

CITY OF ALAMEDA TRANSIT AND TDM PLAN DRAFT STRATEGIES

City Council – January 17, 2017



COREY, CANAPARY & GALANIS

BACKGROUND AND PURPOSE

What is the Transit and TDM Plan?

- **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 Alameda
- Identify strategies to improve and expand TDM

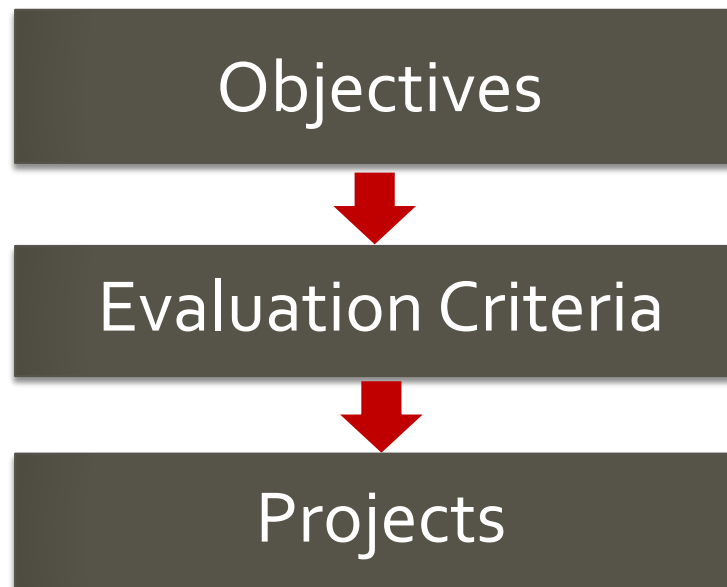
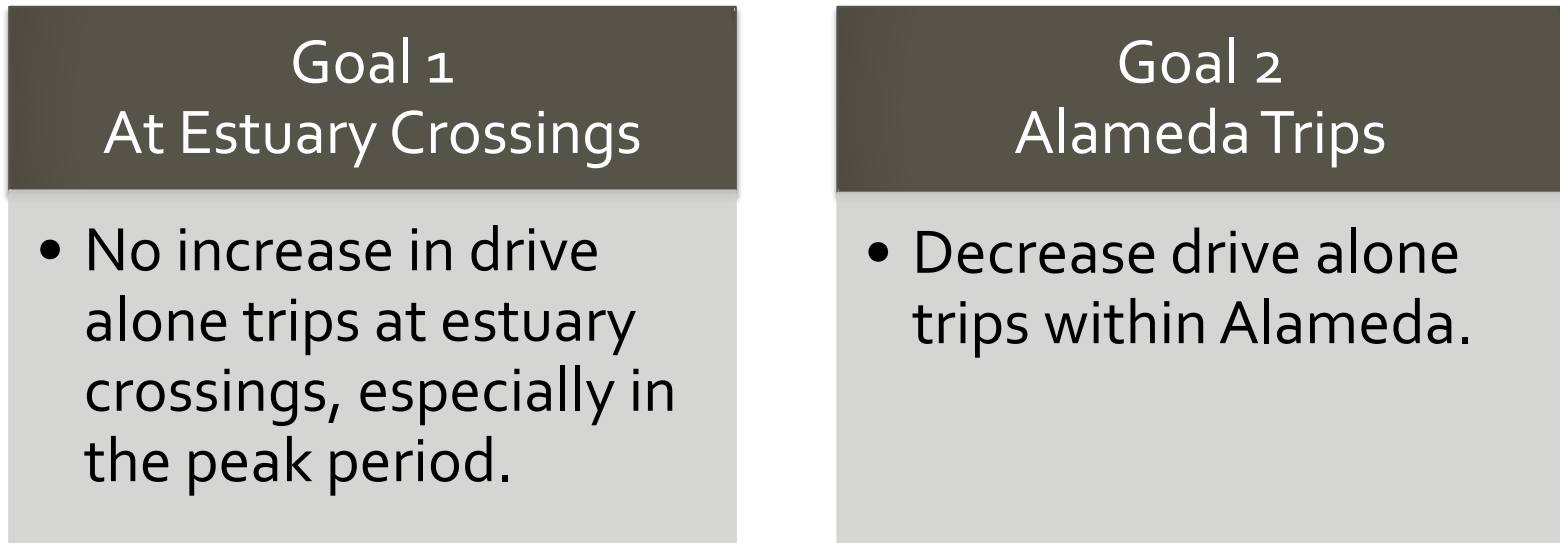
Why this Presentation and Meeting?

