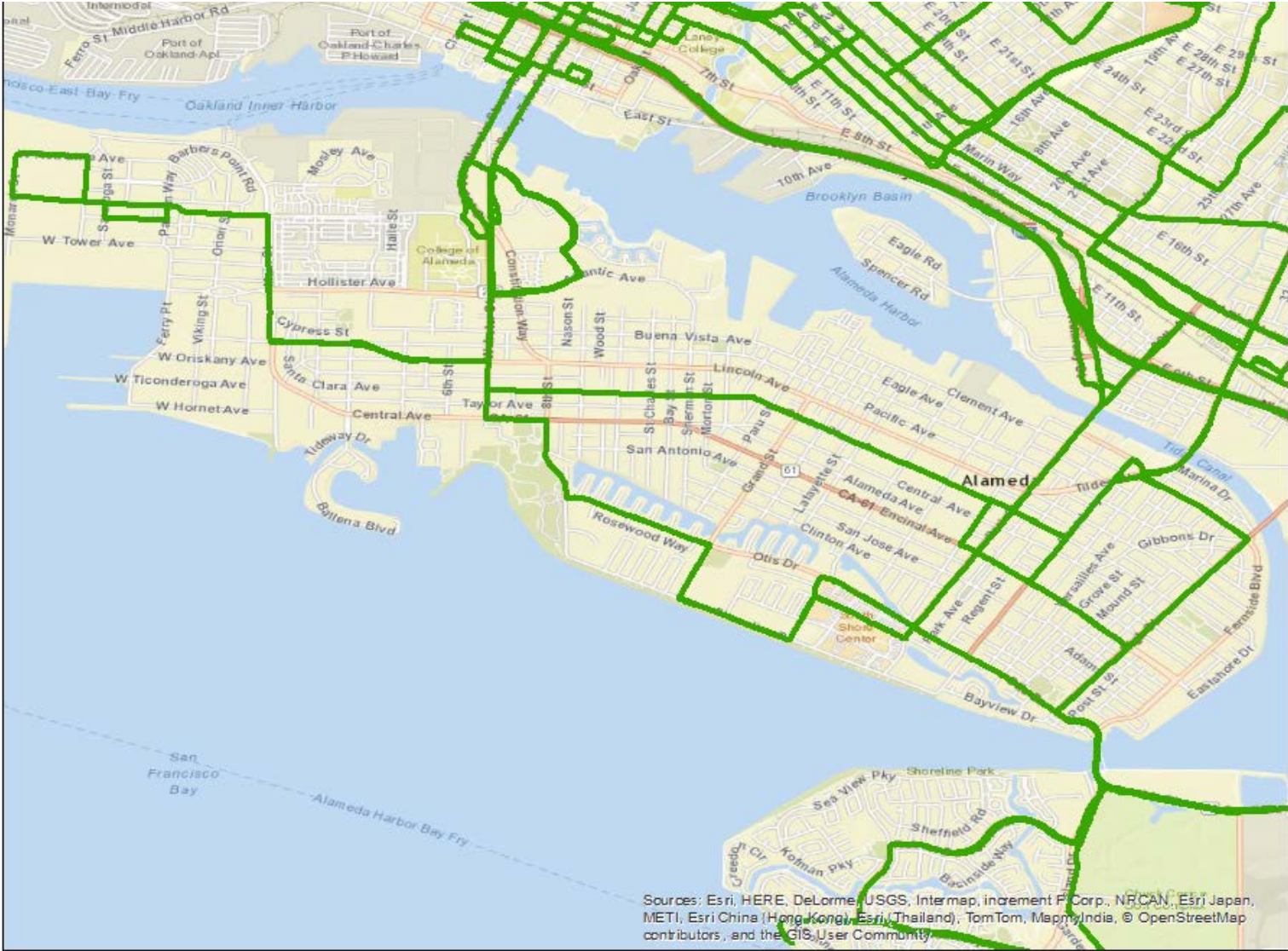


SEP Goals

- Improve service productivity/efficiency while increasing ridership
- Increase frequency where possible
- Provide service and meet demand in areas with existing, high ridership
- Simplify route structure to make network more legible and usable by:
 - Establishing a grid network where the road network allows
 - Creating productive north-south and east-west transit corridors



