

## Executive Summary

This Annual Report for the Alameda Landing Transportation Demand Management Program (“TDM”) covers the time periods of September 2015 through December 2016 and January 2017 through December 2018. This represents the third (3<sup>rd</sup>) and fourth (4<sup>th</sup>) Annual Reports for the Alameda Landing TDM Program. The TDM is operated by the West Alameda Transportation Management Association and is herein referred to as the “WATMA”.

The years 2016 and 2017 represented two (2) years of growth for the TDM in every aspect of its operations including (1) an overall increase in ridership on mass transit options by residents, employees and visitors, (2) outreach to employers and homeowners, (3) increased awareness of the WATMA and TDM program, (4) partnerships with AC Transit and the City of Alameda, (5) inter-agency cooperation and establishment of new transit options, (6) expansion of private and public sector partnerships that embody the vision of the original TDM concept and (7) reaching financial stabilization eliminating the need for Catellus to provide gap funding for Phase One services as defined below.

Areas of growth and goals for 2018 include:

- Continued discussion with City Staff about joining the larger Alameda TMA;
- Continue and expand business relations with AC Transit for marketing of services including Line 96, Transbay and Easy Pass;
- Continued discussion with AC Transit and WATMA Board to enact Easy Pass Program to all residents and employees at Alameda Landing;
- Possible creation of WATMA office within Alameda Landing;
- Additional outreach and marketing to smaller employers at Alameda Landing;
- New marketing materials;
- Continued discussions with other stakeholders regarding the planned water shuttle;
- Continued planning of water transportation options;
- Study feasibility of ground transit connection to Main St. ferry;
- Improve/expand relations with major employers (Safeway)

## Occupancy Rates

The current occupancy rates at Alameda Landing are summarized in Table 1 below:

**Table 1: Occupancy Rates at Alameda Landing**

Land Use Type	2016	2017
Commercial	291,000 square feet	291,000 square feet
Residential	150 units (sold and closed)	210 units (sold and closed)
Office	6,500 square feet	6,500 square feet

## ***Survey Results***

As required by the TDM, annual transportation surveys of both the commercial tenants and residents of Alameda Landing occurred in 2016 and 2017. A key finding of these surveys is the use of various transit options by the Alameda Landing community.

The 2016 and 2017 employee surveys showed a slight increase in drive alone trips (Table 2) from surveys of previous years (2013-2015). The slight increase is within the normal +/- factor of survey calculations.

This increase is attributed to several factors, including: increased hiring in off-peak commute times when the Alameda Landing Express (“ALE”) BART shuttle is not operating, availability and pricing of housing in Alameda and Oakland forcing employees to live further away (also reflected in lower percentage of bike and walk commuters). Although retail service sector jobs are traditionally high turnover, several Alameda Landing managers expressed concern over the unusually high turnover rate of employees (one such restaurant had 100% turn over three (3) times in one (1) year). This makes alternative transit options less viable and will be a continued challenge going forward.

Employee participation, however, in other commute modes increased, especially the use of local bus options largely attributable to increased transit service to/from Alameda Landing by AC Transit starting in the spring of 2017 with Line 96 service. The WATMA actively marketed the new Line 96 service to Alameda Landing residents and employees throughout the Spring of 2017.

### **AC Transit reported the following Line 96 statistics from the Summer of 2017:**

<b>Weekday ON:</b>	<b>404 riders</b>	<b>Weekday OFF:</b>	<b>481 riders</b>
<b>Saturday ON:</b>	<b>264 riders</b>	<b>Saturday OFF:</b>	<b>301 riders</b>
<b>Sunday ON:</b>	<b>82 riders</b>	<b>Sunday OFF:</b>	<b>103 riders</b>

**Table 2: Mode Split of Employee Survey Respondents at Alameda Landing**

<b>Commute Mode</b>	<b>2016</b>	<b>2017</b>
Drive Alone	62.00%	63.00%
Alameda Landing Express	24.00%	21.00%
Bus (AC Transit)	9.00%	13.00%
Bicycle	3.0%	1.5.0%
Walk	1.50%	1.00%
Dropped-Off/TNC/Taxi	0.50%	0.50%

A detailed summary of the commercial survey results has been attached as Exhibit 1.

The 2016 survey was the initial outreach to TriPointe and Bayport residents regarding their commute patterns. An overwhelming majority (90%) of residents surveyed were aware of the WATMA and its services, including the ALE BART shuttle. Almost 50% of all residents surveyed had tried the shuttle and over 20% use it as their preferred commute choice at least twice a week (Tables 3 and 4). Combined with other options, approximately 35% of residents

surveyed use some type of commute alternative. A large percentage of TriPointe residents work in either Oakland or San Francisco. These are areas with access and congestion challenges and with limited and expensive parking options. The ALE BART shuttle and Line 96 both offer timely and cost-effective services to downtown Oakland and BART.

