



EXPANDING TRANSPORTATION OPTIONS: TRANSIT AND TDM PLAN

Planning Board – June 27, 2016



COREY, CANAPARY & GALANIS

Why this Presentation and Meeting?

- Project Background and Purpose
- Present existing conditions analysis
 - Your role: Discuss and share your experiences and identify other key issues and opportunities
- Present project goals and objectives
 - Your role: Discuss and provide input on the goals and objectives

BACKGROUND AND PURPOSE

What are the Transit and TDM Plans?

- **Vision**

- Sustain a high quality of life in Alameda by improving mobility for all.

- **Transit Plan**

- Outcome of the General Plan to guide transit improvements
- Analyze existing transit conditions
- Implementation focus: identify strategies, projects, and key steps to improve transit

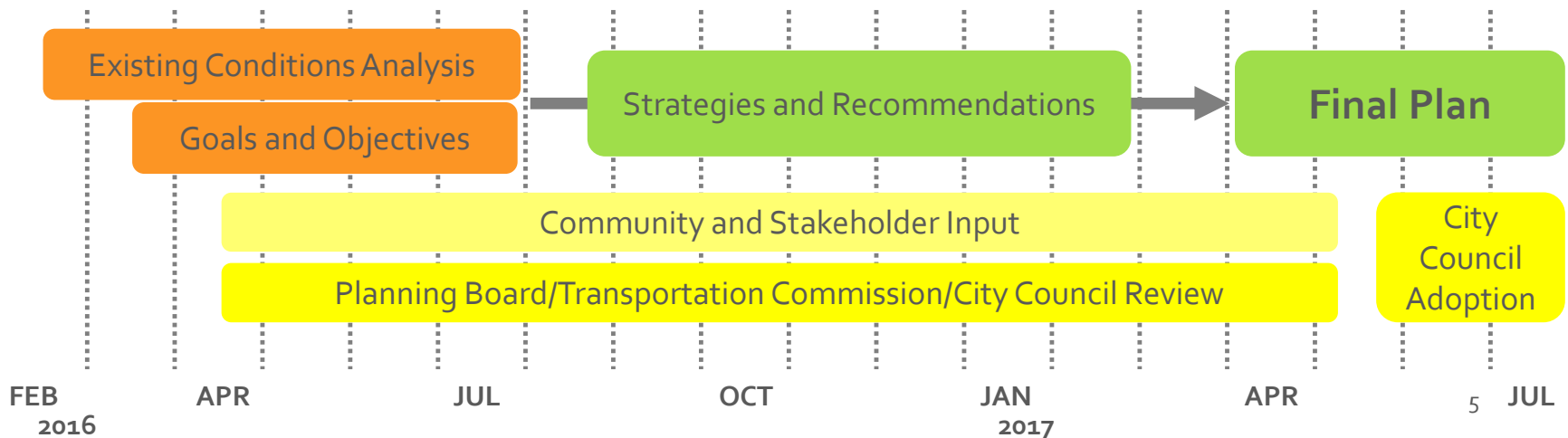
- **Transportation Demand Management (TDM) Plan**

- Assess state of TDM in City
- Identify strategies to improve and expand TDM

Project Background

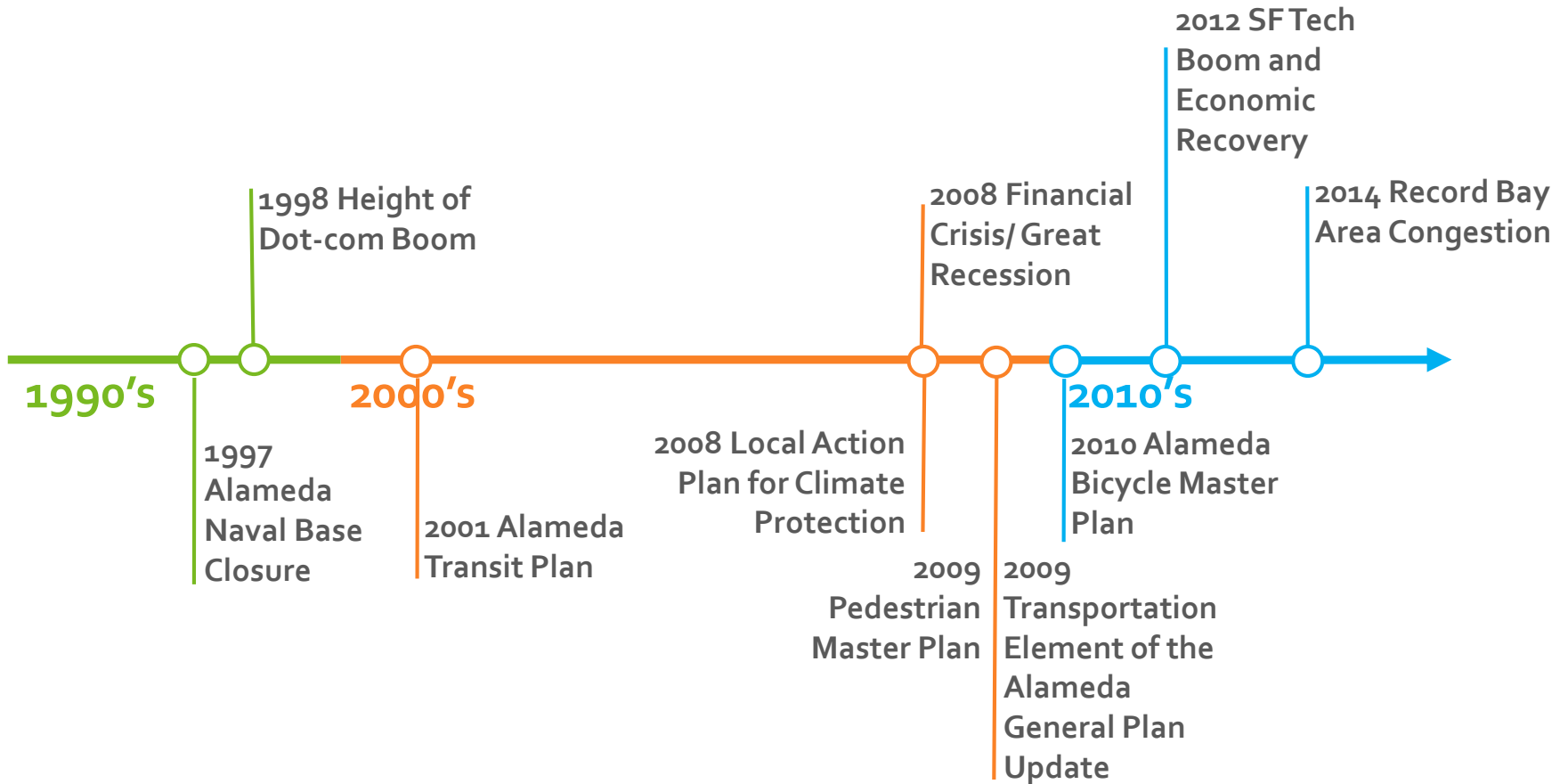
- City Council direction
- Implementation-focused plan
- Carry out General Plan Transportation Element

Planning Process



EXISTING CONDITIONS ANALYSIS

Local Trends

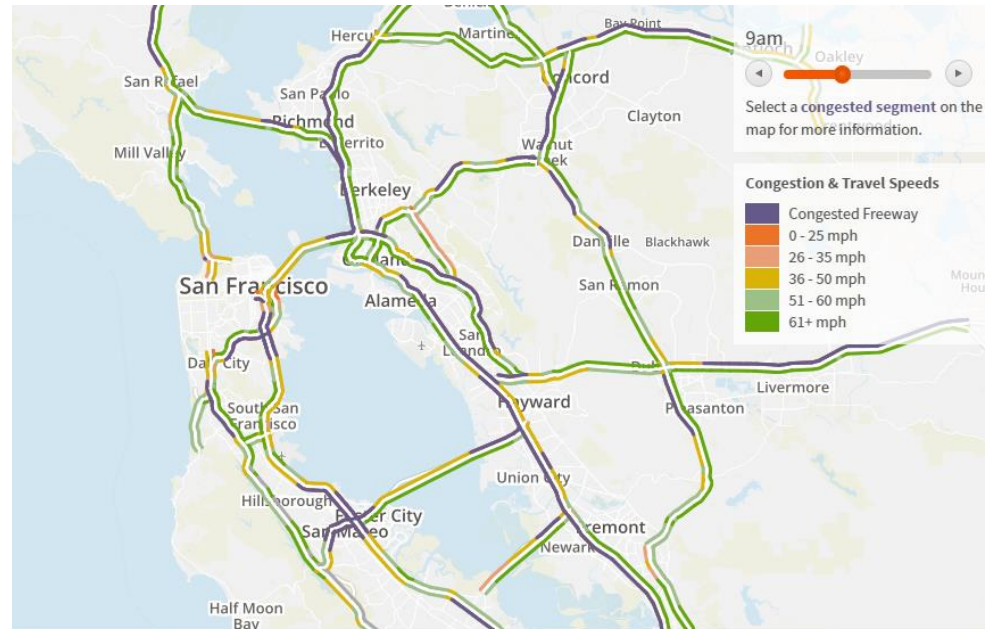


Key Concepts

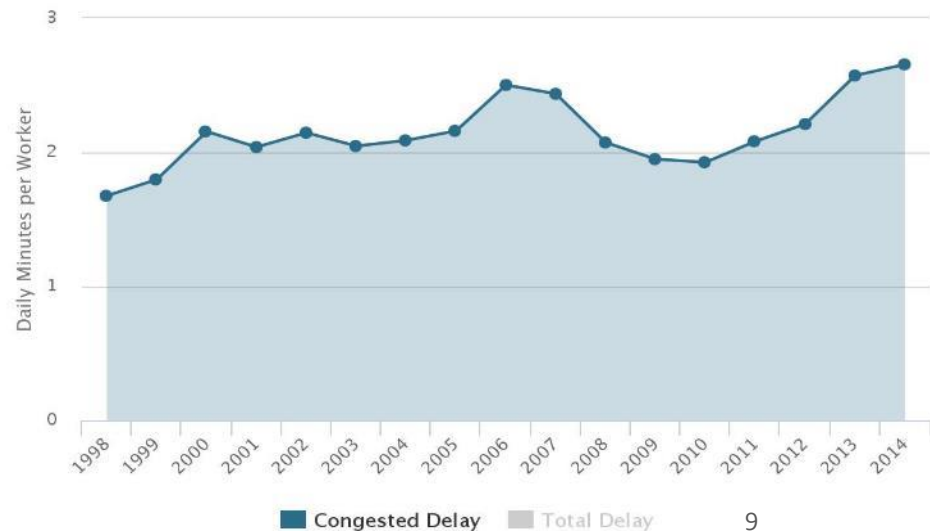
1. Congestion is increasing
2. Housing and jobs are growing
3. Regional commute patterns are changing
4. Alameda is a multimodal city
5. Alameda is well-served by transit
6. Transportation Demand Management (TDM) improves transportation options

