

Alameda Landing Transportation Demand Management Program Report for 2018/2019 And Five Year Report

**For Review and Approval by the West Alameda Transportation Demand
Management Association Board of Directors**



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Executive Summary

This Annual Report for the Alameda Landing Transportation Demand Management Program (“TDM”) covers the (2) time periods of January 1, 2018 through December 31st, 2018 and January 1, 2019 through December 31st, 2019. These time periods cover the fifth (5th) year of the Alameda Landing TDM program and represents the fifth (5th) Annual Report for the Alameda Landing TDM Program. The TDM Plan is administered by the West Alameda Transportation Demand Management Association and is herein referred to as the “WATMA”.

Major accomplishments for the WATMA during its first five years include:

- Formed a non-profit organization that unified the private and public sector entities that provide jobs, housing, and services to Alameda Landing;
- Created a private sector yearly revenue flow of \$200,000+, dedicated to transportation incentives and programs to reduce the use of single occupant vehicle trips to/from Alameda Landing;
- Provided transportation and transit planning information and solutions to hundreds of residents, employees and visitors of Alameda Landing through its website and personal assistance;
- Worked with AC Transit to plan, implement and market new and improved mass transportation options to Alameda Landing and the greater West Alameda communities;
- Exceeded the original trip reduction goals of 10% commercial and 30% residential;
- Operated a daily, peak commute hour shuttle program connecting Alameda Landing directly with BART. Note: This program proved to be immensely popular and the WATMA enlarged the vehicle size and passenger capacity three times in five years;
- Created an ‘ad-hoc’ Park and Ride program in the Alameda Landing parking lot that allowed residents from other parts of Alameda to access the BART shuttle;
- Conducted outreach to residents and employees to promote the TDM program, including attendance at HOA meetings and employee/employer meetings;
- Established relations with management and residents of Stargell Commons to address community transit needs;
- Expanded relations with AC Transit to prepare for distribution of Easy Passes and plan for continued service improvements to the Line 96.

In prior Annual Reports, the WATMA had identified several **key goals for 2018/19**. Those goals and results from the WATMA’s efforts are summarized below:

- Continued discussion with City Staff about joining the larger Alameda TMA (ATMA);
 - RESULT: On-going meetings and discussions with City Staff and the ATMA resulted in a plan for the WATMA to join the ATMA in 2020. This will be an

iterative process with the WATMA Board of Directors voting in December 2019 to enact a transition plan to join the ATMA in 2020. As part of the transition plan, the ATMA will take over managing the WATMA from Catellus effective 8/1/2020 subject to the ATMA and WATMA executing a membership or management contract in early 2020. The contract will stipulate the fixed shared expenses the WATMA will contribute for 2020 (\$3,333.33 per month) and the fixed fee to be paid to AC Transit for its planned Line 96 express bus service (\$16,666.67 per month). The 2020 Budget included in this Report reflects this arrangement.

- Continue and expand business relations with AC Transit for marketing of services including Line 96, Transbay (X/O) and Easy Pass;
 - RESULT: Outreach to the Alameda Landing HOA and Alameda Landing employers continued throughout 2018 and 2019. As such, ridership on the Line 96 has increased; TMA staff also participated in discussions and plans for a new AC Transit Express service that will serve Alameda Landing and Site “A” at Alameda Point. It is anticipated the new service will begin in the Summer of 2020 at which time WATMA will discontinue its daily commuter shuttle and promote AC Transit services
- Continued discussion with AC Transit and WATMA Board to enact Easy Pass Program to all residents and employees at Alameda Landing;
 - RESULT: The WATMA was added to the Alameda TMA Easy Pass contract and will begin offering Easy Passes to Alameda Landing employees and residents in the summer of 2020
- Possible creation of WATMA office within Alameda Landing;
 - RESULT: This goal was postponed as the WATMA considers joining the larger ATMA, which has an office in Alameda Point.
- Additional outreach and marketing to smaller employers at Alameda Landing;
 - RESULT: Outreach continued throughout 2018/19 especially including physical contact with Alameda Landing residents and employers educating them on transportation options during both peak and non-peak hours.
- Continued discussions with other stakeholders regarding the planned water shuttle;
 - RESULT: Conversations with City Staff, BikeWalk Alameda, other West Alameda developers and possible operators continued throughout 2018/19. The approved plans for the next phase of Alameda Landing include water shuttle docking facilities. The dock is expected to be completed as part of the second phase of the Alameda Landing Waterfront public park.
- Study feasibility of ground transit connection to Main St. ferry;
 - RESULT: Discussions with AC Transit and City Staff are ongoing. The AC Transit express bus scheduled for Summer 2020 will provide service for Alameda Landing residents and employees to the new Seaplane Lagoon ferry terminal currently under construction.