**Table 3: Mode Split of Residential Survey Respondents**

The 2017 transportation survey for TriPointe residents was conducted exclusively through Survey Monkey. The TriPointe HOA assisted the WATMA by promoting the survey through its community social networking sites as well as through their Fall HOA meeting. In the end, a total of 64 surveys were completed, a representative sampling of over 30% of TriPointe residents. The survey results were overwhelmingly positive in both alternative transit use (63% combined non SOV) and familiarity (95%) of the WATMA and its programs

<b>Commute Mode</b>	<b>2016</b>	<b>2017</b>
Drive Alone	64.80%	37.70%
Alameda Landing Shuttle	15.40%	54.70%
Bus (AC Transit)	5.50%	1.90%
Bicycle	5.50%	0.00%
Carpool	5.50%	0.00%
Walk	2.20%	1.90%
Dropped-off/Picked-up	1.10%	3.80%

**Table 4: Shuttle Usage of Resident Respondents**

<b>Shuttle Usage</b>	<b>2016</b>	<b>2017</b>
3-5 days per week	15.20%	43.70%
1-2 days per week	5.40%	7.80%
A few times per month	11.60%	10.90%
Less than once per month	16.10%	10.90%
Never	51.80%	26.50%

A detailed summary of the residential survey results has been attached as Exhibit 2.

A key component of the Alameda Landing TDM Program is the ALE BART shuttle, connecting Alameda Landing with BART (12<sup>th</sup> Street Oakland station). Service began in October 2013 with one 18-seat vehicle.

The service provides 30-minute loop service Monday through Friday, during peak commute times. Based on increased ridership a larger (28-seat) vehicle was put into service in April 2017. Working with AC Transit, the Oakland shuttle stop was relocated in July 2017 to address convenience, safety and access issues. GPS location technology was added to the service in the summer of 2017 to allow passengers to access real time arrival/departure times. At the request of Bike Walk Alameda, the shuttle's bike rack was relocated to the front of the ALE BART shuttle to improve its convenience and safety.

In 2016, monthly boardings averaged 4,257, which is a 27% increase from 2015 at 3,126 boardings per month. In 2017 (Table 5), the monthly boardings averaged 3,961, a slight decrease largely attributable to the new Line 96 bus service by AC Transit that includes convenient bus service through Alameda Landing. AC Transit's Line 96 also offers off-peak and weekend service which is a nice complement to the ALE BART shuttle.

The ALE BART shuttle is used regularly by both residents and employees has resulted in consistent ridership in both directions (to/from BART and to/from Alameda Landing) eliminating 'dead head' trips that are common on many shuttle systems and consistent ridership in both the morning and evening.

**Table 5: 2017 Monthly Ridership for Alameda Landing/BART shuttle**

Month	Target Stop	BART Stop	Monthly Total
January--2017	1,844	1,917	3,761
February--2017	2,133	2,043	4,176
March--2017	2,245	2,370	4,615
April--2017	2,240	2,376	4,616
May--2017	2,068	1,673	3,741
June--2017	2,139	1,596	3,735
July--2017	2,118	1,576	3,694
August--2017	2,450	1,805	4,255
September--2017	2,121	1,567	3,688
October--2017	2,331	1,728	4,059
November--2017	2,022	1,492	3,514
December--2017	2,118	1,567	3,685
<b>Total Boardings:</b>	<b>25,829</b>	<b>21,710</b>	<b>47,539</b>

## Background

Alameda Landing is a public/private partnership between the City of Alameda and Catellus Development Corporation. The project was fully entitled in 2006 for 400,000 square feet of office space, 300,000 square feet of commercial space, and up to 300 dwelling units including fifteen percent (15%) affordable housing, which total 75 affordable homes. Implementation of a TDM Program was a requirement of the project's Mitigation Monitoring and Reporting Program and the Development Agreements with the City of Alameda. On May 14, 2007, the Planning Board approved the TDM Program for Alameda Landing. The overall goal of the Alameda Landing TDM Program is to implement, on a permanently funded basis, programs and measures intended to reduce weekday peak hour drive alone trips, weekday total drive alone trips and total emissions, and to increase awareness and use of alternative modes of transportation.

### ***Phase One of Alameda Landing Development***

Phase One of the TDM Plan required implementation of six preliminary components, which have been completed (Table 6). In 2013, Catellus commenced construction of the backbone infrastructure required to support development of the first phase of the project including demolition of the existing Navy warehouse buildings, the completion of Fifth Street, the completion of a portion of Mitchell Avenue, and associated backbone utility infrastructure. In October 2013, Target opened a 140,000-square foot store. The first phase of the TDM Program was required to be operational from ‘Day One’ of the first day of occupancy for either the 150<sup>th</sup> dwelling unit or the occupancy of the 100,000<sup>th</sup> square foot of commercial development. Phase One of the TDM Program was, therefore, made operational once Target opened for business in October 2013. Catellus, up until the end of 2017, was providing gap funding for Phase One services. The TDM has now reached financial stabilization and Catellus’ gap funding is no longer required as noted in the Revenue and Cost Summary section below.