1. Congestion Is Increasing

- **Freeway congestion** and delay has surpassed peak 2006 levels
- Delay up 40% since 2010



Bay Area Delay Caused by Congestion



Island Crossings Are Congested

- Limited access on/off the island with long queues
 - Tube congestion has increased due to traffic merging onto I-880



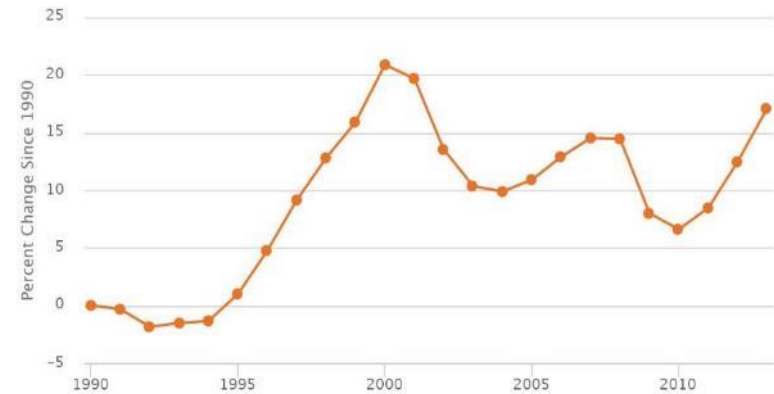
Island Crossings Are Congested



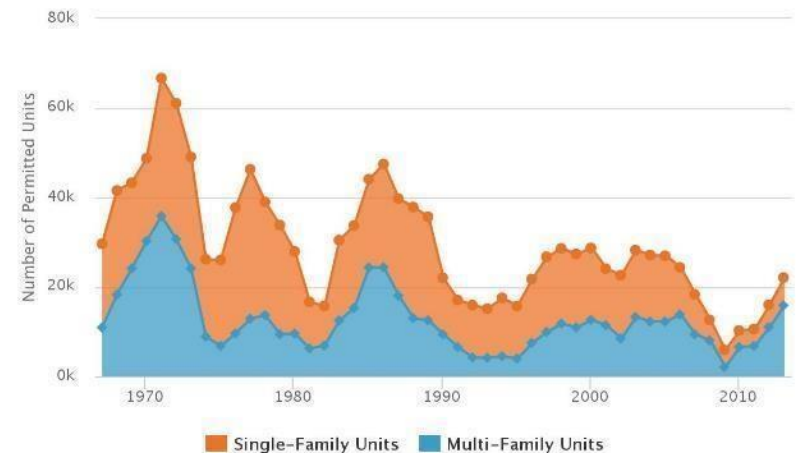
2. Housing and Jobs Are Growing

- Regional Job growth and increasing housing demand
 - **17.1% job increase** since 1990
- Uptick in permitted units since 2010
- Higher percentage of multifamily units
- Housing Element Requirements

