

Hello Alameda Point Tenants:

As you may know, the City of Alameda approved a Transportation Plan for Alameda Point in 2014 ([SEE LINK HERE](#)) focused on getting Alameda Point residents, employees and visitors out of their cars and using alternative modes of travel, such as taking transit, carpooling, biking and walking. As we discussed at the two tenant meetings in May and July 2017, the City, in conjunction with the Alameda Transportation Management Association (ATMA), which is comprised of tenants and property owners at Alameda Point, are **now implementing start-up transportation programs and an associated fee starting January 1, 2018**. The proposed start-up programs are based on feedback from tenants ([see Dropbox link](#)) and include:

- **Dockless Bike Share** – initial plan for 200 bikes at numerous locations within Alameda Point and Main Street Ferry Terminal;
- **Branded Electric Vehicles** – Electric vehicles with a branded look that run between the Ferry Terminal and Alameda Point on the weekends for visitors and additionally, between the Webster Street transit hub and retail district during the weekdays for employees;
- **EasyPass Program** – Access to discounted AC Transit bus passes for all local and Transbay buses for employees;
- **Subsidized Carpooling** – An arrangement with Waze and/or Scoop to subsidize employee and resident trips to and from Alameda Point using these carpool services
- **Information and Marketing** – A new website, information materials for new employees and a transportation awareness campaign.

Based on the estimated costs of implementing these programs and fees for other comparable TDM programs, the following is the proposed fee structure for all existing tenants by use type for 2018:

Industrial/Manufacturing/Warehouse

2018: **\$0.01/month/sf**

2019: **\$0.014/month/sf**

2020: **\$0.023/month/sf**

Office/R&D/Retail

2018: **\$0.02/month/sf**

2019: **\$0.024/month/sf**

2020: **\$0.033/month/sf**

A more detailed summary of the programs can be found via Dropbox [HERE](#), and a summary of preliminary projections of revenues and expenses can be found via Dropbox [HERE](#). Subsequent year's fees will be determined by the Alameda Point Project Area Committee (AP PAC), the ATMA Board and City Council. We've also attached a summary of the businesses, our estimated square footage for each business, the occupancy type for each business, and each business' estimated annual and monthly fee for 2018 via Dropbox [HERE](#).

All tenants will have access to the start-up programs and must pay the fee starting January 1, 2018. The City through a grant has retained Wendy Silvani, an expert at working with businesses to implement transportation programs, to help the City and ATMA implement the start-up transportation programs at Alameda Point. She and representatives of the ATMA are available to meet with tenants who would like more information about the start-up programs and the proposed fee. Please let me or Wendy (w@wendysilvani.com) know if you have any questions or comments or would like to set up a time to meet to discuss the new program and proposed fee schedule. The final budget, including the fee amount, is anticipated to be adopted by the AP PAC, ATMA Board, and City Council in late September/October.

Jennifer Ott, Base Reuse Director
Base Reuse Department
City of Alameda
2263 Santa Clara Avenue, Room 130
Alameda, California 94501

Link #1: Please see Attachment #1 to Resolution

Link #2: Please see below

Alameda Point Existing Tenants Workshop – April 2017

Meeting Notes

Comments on Existing Conditions

- Data: Want more data on vehicular volumes, demand to/from Alameda Point and destinations of ferry riders
- Employees
 - Majority of home locations are in the east bay
 - Some employees work an alternate commute schedule starting at 6 a.m.
- Peak Times in Alameda Point
 - Weekdays: 7 a.m. to 8 p.m.
 - Weekends: 12 noon to 8 p.m.
- Shuttle is required by the City for Auctions by the Bay – 1st Sunday of the month
- Transportation Network Companies (i.e., Uber/Lyft): difficult to take to Alameda