**Table 6: Summary of Phase One Requirements**

<b>Phase One Requirements</b>	<b>Completion Date</b>
1. An operational Alameda Landing TMA	Completed Oct 2013
2. A part time TDM coordinator to manage the TDM Program	Completed Sept 2013
3. A “Guaranteed Ride Home Program”	Initiated Oct 2013; ongoing
4. A Marketing Program	Initiated Oct 2013; ongoing
5. A Water Shuttle Feasibility Report	Completed Jan 2014

### ***Subsequent Phases of Alameda Landing***

In December 2013, Tri Pointe Homes purchased 13 acres of residential land, which is the first of three (3) phases of residential development. In December 2014, Tri Pointe Homes purchased 4-acres of residential land, which is the second of three (3) phases of residential development. Occupancy of Tri Pointe residential units commenced in the summer of 2015. In January 2015, a Safeway grocery store opened. Other openings during the spring of 2015 included additional restaurants such as Panda Express, Habit Burger Grill and Chipotle. In 2016, several other restaurants and shops opened in Alameda Landing including AT&T, Sport Clips, Hawaiian BBQ, Orange Theory Fitness, Spin Pizza and others.

In May 2017, the Housing Authority of the City of Alameda (HACA) and Resources for Community Development (RCD) opened Stargell Commons, LEED Gold, 32-unit affordable housing project located along Stargell Avenue near Fifth Street. In July 2017, the City Council approved a Master Plan Amendment for Alameda Landing’s 28-acre Waterfront phase. This Master Plan Amendment paved the way for plans to move forward with a 364,000-square foot maritime commercial facility to be operated by Bay Ship & Yacht, a new residential community of roughly 11 acres and approximately 4.5-acre waterfront public plaza and open space. Construction of the Bay Ship & Yacht facility commenced in early 2018 with the remainder parcel commencing construction towards the end of 2018 including the sizeable waterfront stabilization. The residential phase of the waterfront project will include waterfront infrastructure for the planned water shuttle contemplated in the TDM.

## Compliance of TDM Program Requirements

The TDM Program requires the WATMA to submit an Annual Report on the TDM Program to the City. Table 7 below provides a summary of the TDM Program compliance for 2016 and 2017. The below Table 7 provides more detail to requirements #1-4 shown in Table 6 above.

**Table 7: Summary of TDM Program Requirements**

TDM Program Requirement	Status
1 TDM Program expenditures	\$188,689.42 (2016) \$219,533.70 (2017)
2 Shuttle ridership count	In 2016 monthly boardings averaged 4,257. In 2017 monthly boardings averaged 3,961
3 Marketing activity	Completed Alameda Landing, regional and inter-agency partnership activities and web site updates. The WATMA web site was updated in September 2017. Expanded outreach efforts included participation in Target Team Days (twice yearly employee ‘appreciation’ BBQ). Provides an opportunity for direct contact with employees. WATMA staff tabled at events-distributing maps and schedules for the shuttle and Line 96, answering questions regarding transit. Representation at the May and November TriPointe HOA meetings to discuss transit options with residents and Q&A. WATMA staff distributed marketing flyer (attached) to all other AL employers during the summer of 2017. Staff also made contact with managers and staff during the distribution and collection of the Fall transportation survey. Assisted two employers (Famous Dave’s BBQ and Michael’s) with initial efforts to give employees pre-tax commuter incentives.
4 An update concerning implementation of new measures and new activities discussed in the previous Annual TDM Report.	The WATMA staff and Board will investigate the possibility of replacing existing shuttle services with expanded access to Easy Passes for use on the AC Transit Line 96 and other ACT services.
5 A list of TDM Program elements that are planned to be initiated or discontinued over the next year.	Discussion of best use of operating funds—shuttle vs Easy Pass/ACT
6 Web site traffic statistics	Not available
7 Clean Air Vehicles	The ALE BART shuttle vehicle operates on compressed natural gas.

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|----|--|--|
| 8  | A discussion of any new opportunities to implement other peak-hour trip reduction or trip elimination programs: compressed work weeks, telecommuting, staggered hours, flex-time or incentives for local hiring. | The WATMA is working with city staff and Bike/Walk Alameda for a May marketing campaign to include bike safety classes, information on bike routes, AL bike lockers and repair site. This will be coordinated with Bike to Work activities. Most retail and food service employers cannot alter/stagger work times. Many AL employees work non-peak commute hour shifts or begin work after 9AM. 36% of respondents in the AL transportation survey listed Alameda as their city of origin |
| 9  | Financial Incentives   | WATMA staff held several meetings with AC Transit to finalize an Easy Pass program to AL. Final pricing from AC Transit was not received until January 2018.   |
| 10 | Parking Management   | Although there is a designated Park and Ride lot (with approx 25 spaces) located in the Target parking lot, most of the growing 'off-site' users of the AL prefer to park closer to the actual bus stop on 5 <sup>th</sup> Street. This situation is continually monitored by shopping center security to insure adequate retail parking is available to its customers.  |
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## Revenue and Cost Summary

As shown in Table 8 below, the total revenue in 2016 was \$194,109 increased to \$219,533 in 2017. Important to note that the TDM is now self-sustaining as noted below, eliminating the need for Catellus Gap Funding.

**Table 8: Alameda Landing TMA Revenue**

Sources	2016 (Actual)	2017 (Actual)	2018 (Budget)
TriPointe Homeowners	\$47,670.72	\$67,086.94	\$93,685.24
Retail Shops	\$122,640.57	\$127,025.98	\$130,251.88
Catellus Gap Funding <sup>(1)</sup>	\$23,798.19	\$25,420.78	\$0.00
<b>Total Sources</b>	<b>\$194,109.48</b>	<b>\$219,533.70</b>	<b>\$223,937.12</b>

**Notes:**

- (1) Catellus provided bridge funding during commercial and residential build-out to fund Phase One services. Catellus Gap Funding is no longer required now that the WATMA has reached stabilization.