Bay Area Jobs - Percent Change Since 1990



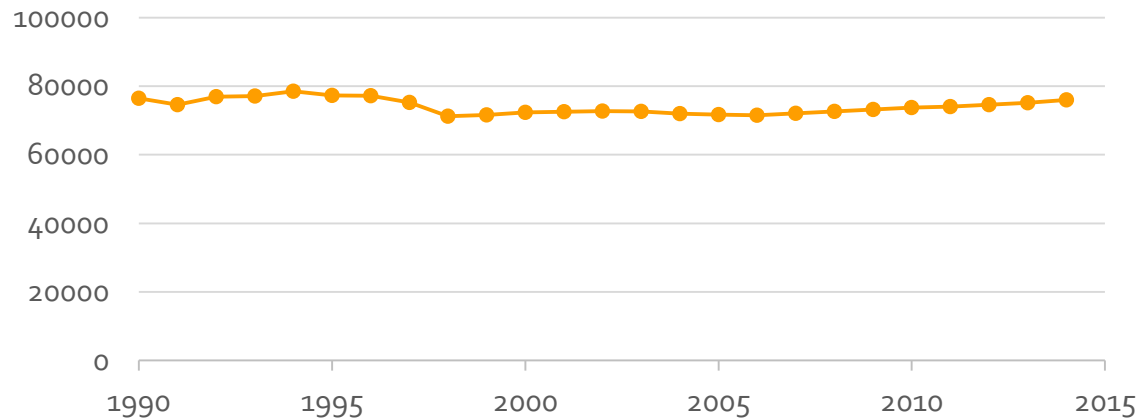
Bay Area Housing Growth



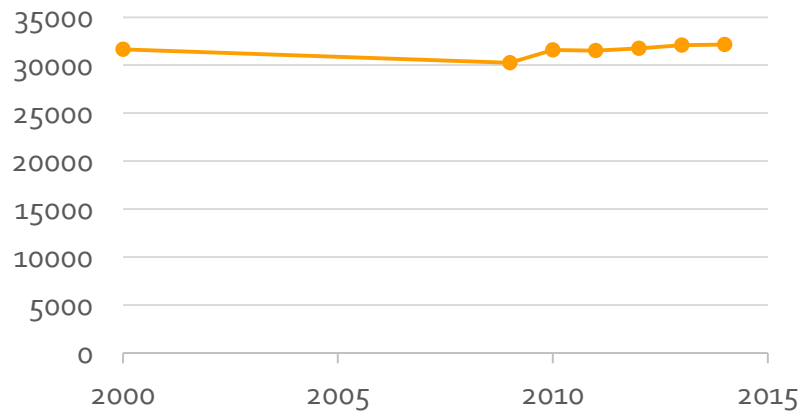
Highcharts.com

Alameda Population and Job Growth

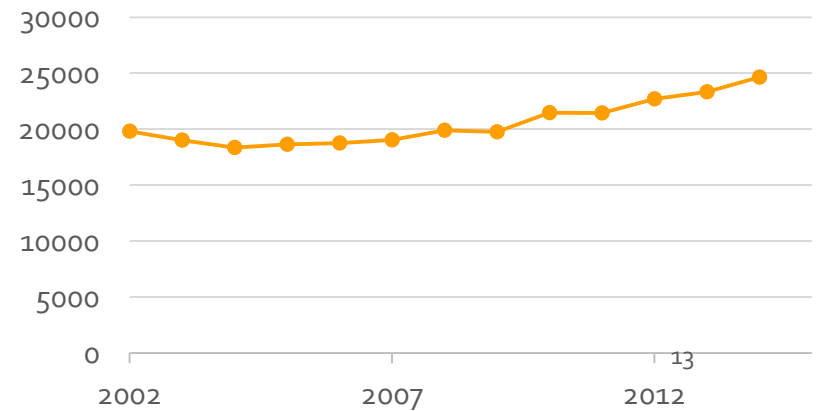
Population



Housing Units

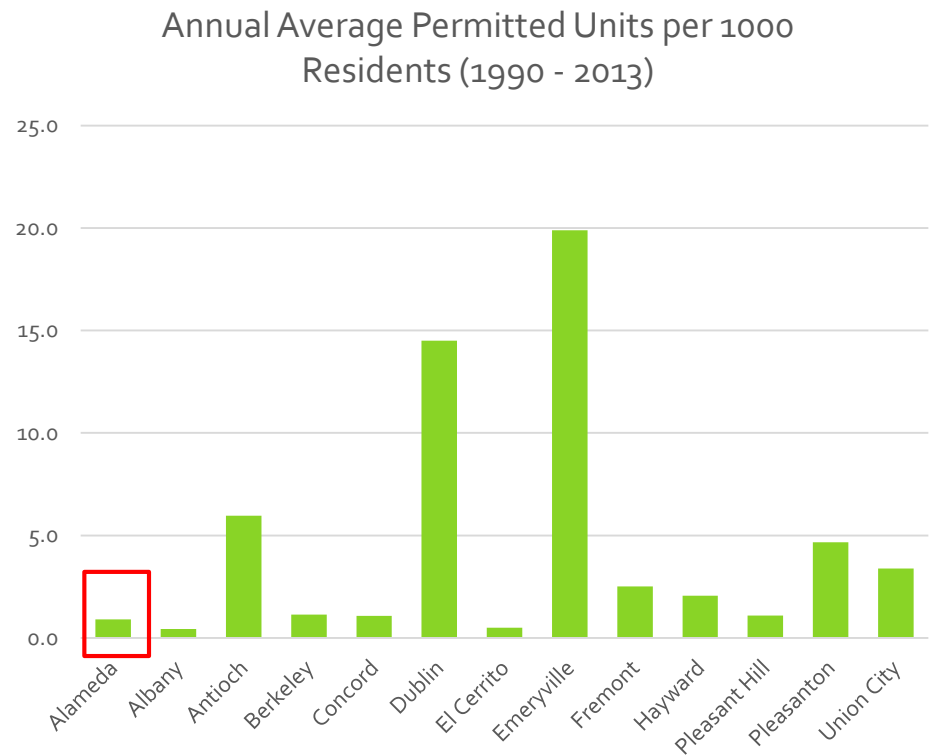


Jobs



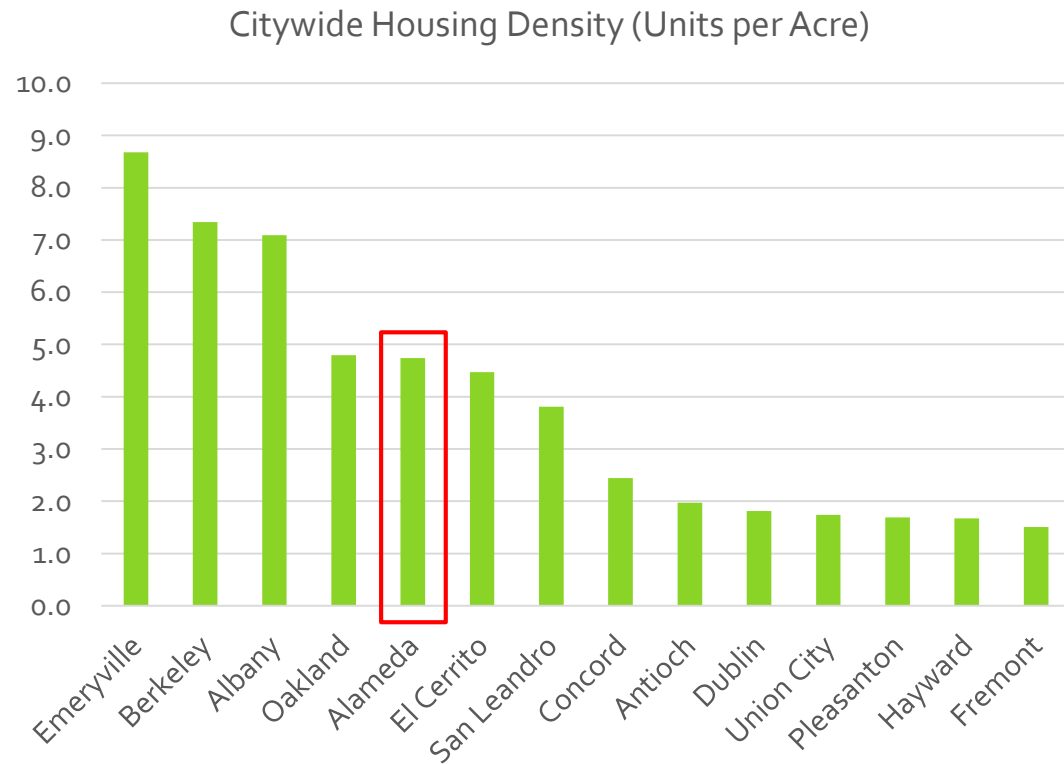
Permitted Units Over Time

- 1990 – 2013 Alameda on average permitted about 67 units per year.

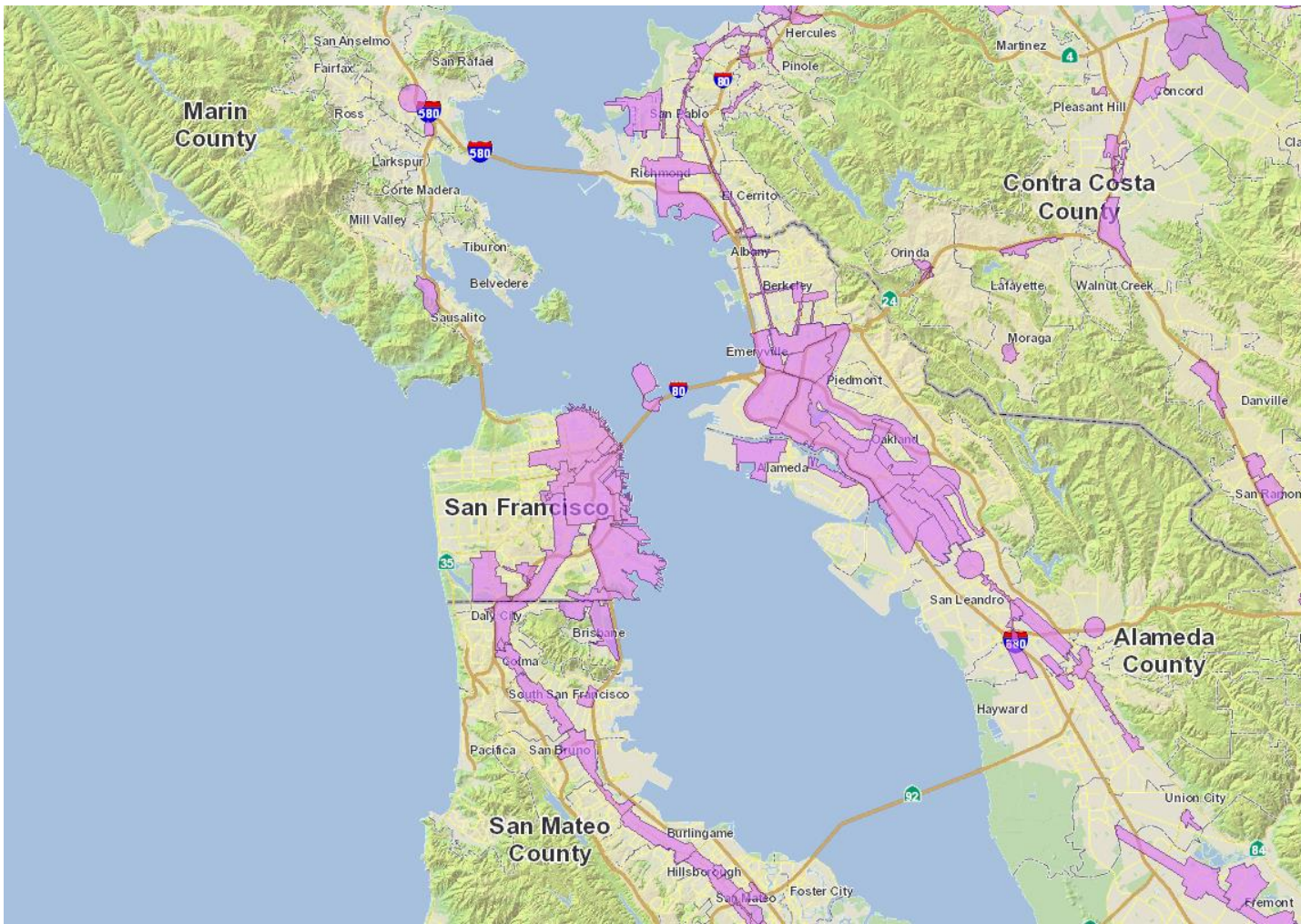


Housing Density

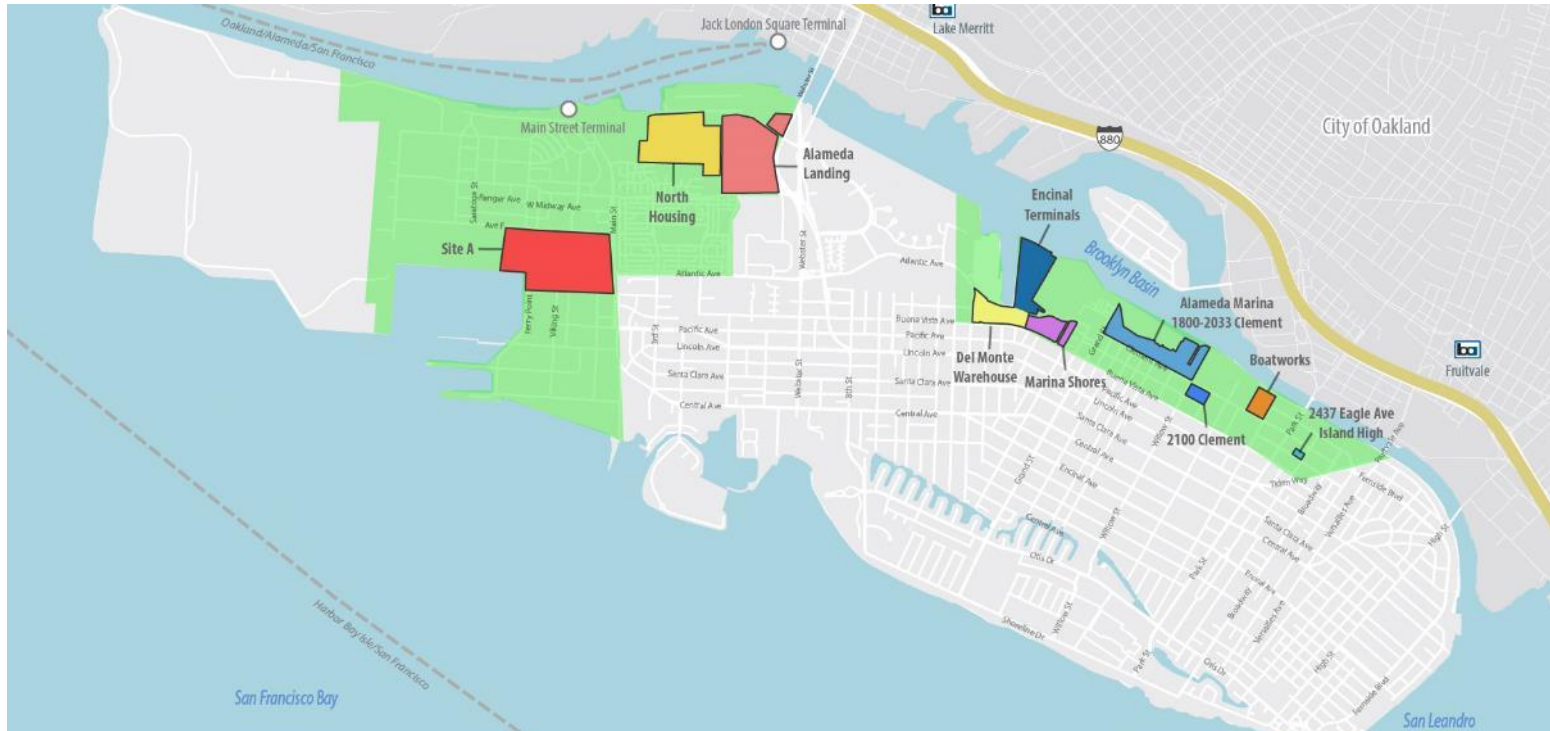
- Alameda citywide housing density: 4.7 units per acre



ABAG Priority Development Areas

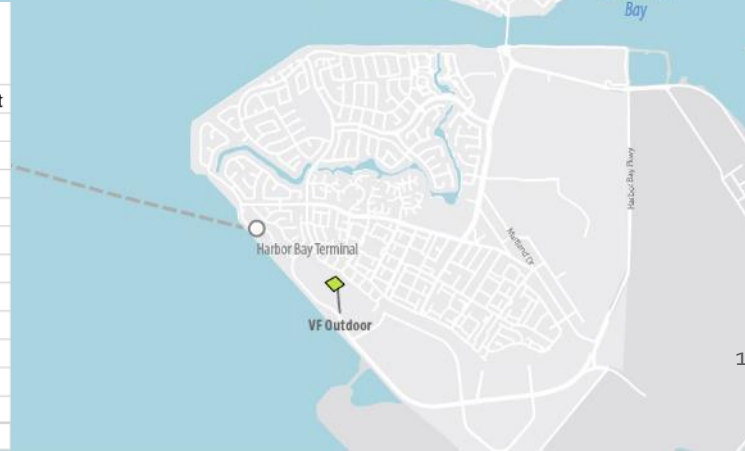


Priority Development Areas Approved/Entitled Development



Priority Development Area

Name of Development	Year to Be Constructed	Number of Housing Units	Office/Commercial Sq Feet
Alameda Landing Phase 3	2016	300	300,000
Marina Shores	2016	89	0
2100 Clement	2016-17	52	0
2437 Eagle Ave. Island High	2017	22	0
Del Monte Warehouse	2017-18	380	0
Boatworks	2018-20	182	0
Site A	2017-27	800	400,000
Alameda Marina 1800-2033 Clement	TBA	--	--
Encinal Terminals	TBA	--	--
North Housing	TBA	435 Maximum	NA
VF Outdoor	--	--	50,000
Total	--	2,260 units	750,000 Sq Feet