- Recap of Work Completed
 - Existing Conditions
 - Goals and Objectives
 - Community Input
- Transit and TDM Strategies
 - Your role: Consider projects to improve transportation options.



GOALS, OBJECTIVES AND EVALUATION CRITERIA

Goals and Objectives Framework

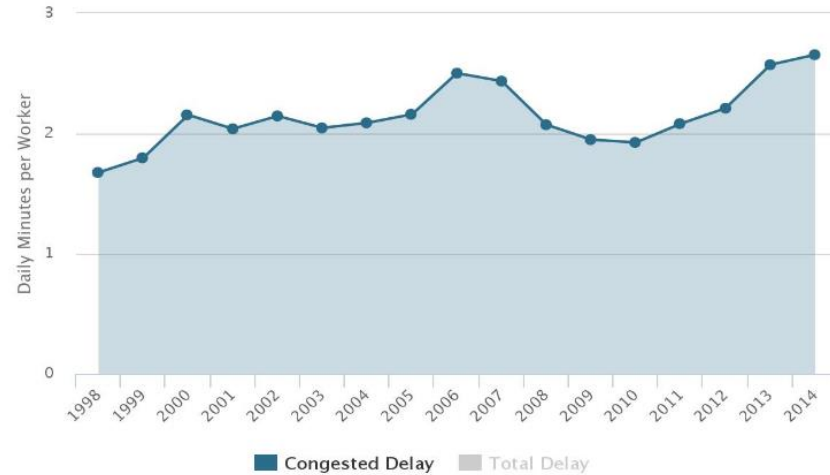


EXISTING CONDITIONS ANALYSIS

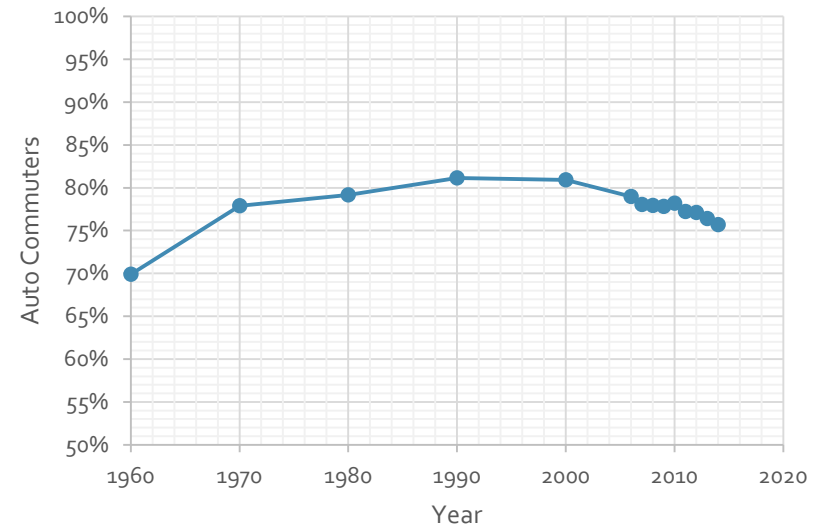
Key Concepts

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

Bay Area Delay Caused by Congestion

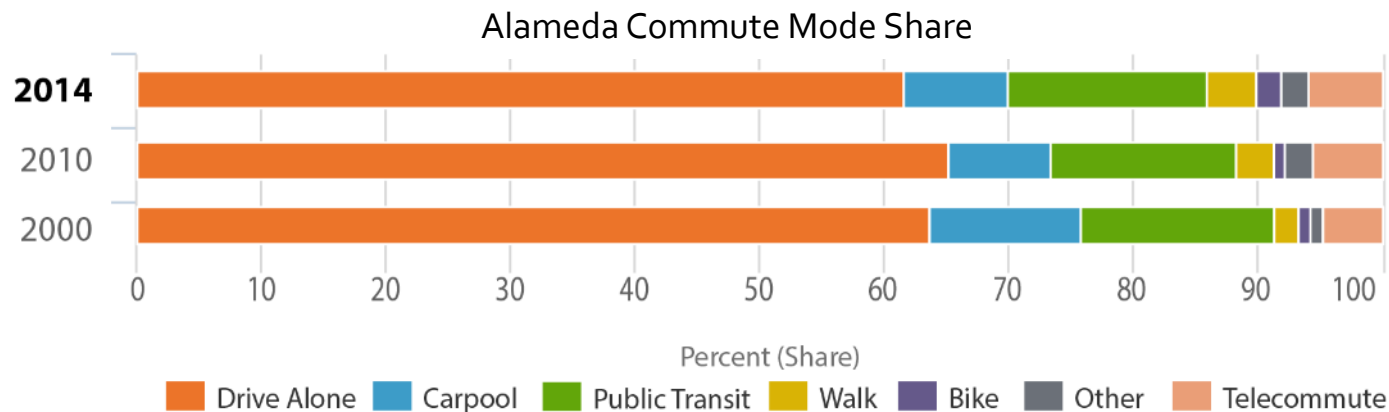
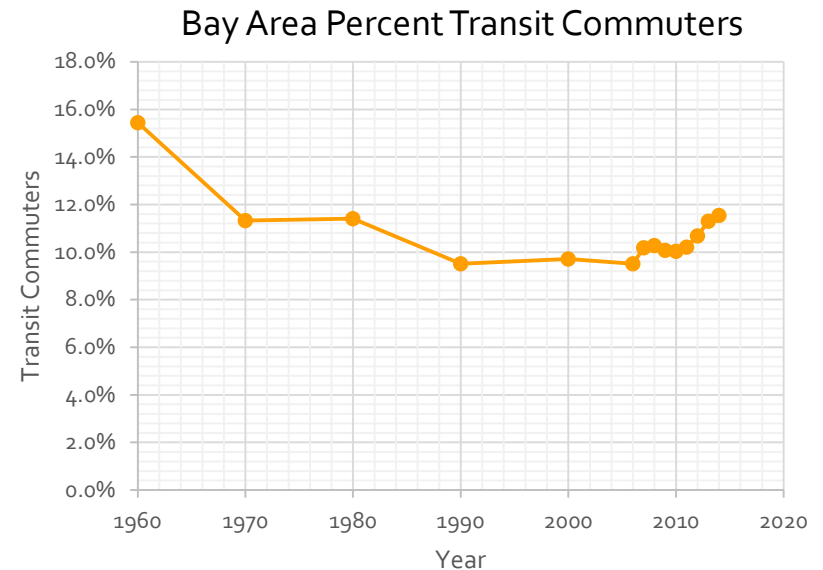


Bay Area Percent Auto Commuters

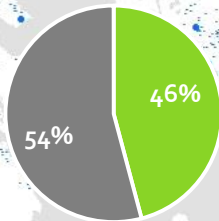


Regional Growth and Changes

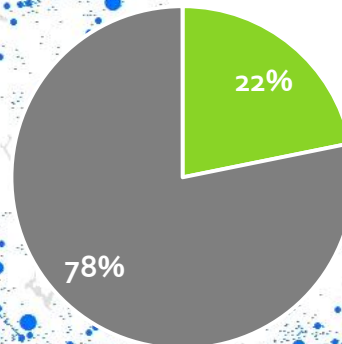
- **Transit commuters increasing**
 - Regional: from 10% to 12% of all commute trips
 - Alameda: now at 16%
- **Millennials are multimodal**
 - 22% of young people plan on never getting a driver's license



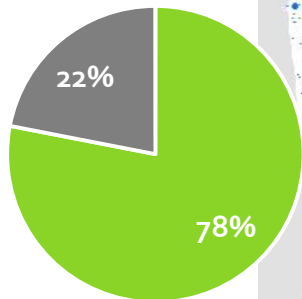
Alameda (~4,600)



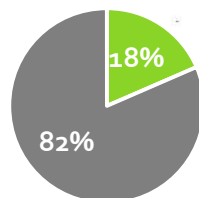
Inner East Bay* (~10,100)



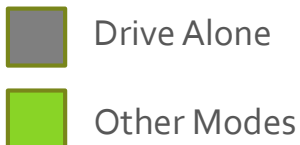
San Francisco
(~7,200)



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

TRANSIT AND TDM STRATEGIES

Four Strategies

- **Strategy 1** Improve multimodal access to/from **Oakland and BART**
- **Strategy 2** Improve multimodal access to/from **San Francisco**
- **Strategy 3** Improve multimodal access **within Alameda**
- **Strategy 4** Effectively manage and monitor transportation efforts



