

# MEMO

**To:** Robert Del Rosario, Director of Service Development

**From:** Michael Eshleman, Manager of Service Planning

**Date:** 10/6/2017

**Re:** Alameda Main Street Ferry Alternatives

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The City of Alameda and Alameda residents have requested AC Transit explore options for serving the Main Street Ferry Terminal (Terminal) on the west side of the island. This has long been a noticeable gap in AC Transit service, however a number of factors have proven to be challenging when exploring options for serving the Terminal in the past:

- 1) Free parking
- 2) Conflict between bus and kiss & ride
- 3) Need for a cross-island service
- 4) Budgetary constraints

According to the San Francisco Bay Ferry website there are currently 445 free parking spots between the terminal parking lot and the off-site “O” lot in addition to many more available along Main Street in paved and unpaved spots and lots. The prevalence of free parking is a significant incentive for driving and disincentive to using AC Transit to serve the area.

The most logical location for a bus stop/layover is within the terminal area directly in front of the main terminal building where there is convenient access to the terminal for bus riders as well as amenities for a bus operator on layover. This area, however, is also the most logical location for a kiss & ride where cars or TNCs can pick up/drop-off passengers. Should this location become a bus stop/terminal it would impact cars using it as a pick-up/drop-off or those cars may simply ignore the fact it is a bus stop and impede the bus’s ability to safely serve the Terminal.

During the development of the AC Go service alternatives, the District vetted several options for cross-island service, including two lines serving the Main Street Ferry – one from Fruitvale via Shoreline and one from Fruitvale via Encinal. Through an extensive public process, the City endorsed a third alternative with service between Fruitvale and downtown Oakland via Buena Vista which has since been implemented as Line 19. AC Transit later created a proposal for extending new Line 96 to the Main Street Ferry Terminal but this option did not move forward due to issues related to the bus stop/layover conflict in the Terminal as well as the fact it didn’t serve the island east of Webster.

The District’s current 10-year budget forecast includes the possibility of operating deficits should no action be taken to prevent them. Any service to the terminal would need to be cost-neutral from the

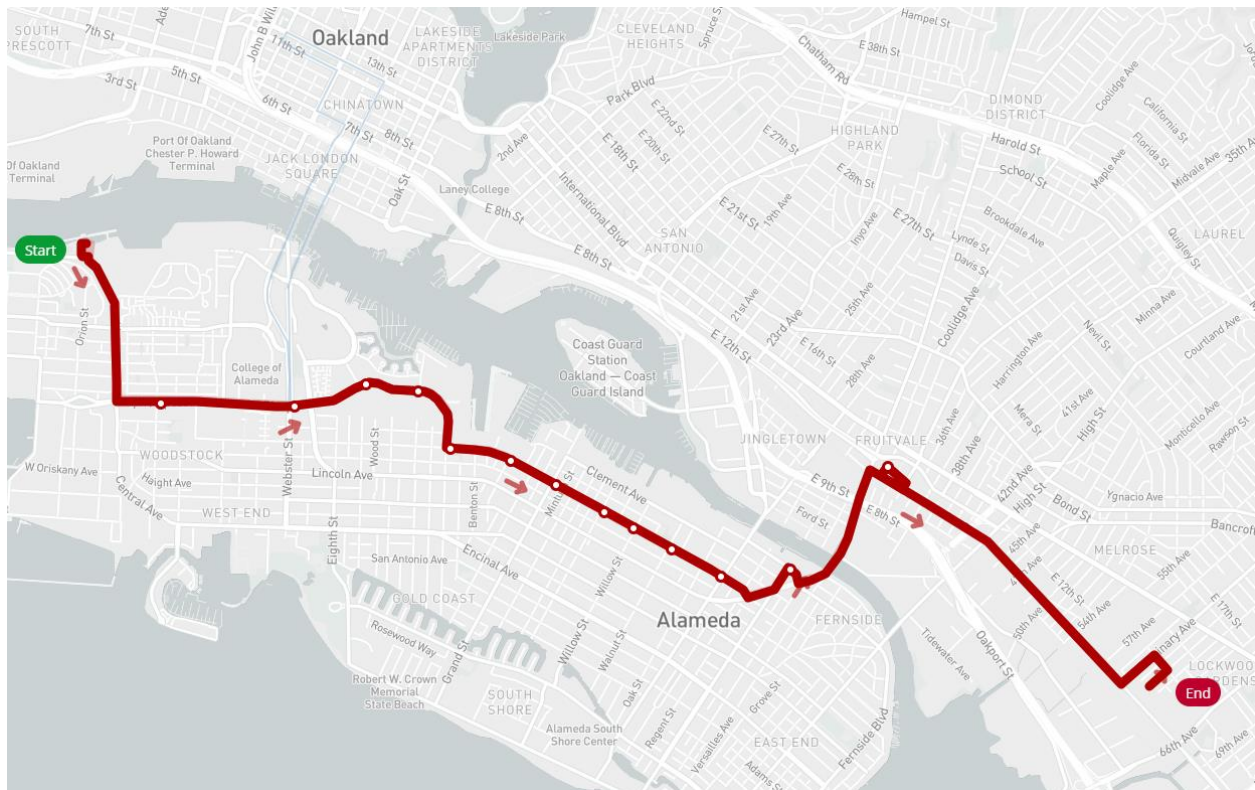
District's perspective. If revenues are available from parking fees, Transportation Management Associations, or other outside sources, this may make new service viable.