Housing and Job Growth

- Housing Growth

- Alameda: 2,260 Units (7% increase over 2014 units)
- Bay Area: 8.5% increase over 10 years

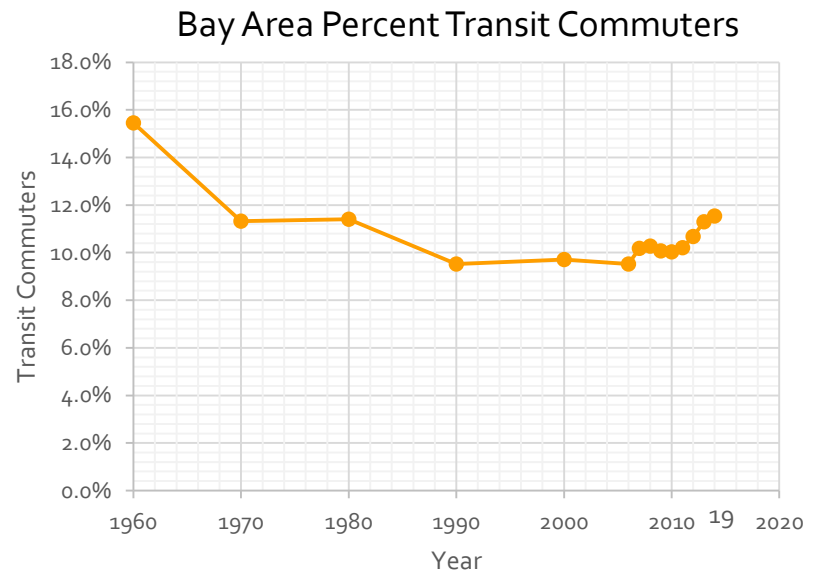
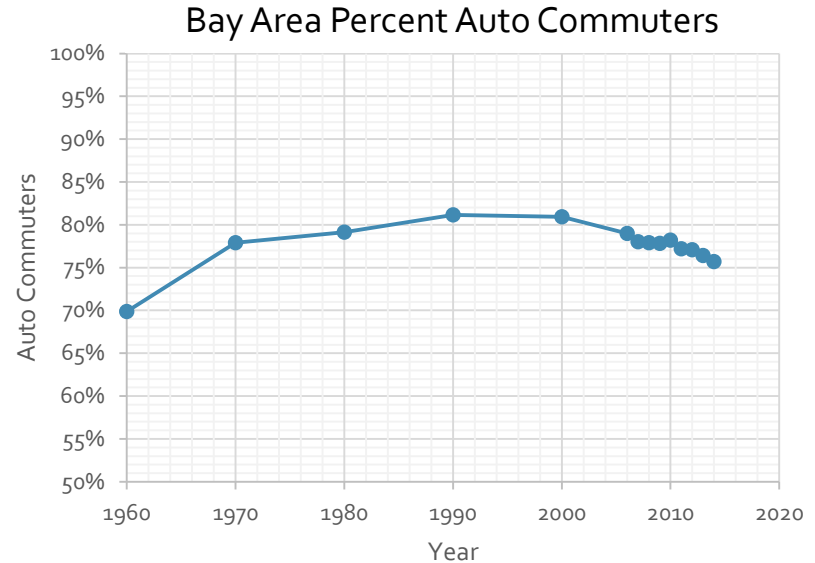
- Job Growth

- Alameda: 7,909 Jobs (30% increase over 2015 jobs)
- Bay Area: 11.4% increase over 10 years



3. Regional Commute Patterns Are Changing

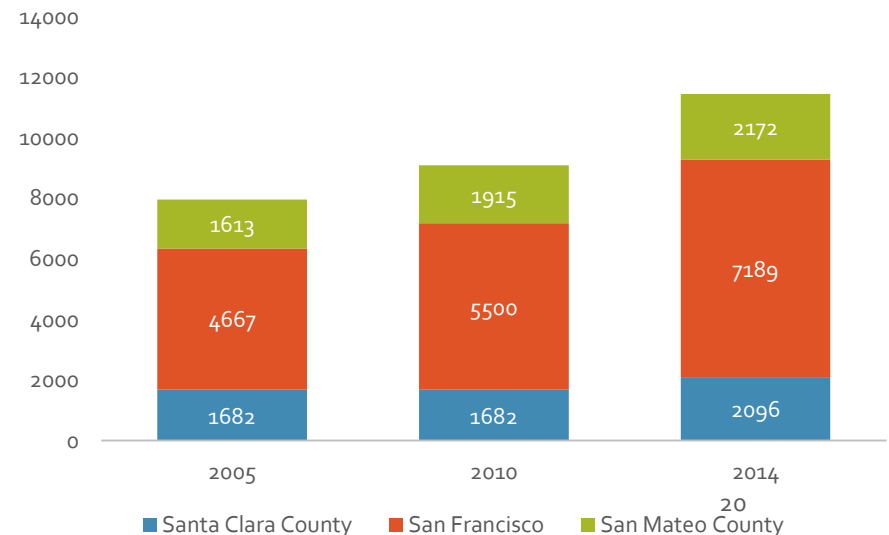
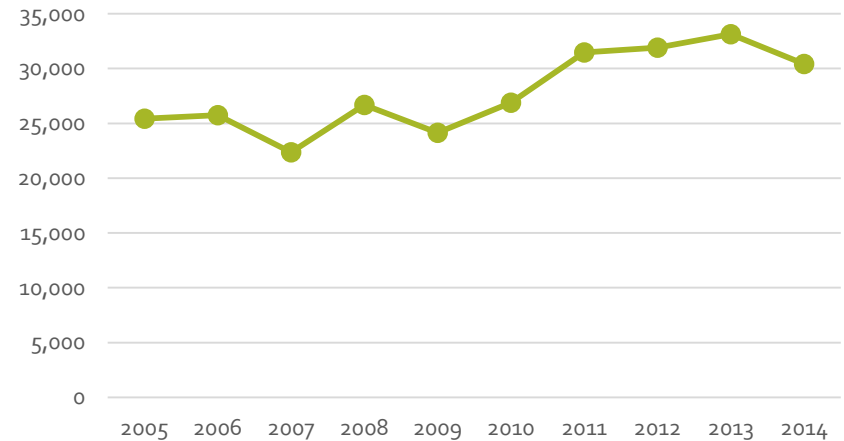
- **Auto commuters declining.** Percent of auto commuters on downward trend 76%—lowest since 1960.
- **Transit commuters increasing.** Recent modest increase in transit use over the past four years increasing from 10% to 12% of all commute trips.
- **Millennials are multimodal,** significant decrease in drivers and car-ownership.
 - 22% of young people plan on never getting a driver's license



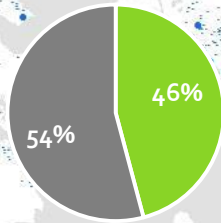
Alameda Commute Trends

- 5,000 more off-island commuters since 2005 - 20% increase
- Increasing number of commuters to San Francisco, South Bay and Peninsula

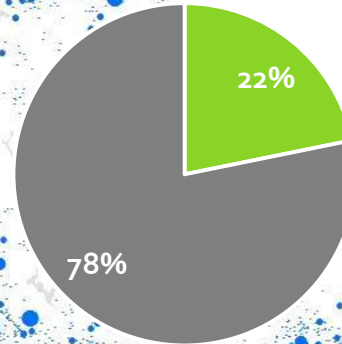
Off-Island Commuters



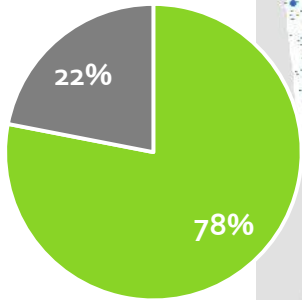
Alameda (~4,600)



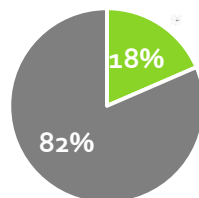
Inner East Bay* (~10,100)



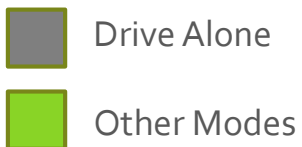
San Francisco (~7,200)



San Mateo and Santa Clara Counties (~4,300)