Existing routes in Alameda

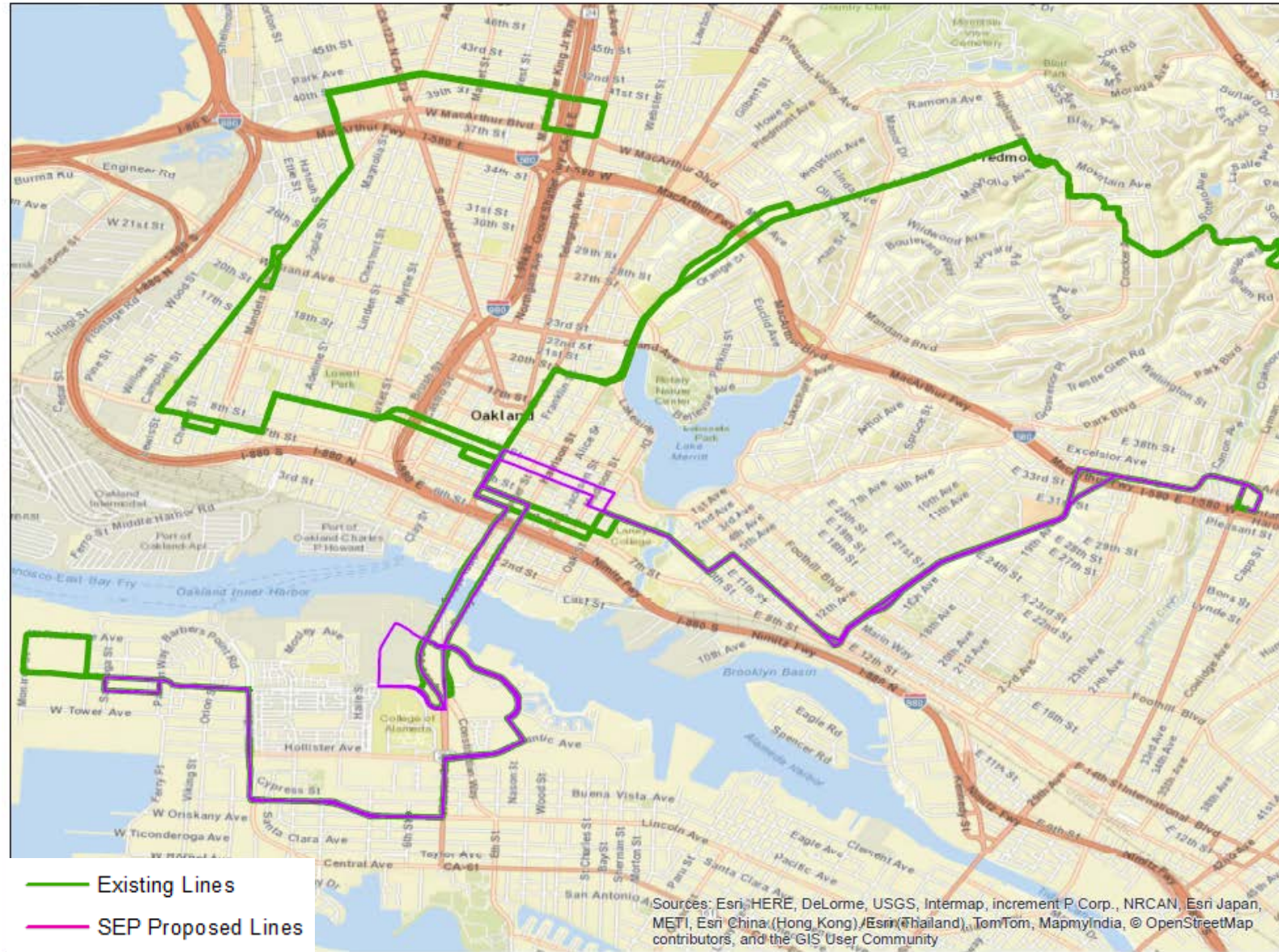


Existing and Proposed Routes



- Green lines – existing routes
- Red lines –SEP and long term route ideas
- SEP proposals slated for implementation in 2016
- Long-term proposals would be implemented after construction of new developments, dependent on future funding agreements

Service Enhancement Proposal #1



City Hall West to Dimond Point

Span: No change

Frequency: No change

Modifications: Combines Alameda segment of '31' with Oakland segment of '11'. New service thru Lake Merritt.