Comments during Brainstorming of Potential Improvements

- Bicycling
 - Want bike share
 - Want safe way between tunnel and Alameda Point
 - Want safe bikeways on the base/Alameda Point
 - Want dedicated bikeways and walkways
 - Problem for Spirits Alley – bicyclists do not purchase due to difficulties in carrying products while bicycling
 - Makani is discussing a bike maintenance program
- Bus Service
 - Want bus stop at USS Hornet Museum
 - Want discounted bus passes
 - Public transit is not competitive
 - Need improvements in west Alameda and to the Main Street ferry terminal
 - Want shuttle similar to Emeryville, Walnut Creek or Santa Cruz yet is costly at \$5 million per year in Santa Cruz
 - Build on the Auctions by the Bay required shuttle
- Ferries
 - Boat options for estuary crossing
 - Want real-time ferry information
 - Public boat dock similar to those offered in San Francisco for private boats
- Improved Connections
 - Want improved and fun connections to the Main Street ferry terminal and Oakland BART from Alameda Point – example: Hollywood trolleys
 - Prefer to/from West Oakland BART rather than 12th Street BART
 - Want golf carts/neighborhood electric vehicles (NEVs) similar to Scottsdale, AZ
 - Want bike/pedestrian bridge
- Infrastructure
 - Street lights desired for improvements (most of Monarch and Tower)
 - Fewer stop signs on West Midway

- Speed bumps near school zone
 - Repaving the streets to make them more bike friendly and less full of potholes
 - Streets that are striped properly (most of Monarch and Tower)
 - Improved drainage (most of Monarch and Tower)
 - Sidewalk improvements
- Marketing/Building Community
 - Want web site running
 - Use Facebook to request people to join
 - Need to communicate transportation options
- Self driving vehicles: need space for boarding
- Transportation Network Companies (TNCs)
 - Makani is discussing options internally for transport that include Lyft or Uber type of company so it could mean a more increased presence in general in the area.