- Improve/expand relations with major employers (Safeway)
 - **RESULT:** The WATMA has always had an excellent working relationship with Target. Many of their employees utilize the WATMA's BART Shuttle daily. Safeway's participation over the years has been less consistent.

In 2020, the WATMA will look to further build on its growing momentum with the following goals:

Goals and growth areas for 2020:

- Join the Alameda TMA, adding Alameda Landing as a Project Area Committee (PAC) with representation on the ATMA Board of Directors;
- Disband the WATMA as a non-profit agency;
- Draft and enact transition plan including billing and accounting procedures;
- Continue working with AC Transit, City and Alameda Point PAC (of the ATMA) to finalize all legal and operational issues for the Line 96 Express;
- Phase out Alameda Landing shuttle; outreach to riders with dates and Line 96 information
- Initiate plan for Easy Pass program to Alameda Landing employees;
- Initiate plan for Easy Pass program to TriPointe and Stargell Commons residents;
- Expand ATMA website to include Alameda Landing PAC information;
- Partner with AC Transit for marketing of Easy Pass program and Line 96;
- Review and amend bicycle program and amenities;
- Strengthen Alameda Landing PAC membership and participation;
- Review and adjust AL PAC budget for new/adjusted TDM program components.

Land Uses at Alameda Landing

Alameda Landing is made up of retail, residential, commercial office and maritime commercial uses. Those uses are summarized below:

Table 1: Current Land Uses at Alameda Landing

Land Use Type	2018	2019
Retail	291,000 square feet	291,000 square feet
Residential ⁽¹⁾	253 units (sold and closed)	253 units (sold and closed)
Commercial Office	6,500 square feet	9,012 square feet ⁽²⁾
Maritime Commercial	364,000 square feet	364,000 square feet

(1) Includes 16 moderate rate residential units (excluded from TDM Assessments)

(2) Includes 2,512sf of commercial space within TRI Pointe's residential project

Survey Results

As required by the TDM Plan, annual transportation surveys of both the retail/commercial tenants and residents of Alameda Landing occurred in 2018 and 2019. A key finding of these surveys is the expanded use of various transit options by the Alameda Landing community.

Retail/Commercial

The 2018 and 2019 employee surveys both reflect a decrease in drive alone trips (Table 2) from surveys of previous years. The slight decrease is within the normal +/- factor of survey calculations. Employee participation in other commute modes increased, especially the use of

local bus options largely attributable to improved transit service to/from Alameda Landing by AC Transit starting in 2017 with Line 96 service, which provides greatly expanded hours of service NOTE: The WATMA actively marketed the Line 96 service to Alameda Landing residents and employees. Important to note that many retail jobs positions at Alameda Landing start after 10am.

High turnover in retail service jobs and a robust job market in the Bay Area continue to challenge Alameda Landing employers in hiring and retaining personnel. Limited availability of housing in Alameda and Oakland has forced employees to live further away. These factors make promoting mode change more difficult and make non-SOV commute options less viable.