Table 9 below summarizes the expenses for 2016 and 2017 and approved Budget for 2018:

**Table 9: Alameda Landing TMA Costs**

Uses	2016 (Actual)	2017 (Actual)	2018 (Budget)
TDM Manager	\$40,800.00	\$40,800.00	\$45,600.00
Shuttle	\$122,565.01	\$133,380.64	\$134,722.41
Marketing	\$-	\$1,230.04	\$2,400.00
Insurance <sup>(1)</sup>	\$-	\$-	0
Miscellaneous Expenses <sup>(2)</sup>	\$224.49	\$711.05	\$4,193.41
Contingency	\$-	\$-	
Tax Compliance <sup>(3)</sup>	\$560.00	\$12,082.00	\$4,710
Admin/Management Fee <sup>(4)</sup>	\$24,539.92	\$31,329.97	\$28,037.37
<b>Total Uses</b>	<b>\$188,689.42</b>	<b>\$219,533.70</b>	<b>\$219,663.19</b>

**Notes:**

- (1) Insurance for shuttle operations provided by carrier;
- (2) Miscellaneous expenses include office expenses for TMA, reporting fees, filing fees and banking fees;
- (3) 2017 includes Federal and California income tax return preparations for previous three (3) tax years. 2018 reflects approximate annual income tax return preparation going forward;
- (4) Admin/Management Fee is 15% of total expense budget and covers all administrative duties including all payroll, accounting and vendor payments.

## Alameda Landing Shuttle Summary

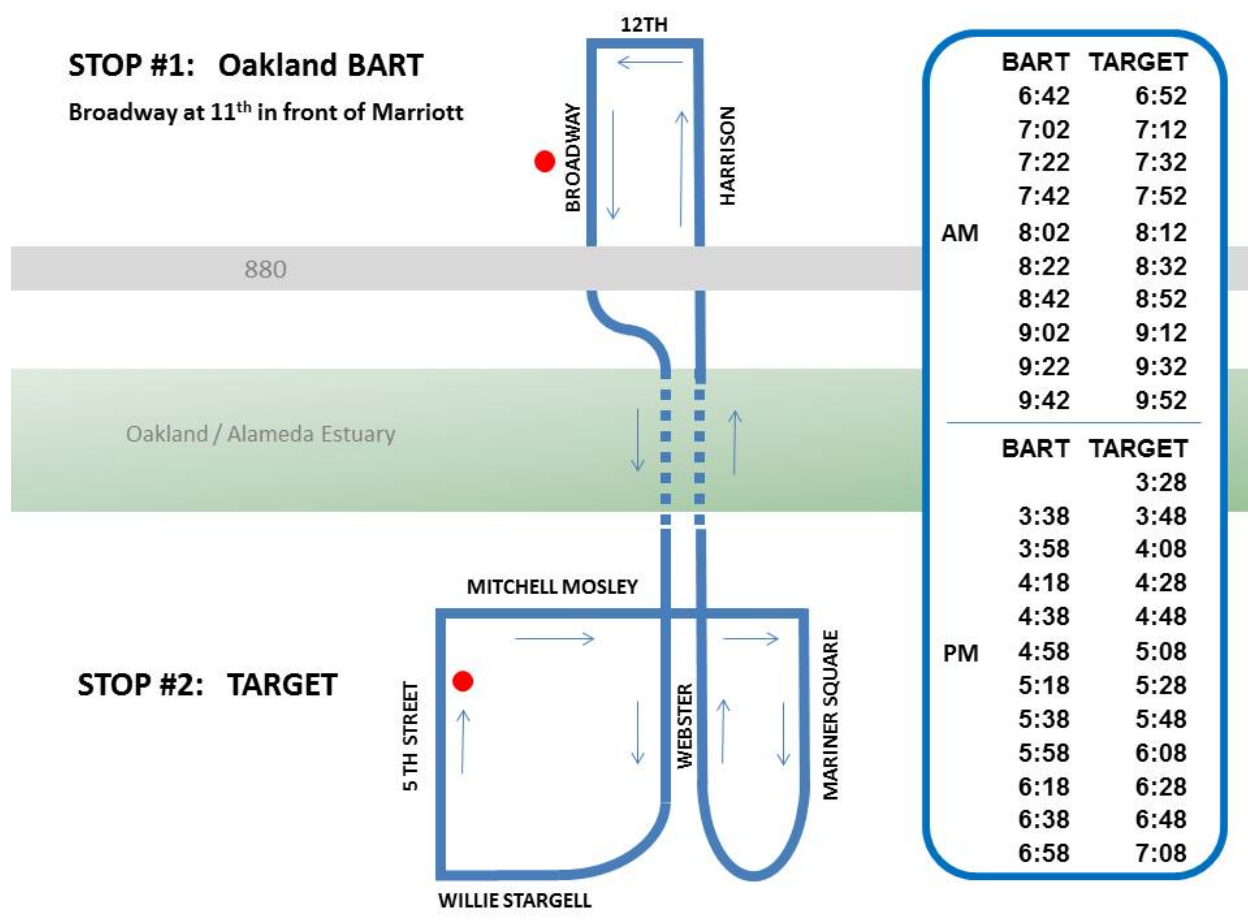
A key component of the Alameda Landing TDM Program is the ALE BART shuttle, connecting Alameda Landing with BART (12<sup>th</sup> Street Oakland station) with a vehicle that has 28 seats. The service provides 30-minute loop service Monday through Friday, during peak commute times (Figure 1). In 2016, the monthly boardings averaged 4,257, which is a 27 percent increase from 2015 at 3,126 boardings per month. 2017 ridership dropped slightly to an average of 3,947 boardings per month largely due to the new Line 96 bus service provided by AC Transit.