Strategy 1 Improve Multimodal Access To/From Oakland and BART

- What is the issue?
 - 51% of morning auto trips are to Oakland/BART
 - 75% of commute trips to Oakland are drive alone
 - From Oakland to Alameda: majority of workers and visitors drive
- Why is it important?
 - Reduces traffic at estuary crossings
 - Improves transit, bicycle and pedestrian access



Strategy 1 Improve Multimodal Access To/From Oakland and BART

• In-Progress Projects

- Restored AC Transit Line 19 – Northern Waterfront
- Bike access on ferry to/from Jack London Square
- Standard requirements for developments
- Expanded Transportation Management Association

• Key Proposed Projects

- Bus speed, frequency and reliability
- Expanded EasyPass program
- Cross Town Express Bus
- Appezato Pkwy Bus Rapid Transit
- Estuary Water Shuttle
- Bicycle/pedestrian safety and access
- Major capital investments
 - Miller-Sweeney Bridge
 - West End Estuary Crossing
 - BART to Alameda

Strategy 2 Improve Multimodal Access To/From San Francisco

- What is the issue?
 - Increasing number of commuters work in San Francisco
 - Difficult first-mile/last-mile access to key transit hubs
- Why is it important?
 - Can serve more people by improving access to transit/carpools
 - Improves options for getting to/from key transit hubs



Strategy 2 Improve Multimodal Access To/From San Francisco

- In-Progress Projects

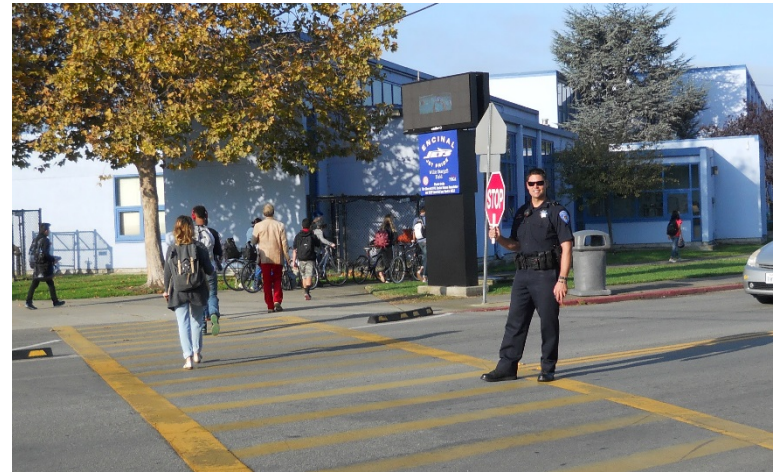
- Restored Line 19 – Northern Waterfront
- Line 21 connection to Ferry
- Ferry Terminal Access and Parking Management
 - Harbor Bay
 - Main Street
- Standard requirements for developments
- Expanded Transportation Management Association

- Key Proposed Projects

- Constitution Way Carpool Lane
- Ferry service
 - Access improvements
 - Increased ferry frequency
 - New Seaplane Lagoon Terminal
- Transbay bus service
 - Bus queue jump lanes
 - Increased Transbay frequency
- Major capital investments
 - Miller-Sweeney Bridge
 - West End Estuary Crossing
 - BART to Alameda

Strategy 3 Improve Multimodal Access Within Alameda

- What is the issue?
 - Inconvenient or uncomfortable to bicycle, walk or take the bus
- Why is it important?
 - Reduces traffic
 - Contributes to a higher quality of life
 - Improves mobility and addresses equity, especially for:
 - Youth
 - Seniors
 - People with disabilities
 - Individuals without access to a car