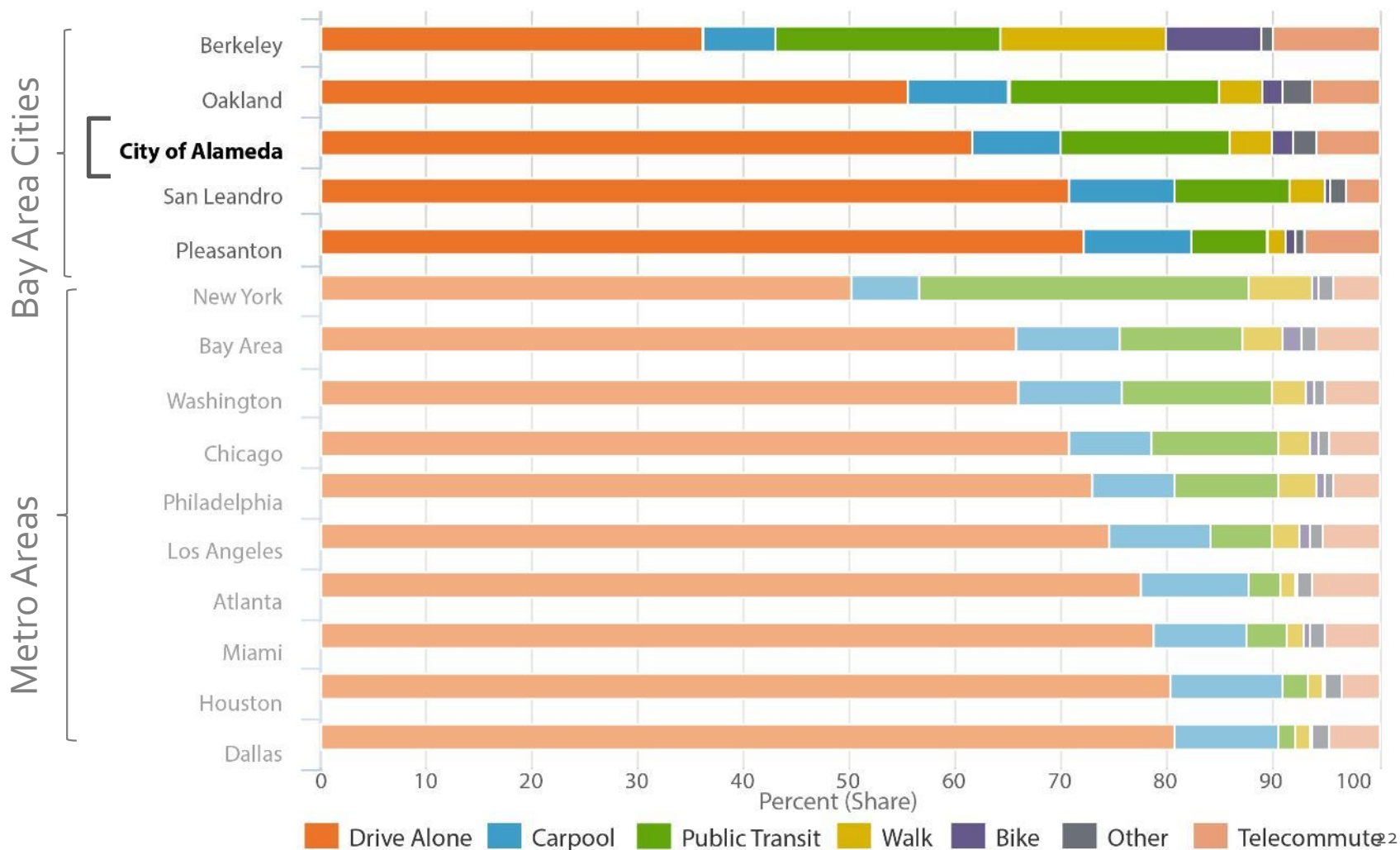
35,000 Commuters living in Alameda



**Inner East Bay Cities: Oakland, Berkeley, Emeryville, San Leandro, Hayward, Fremont*

Source: 2014 LEHD; 2010 Census
Transportation Planning Products

4. Alameda is a Multimodal City



Multimodal Facilities Face Opportunities and Challenges

Opportunities

- Well-suited geography
- General Plan has strong goals and policies
- City requiring transportation alternatives for new development projects
- Constructing or obtaining funding for multi modal improvements
- Coordinating services with transit agencies

Multimodal Facilities Face Opportunities and Challenges

Opportunities

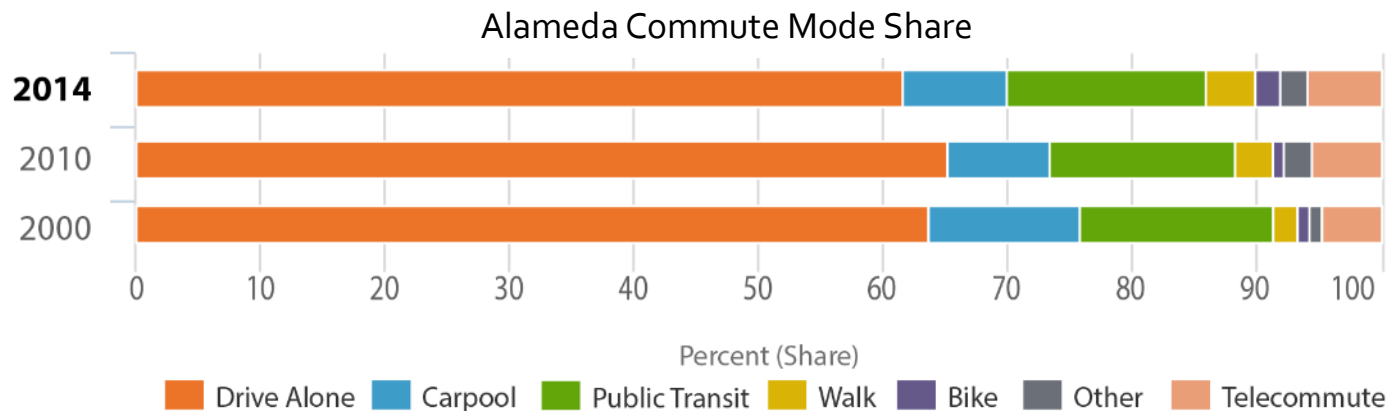
- Well-suited geography
- General Plan has strong goals and policies
- City requiring transportation alternatives for new development projects
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Challenges

- Island crossing issues continue for all modes
- How to make multimodal choices more attractive than driving
- Adapt to new technologies as they arise
- Address public perceptions and awareness of transit
- Balance the needs of all users on streets

Commute Mode Share

- Shift in mode slowly occurring
- As growth occurs in Alameda, more people are using alternatives to driving
- 2010 - 2014
 - Non-drive alone travelers up **1,480**
 - Additional commuters up **1,550**



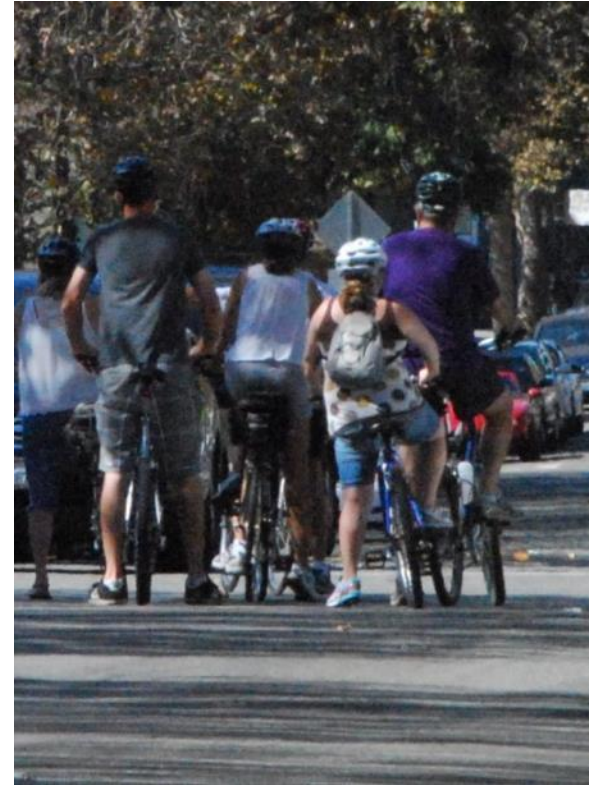
Travel Within Alameda

- Nearly 50% of Alamedans who work in Alameda walk, bike, take transit, or telecommute to work
- 2 out of 3 homes and jobs are within a ¼-mile of a local bus stop
- 37% increase in bicycle commuting (2010 to 2014)



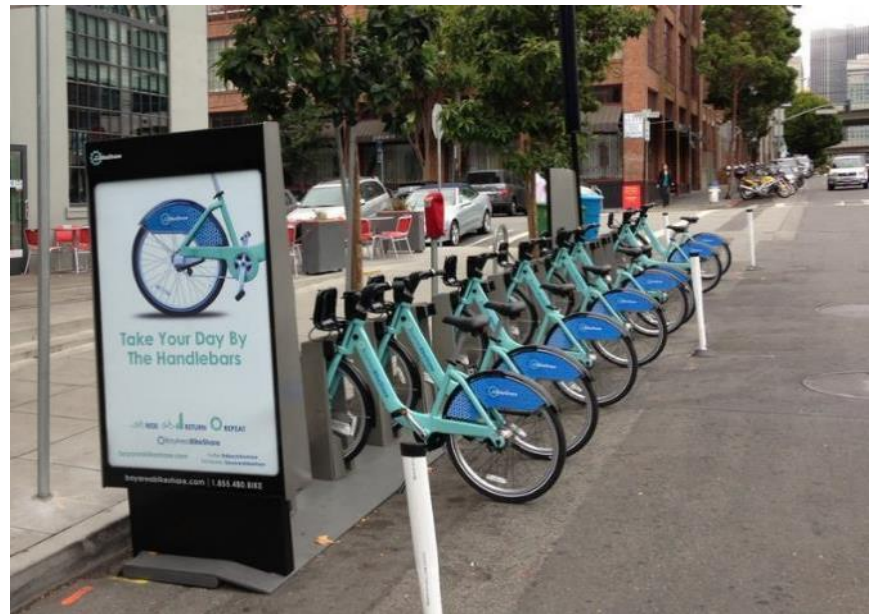
Travel Within Alameda

- School pick-up and drop-off can increase traffic
- Alameda Unified School District: 9,400 Students
 - No enrollment increases over past ten years
 - Citywide magnet schools total almost 1,000 students
- 1,500 new charter school students in West Alameda
 - Academy Elementary (75)
 - Academy Middle (505)
 - ACLC (390)
 - NEA (529)
- Safe routes to school programs



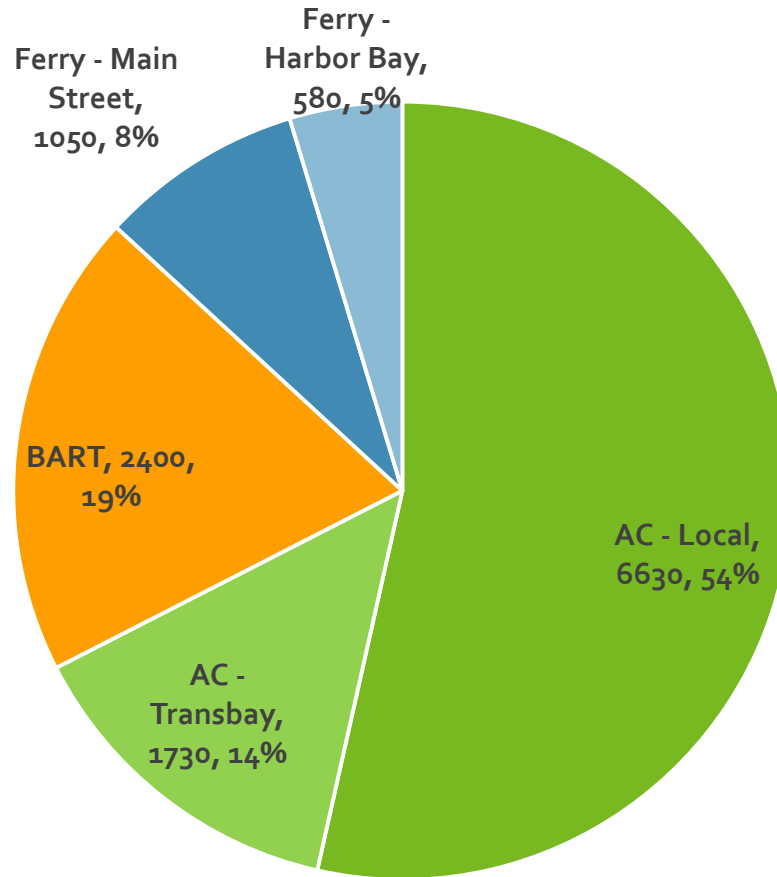
Bicycle Facilities and Improvements

- Upcoming Bicycle Master Plan Update
- Planned Bicycle Improvements
 - Cross Alameda Trail improvements
 - Bikeway and complete street improvements
- Bike share feasibility study
 - First-last mile solution
 - Connection to jobs
 - Connection to transit