Major Streets: Ranger – Saratoga – Midway – Main – Marshall – Webster – Atlantic – Marina Village – Stargell – Broadway – 10th St – 12th St - 14th Ave - MacArthur

Major Destinations: Alameda Landing, College of Alameda, Chinatown, Laney College, Eastlake District, Dimond District



Service Enhancement Proposal #2



Modified “O”

Span: No change

Frequency: No change

Modifications: Route shifts onto Encinal from Santa Clara. No longer serving Fruitvale BART; service truncated at Bridgeside Shopping Center.

Major Streets: 5th/7th St – Webster – Santa Clara – Broadway – Tilden

Major destinations: Bridgeside Shopping Center, College of Alameda, Transbay Terminal

Service Enhancement Proposal 3A

New Route: Alameda Landing to Fruitvale BART

Span: 6am – 10pm

Frequency: 30 min all day

Annual Cost: \$2,058,600

Buses required: 3

Modifications: New regular service on High. Overlap with line 20 on Otis and Shorelines creates 15 min service between South Shore and Fruitvale BART.

Major Streets: Tilden – Fernside – High – Otis – Park – Shoreline – Willow – 8th – Webster – Stargell - Main

Major Destinations: Bridgeside Shopping Center, South Shore Center, College of Alameda, Alameda Landing



Service Enhancement Proposal 3B

New Route: Main Street Ferry to
Fruitvale BART

Span: 6am – 10pm

Frequency: 30 min all day

Annual Cost: \$2,058,600

Buses required: 3

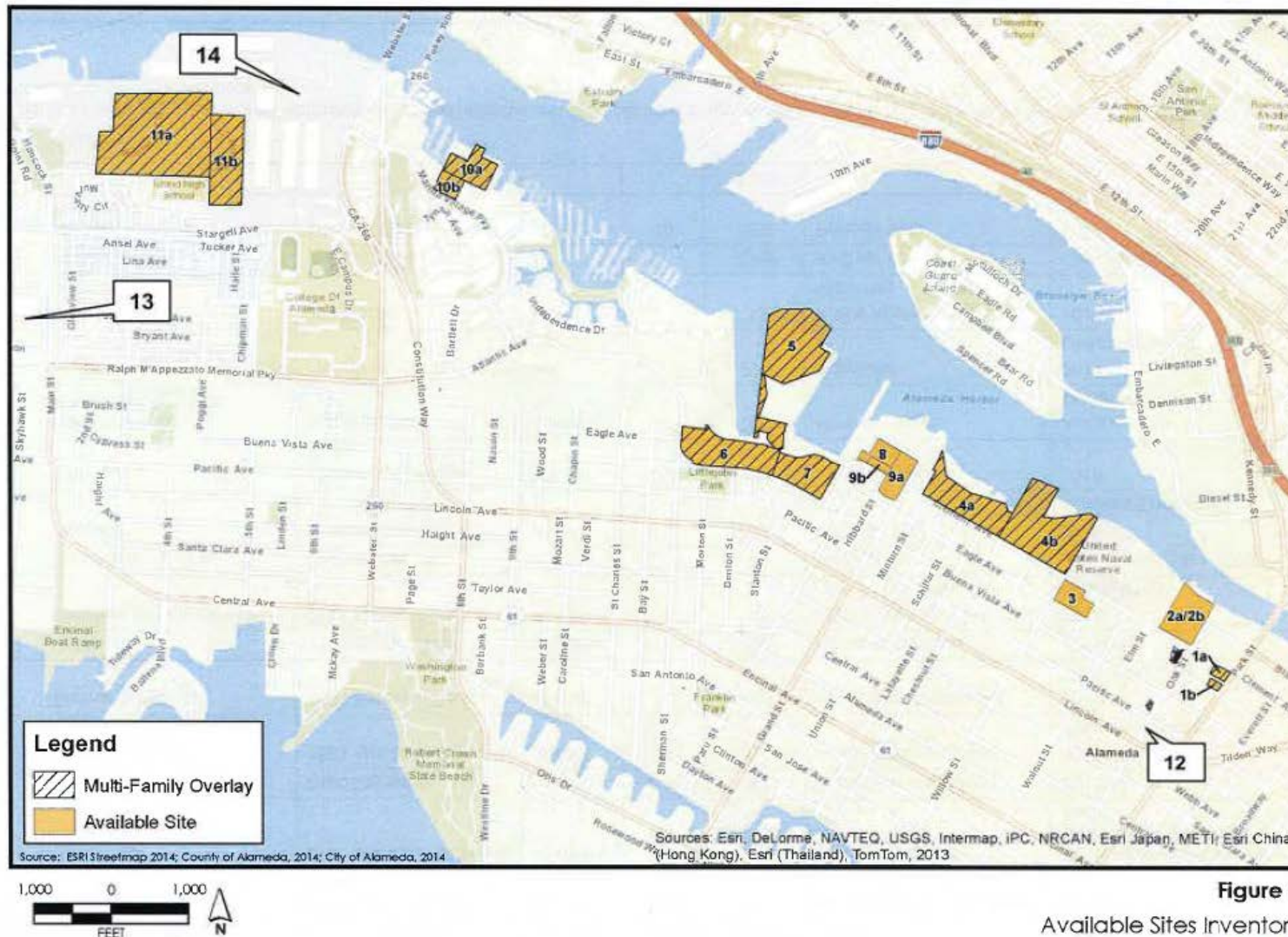
Modifications: New service between Ferry Terminal and Fruitvale BART could relieve overcrowding on eastern portion of "O".