Strategy 3 Improve Multimodal Access Within Alameda

- In-Progress Projects

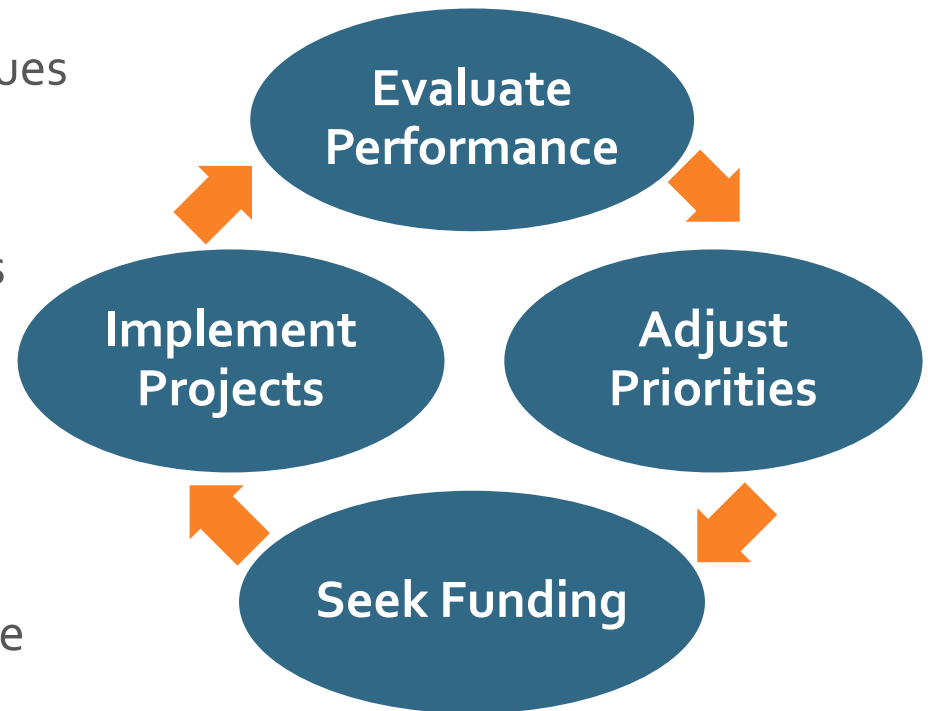
- Cross Alameda Trail Construction
- City-based Paratransit
- Sidewalk Repair
- Bicycle Parking Expansion
- Safe Routes to School Program

- Key Proposed Projects

- Bicycle/Pedestrian Safety and Access
 - Safe Routes to Schools Program Expansion
 - Vision Zero Safety
 - Complete Streets
- Bus Speed, Reliability and Frequency
- Cross Town Express Bus
- Parking Management

Strategy 4 Effectively Manage and Monitor Transportation Efforts

- What is the issue?
 - Need to address high priority issues
 - Maintain accountability and evaluate performance
 - Plan for sufficient staff resources
- Why is it important?
 - Need a strategic approach
 - Effective strategies will position Alameda for funding
 - Ensure projects and programs are relevant



DRAFT PRIORITY PROJECTS AND ACTIONS

Transit Projects

- New Transit Route
- Bus Queue Jump/Bus Lane

Bicycle/Pedestrian Projects

- Bicycle/Pedestrian Connection
- Complete Street

Multimodal Projects

- Multimodal Connection
- Carpool Connection

- Major Retail Areas
- Priority Development Areas
- Parks & Open Space
- Ferry Routes



TRANSIT PROJECTS

Near Term

- 1 AC Transit Bundling Dispatcher
- 2 Appenzato Parkway Dedicated Bus Lanes
- 3 Bikes on Buses - Increase Capacity
- 4 Bus Stop Improvements*
- 5 Cross Town Express Bus Service
- 6 Transit Signal Priority and Adaptive Traffic Signal Control*
- 7 Transportation Awareness Campaigns*
- 14 New Seaplane Lagoon Ferry Terminal
- 15 Transit Center Improvements
- 16 Transportation Network Companies to Supplement Paratransit*

Long Term

- 17 BART to Alameda
- 18 Free Bus Service*
- 19 Staggell Avenue Bus Route

Mid Term

- 8 AC Transit EasyPass Program Expansion*
- 9 Alameda Point Bus Rapid Transit Service
- 10 Bus Queue Jump Lanes on Staggell Avenue, Island Drive, and Eighth Street/ Westline Drive
- 11 Ferry Vessel Maintenance, Improvements and Procurement
- 12 Increase Frequency and Span of Service for Ferry Service
- 13 Increase Frequency and Span of Service for Transbay Bus



BICYCLE AND PEDESTRIAN PROJECTS

Near Term

- 20 Bicycle Master Plan Update, Design Guidelines and Vision Zero Policy*
- 21 Pedestrian Master Plan Update, Design Guidelines and Vision Zero Policy*

Mid Term

- 22 Bicycle and Pedestrian Facility Gap Closures and Surface Improvements
- 23 Complete Street Improvements on Central, Clement, Tilden, Staggell and Otis
- 24 Estuary Water Shuttle to/from Oakland (bikes and pedestrians)
- 25 Regional Bike Share*
- 26 Vision Zero Implementation*