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

Commute Mode	2018	2019
Drive Alone	61.00%	62.00%
Alameda Landing Express	22.00%	21.00%
Bus (AC Transit)	15.00%	18.00%
Bicycle	1.5%	1.5%
Walk	0.0%	1.00%
Dropped-Off/TNC/Taxi	0.50%	0.50%

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

Residential

The 2018/2019 surveys included TriPointe and Bayport and Stargell Commons residents. An overwhelming majority (81%) of residents surveyed were aware of the WATMA and its services, including the Alameda Landing Express BART shuttle. Almost 50% of all residents surveyed had tried the shuttle and over 30% use it as their preferred commute choice at least twice a week (Tables 3 and 4). Other commute alternatives (to SOV) also increased from past years including increased AC Transit ridership and a dramatic increase in car sharing technology (Uber/Lyft) which is reflective of recent Bay Area trends. Combined, over 55% of residents surveyed use some type of commute alternative.

The 2018 and 2019 transportation surveys for TriPointe residents was conducted through Survey Monkey and hand distribution (at Stargell Commons). The TriPointe HOA assisted the WATMA by promoting the survey through its community social networking sites. WATMA staff attended their Fall HOA meeting to encourage resident participation. Both 2018 and 2019 residential survey returns were above 50%, providing a representative sampling of Alameda Landing residents.

The survey results were overwhelmingly positive in both alternative transit use and familiarity of the WATMA and its programs.

Table 3: Mode Split of Residential Survey Respondents

Commute Mode	2018	2019
Drive Alone	42%	43%
Alameda Landing Shuttle	41%	47%
Bus (AC Transit)	21%	26%
Bicycle	13%	6%

Drop-off/Carpool (incl. TNC)	16%	12%
Walk	18%	6%

NOTE: Some survey responses contained more than one mode

Table 4: Shuttle Usage of Resident Respondents*

Shuttle Usage	2018	2019
3-5 days per week	29%	35%
1-2 days per week	10%	10%
A few times per month	10%	5%
Less than once per month	15%	16%
Never	36%	34%

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

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 alternate transit modes.

Phase One of the TDM Plan required implementation of six preliminary components, which have been completed (Table 5)

Table 5: Summary of Phase One Requirements

Phase One Requirements	Completion Date
1. An operational Alameda Landing TMA	Completed Oct 2013; ongoing
2. A part time TDM coordinator to manage the TDM Program	Completed Sept 2013; ongoing
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

Compliance of TDM Program Requirements

The TDM Program requires the WATMA to submit an Annual Report on the TDM Program to the City. Table 6 below provides a summary of the TDM Program compliance for 2018 and 2019. The below Table 6 provides more detail to requirements #1-4 shown in Table 5 above.

Table 6: Summary of TDM Program Requirements

TDM Program Requirement	Status
1 TDM Program expenditures	\$219,902.98 (2018); \$235,342.78 (2019)

2	Shuttle ridership count	In 2018, monthly boardings averaged 4,533 In 2019 monthly boardings averaged 4,677
3	Marketing activity	Outreach efforts included participation in Target Team Days, providing 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 overcrowding on shuttle, Line 96 transit options and Q&A with residents.
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. Expanded marketing for new services, including bicycle and pedestrian
6	Web site traffic statistics	326 (2018); 368 (2019)
7	Clean Air Vehicles	Shuttle operates on compressed natural gas.
8	A discussion of any new opportunities to implement other peak-hour trip reduction or trip elimination programs: compressed work weeks, telecommuting, staggered hours, flextime or incentives for local hiring.	Proposal to AC Transit for a marketing campaign like the current Line 19 marketing campaign. Changes made to the Line 96 in December 2018 provide Alameda Landing with improved mass transit options. This will be coordinated with proposed distribution of Easy Passes to residents and full time AL employees. Many AL employees work non-peak commute hour shifts and/or begin work after 9AM.
9	Financial Incentives	WATMA staff received finalized pricing and contract for an Easy Pass program to AL.
10	Parking Management	Beginning in the summer of 2018, WATMA staff directed shuttle drivers to begin making an official stop at the Alameda Landing designated Park and Ride lot (with approx 25 spaces). Parking has become an issue with expanded shuttle use by non-Alameda Landing residents who drive and park (all day) to access the service.

