

CITY OF ALAMEDA RESOLUTION NO. _____

AUTHORIZING THE CITY OF ALAMEDA TO RATIFY THE
TRANSPORTATION DEMAND MANAGEMENT (TDM) FEE AMOUNT
FOR EXISTING TENANTS IN ALAMEDA POINT

WHEREAS, by Resolution No. 14891 the City Council of the City of Alameda certified the Final Alameda Point Environmental Impact Report ("FEIR") (State Clearinghouse No. 201312043) under the California Environmental Quality Act ("CEQA"), California Public Resources Code Section 21000 *et seq.* and adopted written findings and a Mitigation Monitoring and Reporting Program ("MMRP") on February 4, 2014, for the Alameda Point Project; and

WHEREAS, the City Council approved the Transportation Demand Management Plan for Alameda Point on May 20, 2014 (Alameda Point TDM Plan), a crucial component of the City's approach to addressing the City's transportation issues associated with the reuse and redevelopment of Alameda Point and to mitigate the transportation impacts identified in the FEIR; and

WHEREAS, the intent of the Alameda Point TDM Plan is to provide strategies, measures and services that are combined into a comprehensive program to create the envisioned transit-oriented development at Alameda Point, to achieve the City of Alameda's General Plan goals to reduce automobile trips, and in particular, targets the reduction of solo driving trips, and to mitigate potential traffic impacts from existing and new development; and

WHEREAS, the adoption of the Alameda Point TDM Plan is required by the City's General Plan and the FEIR; and

WHEREAS, the Alameda Point TDM Plan requires all property owners, residents, and employers of Alameda Point to fund, comply with, and collaboratively manage, monitor and continuously improve upon the Alameda Point TDM Plan to successfully create a transit-oriented development, mitigate traffic impacts, and comply with the General Plan; and

WHEREAS, since approval of the Alameda Point TDM Plan, the City has taken active steps to implement the Alameda Point TDM Plan including applying and receiving a grant from the Metropolitan Transportation Commission (MTC) to retain expert TDM consultants to help the City implement the TDM Plan at Alameda Point with developers, property owners and existing businesses; and

WHEREAS, the City, in conjunction with these consultants, have accomplished numerous tasks to date, including the following: (1) facilitated the formation of the Alameda Transportation Management Association (Alameda TMA), a stand-alone nonprofit, that will oversee the ongoing implementation of the TDM Plan at Alameda Point and in the Northern Waterfront area with potential for expansion citywide; (2)

established a Community Facilities District (CFD 17-1) for services requiring a special tax on private property at Alameda Point to fund transportation services and programs (among other public services) consistent with the TDM Plan; (3) developed compliance worksheets for new members and ongoing monitoring and reporting forms, and conducted annual traffic counts in Alameda Point starting in 2015; (4) prepared a budget for overhead costs; (5) developed an Alameda TMA website, www.alamedatma.org (6) prepared a draft Memorandum of Understanding with AC Transit for bus service from Alameda Point to the 12th Street BART Station; (7) implemented the dockless bike share program with LimeBike; (8) conducted outreach and obtained input from existing business about the TDM Plan and the transportation needs of existing businesses and prepared a start-up program and financial plan, including a proposed fee for existing businesses, for the first three years of transportation services and programs at Alameda Point targeted at existing businesses at Alameda Point; and

WHEREAS, the Alameda TMA was established as an independent non-profit organization that oversees the ongoing implementation of the Alameda Point TDM Plan and the Northern Waterfront transportation mitigation area requirements with potential for expansion citywide; and

WHEREAS, in January 2018, the Alameda Point Project Area Committee, the Alameda TMA Board and the Transportation Commission approved a transportation program and corresponding TDM fees for existing Alameda Point businesses for the first three years, which is the culmination of significant outreach and input from tenants at multiple meetings in 2017; and

WHEREAS, based on current cost estimates developed by the City's TDM expert, the transportation programs are expected to cost approximately \$100,000 in 2018, \$177,000 in 2019 and \$261,000 in 2020; and

WHEREAS, funds from TDM fees paid by existing tenants in Alameda Point are expected to pay for the transportation programs that will be implemented by the Alameda TMA, and will be transferred from the City to the Alameda TMA and expended consistent with the Alameda Point TDM Plan per this resolution; and

WHEREAS, fees paid by existing tenants beyond the first three years will not have more than a five percent annual increase in the business fee charges until the existing tenant TDM fees equal the rate of the special taxes of the private properties that are generated for transportation purposes.