Long Term

- Enhance d West End Estuary Crossing (see #36)



MULTIMODAL PROJECTS

Near Term

- 27 Casual Carpool Pickup Locations
- 28 Parking Management and Shared Parking Lots
- 29 TDM Partnerships with Existing Businesses*

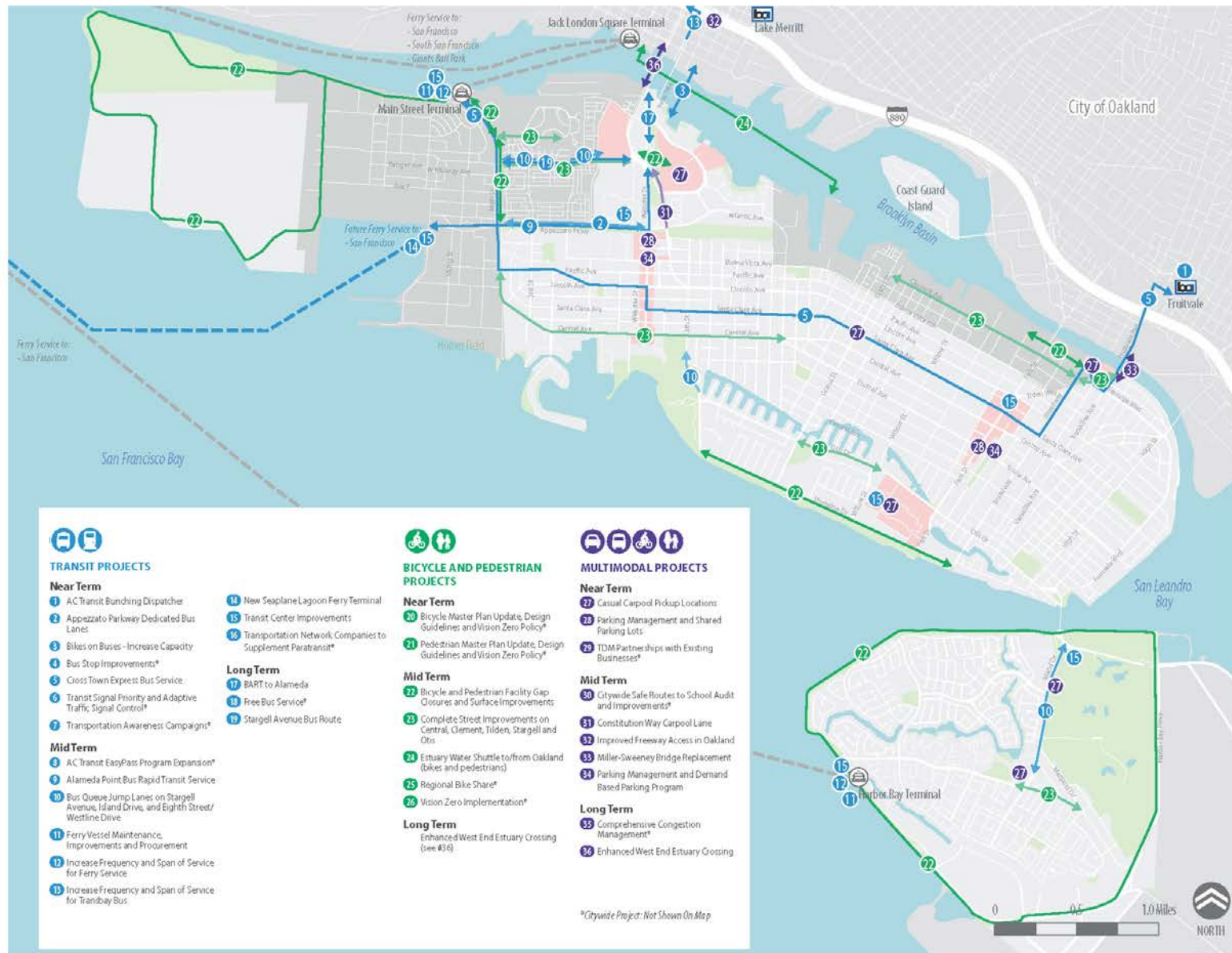
Mid Term

- 30 Citywide Safe Routes to School Audit and Improvements*
- 31 Constitution Way Carpool Lane
- 32 Improved Freeway Access in Oakland
- 33 Miller-Sweeney Bridge Replacement
- 34 Parking Management and Demand Based Parking Program