Revenue and Cost Summary

Table 7: West Alameda TMA Revenue

Sources	2018 (Actual)	2019 (Actual)	2020 (Budget)
Alameda Landing Residential ⁽¹⁾	\$91,993.53	\$97,872.70	\$100,533.06
Alameda Landing Retail ⁽²⁾	\$130,821.60	\$138,335.59	\$141,421.21
Alameda Landing Office ⁽³⁾	\$0.00	\$0.00	\$0.00
Alameda Landing Maritime Commercial ⁽⁴⁾	\$0.00	\$0.00	\$0.00
Interest Income	\$116.04	\$628.31	\$63.44
Total Sources	\$222,931.17	\$236,836.60	\$242,017.71

Notes:

- 1) Residential revenue is generated from 237 market rate residential units plus 2 ground floor commercial units paying at the commercial rate;
- 2) Retail revenue is based on the shopping center's occupied square footage currently estimated at 279,350sf;
- 3) Office will contribute its TDM assessments once occupied;
- 4) Maritime Commercial will contribute its TDM assessments once occupied.

Table 8: West Alameda TMA Costs

Sources	2018 (Actual)	2019 (Actual)	2020 (Budget)
TDM Manager	\$45,412.50	\$45,600.00	\$26,600.00
Shuttle	\$134,404.06	\$147,907.00	\$88,060.00
Marketing	\$113.62	\$458.00	\$350.00
Insurance ⁽¹⁾	\$0.00	\$0.00	\$500.00
Misc. Expenses ⁽²⁾	\$4,003.36	\$4,070.89	\$3,178.31
Tax Compliance ⁽³⁾	\$7,286.38	\$6,610.00	\$2,926.67
Management Fee ⁽⁴⁾	\$28,683.06	\$30,696.89	\$17,763.06
ATMA Shared Expenses ⁽⁵⁾	\$0.00	\$0.00	\$16,666.67
AC Transit Express Contributions ⁽⁶⁾	\$0.00	\$0.00	\$83,333.33
Total Uses	\$219,902.98	\$235,342.78	\$239,378.04

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) Reflects annual income tax return preparation;
- 4) Per the WATMA's Management Contract with Catellus, the Management Fee is 15% of total expense budget and covers all administrative duties including all payroll, accounting and vendor payments.
- 5) WATMA will contribute a fixed \$16,666.67 per month starting 8/1/2020 towards AC Transit Express bus service.
- 6) WATMA will contribute a fixed \$3,333.33 per month starting 8/1/2020 to the ATMA for its share of operating expenses including, but not limited to the TDM Manager, marketing, insurance, miscellaneous expenses and all tax compliance.

Alameda Landing Shuttle

The Alameda Landing/BART shuttle is a key component of the TDM program. The service provides 30-minute loop service Monday through Friday, during peak commute times. The service began in 2013 with an 18-seat passenger vehicle; based on increased ridership the vehicle size has been increased twice. The current vehicle seats 30 passengers and is equipped with handrails, bike racks and GPS location technology, allowing passengers to access real time arrival/departure times.

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

With the advent of expanded AC Transit service to Alameda Landing (providing all day/night service with direct stops at AL) the Board is resolved to phasing out the ALE BART shuttle in the summer of 2020 when AC Transit will initiate its Line 96 Express service to Site A (Alameda Point), which will also provide service to Alameda Landing. Using available TDM funds the AL PAC will administer the distribution of Easy Passes to residents and employees and increased marketing of ACT services.