NOW, THEREFORE, BE IT RESOLVED, that the City Council:

1. Ratifies the TDM fee amount as shown in the Proposed Financial Plan for Transportation Programs from TDM Fees (Attachment A).

EXHIBIT A

Alameda Point 3-Year Budget Planning

Exhibit A

Revised Jan 10, 2018

2018 Expenses		
Management	\$ 30,500	<i>(detail below)</i>
Carpools	\$ 10,000	
RideReport	\$ 12,000	
1000 EZ Passes	\$ 45,000	<i>(Aug. start)</i>
Total	\$ 97,500	

Assessments & Revenues:	
90% storage	\$0.02
Industrial	\$0.04
Mixed Use	\$0.07
Office/Retail	\$0.09

Total Revenues \$ 98,123

Excludes property sales for 2018.

2019 Expenses	
Management	\$ 61,700
Carpools	\$ 10,000
RideReport	\$ 10,000
1000 EZ Passes	\$ 90,000
Total	\$ 171,700
3% increase	\$ 5,151
Total Expense	\$ 176,851

Assessments & Revenues:	
90% storage	\$0.05
Industrial	\$0.08
Mixed Use	\$0.12
Office/Retail	\$0.15
Sub-total	\$ 182,653
Est. Property Sales*	\$ 86,473
Total Est. Revenues	\$ 269,126

*Includes Bladium, Blg 91, Blg 9

2020 Expenses	
Management	\$ 92,900
Carpools	\$ 15,000
RideReport	\$ 10,000
1500 EZ Passes (1)	\$ 135,000
Total	\$ 252,900
3% increase	\$ 7,587
Total Expense	\$ 260,487

Assessments & Revenues:	
90% storage	\$0.06
Industrial	\$0.12
Mixed Use	\$0.18
Office/Retail	\$0.22
Sub-total	\$ 265,821
Est Property Sales*	\$ 279,472
Total Est. Revenues	\$ 545,293

*Includes Blg 8, Bladium, Blg 91, Blg 9

TMA Management Detail	Total Cost
ED Contract	(grant funded)
Insurance	\$ 5,000
Office & meeting exp.	\$ 3,000
Accounting	\$ 12,000
website and marketing	\$ 5,000
misc.	\$ 1,000
annual surveys, counts	\$ 35,000
Total	\$ 61,000
50% Share*	\$ 30,500