Long Term

- 35 Comprehensive Congestion Management*
- 36 Enhanced West End Estuary Crossing

*Citywide Project: Not Shown On Map



COMMUNITY INPUT

Public Opinion Survey Results

- **Free Bus Service:** 69% would use it, but only 33% would support higher sales or property taxes to pay for it
- **BART to Alameda:** 65% support a BART station in Alameda
- **Island Crossings:** 61% stated that traffic congestion at island crossings at rush hour is an issue
- **Access to Schools:** 64% supported improved bicycle, pedestrian and transit access to/from schools
- **Multimodal Access:** 58% want to make it easier to walk, bicycle or take transit rather than relying on a car
- **Bike Share:** 58% said they would not use a bike share system
- **Parking:** 54% want to retain parking and not convert for bicycle, transit or walking uses
- **Driving/Parking Easier:** 50% want to make it easier to drive and park in the City

Key Themes of Community Input

- Improve first-mile/last-mile access to key transit hubs
- Increase bicycle/pedestrian safety and facilities
- Want more frequent bus and ferry service
- Want an Alameda only, free shuttle similar to Emeryville
- Encourage casual carpooling/ridesharing
- People still want to drive such as to shopping/daycare
- Enforce traffic safety and the 25 mph speed limit better
- Add another way on/off island, especially in west end

Support for “Free” Alameda Bus Service: What does that mean?

This is what we’ve heard:

- Free for bus riders throughout Alameda, including potential shoppers from Oakland
- Easy to access shopping destinations, BART and ferries
- Frequency: every 10-15 minutes
- \$10-\$11 million annually, although costs may vary depending on who and how it is implemented
- Unclear on sources of financing
- Unclear on who operates the service (City, private, AC Transit), although costs based on non-AC Transit rates
- Free bus service survey results
 - 69% would use it
 - 33% would support higher sales or property taxes to pay for it

Support for “Free” Alameda Bus Service: What are the goals for bus service?

- More Affordable
- More Frequent
- Safer and More Reliable

Staff & Consultant Recommendation

Incremental Approach: Enhanced AC Transit Service

- New routes
 - Line 19
 - Cross Town Express Bus
 - Express Line 51 Service
 - Alameda Point Bus Rapid Transit
- Frequency to 15 minutes (Lines 20, 21 and 31)
- Transbay routes – increased frequencies
- Free bus transfers
- Expansion of discounted bus passes (EasyPass), including long-term goal of Citywide bus passes
- **Pros:**
 - Allows for incremental improvements as monies obtained
 - Leverages current AC Transit funding and regional efficiencies
 - Easier to implement compared to a new City operation
- **Cons:**
 - Controlled by AC Transit and not by the City of Alameda
 - Not free to users or to visitors unless easy pass program expanded Citywide
 - Requires ongoing operations monies, possibly by regional toll or sales tax measures, developer fees, business improvement district financing, parcel tax or congestion pricing

Alternative Approach: Free City Run Alameda Bus Service

- Free for riders, including from Oakland to Alameda shopping destinations
- City or privately operated system
- Frequency from 10-15 minutes for local routes
- Competing with existing AC Transit routes (to/from BART and ferries)
- Transbay routes could be separate and maintained by AC Transit
- **Pros:**
 - City control over operations
 - Cheaper than AC Transit if non-unionized service provider
- **Cons:**
 - Removes AC Transit as the full-service, unionized bus provider
 - Requires new City administrative and planning services
 - Requires ongoing operations monies, possibly using AC Transit monies, developer fees, business improvement district financing, parcel tax or congestion pricing

DISCUSSION

Discussion Topics

1. **Are the projects right?**
Please validate or correct the projects we have suggested as ways to respond to this strategy.
2. **Are there other projects/actions that we should be covering?** *Did we miss anything? Are there gaps in coverage or modes?*
3. **Discuss approach to improved bus service.** *Seeking Council direction on staff recommendation.*

Next Steps

- Review all of the community and board input
- Evaluate changes to the project list
- Expand on how projects meet the goals and on their benefits/impacts and costs
- Prioritize resources to focus on groups of projects with the greatest potential benefit
- To monitor progress:
 - Project Website: <http://alamedaca.gov/citywide-transit-tdm-plans>
 - Open Forum Web Surveys: <https://alamedaca.gov/public-works/open-forum>
 - Staff Contact: Gail Payne, Transportation Coordinator
510-747-6892 - gpayne@alamedaca.gov