Table 9: 2018 Monthly Ridership for Alameda Landing/BART shuttle

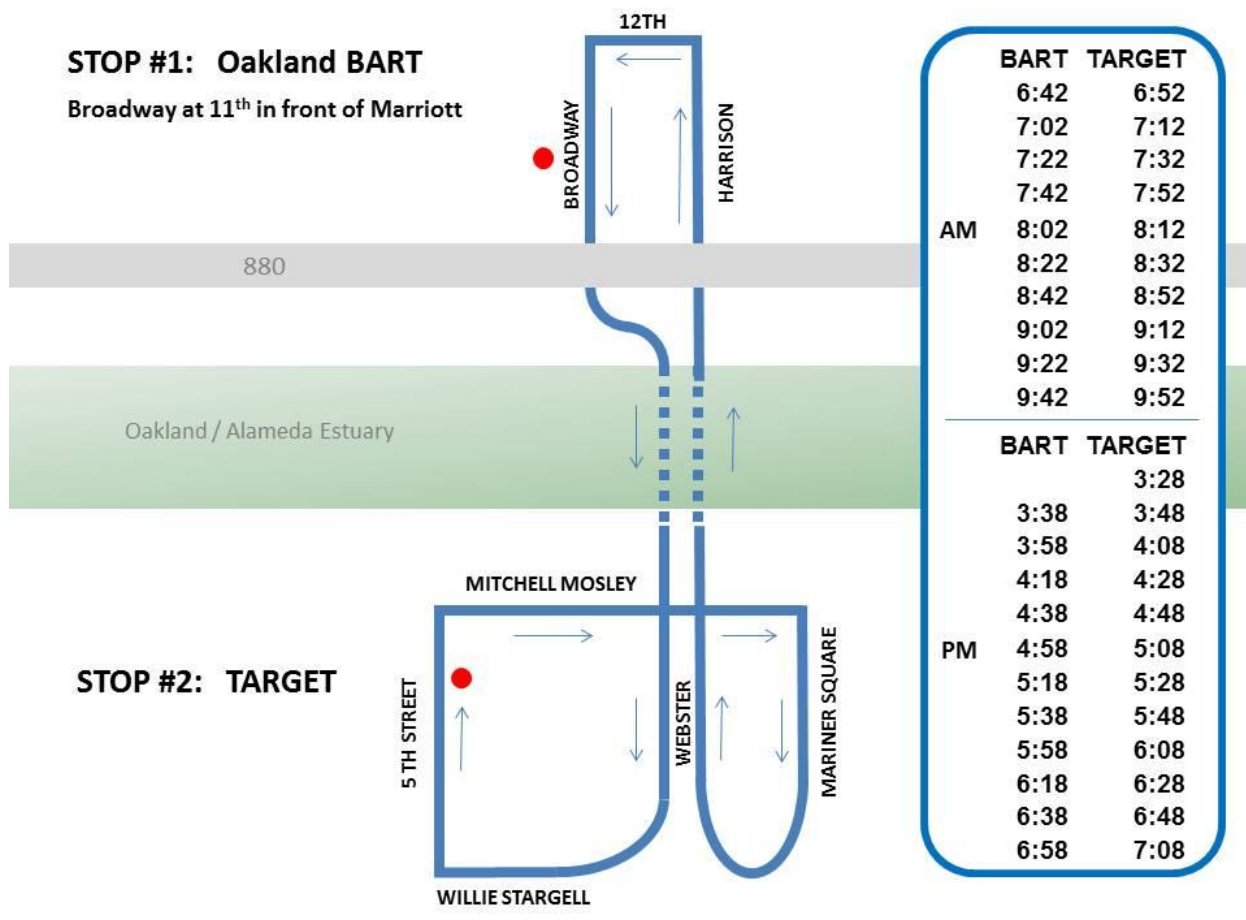
Month	Target Stop	BART Stop	Monthly Total
January--2018	2,238	1,668	3,906
February--2018	2,106	1,616	3,722
March--2018	2,323	1,782	4,105
April--2018	2,482	2,388	4,870
May--2018	2,592	2,476	5,068
June--2018	2,462	2,313	4,775
July--2018	2,399	2,139	4,538
August--2018	2,307	2,724	5,031
September--2018	1,922	2,327	4,249
October--2018	2,436	2,315	4,751
November--2018	2,358	2,395	4,753
December--2018	2,233	2,391	4,624
Total Boardings:	27,858	26,534	54,392