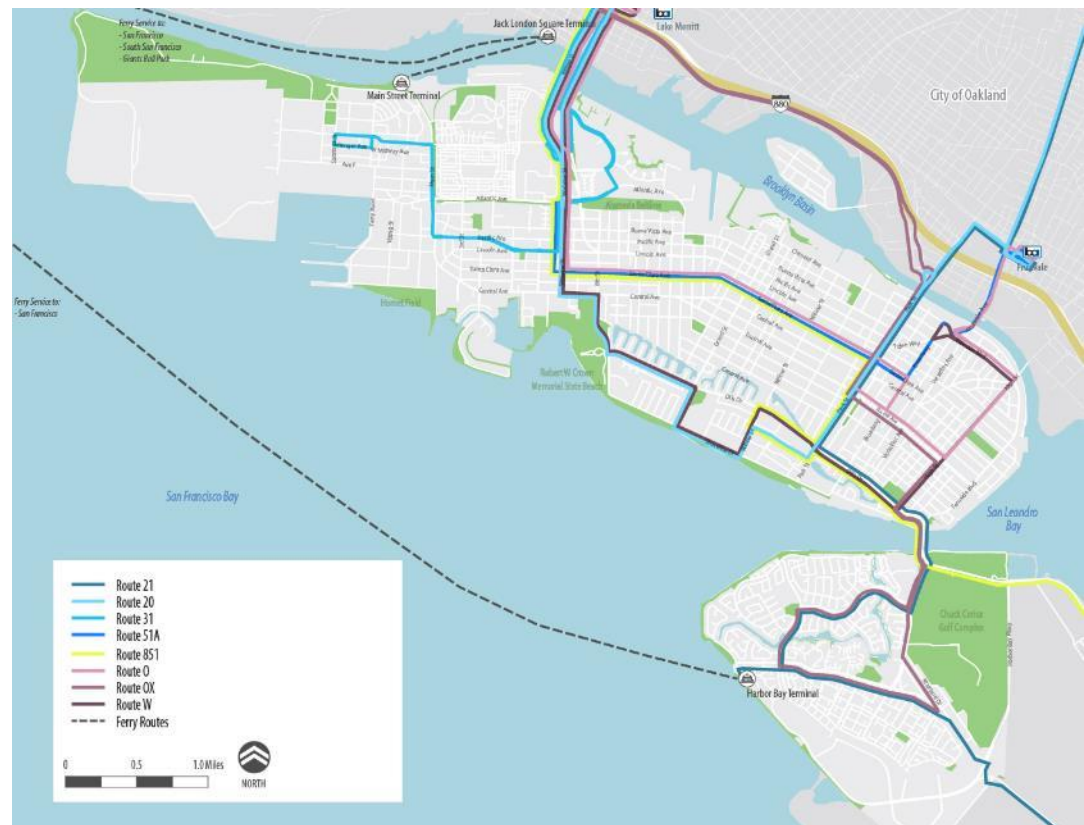
Transit Ridership

- 12,390 Weekday Boardings
- 16% Alameda commuters take transit



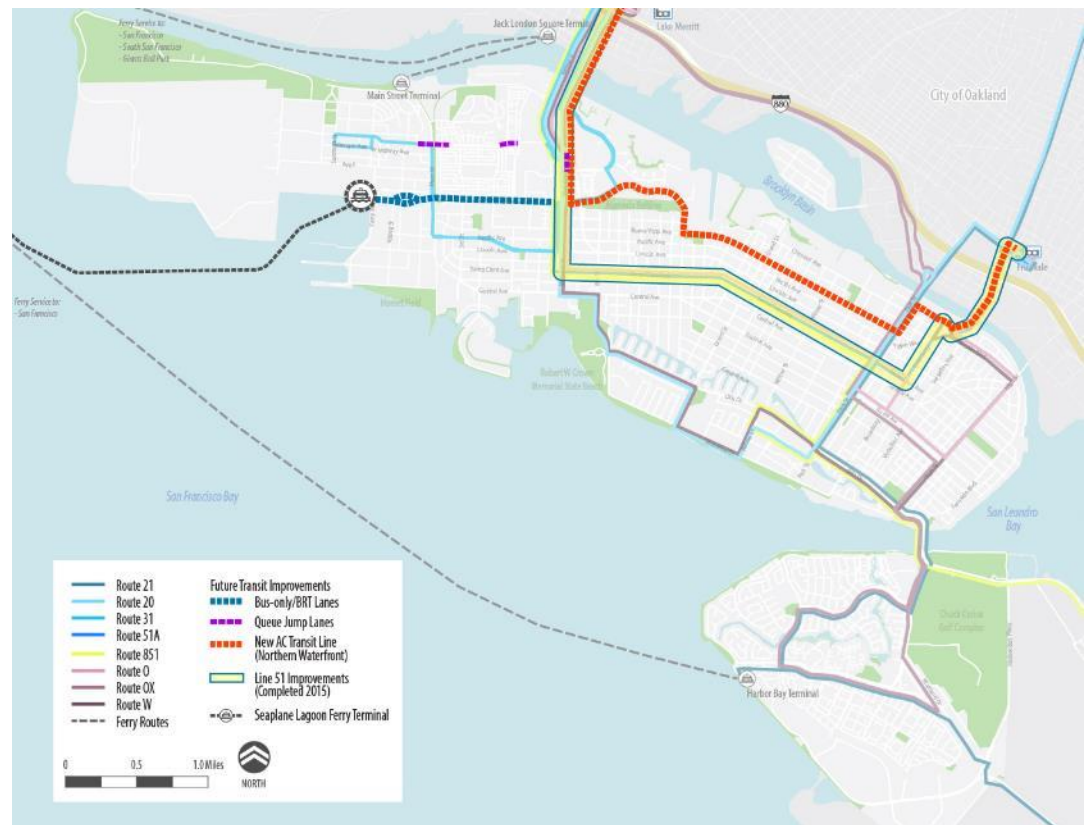
5. Alameda is Well-Served by Transit

- Bus stops within a ¼ mile
 - **67%** have access to local AC Transit routes (Lines 20, 21, 31, 51A)
 - **30%** have access to Line 51A service
 - **65%** have access to AC Transbay service
- Two ferry terminals
- Three nearby BART Stations
- Shuttles
 - West End
 - Harbor Bay Business Park



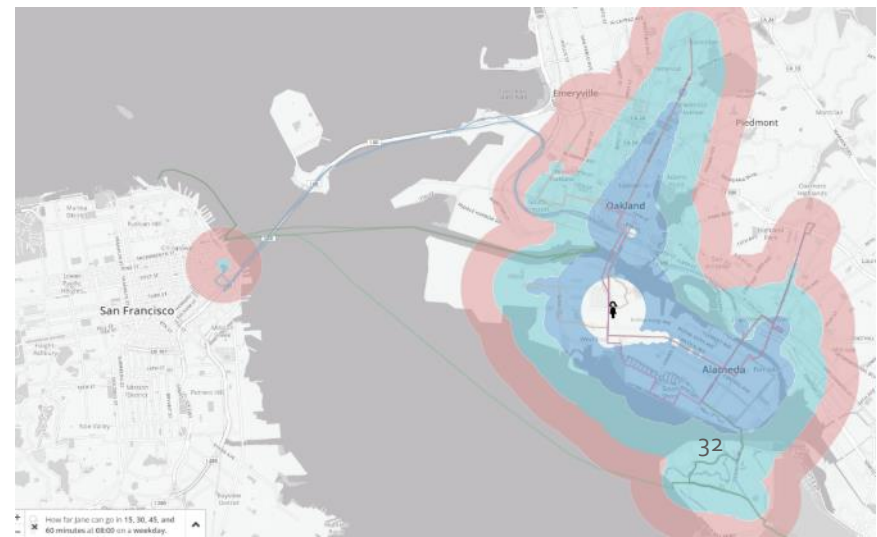
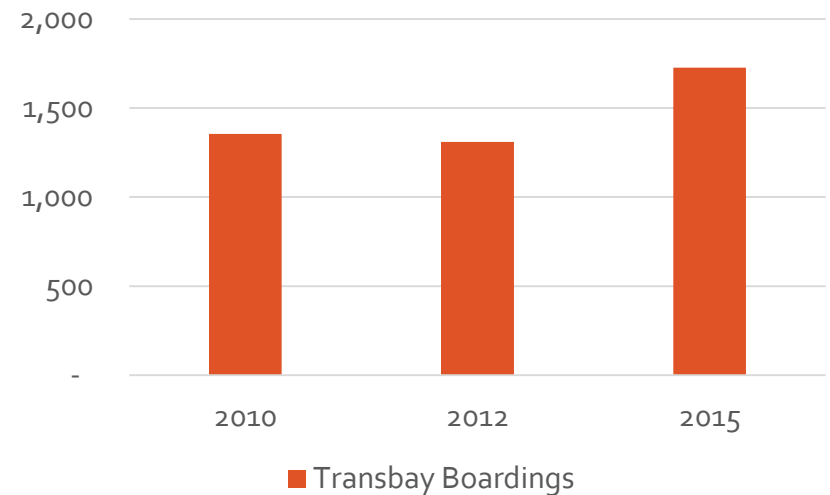
Transit Service is Expanding

- Recently Completed:
 - Line 51A improvements
 - Additional Line O morning trips
 - Additional ferry trips
- Funded Improvements
 - New Northern Waterfront AC Transit Route
 - Bus-only lanes on Appenzato Parkway
- Planned Improvements
 - Bus queue jump lanes at Stargell
 - Seaplane Lagoon Ferry Terminal and Service



