

EXPANDING TRANSPORTATION OPTIONS: TRANSIT AND TDM PLAN

City Council – September 6, 2016









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

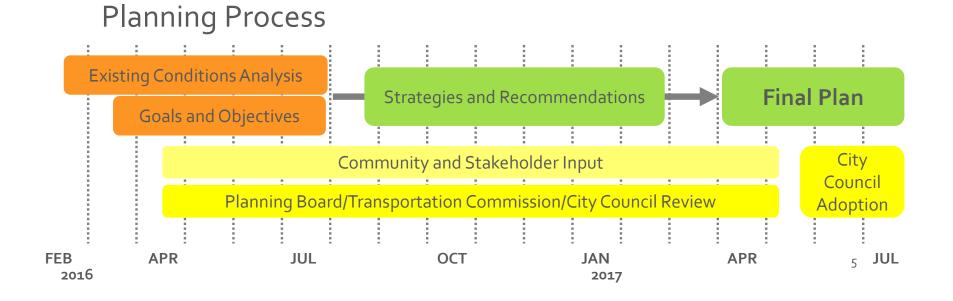
- Outcome of the General Plan to guide transit improvements
- Analyze existing transit conditions
- Implementation focus: identify strategies, projects, and key steps to improve transit

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



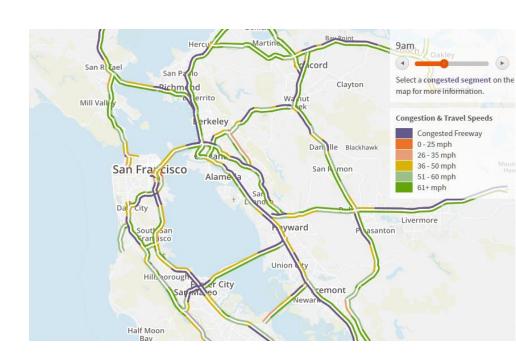
EXISTING CONDITIONS ANALYSIS

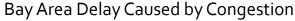
Key Concepts

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

Congestion Is Increasing

- Freeway
 congestion and
 delay has
 surpassed peak
 2006 levels
- Delay up 40% since 2010
- Alameda: Limited access on/off the island with long queues



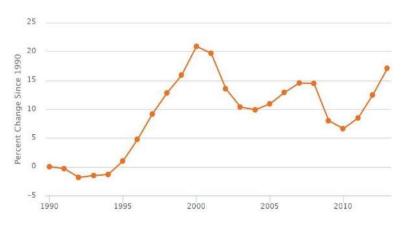




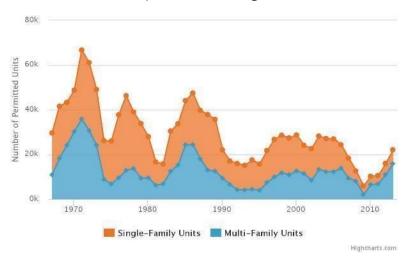
2. Housing and Jobs Are Growing

- 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
- Alameda: Slow population growth; aggressive job growth