Table 10: 2019 Monthly Ridership for Alameda Landing/BART shuttle

Month	Target Stop	BART Stop	Monthly Total
January--2019	1,932	1,956	3,888
February--2019	2,181	2,290	4,471
March--2019	2,188	2,400	4,588
April--2019	2,512	2,441	4,953

May--2019	2,569	2,147	4,716
June--2019	2,307	1,984	4,291
July--2019	2,658	2,301	4,959
August--2019	2,673	2,250	4,923
September--2019	2,693	2,189	4,882
October--2019	2,702	2,269	4,971
November--2019	2,657	2,153	4,810
December (partial)	1,359	1,169	2,528
Total Boardings	28,431	25,549	53,980

Figure 1: Alameda Landing BART Shuttle Route and Schedule



Summary

In its five years of existence, the West Alameda Transportation Demand Management Association has become a vital part of the Alameda Landing residential and commercial communities. Providing a daily and reliable shuttle service, many residents, employees and visitors have grown to rely on this service as their primary daily mode of transportation to/from Alameda Landing. Use of the shuttle and of the Line 96 has increased every year. Combined, 39% of Alameda Landing employees that responded to the 2019 survey indicated they take some

mode of non SOV transportation. 44% of Alameda Landing residents responding to the survey ride the shuttle at least 3-5 times a week

Residents have asked for the shuttle to also serve as a ‘feeder’ shuttle to the TransBay bus service stop and/or the Main Street ferry terminal. Based on several factors (schedule, route logistics, monetary) expansion is not a current option. The WATMA has worked closely with AC Transit in planning an Express service that will begin in July 2020 and serve the Seaplane Lagoon Ferry terminal.

WATMA staff ride and monitor the shuttle on a regular basis, interacting with riders and also working with new drivers. High driver turnover was a constant challenge in 2019, reflecting a trend throughout the Bay Area as the demand for transit and shuttle drivers has reached an all-time high with the proliferation of private sector shuttles and increased hiring from many public transit agencies.

Additionally, ridership on AC Transit’s Line 96 has increased every year since its inception. Alameda Landing is well served by the Line 96 (one of the first stops off from Oakland and one of the last stops leaving Alameda) and provides mid-day, evening and weekend service. This is especially important since a large percentage of commercial (especially food service) workers have been unable to utilize the shuttle and its peak commute hours of operation. With the strategy of phasing out the shuttle and supplying residents and full-time employees with an Easy Pass, the continued usage increase by employees and residents of AC Transit services is encouraging. The ATMA has continually marketed the Line 96 while also providing a reliable shuttle service. The combined effect has been to ‘train’ riders for mass transit commute options. The original TDM Plan contains this very concept—build public trust and comfort with dependable service, then turn this service over to the local public transit agency.

Poised for continued success and expansion to the larger Alameda TMA, the WATMA enters a new era of additional opportunities. The completion of the Alameda Landing waterfront development will provide additional revenue for the Board to apply new and improved TDM services on land and water.

A proven willingness by Alameda residents and employees 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 and the entire City of Alameda.

The WATMA was formed in 2013 as a TDM requirement of the Master Development Plan for the Alameda Landing development site. The Five Year Success Criteria, as defined in the Alameda Landing TDM Plan, is: (1) a 10% reduction in peak hour residential trips; and (2) a 30% reduction in peak hour commercial/retail trips. As detailed in this five year report (and previous annual reports) the initial residential and commercial trip reduction goals have been exceeded and the WATMA has achieved its trip reduction goal for five years. The WATMA has exceeded all original concepts and goals detailed in the original Alameda Landing TDM Plan, approved by City Council in May 2007.