*Alameda Pt pays 50% of common expenses

2019	
ED Contract	\$ 31,200
Other Expenses	\$ 30,500
Total Alameda Pt	\$ 61,700

2020	
ED Contract*	\$ 62,400
Other Expenses	\$ 30,500
Total Alameda Pt	\$ 92,900

ED may be full time \$ 104,000

(1) assumes 500 more AC Transit passes

Alameda Point 3 Year Assessment Plan

revised Dec 19, 2017

Name	SF	SF	Blk #	Address	Use	2018 Rate	Monthly	Annual	Annual	2019 Rate	Monthly	Annual	2020 Rate	Monthly	Annual
707 West Tower Ave LLC	80,907		9	707/9 W. Tower Ave.	Special	\$0.55			\$0	\$0.55	12	\$44,499	\$0.55	12	\$44,499
Advanced Roofing Services	4,000		612	1450 Viking St.	Industrial	\$0.04	\$13	\$160		\$0.08	\$2667	\$320	\$0.12	\$40	\$480
Aircraft Carrier Hornet Foundation*	100,000		Pier 3	1399 Ferry Point Pier 3	Industrial	\$0.04	\$333	\$4,000		\$0.08	\$6667	\$8,000	\$0.12	\$1,000	\$12,000
Alameda Development Corporation	314		1	950 W. Mall Sq.	Business/Office	\$0.09	\$2	\$28		\$0.15	\$393	\$47	\$0.22	\$6	\$69
Alameda Naval Air Museum	21,136		77	2151 Ferry Pt	Industrial	\$0.04	\$70	\$845		\$0.08	\$14091	\$1,691	\$0.12	\$211	\$2,536
Alameda Point Collaborative	9,795	89,018	607	677 and 650 W. Ranger Av	Business/Office	\$0.09	\$741	\$8,893		\$0.15	\$1,235.16	\$14,822	\$0.22	\$1,812	\$21,739
Alameda Point Redeveloper	270,000		8	2350 Saratoga St	Special	\$0.55			\$0	\$0.55	\$000	\$0	\$0.55	\$12,375	\$148,500
Alameda Point Storage Inc.	229,420		50 & 51 Oriskany	50 & 51 Oriskany Ave	90% Storage	\$0.02	\$382	\$4,588		\$0.05	\$955.92	\$11,471	\$0.06	\$1,147	\$13,765
Antiques By The Bay	25,747		18 & NWT	2700 Saratoga St.	Retail	\$0.09	\$193	\$2,317		\$0.15	\$321.84	\$3,862	\$0.22	\$472	\$5,664
Astra Space	17,335		397	1690 Orion St.	Industrial	\$0.04	\$58	\$693		\$0.08	\$115.57	\$1,387	\$0.12	\$173	\$2,080
Auctions By the Bay	63,972		20	2701 Monarch St	Mixed Use	\$0.07	\$373	\$4,478		\$0.12	\$639.72	\$7,677	\$0.18	\$960	\$11,515
Auctions By the Bay	23,208		525	2751 Todd St	Mixed Use	\$0.07	\$135	\$1,625		\$0.12	\$232.08	\$2,785	\$0.18	\$348	\$4,177
Bay Ship & Yacht	2,700		292	1450 Ferry Pt	Industrial	\$0.04	\$9	\$108		\$0.08	\$18.00	\$216	\$0.12	\$27	\$324
Bladium Inc.	104,000		40	800 W. Tower Ave.	Special	\$0.55			\$0	\$0.55	\$4,766.67	\$57,200	\$0.55	\$4,767	\$57,200
Complete Coach Works	14,997		24	2301 Monarch St. Suite 101	Industrial	\$0.04	\$50	\$600		\$0.08	\$99.98	\$1,200	\$0.12	\$150	\$1,800
Container Storage	53,200	17,789	338 & 608	51 W. Hornet Ave & 50 W.	90% Storage	\$0.02	\$118	\$1,420		\$0.05	\$295.79	\$3,549	\$0.06	\$355	\$4,259
Delphi Productions	106,000		39	950 W. Tower Ave.	Industrial	\$0.04	\$353	\$4,240		\$0.08	\$706.67	\$8,480	\$0.12	\$1,060	\$12,720
Dreyfuss Capital	8,107		29	1701 Monarch St	90% Storage	\$0.02	\$14	\$162		\$0.05	\$33.78	\$405	\$0.06	\$41	\$486
Faction Brewing LLC	32,500		22	2501 Monarch St.	Mixed Use	\$0.07	\$190	\$2,275		\$0.12	\$325.00	\$3,900	\$0.18	\$488	\$5,850
Ferrous Investment							\$0	\$0			\$0.00	\$0		\$0	\$0
Google	16,888		19	2175 Monarch St	Business/Office	\$0.09	\$127	\$1,520		\$0.15	\$211.10	\$2,533	\$0.22	\$310	\$3,715
Google	110,561		11	1190 W. Tower Ave	Business/Office	\$0.09	\$829	\$9,950		\$0.15	\$1,382.01	\$16,584	\$0.22	\$2,027	\$24,323
Google	65,400		400A	1150 West Tower Avenue	Industrial	\$0.04	\$218	\$2,616		\$0.08	\$436.00	\$5,232	\$0.12	\$654	\$7,848
Kai Concepts	28,636		168	1651 Viking St.	Business/Office	\$0.09	\$215	\$2,577		\$0.15	\$357.95	\$4,295	\$0.22	\$525	\$6,300
La Costa Pacifica Inc	18,160		25	1951 Monarch St Suite 300	Industrial	\$0.04	\$61	\$726		\$0.08	\$121.07	\$1,453	\$0.12	\$182	\$2,179