Major Streets: Tilden – Fernside – High – Encinal – Central - Main

Major Destinations: Fruitvale BART, Bridgeside Shopping Center, College of Alameda, Main Street Ferry Terminal

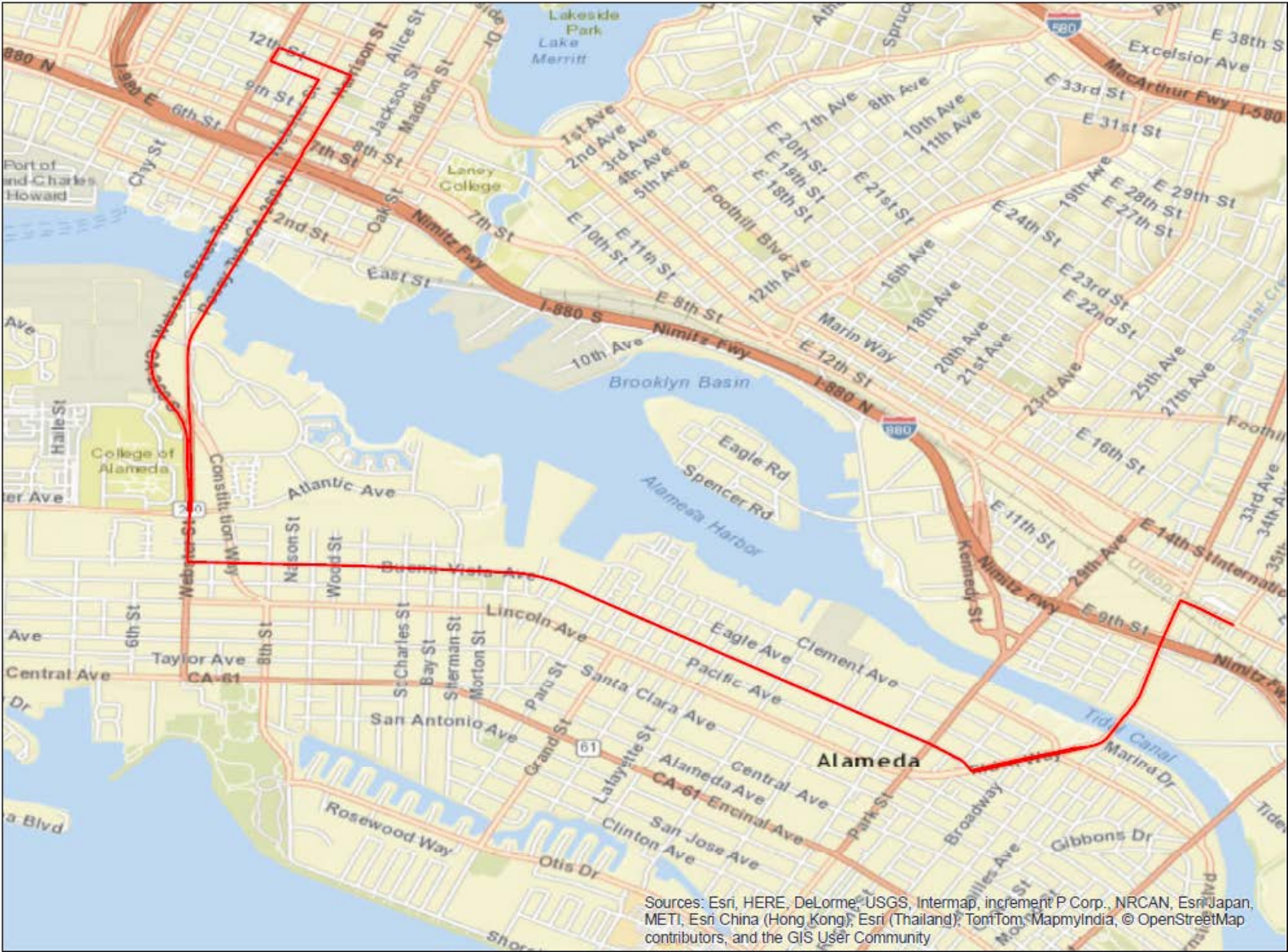


New developments



- 1: Ron Goode
- 2: Boatworks
- 3: Hangstrom
- 4: Alameda Marina
- 5: Encinal Terminal
- 6: Del Monte
- 7: Chipman/Marina Cove II
- 8: Corp Yard + Shelter
- 9: Pennzoil
- 10: Shipways
- 11a: North Housing
- 11b: Alameda Landing
- 12: City Ventures
- 13: Alameda Point
- 14: Alameda Landing Waterfront

Service Enhancement Proposal 3C



Northern Waterfront Route

Span: 6am – 10pm, Weekday and Weekend

Peak/Base Frequency Annual Cost:

15/30 min	20/30 min	30/30 min
\$2,988,000	\$2,248,040	\$2,001,000

Buses required: 3

Major Streets: Tilden - Buena Vista – Webster/Harrison

Major Destinations: College of Alameda, Northern Waterfront, 12th St BART, Fruitvale Bart

Long-term goals in Alameda

- Increase Transbay service to meet current and projected demands
- Explore service to Main Street Ferry Terminal and strengthen connection to other regional transportation modes
- Provide service to planned development areas, commensurate with projected build-out and growth forecasts