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EXTRA SLIDES

Peak Frequency

- 10-15 Minutes
- 16-25 Minutes
- 30+ Minutes

Queue Jump/Transit-Only Lane

New Routes

San Francisco Bay Area Ferry Routes Map

San Francisco Bay

San Leandro Bay

Harbor Bay Terminal

Harbor Bay Business Park

0 0.5 1.0 Miles

NORTH



Peak Frequency

- 10-15 Minutes
- 16-25 Minutes
- 30+ Minutes

Queue Jump/Transit-Only Lane

New Routes

San Francisco Bay Area map showing BART routes and peak frequency. The map includes the City of Oakland, San Francisco, and San Leandro. Key locations like Main Street Terminal, Jack London Square Terminal, and Harbor Bay Terminal are marked. Routes are color-coded by peak frequency: red for 10-15 minutes, orange for 16-25 minutes, and yellow for 30+ minutes. Blue arrows indicate queue jump/transit-only lanes. A legend in the bottom left explains the color coding and symbols. A scale bar and north arrow are in the bottom right.

In-Progress Projects/Actions

Transit

- AC Transit Line 21 Timed Connection to Ferry
- AC Transit Line 31 Route Changes
- City-based Paratransit Program
- Harbor Bay Ferry Terminal Access and Parking Management Improvements
- Main Street Ferry Terminal Access and Parking Management Improvements
- Maintain Ferry Service Levels from 2016 until December 2018
- Restored Northern Waterfront AC Transit Line 19

Bicycle/Pedestrian

- Citywide Bicycle Parking Expansion
- Bikes on Main Street Ferry
- Citywide Sidewalk Repair
- Cross Alameda Trail Construction

Multimodal

- Consolidated Transportation Management Association
- Parking Management in Business Districts
- Safe Routes to School Program (Countywide Program)
- Standardized TDM Requirements

Near Term Projects/Actions (1 to 3 years)

Transit

- AC Transit Bunching Dispatcher
- AC Transit EasyPass Program Expansion
- AC Transit Policy Changes
- Appezzato Parkway Dedicated Bus Lanes
- Bus Stop Improvements
- Cross Town Express Bus Service
- Transit Signal Priority and Adaptive Traffic Signal Control
- Transportation Awareness Campaigns

Bicycle/Pedestrian

- Bicycle Master Plan Update, Design Guidelines and Vision Zero Policy/Plan
- Pedestrian Master Plan Update, Design Guidelines and Vision Zero Policy/Plan

Multimodal

- Citywide Safe Routes to School
- Casual Carpool Pickup Locations
- Parking Management and Shared Parking Lots
- TDM Partnerships with Existing Businesses

Mid Term Projects/Actions (3 to 8 years)

Transit

- Alameda Point Bus Rapid Transit Service
- Bus Queue Jump Lanes on Stargell Avenue, Island Drive, and Eighth Street/Westline Drive
- Ferry Vessel Maintenance, Improvements and Procurement
- Increase Frequency and Span of Service for Ferry Service
- Increase Frequency and Span of Service for Transbay Bus
- Increase Service for Local Bus Routes
- New Seaplane Lagoon Ferry Terminal
- Transit Center Improvements

Bicycle/Pedestrian

- Bicycle and Pedestrian Facility Gap Closures and Surface Improvements
- Complete Street Improvements on Central, Clement, Tilden, Stargell, Otis and Mecartney
- Estuary Water Shuttle to/from Oakland (bikes and pedestrians)
- Regional Bike Share
- Vision Zero Safety Implementation

Multimodal

- Autonomous/Driverless Vehicle Policy and Implementation
- Constitution Way Carpool Lane
- Improved Freeway Access in Oakland
- Miller-Sweeney Bridge
- Parking Management and Demand Based Parking Program

Long Term Projects/Actions (8+ years)

Transit

- BART to Alameda
- Free Bus Service (or Free Bus Passes)
- Stargell Avenue Bus Route

Multimodal

- Comprehensive Congestion Management
- Enhanced West End Estuary Crossing
 - Webster/Posey Tubes Redesign
 - New West End Bicycle/ Pedestrian Bridge