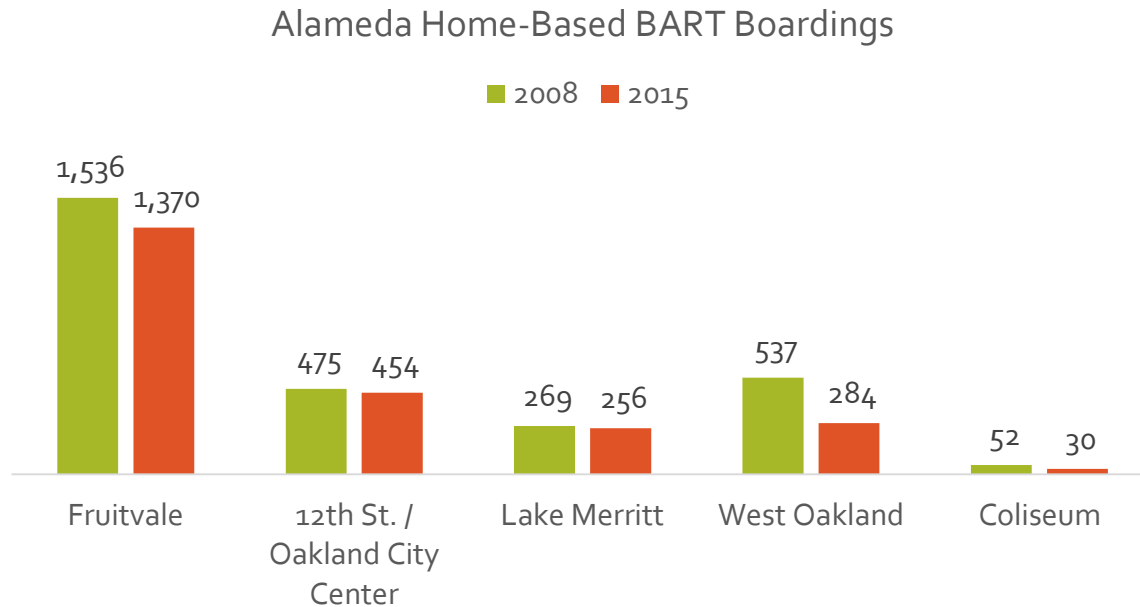
AC Transit Ridership in Alameda

- Local Route Boardings:
6,632 - up 3% since 2010
- Transbay Boardings:
1,727 - up 27% since 2010
- Transit Isochrones (areas of equal travel time)
 - 30 min to access Oakland Downtown
 - 45- 60 minute to access San Francisco Downtown



BART Ridership

- **2015:** 2,395 home-origin based station entries each weekday
- Down 17% since 2008



Paratransit

- East Bay Paratransit
 - Operated by BART and AC Transit
- City-based paratransit
 - Funded by Measure B/BB
- Alameda Paratransit Shuttle
 - Averages 430 boardings per month
- Taxi vouchers
 - Average 92 trips per month
- Proposed program changes
 - Shuttle service to Fruitvale BART
 - Increased shuttle frequency
 - Shuttle rebranding

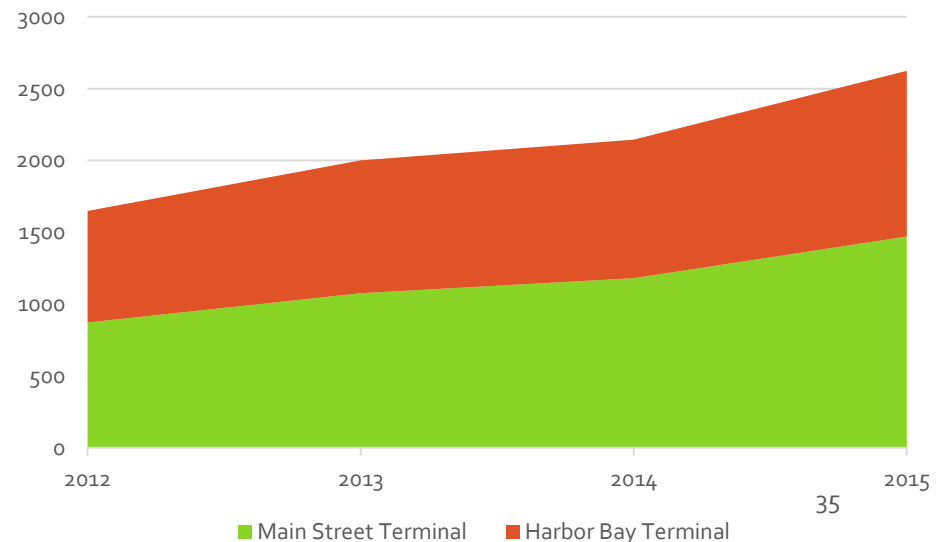


Ferry Service

- Daily Boardings up 60% since 2012
 - Main Street Terminal:
1050 Boardings (2015)
 - Appx. 900 parking spaces (full by 8 a.m., no transit service)
 - Harbor Bay Terminal:
580 Boardings (2015)
 - Appx. 250 parking spaces (full by 7:30 a.m.)
 - Line 21 free for ferry riders
 - Business park shuttle



Ferry – Average Ridership



6. Transportation Demand Management (TDM) Improves Transportation Options

TDM creates a more efficient transportation system:

- Frequent and reliable transit services
- Carpooling and carsharing
- Walking or bicycling/bikesharing
- Improve pedestrian and bicycling safety
- Transportation information and incentives
- Parking management – well used City asset
- Safeguards – Guaranteed Ride Home Program
- Benefits all Alameda residents and workers



What Does TDM in Alameda Look Like Today?

City requires TDM in all new developments:

- Trip reduction goals of 10% to 30%
- Key developments
 - ***Alameda Landing*** – West Alameda Transportation Management Association
 - ***Alameda Point*** – TDM Plan in process
 - ***Northern Waterfront*** (Del Monte and Marina Shores) – Coordinating on improved bus service on restored Line 19 (Buena Vista Avenue)



What Could TDM Look Like?

Create a single, consolidated TMA

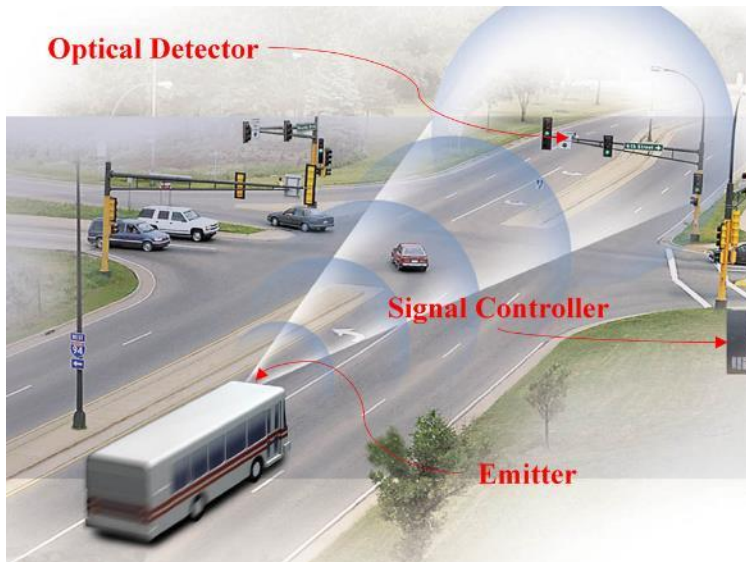
- Increases efficiencies
- More user friendly
- Helps achieve TDM Goals
 - Manage TDM program
 - Engage with City, transit operators and funding
 - Facilitate shared services
 - Market services and programs
 - Coordinate annual requirements to the City



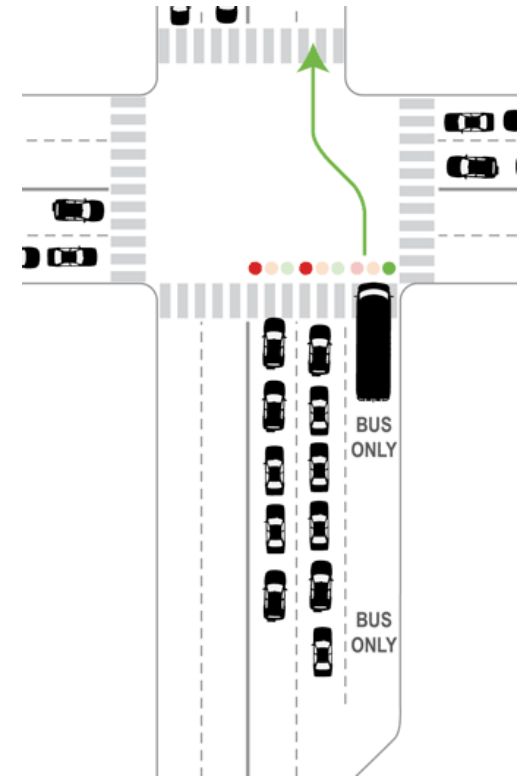
BEST PRACTICES AND NEW TECHNOLOGIES

Transit and Priority Treatments

- Signal priority
- Queue jump lanes
- Bus-only lanes
- Real-time arrivals
- Transit passes

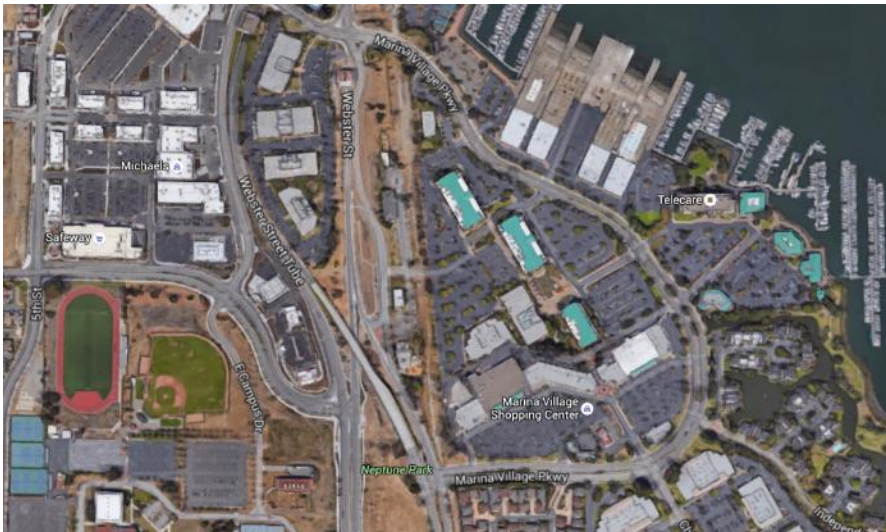
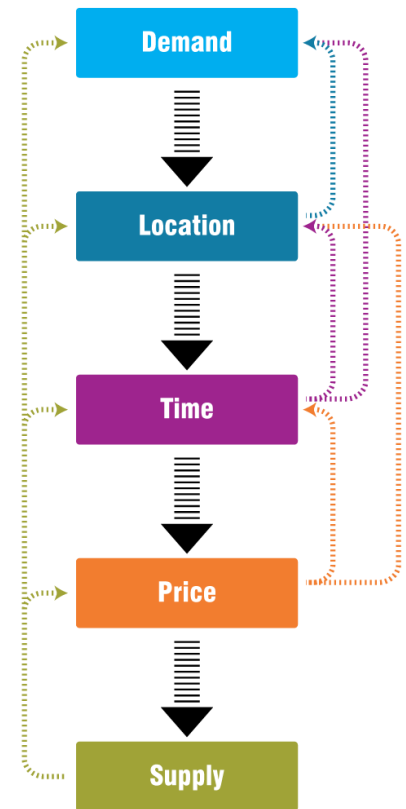