The ALE BART shuttle operates at over 60% total capacity—successful by industry standards. It faces similar challenges to most other transit operation—IE--several peak AM/PM runs that are at full capacity and then several other under-utilized runs.

The combination of a successful ALE BART shuttle and this new AC Transit Line 96 bus service is providing the community with strong transportation options. The Board must closely follow the ridership trends of both the ALE BART shuttle and the AC Transit Line 96 to make sure the WATMA is providing the best transit options available.



**Figure 1: Alameda Landing BART Shuttle Route and Schedule**



## Marketing and Outreach

Throughout 2016 and 2017, the WATMA continued its outreach to employees and residents at Alameda Landing, including participation in the Target “Team Appreciation” events, where staff met with Target team members and management to answer questions regarding commute options and distributed marketing materials on TDM program components as well as information and schedules on the AC Transit Line 96.

Staff made presentations at TriPointe Homeowners Association (“HOA”) meetings and worked with TriPointe staff to update the HOA website to include information on the TDM program and links to AC Transit, BART, Bike Walk Alameda and the GRH program. Staff presented information to TriPointe residents on the AC Transit Easy Pass Program in November 2017.



## **Regional Partnerships**

WATMA staff and Board members participated in a stakeholders group of Alameda and Oakland (Zarison/Brooklyn Basin) developers. Discussions centered on jointly addressing transportation issues and the concept of a water shuttle that would serve both sides of the Estuary. This group convened in June 2016 and had several meetings to discuss the political, logistical and economic challenges of starting and operating water based transportation options. Several of the stakeholders have water shuttle requirements in their development agreements or see them as an amenity to their development sites. No formal agreements or arrangements have resulted from the group but it has established a sense of cooperation and discussions of possible shared costs and operations.

The concept of water transportation options remains a core concept to the expanded TDM Plan of Alameda Landing. The 2017 approval of Phase 3 development along the Estuary includes plans for the water shuttle to serve Alameda Landing. The WATMA and developers will continue to work with all stakeholders to further the plans for viable and sustainable water transit.

## **Web Sites**

The WATMA has assisted TriPointe HOA in designing and launching TDM program websites for their residents. These are private sites for resident use only. The WATMA also has maintained and updated the Alameda Landing website ([www.alamedalanding/transportation.com](http://www.alamedalanding/transportation.com)). The websites are designed as a clearinghouse for:

- Information on shuttle programs;
- Information on AC Transit options; link to AC Transit site;
- Information on Alameda ferry service, link to WETA site;
- Information on BART; link to BART trip planning site;
- Information and link to Bike Walk Alameda site;
- Information on the Guaranteed Ride Home program and link to the web site;
- Contact information for the TDM Coordinator.

## **Summary**

Poised for continued growth and success, the WATMA enters a new era of potential increased membership, additional revenues, new programs and additional opportunities to expand this unique partnership between citizens, developers, the City of Alameda, regional transit providers and the administering of the WATMA - that unifies this enterprise.

Alameda residents and employees support public transit and shuttle programs, and have shown a willingness to change commute modes with new or expanded transit services. Similarly, employers and property management groups in Alameda have increasingly used mass transit, shuttles and other TDM strategies to provide transit solutions to current tenants and as a tool to recruit new tenants. This proven willingness to embrace transit alternatives combined with the proven services and expertise of the WATMA will help ensure the continued success of the WATMA and its mission to provide transportation options and information to the residents, visitors and employees of Alameda Landing

## Exhibit 1: Commercial/Retail Employee Survey Summary

### Methodology

Distribution of the 2017 commercial transportation survey was by three methods: (1) electronically by the Alameda Landing Property Management group, Vestar, (2) manually by staff to store managers, and (3) posted on the TMA website during the third and fourth weeks of October. A total of 235 surveys were distributed and 136 were returned. Participation varied between merchants with one of Alameda Landing's largest stores – Safeway – minimally participating in spite of repeated efforts by TMA staff. Other commercial tenants, including Target, Michaels and Spin Pizza were very supportive. The physical distribution and collection of the survey also allowed TMA staff to talk with numerous managers and employees regarding transportation issues impacting Alameda Landing

The 2017 transportation survey for TriPointe residents was distributed by the TMA and the HOA through social media outlets, using Survey Monkey.