Staff has developed a series of possible alternatives for Line 19 and analyzed their relative impacts on existing customers. Any adjustments to Line 19 would require revising the current agreement between AC Transit and the TMA to implement. While these proposals relate to Line 19, staff can explore other lines (20, 51A, O) but the impacts would be more profound as they have higher service levels and ridership. Any new line with service levels similar to Line 19 would require at least five buses and cost more than three million dollars annually to operate.

## ALTERNATIVE 1 – LINE 19 TO MAIN STREET

This alternative would re-route Line 19 to serve the Main Street Ferry Terminal on all trips, seven days a week at the expense of service to downtown Oakland. It would generally be cost-neutral, however the impacts on customers could be significant. There are currently 201 weekday Line 19 customers who travel beyond Webster/Atlantic who would now be forced to transfer to another line to complete their trips.

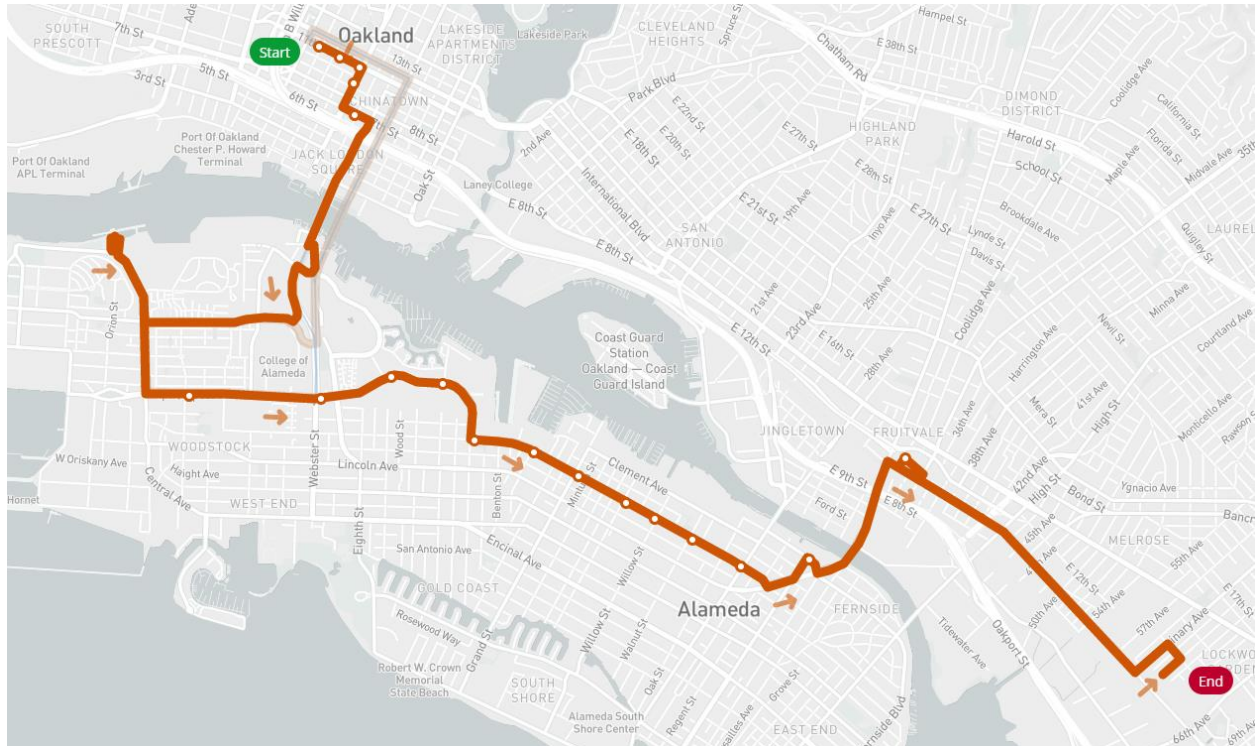
**Exhibit 1 – Line 19 to Main Street Map**



## ALTERNATIVE 2 – LINE 19 EXTENSION

This alternative would extend Line 19 to serve the Main Street Ferry Terminal on all trips, seven days a week. It would take an additional two buses to operate and cost between 1.5 and two million dollars annually. This alternative adds approximately 15 minutes each way to those currently riding to/from downtown Oakland. There are currently 201 weekday Line 19 customers who travel beyond Webster/Atlantic who would now be taken well out of their way to get to downtown Oakland.

**Exhibit 2 – Line 19 Extension Map**



## ALTERNATIVE 3 – LINE 19 ALTERNATING TRIPS

This alternative would alternate every other Line 19 trip between downtown Oakland and the Main Street Ferry Terminal. It is cost-neutral but would mean a reduction in headways for current customers from 20 minutes in the peak to 40 minutes for all those going to either the Terminal or downtown Oakland. Off-peak and weekend headways would be reduced from every 30 minutes to every 60 minutes for the same group of customers. The agreement signed with the TMA stipulates AC Transit will provide 20-minute service during the peak hour to 12<sup>th</sup> Street BART specifically, meaning this alternative would require re-negotiating that agreement.

**Exhibit 3 – Line 19 Alternating Trips Map**