Link #3: Please see Exhibit #1 to Staff Report

Link #4: Please see Exhibit #2 to Staff Report

Link #5: Please see below

Business Name	Square Footage		Bldg. #/Location	Bldg. Address	Occupancy Type *	Occupancy Description	2018 Annual Fee		
	Square Footage	#2					Amount	Monthly Fee	Annual Fee
707 West Tower Ave LLC	80,907		9	707 W. Tower Ave.	F-2	Industrial	\$0.55		Private Property Special Tax
Advanced Roofing Services	4,000		612	1450 Viking St.	F-1	Industrial	\$0.12	\$40	\$480
Aircraft Carrier Hornet Foundation	270,000		Pier 3	1399 Ferry Point Pier 3	A-3	Assembly	\$0.12	\$2,700	\$32,400
Alameda Development Corporation	314		1	950 W. Mall Sq.	B	Business/Office	\$0.12	\$3	\$38
Alameda Naval Air Museum	21,136		77	2151 Ferry Pt	A-3	Assembly	\$0.12	\$211	\$2,536
Alameda Point Collaborative	9,795		607	677 W. Ranger Ave	B	Business/Office	\$0.24	\$196	\$2,351
Alameda Point Redeveloper	270,000		8	2350 Saratoga St	R-2/B	Business/Office	\$0.55		Private Property Special Tax
Alameda Point Storage Inc.	229,420		50 & 51 Oriskany	50 & 51 Oriskany Ave	S-1	Storage	\$0.12	\$2,294	\$27,530
Antiques By The Bay	25,747		18 & NWT	2700 Saratoga St.	M	Retail	\$0.24	\$515	\$6,179
Astra Space	17,335		397	1690 Orion St.	F-1	Industrial	\$0.12	\$173	\$2,080
Auctions By the Bay	63,972		20	2701 Monarch St	A-3 (10%) / B (90%)	Assembly/Office	\$0.23	\$1,215	\$14,586
Auctions By the Bay	23,208		525	2751 Todd St	A-3 (10%) / B (90%)	Assembly/Office	\$0.23	\$441	\$5,291
Bay Ship & Yacht	2,700		292	1450 Ferry Pt	F-1	Industrial	\$0.12	\$27	\$324
Bladium Inc.	104,000		40	800 W. Tower Ave.	A-3	Assembly	\$0.55		Private Property Special Tax
Complete Coach Works	14,997		24	2301 Monarch St. Suite 100	F-1	Industrial	\$0.12	\$150	\$1,800
Container Storage	53,200	17,789	338 & 608	51 W. Hornet Ave & 50 W. Hornet Ave	S-1	Storage	\$0.12	\$710	\$8,519
Delphi Productions	106,000		39	950 W. Tower Ave.	F-2	Industrial	\$0.12	\$1,060	\$12,720
Dreyfuss Capital	8,107		29	1701 Monarch St	F-2	Industrial	\$0.12	\$81	\$973
Faction Brewing LLC	32,500		22	2501 Monarch St.	F-1	Industrial	\$0.12	\$325	\$3,900
Google	16,888		19	2175 Monarch St	B	Business/Office	\$0.24	\$338	\$4,053
Google	110,561		11	1190 W. Tower Ave	B	Business/Office	\$0.24	\$2,211	\$26,535
Google	65,400		400A	1150 West Tower Avenue	F-2/S-1	Industrial/Storage	\$0.12	\$654	\$7,848
Kai Concepts	28,636		168	1651 Viking St.	B	Business/Office	\$0.12	\$286	\$3,436
La Costa Pacifica Inc	18,160		25	1951 Monarch St Suite 300	F-1	Industrial	\$0.12	\$182	\$2,179
Maritime Administration	88,783		168	1651 Viking St.	B	Business/Office	\$0.24	\$1,776	\$21,308
Matson	53,785		167	1500 Ferry Pt	F-2	Industrial	\$0.12	\$538	\$6,454
Natel Energy	65,000		23	2401 Monarch St	F-1	Industrial	\$0.12	\$650	\$7,800
Navigator Systems	31,394		14	1800 Ferry Point	F-2	Industrial	\$0.12	\$314	\$3,767
NRC Environmental Services	16,603		15	1605 Ferry Pt	B	Business/Office	\$0.24	\$332	\$3,985
NRC Environmental Services	1,800		68	1610 Ferry Pt.	B	Business/Office	\$0.24	\$36	\$432
Pacific Automated	37,234		25	1951 Monarch St. #200	F-1	Industrial	\$0.12	\$372	\$4,468
Pacific Fine Foods	2,965		42	2480 Monarch St	F-1	Industrial	\$0.12	\$30	\$356
Pacific Pinball Museum	43,355		169	1680 Viking St	S-1 / A-3	Storage/Assembly	\$0.12	\$434	\$5,203
Power Engineering	55,471		166	1501 Viking St. Suite 200	F-1	Industrial	\$0.12	\$555	\$6,657
Proximo/Hangar 1	32,444		22	2505 Monarch St.	F-1	Industrial	\$0.12	\$324	\$3,893
Rain Defense	25,000		Lot	2451 Hancock St.	F-1	Industrial	\$0.12	\$250	\$3,000
Rock Wall Wine Company, Inc.	40,868		24	2301 Monarch St, Suite 100	F-1	Industrial	\$0.12	\$409	\$4,904
Saildrone	110,561		12 & 400	1050 W. Tower Ave & 1150 W. Tower Ave	F-1	Industrial	\$0.12	\$1,106	\$13,267
St. George Spirits Inc.	65,000		21	2601 Monarch St	F-1	Industrial	\$0.12	\$650	\$7,800
Steeltown Winery LLC	5,220		43	2440 Monarch St.	F-2	Industrial	\$0.12	\$52	\$626
Sustainable Technologies	12,156	1,640	163 & 414	1800 Orion St Ste. 101 & 1820 Orion St.	F-2/S-1 (90%) & B (10%)	Storage/Industrial/Office	\$0.13	\$152	\$1,821
Turn Key Show Productions	8,080		459	101 W. Tower Ave	F-2	Industrial	\$0.12	\$81	\$970
WETA	28,000			Pier 3	B	Business/Office	\$0.24	\$560	\$6,720
Williams Sonoma	43,355		169	1680 Viking St	M	Mercantile	\$0.12	\$434	\$5,203
Wonky & Wonky Kitchen LLC	5,073		44	2400 Monarch St.	F-1	Industrial	\$0.12	\$51	\$609
Wrightspeed Powertrains Inc.	109,293		41	650 W. Tower Ave	F-1	Industrial	\$0.12	\$1,093	\$13,115
TOTAL	2,458,423							\$24,010	\$288,116

*Occupancy Type Legend (Initial Information Provided by Building Official)

A-3	ASSEMBLY
B	BUSINESS / OFFICE
F-1	MODERATE HAZARD FACTORY / INDUSTRIAL
F-2	LOW HAZARD FACTORY / INDUSTRIAL
M	MERCANTILE
S-1	STORAGE
U	UTILITY AND MISC