### Survey Summary

#### 1. Employer

	2016	2017
Safeway	0%	1%
Target	24%	36%
Michael's	19%	18%
In and Out	13%	20%
Other	44%	25%
(Other: Petco, Orange Theory Fitness, T-Mobile, 1 <sup>st</sup> United Credit Union, Spin Pizza, Chase, Panda Express, )		

#### 2. Please describe your work schedule (this question was not on the 2016 survey)

a. Full-time (more than 30 hours per week) 44%

b. Part-time (less than 30 hours per week) 56%

#### 3. How many DAYS per week do you usually commute to Alameda Landing?

Days/Week	2016	2017
1	1%	1%
2	3%	4%
3	1%	3%
4	21%	28%
5	74%	64%

**4a. What are your normal AM commute times?**

<b>AM Commute Times</b>	<b>2016</b>	<b>2017</b>
5-6 AM	10%	8%
6-7 AM	3%	2%
7-8 AM	23%	21%
8-9 AM	21%	23%
After 9 AM	43%	46%

**4b. What are your normal PM commute hours?**

<b>PM Commute Times</b>	<b>2016</b>	<b>2017</b>
2-3 PM	10%	8%
3-4 PM	8%	11%
4-5 PM	25%	22%
5-6 PM	24%	23%
After 6 PM	33%	36%

**5. What is the (City) origin of your commute?**

<b>Commute Origin</b>	<b>2016</b>	<b>2017</b>
Alameda	34%	36%
Oakland	41%	44%
San Leandro	8%	6%
Other	10%	14%
(Other: Hayward, Walnut Creek, Fremont)		

**6. Are you familiar with the following Alameda Landing transit options?**

<b>Transit Options</b>	<b>2016</b>	<b>2017</b>
Alameda Landing Shuttle	66%	85%
AC Transit	51%	71%
Ride Sharing	11%	10%
Guaranteed Ride Home	18%	28%
None of the above	1%	1%
Note: Some checked multiple		

**7. What is your normal commute method?**

<b>Commute Mode</b>	<b>2016</b>	<b>2017</b>
Drive Alone	62%	64%
Alameda Landing Shuttle	24%	21%
Bus (AC Transit)	9%	13%
Bicycle	3%	1.5%
Walk	1.5%	1.0%
Dropped-Off/Picked-Up	0.5%	0.5%

**8. If you answered Alameda Landing Shuttle above, how do you travel TO the Alameda Landing/BART shuttle?**

	<b>2016</b>	<b>2017</b>
a. Drive Alone	1%	1%
b. BART	77%	75%
c. AC Transit	1%	2%
d. Walk	8%	9%
e. Bicycle	2%	3%
f. Dropped Off	11%	10%

**9. How often do you use the Alameda Landing BART shuttle?**

	<b>2016</b>	<b>2017</b>
a. 3-5 days a week	21%	24%
b. 1-2 days a week	6%	7%
c. A few times per month	5%	5%
d. Less than once a month	1%	1%
e. Never	67%	63%

**Comments regarding transportation options at Alameda Landing**

**Comments (sampling)**

Thanks for bigger bus

Wish shuttle ran all day/night

Can shuttle run mid-day?

Wish shuttle ran more frequently

Carlos is great! (Note: Carlos is the long time shuttle driver)

Thanks for great service

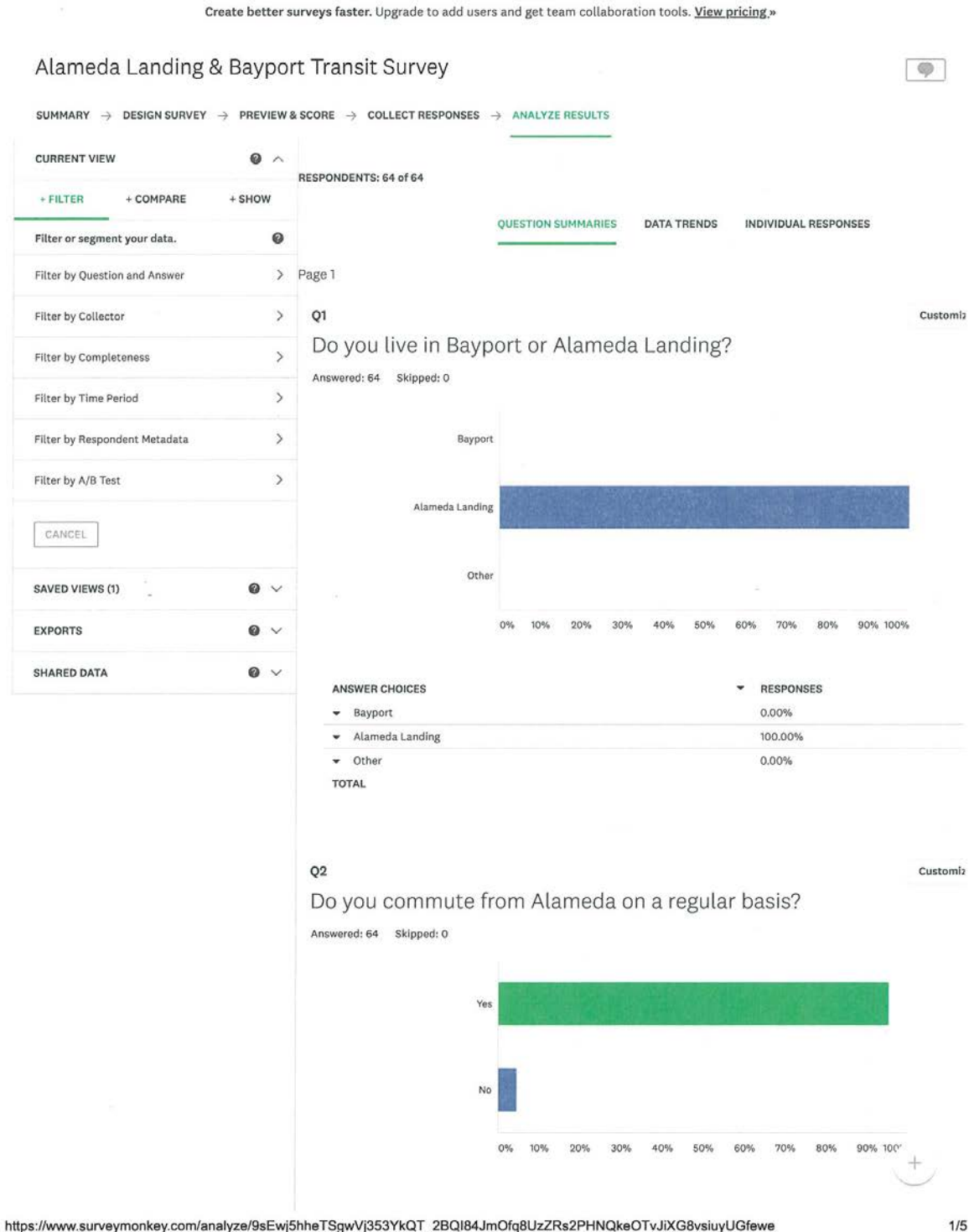
How can we get AC Transit Easy Passes?