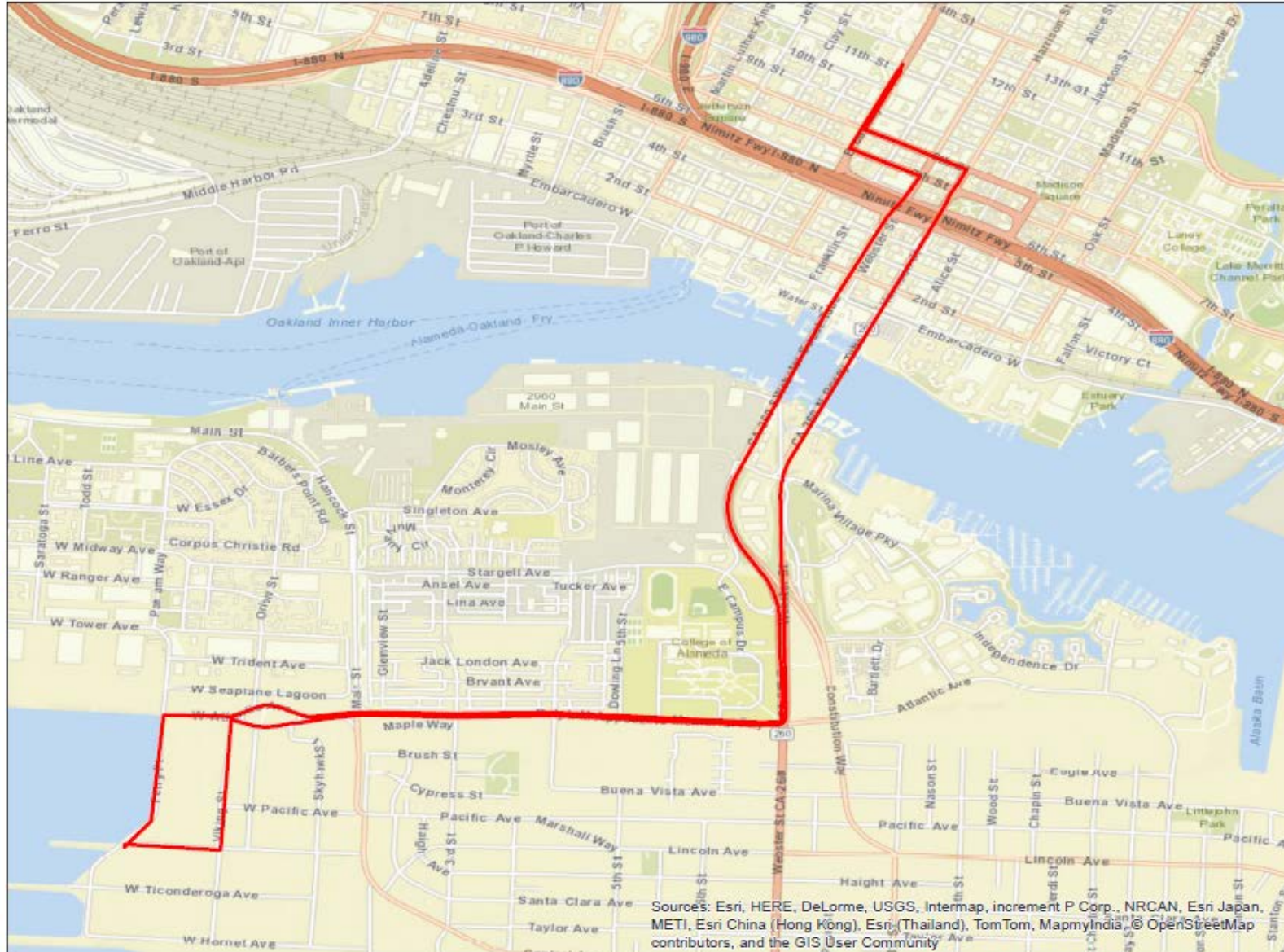


City of Alameda TDM Plan recommendations

- Near term recommendation for the Point:
 - Operates during weekday peak periods (5:00 – 9:00 am / 3:00 – 7:00 pm)
 - No weekend service
 - 30-minute headways
 - No stops outside of Alameda Point and 12th Street BART
- Long term recommendation for the Point:
 - Weekday peak periods (5:00 – 9:00 am / 3:00 – 7:00 pm), 15-minute headways
 - Non-peak periods (9:00 am - 3:00 pm / 7:00 pm - 1:00 am), 30-minute headways
 - Saturday (6:00 am – midnight), 30 minute headways
 - Sunday (8:00 am – 10:00 pm), 30-minute headways
 - Additional stops on route between Alameda Point and 12th Street BART



