

Proposed Transportation Program for Alameda Point Existing Businesses

Transportation Commission
January 24, 2018



Outline

- Alameda Point TDM Overview
- What is TDM?
- Status of Plan Implementation
- Proposed Transportation Programs and Fees
- Next Steps



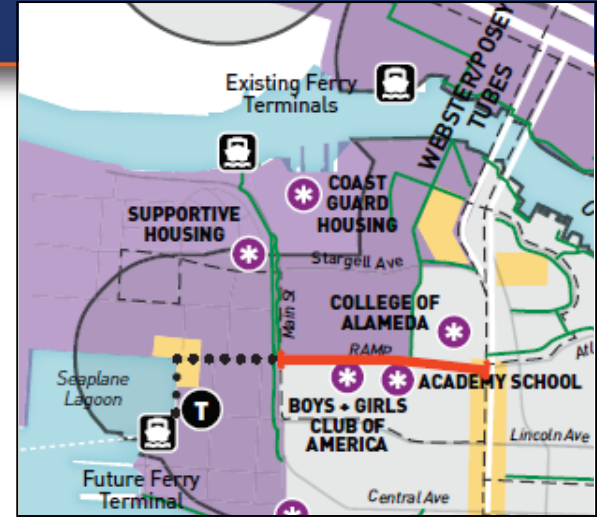
Alameda Point TDM Overview

- Create a transit-oriented development and mitigate traffic impacts:
 - Form a TMA
 - Require all property owners and businesses to fund TDM
 - Provide fast and frequent common transit services
 - Develop transportation programs and incentives
 - Manage parking efficiently
 - Manage monitoring, reporting and compliance



Alameda Point Projects

- Fully Funded Projects
 - Existing Line 96 to BART
 - Provide Awareness Campaign
 - Construct Cross Alameda Trail
 - Construct Appezzato Pkwy
 - Dedicated Bus Lanes
 - Improve Central Avenue



Alameda Point Projects (cont.)

- Other Priority Projects
 - Seaplane Lagoon Ferry Terminal
 - Bus Service
 - Fruitvale BART to Main Street Ferry
 - Appezzato Pkwy Bus Service
 - “Last Mile” Connections
 - Stargell Bikeway and Bus Queue Jumps
 - Main Street Bikeway Gap Closure



Alameda Point Projects (cont.)

- Long Term Projects
 - West End Bicycle/Pedestrian Bridge
 - Transit/Bicycle Tube
 - BART to Alameda



What is TDM?

- Transportation Demand Management
 - Shifts trips to higher-efficiency modes
 - Shifts trips to more sustainable modes
 - Shifts the timing of trips
 - Links trips
 - Eliminates or avoids trips



How Does TDM Work?

- Congestion: small changes yield big results
- Moving 90 people:
 - 90 drive alone vehicles take up 720 feet
 - 2 person carpools take up 360 feet
 - 3 buses take up 105 feet

= improved travel time, reliability, air quality,
environment and quality of life



What is the Alameda TMA?

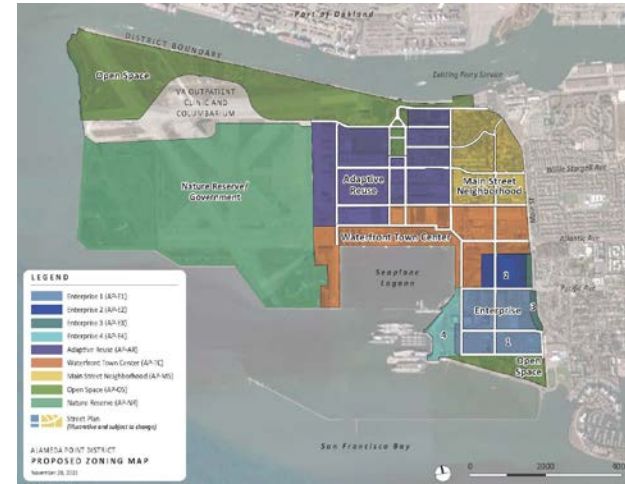
- Public/private non-profit funded via tenant fees and property owner special taxes
- Establishes, manages and markets programs, services and policies
- Initially establishes two Project Area Committees (PAC) to serve Alameda Point and N. Waterfront with potential to expand Citywide

Board and PACs comprised of businesses, property owners, residents, and City staff



Status of Plan Implementation

- Formed Alameda TMA and prepared budget
- Implemented bike share
- Launched TMA website and brochure
- Created special tax district for private property owners and developers
- Submitted Draft MOU to AC Transit for Dedicated Alameda Point Bus Service between SPL Ferry and BART
- Obtained funding for SPL Ferry Terminal



Proposed Transportation Programs for Existing Businesses

1. Bike Share (*complete*)
2. Information and marketing (*complete*)
3. AC Transit EasyPasses
4. Subsidized Carpool (e.g., Scoop, Waze)
5. Incentivized Bike Commuting



Approach to Developing Options

- Prepare program with extensive tenant input
- Focus on low-cost and fast options for employees
- Prepare options that can be scaled up or transitioned to more intensive options
- Develop a fee that varies by use and employee density



Bike Share

- **Description:** Dock-less bike share network maintained by vendor:
 - AP destinations
 - Main Street Ferry Terminal
 - Webster St. transit connections and retail
 - Park Street
- **Population:** Visitors and employees
- **Cost:** \$0 (users pay \$1.00/30 minutes)
- **Status:** Complete



Information/Marketing

- **Description:** Develop and launch website, brochure and transportation awareness campaign
- **Population:** Employees and visitors
- **Cost:** Varies; initial costs covered by City grant
- **Implementation:** Ongoing
- **Status:** Initial launch complete



AC Transit EasyPasses

- **Description:** Subsidized discounted passes with AC Transit
 - Modify existing Line 96 along W. Monarch St and W. Tower Avenue
 - 30-minute frequency; Mon-Sun 6:30 am to 10:30 pm; 30-55 person vehicles
- **Population:** Employees
- **Cost:** \$90-100/pass
- **Implementation:** Service changes and EasyPasses by August 2018
- **Status:** Support from Inter-agency committee and AC Transit staff; ongoing stakeholder meetings



Subsidized Carpooling

- **Description:** Subsidized carpooling through a company, such as Scoop or Waze; guaranteed ride home:
 - Commute trips not conducive to transit
 - Longer distance commutes
- **Population:** Employees
- **Cost:** Subsidies can range from \$2 to \$12/trip
- **Implementation:** May 2018
- **Status:** Commenced contract negotiations



Incentivized Bike Commuting

- **Description:** Incentivizes bicycle commuting through contract with RideReport, a bicycle tracking company:
 - Rewards employees who commute to Alameda Point via bike
 - Allows employers to further incentivize bike commuting
 - Tracks bike commuting data
- **Population:** Employees
- **Cost:** \$10,000 for participation; \$2,000 for incentives
- **Implementation:** May 2018
- **Status:** Commenced contract negotiations



Other Considerations

- Additional TDM programs and services to be provided with special tax revenues from private properties at Alameda Point
- Alternative programs considered, but not preferred by tenants
 - Branded electric vehicles
 - Private shuttles
 - Contract with Chariot, private commuter service



Next Steps

- Recommended Approvals:
 - Alameda TMA – January 24, 2018
 - Transportation Commission – January 24, 2018
 - City Council – February/March 2018
- Fee Collection Commences – April 2018
- Initial Program Commencement – May 2018
 - Subsidized Carpooling
 - Incentivized Bike Commuting



Line 96 Modifications –¹⁹August 2018