TRANSIT
EasyPass



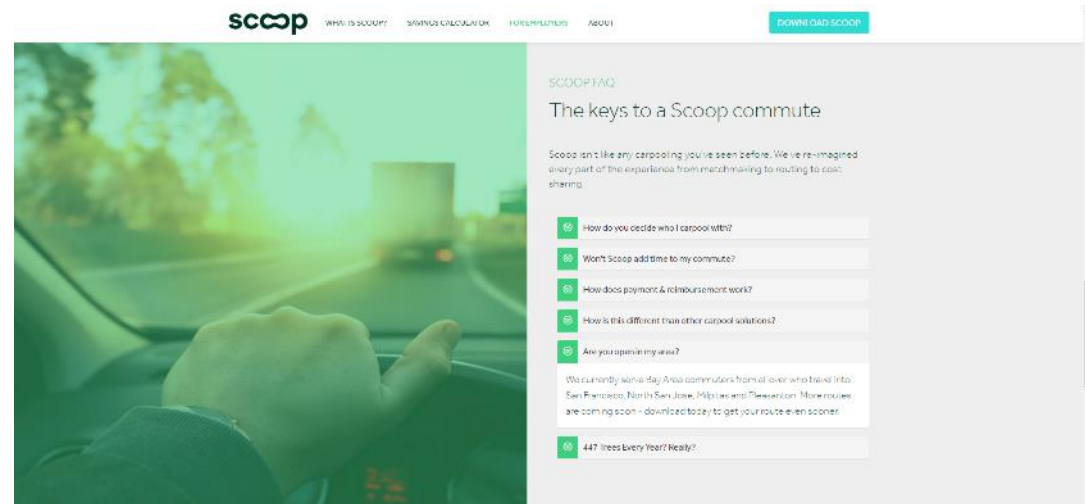
Parking Management Strategies

- Demand-based pricing (85% capacity)
- Parking cash-out
- Parking maximums
- Unbundling parking costs

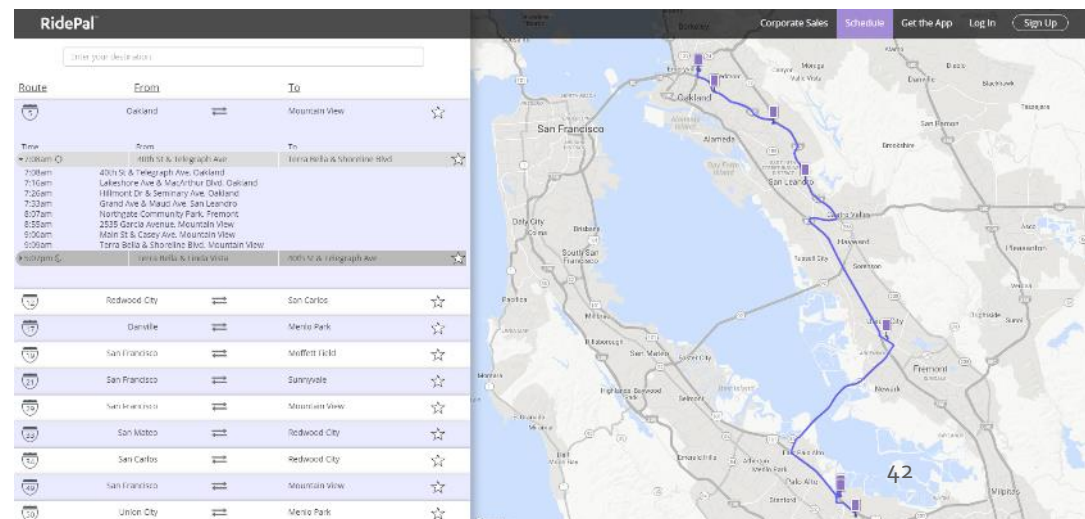


On Demand Car-Sharing and Ride-Sharing

- Transportation Network Companies (Uber, Lyft, Scoop, etc)
- Carpooling
- Demand-based transit routes



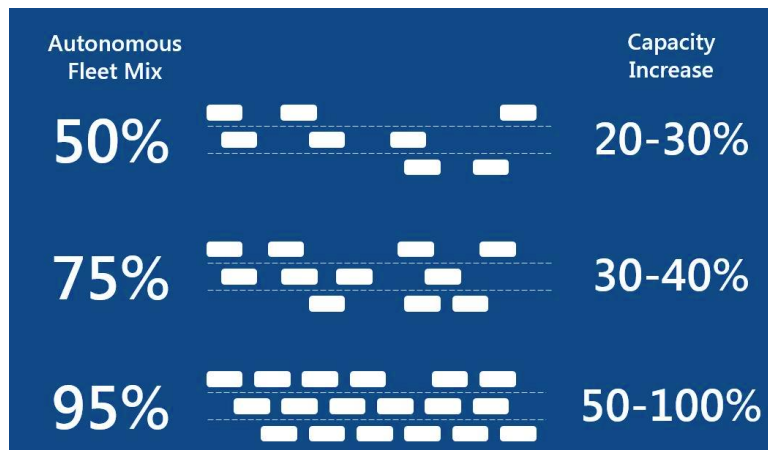
The screenshot shows the Scoop website with a navigation bar at the top containing links: WHAT IS SCOOP?, SERVICES CALCULATOR, FUTURE PLANS, and ABOUT. A green button labeled "DOWNLOAD SCOOP" is in the top right. The main content area features a large green-tinted image of a hand on a steering wheel on the left. On the right, the "SCOOP FAQ" section is titled "The keys to a Scoop commute". Below the title, a paragraph explains that Scoop is a re-imagined carpooling experience. A list of five FAQ questions is shown, each with a green icon: "How do you decide who I carpool with?", "When's Scoop add time to my commute?", "How does payment & reimbursement work?", "How is this different than other carpool solutions?", and "Are you open to my area?". Below the list, a paragraph states that currently, only San Francisco, North San Jose, Milpitas, and Fremont have routes, with more coming soon. A green button at the bottom of the FAQ section says "447 lines every year? Really?".



The screenshot shows the RidePal website. The top navigation bar includes links for "Corporate Sales", "Schedule", "Get the App", "Log In", and "Sign Up". Below the navigation bar is a search bar with the placeholder text "Enter your destination". The main content area is divided into two sections. On the left, a table lists routes with columns for "Route", "From", and "To". On the right, a map shows the San Francisco Bay Area with a blue line indicating a route from San Francisco to San Jose.

Route	From	To
401	Oakland	Mountain View
401	From	To
7:00am	401 St & Telegraph Ave	Terra Bella & Shoreline Blvd
7:16am	Lakeshore Ave & MacArthur Blvd, Oakland	
7:26am	Hillmont Dr & Seminary Ave, Oakland	
7:33am	Grand Ave & Maud Ave, San Leandro	
8:07am	Norridge Community Park, Fremont	
8:55am	2535 Garco Avenue, Mountain View	
9:06am	Main St & Casey Ave, Mountain View	
9:09am	Terra Bella & Shoreline Blvd, Mountain View	
9:09am	Terra Bella & Shoreline Blvd	North St & Telegraph Ave
401	Redwood City	San Carlos
401	Danville	Menlo Park
401	San Francisco	Midfield Field
401	San Francisco	Sunnyvale
401	San Francisco	Mountain View
401	San Mateo	Redwood City
401	San Carlos	Redwood City
401	San Francisco	Mountain View
401	Union City	Menlo Park

Other Trends and New Technologies



GOALS, OBJECTIVES AND EVALUATION CRITERIA

Goals and Objectives Framework

Improve Multimodal Mobility and
Minimize/No Increase in Drive Alone Trips

Goal 1 At Island Crossings

- Transit Objectives
- TDM Objectives

Goal 2 Within Alameda

- Transit Objectives
- TDM Objectives

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

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

Transportation Options Objectives

- Objective 1.E: Provide programs and strategies to reduce drive alone trips in/out of Alameda, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- 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
- Objective 1.I: Emphasize safety in the planning, design and implementation of all transportation improvements
- Objective 2.J: Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant to ADA requirements

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

GOAL 2: Enhance multimodal mobility within Alameda

Transportation Options Objectives

- Objective 2.E: Provide programs and strategies to reduce drive alone trips within Alameda, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- 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
- Objective 2.H: Emphasize safety in the planning, design and implementation of all transportation improvements within Alameda
- Objective 2.J: Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant to ADA requirements

Evaluation Criteria

- Transit Frequency
- Transit Reliability/Travel Time
- Transit Access
- Public Awareness and Perception
- Mode Share
- Drive Alone Trips
- Transportation Options at New Developments
- Reduce Drive Alone Incentives
- Access to Transportation Option Strategies
- Cost
- Financial Feasibility
- Public Support
- Supports Existing Plans
- Partnerships
- Parking Management
- Safety
- Equity

DISCUSSION

Discussion Topics

- Are there areas where we need to investigate further?
- Are there topics we missed?
- What do think about the Goals and Objectives?
- Are there other areas we should be covering?

Next Steps

- City Council: **July 19**
- Next Advisory and Community Meetings: **Fall 2016**
- Project Website: <http://alamedaca.gov/citywide-transit-tdm-plans>
- Open Forum Web Survey: <https://alamedaca.gov/public-works/open-forum>
- Staff Contact:
Gail Payne, Transportation Coordinator
510-747-6892 - gpayne@alamedaca.gov



CITY OF ALAMEDA TRANSIT AND TDM PLANS

Planning Board – June 27, 2016



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