Bay Area Jobs - Percent Change Since 1990

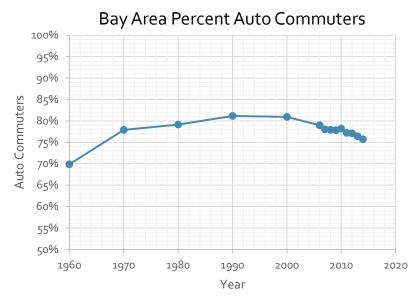


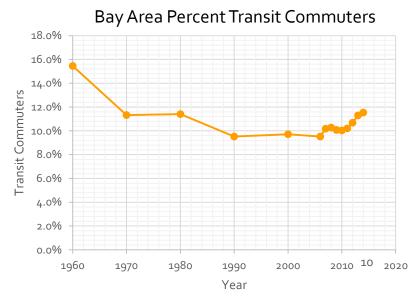
Bay Area Housing Growth

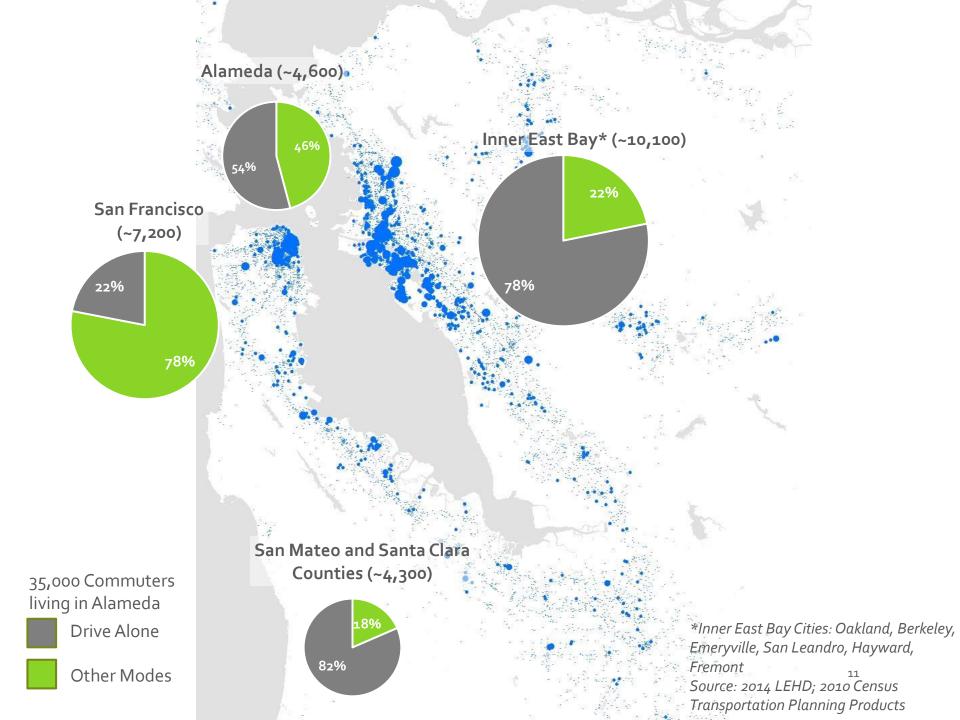


3. Regional Commute Patterns Are Changing

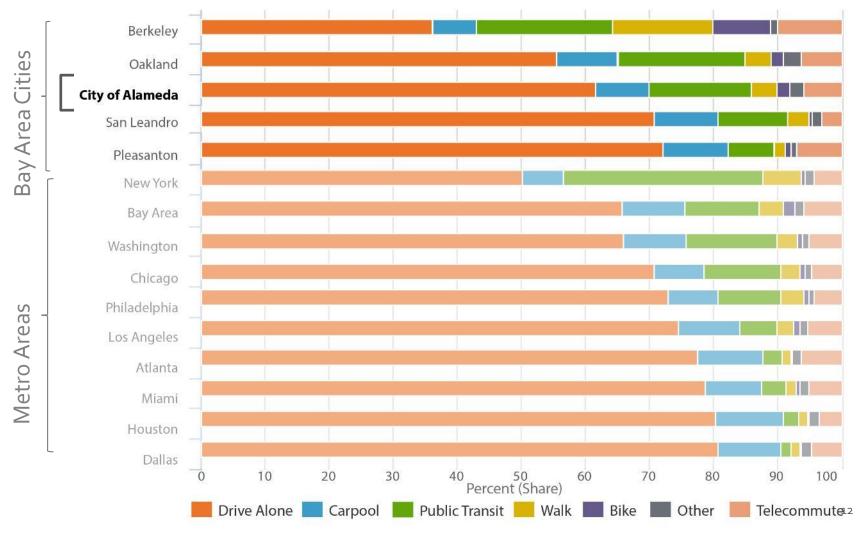
- Auto commuters declining. Percent of auto commuters on downward trend 76%—lowest since 1960.
- Transit commuters increasing. Recent modest increase in transit use over the past four years increasing from 10% to 12% of all commute trips.
- Millennials are multimodal, significant decrease in drivers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







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

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

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)
- School pick-up and drop-off can increase traffic





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 ACTransbay service
- Two ferry terminals
- Three nearby BART Stations
- Shuttles
 - West End
 - Harbor Bay Business Park



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





GOALS, OBJECTIVES AND EVALUATION CRITERIA

Goals and Objectives Framework

Goal 1 At Island Crossings

 No increase in drive alone trips at island crossings, especially in the peak period.

Goal 2 Alameda Trips

• Decrease drive alone trips within Alameda.

Objectives

Evaluation Criteria

Objectives

- Access: Improve access to transportation options including BART stations, ferry terminals and bus stops
- *Climate Change*: Provide programs and strategies that reduce greenhouse gas emissions
- *Drive Alone Trips*: Provide programs and strategies to reduce drive alone trips, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- *Equity*: Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant with the Americans with Disabilities Act (ADA) requirements and guidelines
- Land Use: Integrate land use changes and transportation improvements

Objectives

- *Parking*: Use parking management strategies to reduce incentives to driving
- *Partnerships*: Maintain positive partnerships with transit operators, adjacent jurisdictions, the private sector and other key stakeholders to leverage monies and expertise
- *Prioritize*: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing, especially for youth and for first-mile/last-mile transportation choices
- *Public Awareness*: Increase public, employee/employer and residential association awareness of transportation options
- *Safety*: Emphasize safety in the planning, design and implementation of all transportation improvements
- Transit Frequency/Reliability: Improve transit frequency, reliability and times, especially in the peak period

Evaluation Criteria Topics

- Access
- Climate Change
- Cost
- Drive Alone Trips
- Equity
- Existing Plans
- Partnerships
- Public Awareness

- Public Support
- Safety
- Transit Frequency
- Travel Time Savings

FEEDBACK

What We've Heard

- Enhanced Alameda Bus Service
- Transit/TDM Plan should inform the Bicycle Plan and Pedestrian Plan updates
- Bike share feasibility study vetted separately
- Improved access to/from the ferry terminals
- Identify quantitative benchmarks for goals
- Consider New Technologies
- Prioritize safety
- Consider needs of individuals with disabilities and seniors
- Include an additional estuary crossing on/off the island
- Improve transportation options for of children

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

- Public Opinion Survey
- 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:
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 510-747-6892 gpayne@alamedaca.gov



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