Long-term possibilities



Proposed BRT: 12th St BART to Alameda Point

Distance: 8 miles

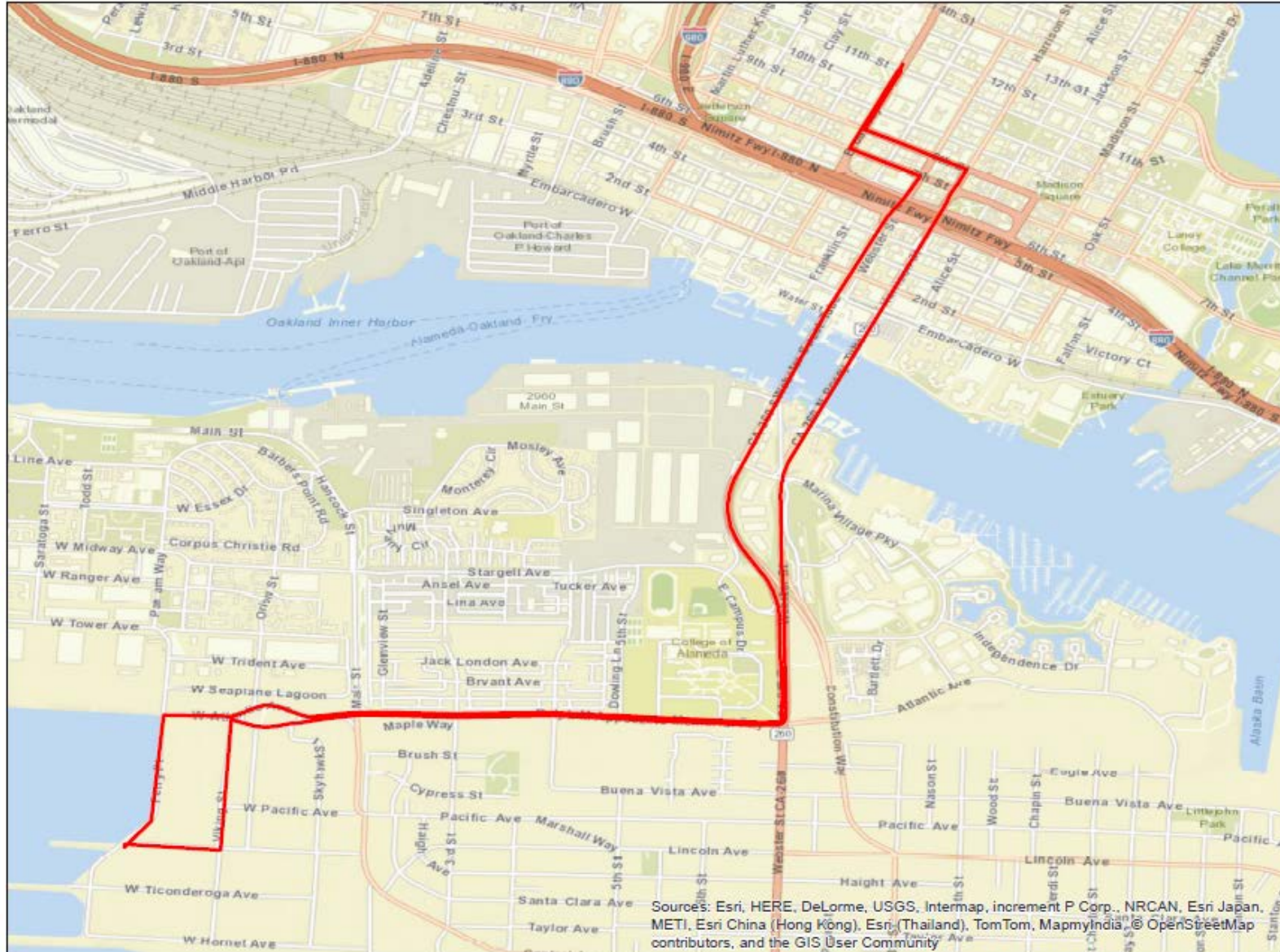
Span: 5am – 10pm, Weekday and Weekend

Major Streets: Midway - RAMP - Webster/Posey - 7th/8th – Broadway

Major Destinations: Alameda Point, College of Alameda, Chinatown, 12th St BART

Source: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Long-term possibilities



Sources: Esri, HERE, DeLorme, USGS, Intermap, increment P Corp., NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

Proposed BRT: 12th St BART to Alameda Point

Rapid Option, no stops in between:

Span: 5am – 10pm, Weekday and Weekend

Peak/Base Frequency Annual Cost:

5/30 min		10/30 min	
\$3,303,580		\$2,095,600	
15/30 min	20/30 min	30/30 min	
\$1,781,700	\$1,424,000	\$1,404,400	

Local Option, stops in between:

Span: 5am – 10pm, Weekday and Weekend

Peak/Base Frequency Annual Cost:

5/30 min		10/30 min	
\$3,753,200		\$2,410,000	
15/30 min	20/30 min	30/30 min	
\$1,745,700	\$1,738,400	\$1,373,400	

Long-term possibilities



Alameda Circulator (large loop)

Distance: 22 miles

Span: 6am – 10pm, Weekday and Weekend

Peak/Base Frequency Annual Cost:

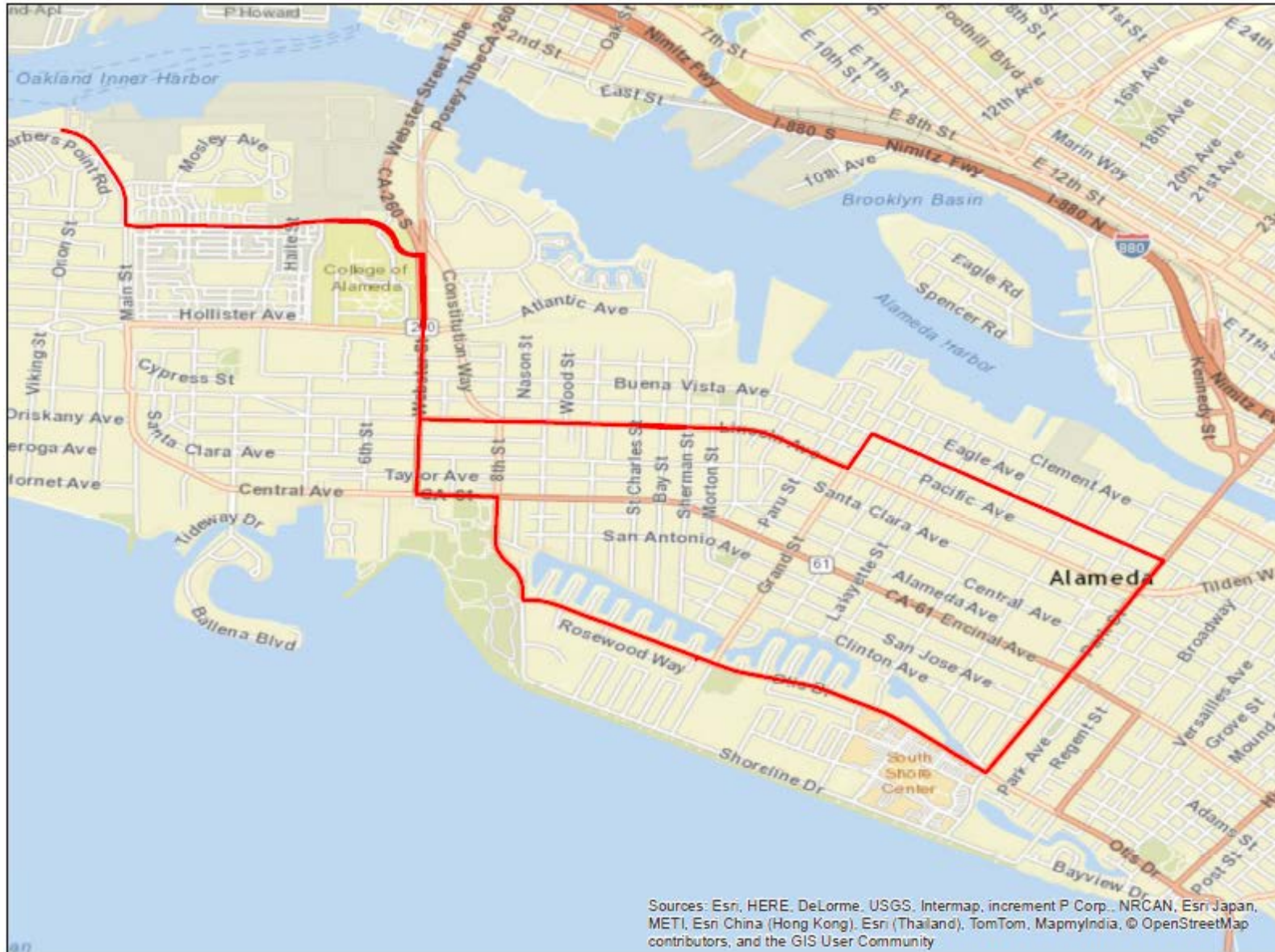
15/30 min	20/30 min	30/30 min
\$4,326,240	\$3,773,760	\$3,221,280

Major Streets: Main - RAMP -
(Webster - Westline - Shoreline -
High - Fernside - Buena Vista -
Grand - Lincoln - Webster)

Major Destinations: Main St Ferry
Terminal, College of Alameda,
Webster St. Commercial District,
South Shore Center, Bridgeside
Shopping Center



Long-term possibilities



Alameda Circulator (small loop)

Distance: 18 miles

Span: 6am – 10pm, Weekday and Weekend

Peak/Base Frequency Annual Cost:

15/30 min	20/30 min	30/30 min
\$3,605,100	\$3,074,440	\$2,545,440

Major Streets: Main - Stargell -
(Webster - Westline - Otis - Park -
Buena Vista - Grand - Lincoln -
Webster)

Major Destinations: Main St Ferry
Terminal, Alameda Landing, College
of Alameda, South Shore Center,
Park Street Commercial District

Discussion