I will always drive alone

## Exhibit 2: TriPointe Resident Survey

2/26/2018

SurveyMonkey Analyze - Alameda Landing & Bayport Transit Survey



## ANSWER CHOICES

▼ Yes

▼ No

TOTAL

## ▼ RESPONSES

95.31%

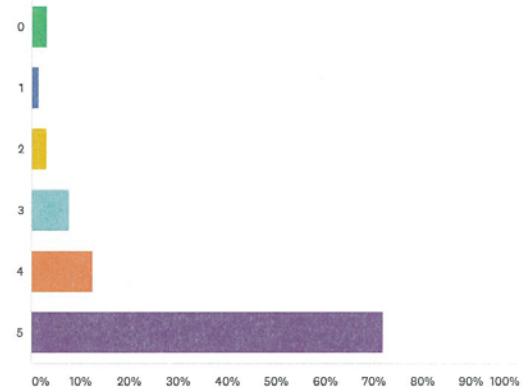
4.69%

Q3

Customiz

How many days per week do you commute?

Answered: 64 Skipped: 0



## ANSWER CHOICES

▼ 0

▼ 1

▼ 2

▼ 3

▼ 4

▼ 5

TOTAL

## ▼ RESPONSES

3.13%

1.56%

3.13%

7.81%

12.50%

71.88%

Q4

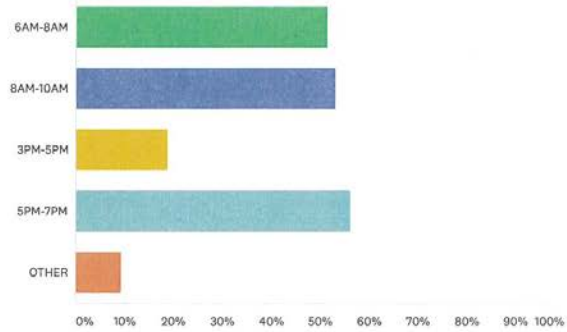
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What are your normal commute times (choose all that apply)?

Answered: 64 Skipped: 0

1/26/2018

### SurveyMonkey Analyze - Alameda Landing & Bayport Transit Survey



#### ANSWER CHOICES

- 6AM-8AM
- 8AM-10AM
- 3PM-5PM
- 5PM-7PM
- OTHER

Total Respondents: 64

#### RESPONSES

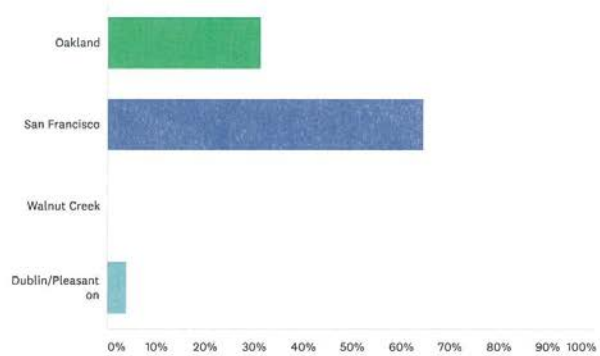
- 51.56%
- 53.13%
- 18.75%
- 56.25%
- 9.38%

Q5

Customiz

What is the destination (City) of your commute?