Maritime Administration	88,783		168	1651 Viking St.	Business/Office	\$0.09	\$666	\$7,990		\$0.15	\$1,109.79	\$13,317	\$0.22	\$1,628	\$19,532
Matson	53,785		167	1500 Ferry Pt	Industrial	\$0.04	\$179	\$2,151		\$0.08	\$358.57	\$4,303	\$0.12	\$538	\$6,454
Natel Energy	65,000		23	2401 Monarch St	Industrial	\$0.04	\$217	\$2,600		\$0.08	\$433.33	\$5,200	\$0.12	\$650	\$7,800
Navigator Systems	31,394		14	1800 Ferry Point	90% Storage	\$0.02	\$52	\$628		\$0.05	\$130.81	\$1,570	\$0.06	\$157	\$1,884
North Waterfront Cove LLC							\$0	\$0			\$0.00	\$0		\$0	\$0
NRC Environmental Services	16,603		15	1605 Ferry Pt	Business/Office	\$0.09	\$125	\$1,494		\$0.15	\$207.54	\$2,490	\$0.22	\$304	\$3,653
NRC Environmental Services	1,800		68	1610 Ferry Pt.	Business/Office	\$0.09	\$14	\$162		\$0.15	\$22.50	\$270	\$0.22	\$33	\$396
Pacific Automated	37,234		25	1951 Monarch St #200	Industrial	\$0.04	\$124	\$1,489		\$0.08	\$248.23	\$2,979	\$0.12	\$372	\$4,468
Pacific Fine Foods	2,965		42	2480 Monarch St	Industrial	\$0.04	\$10	\$119		\$0.08	\$19.77	\$237	\$0.12	\$30	\$356
Pacific Pinball Museum	43,355		169	1680 Viking St	Storage/Assembly	\$0.02	\$72	\$867		\$0.05	\$180.65	\$2,168	\$0.06	\$217	\$2,601
Power Engineering	55,471		166	1501 Viking St. Suite 200	Industrial	\$0.04	\$185	\$2,219		\$0.08	\$369.81	\$4,438	\$0.12	\$555	\$6,657
Proximo/Hangar 1	32,444		22	2505 Monarch St.	Mixed Use	\$0.07	\$189	\$2,271		\$0.12	\$324.44	\$3,893	\$0.18	\$487	\$5,840
Rain Defense	25,000		Lot	2451 Hancock St.	Industrial	\$0.04	\$83	\$1,000		\$0.08	\$166.67	\$2,000	\$0.12	\$250	\$3,000
Rock Wall Wine Company, Inc.	40,868		24	2301 Monarch St, Suite 101	Mixed Use	\$0.07	\$238	\$2,861		\$0.12	\$408.68	\$4,904	\$0.18	\$613	\$7,356
Saildrome	110,561		12 & 400	1050 W. Tower Ave & 115C	Industrial	\$0.04	\$369	\$4,422		\$0.08	\$737.07	\$8,845	\$0.12	\$1,106	\$13,267
St. George Spirits Inc.	65,000		21	2601 Monarch St	Mixed Use	\$0.07	\$379	\$4,550		\$0.12	\$650.00	\$7,800	\$0.18	\$975	\$11,700
Steeltown Winery LLC	5,220		43	2440 Monarch St.	Industrial	\$0.04	\$17	\$209		\$0.08	\$34.80	\$418	\$0.12	\$52	\$626
Sustainable Technologies	12,156	1,640	163 & 414	1800 Orion St Ste. 101 & 118	90% Storage	\$0.02	\$23	\$276		\$0.05	\$57.48	\$690	\$0.06	\$69	\$828
Turn Key Show Productions	8,080		459	101 W. Tower Ave	90% Storage	\$0.02	\$13	\$162		\$0.05	\$33.67	\$404	\$0.06	\$40	\$485
WETA	28,000			Pier 3	Business/Office	\$0.09	\$210	\$2,520		\$0.15	\$350.00	\$4,200	\$0.22	\$513	\$6,160
Williams Sonoma	43,355		169	1680 Viking St	Industrial	\$0.04	\$145	\$1,734		\$0.08	\$289.03	\$3,468	\$0.12	\$434	\$5,203
Wonky & Wonky Kitchen LLC	5,073		44	2400 Monarch St.	Industrial	\$0.04	\$17	\$203		\$0.08	\$33.82	\$406	\$0.12	\$51	\$609
Wrightspeed Powertrains Inc.	109,293		41	650 W. Tower Ave	Industrial	\$0.04	\$364	\$4,372		\$0.08	\$728.62	\$8,743	\$0.12	\$1,093	\$13,115
AP Building 91, LLC	52,223		91	651 W Tower Ave	Special	\$0.55	\$2,439		\$0	\$0.55	\$2,439.39	\$29,273	\$0.55	\$4,393.88	\$52,923
TOTAL	2,341,646						\$8,177	\$98,123	\$0			\$269,125			\$545,293

No special assessments
in 2018

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I, the undersigned, hereby certify that the foregoing Resolution was duly and regularly adopted and passed by the Council of the City of Alameda in a regular meeting assembled on the 15th day of May, 2018, by the following vote to wit:

AYES:

NOES:

ABSENT:

ABSTENTIONS:

IN WITNESS, WHEREOF, I have hereunto set my hand and affixed the official seal of said City this 16th day of May, 2018.

Lara Weisiger, City Clerk
City of Alameda

APPROVED AS TO FORM:

Janet C. Kern, City Attorney
City of Alameda