Answered: 51 Skipped: 13



#### ANSWER CHOICES

- Oakland
- San Francisco
- Walnut Creek
- Dublin/Pleasanton

TOTAL

Comments (13)

#### RESPONSES

- 31.37%
- 64.71%
- 0.00%
- 3.92%

Q6

Customiz

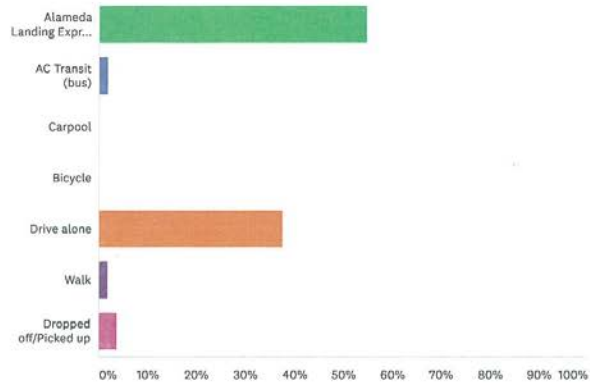
[https://www.surveymonkey.com/analyze/9sEwj5hheTSgwVj353YkQT\\_2BQI84JmOfq8UzZRs2PHNQkeOTvJiXG8vsiuyUGfewe](https://www.surveymonkey.com/analyze/9sEwj5hheTSgwVj353YkQT_2BQI84JmOfq8UzZRs2PHNQkeOTvJiXG8vsiuyUGfewe)

3/5



## What is your normal commute mode?

Answered: 53 Skipped: 11



## ANSWER CHOICES

## RESPONSES

- ▼ Alameda Landing Express to BART
- ▼ AC Transit (bus)
- ▼ Carpool
- ▼ Bicycle
- ▼ Drive alone
- ▼ Walk
- ▼ Dropped off/Picked up

54.72%

1.89%

0.00%

0.00%

37.74%

1.89%

3.77%

## TOTAL

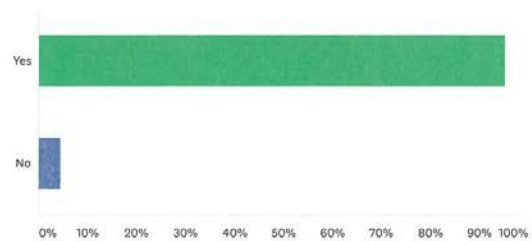
Comments (15)

## Q7

Customiz

Are you familiar with the free shuttle service, the Alameda Landing E that runs between 5th Street (adjacent to Target) and the 12th Stree station in Downtown Oakland?

Answered: 64 Skipped: 0



## ANSWER CHOICES

## RESPONSES

- ▼ Yes
- ▼ No

95.31%

4.69%

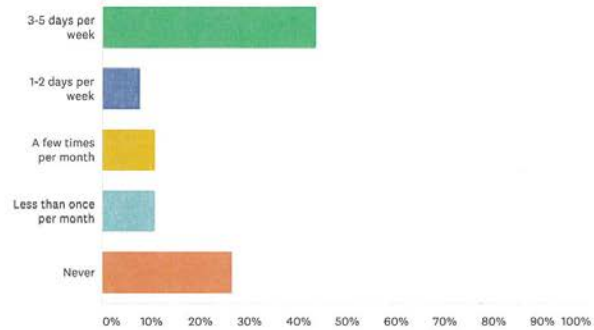
## TOTAL

Q8

Customiz

How often do you use the Alameda Landing Express?

Answered: 64 Skipped: 0



## ANSWER CHOICES

## RESPONSES

3-5 days per week	43.75%
1-2 days per week	7.81%
A few times per month	10.94%
Less than once per month	10.94%
Never	26.56%

TOTAL

ENGLISH

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EXHIBIT 3: MARKETING PIECE USED FOR EMPLOYERS AND HOA MEETINGS  
(AND ON BOARD SHUTTLE)

Alameda Landing Transportation Demand Management Program



**SUMMER 2017 UPDATES AND ANNOUNCEMENTS**

A larger vehicle for the daily BART shuttle service was put into service in April as a response to our growing ridership. Thank you to all our shuttle riders!

The new vehicle seats 28 passengers and is equipped with a front-end bike rack.

NO bikes are allowed inside the vehicle.

New signage for the vehicle has been ordered and will soon be installed.

Please note that we cannot accommodate standing passengers on any vehicle. This is in accordance to California transportation safety regulations.

-----  
The shuttle is equipped with a Global Positioning System (GPS).

You can check actual arrival times for the shuttle on your phone!

It's simple:

1. Use the fleetmatics reveal manager app
2. GPS username: [alamedalanding@sfmetrotrans.com](mailto:alamedalanding@sfmetrotrans.com)
3. Password: welcomealameda

-----  
We will be changing our Oakland shuttle stop beginning Monday, July 3.

The new stop will be on 12<sup>th</sup> Street at Broadway, conveniently located next to the 12<sup>th</sup> Street BART station. This will REPLACE the current stop on Broadway. New signage will be posted at Alameda Landing and Oakland.

-----  
AC Transit has begun service directly to/from Alameda Landing to Oakland!

The Line 96 provides direct service from 6:30 AM through 10:30 PM

Supplementing our shuttle service during peak commute times and offering mid-day and evening services for Alameda Landing residents, employees and visitors.

Visit the AC Transit website for complete route and schedule information.

[http://www.actransit.org/maps/schedule\\_results.php?version\\_id=35&quick\\_line=96&Go=Go](http://www.actransit.org/maps/schedule_results.php?version_id=35&quick_line=96&Go=Go)>

Please visit our website at [www.alamedalanding.com/transportation](http://www.alamedalanding.com/transportation)