Exhibit 1: Commercial/Retail Employee Survey Summary

Methodology

Based on survey participation and returns from the past four years, the distribution of the 2018 and 2019 commercial transportation surveys was exclusively by ATMA manually to store managers. A total of 215(2018) and 200 (2019) surveys were distributed and 142 (2018) and 122 (2019) were returned. Participation varied between Alameda Landing merchants. The physical distribution, several follow-up visits and the collection of the surveys also allow TMA staff to meet and talk with managers and employees regarding transportation issues impacting Alameda Landing. Several managers also shared other non-transportation issues, including high turnover, the need for increased sales, and a desire for a greater ‘buy-in’ from local residents.

The 2018 and 2019 transportation surveys for TriPointe residents were distributed by the WATMA and the HOA through its neighborhood social media outlets. The surveys to the residents of Stargell Commons were hand delivered by WATMA staff to the site property management team, which circulated them to residents.

Survey Summary

1. Employer

	2018	2019
Safeway	1%	0%
Target	28%	41%
Michael’s	18%	18%
In and Out	15%	10%
Other	36%	31%
(Other: Petco’s Unleashed, Orange Theory Fitness, T-Mobile, , Chase, Chipotle, Panda Express, Dave’s BBQ)		

2. Please describe your work schedule:

- a. Full-time (more than 30 hours per week): 41%(2018) 39% (2019)
- b. Part-time (less than 30 hours per week): 59%(2018) 61% (2019)

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

Days/Week	2018	2019
1	1%	1%
2	3%	3%
3	5%	4%
4	30%	28%
5	61%	64%

4a. What are your normal AM commute times?

AM Commute Times	2018	2019
5-6 AM	8%	6%
6-7 AM	3%	2%
7-8 AM	19%	17%
8-9 AM	21%	24%
After 9 AM	49%	51%

4b. What are your normal PM commute hours?

PM Commute Times	2018	2019
2-3 PM	9%	7%
3-4 PM	12%	13%
4-5 PM	21%	19%
5-6 PM	24%	26%
After 6 PM	34%	25%

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

Commute Origin	2018	2019
Alameda	36%	38%
Oakland	44%	40%
San Leandro	5%	6%
Other	15%	16%
(Other: Hayward, Walnut Creek, Fremont)		

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

Transit Options	2018	2019
Alameda Landing Shuttle	84%	82%
AC Transit	75%	78%
Ride Sharing	16%	3%
Guaranteed Ride Home	33%	29%
None of the above	1%	1%
Note: Some checked multiple		

7. What is your normal commute method?

Commute Mode	2018	2019
Drive Alone	61%	62%
Alameda Landing Shuttle	22%	20%
Bus (AC Transit)	15%	16%
Bicycle	1.5%	1.5%
Walk	1%	0.0%
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?

	2018	2019
a. Drive Alone	0%	0%
b. BART	77%	79%
c. AC Transit	5%	3%
d. Walk	7%	6%
e. Bicycle	2%	2%
f. Dropped Off	9%	10%

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

	2018	2019
a. 3-5 days a week	26%	25%
b. 1-2 days a week	10%	12%
c. A few times per month	5%	7%
d. Less than once a month	1%	2%
e. Never	58%	54%

Comments regarding transportation options at Alameda Landing

Comments (sampling)

- Bring back our regular driver (multiple)
- Thanks for bigger bus (multiple)
- Wish shuttle ran all day/night
- Thanks for great service
- When/how do we get AC Transit Easy Passes?
- I will always drive alone! (this response is received EVERY year!)

Exhibit 2: 2018 and 2019 Resident Survey Summary

1. Where do you live within Alameda Landing?

2018 (110 total responses)

Linear	30.28%
Cadence	33.94%
Symmetry	21.10%
Stargell Commons	14.68

2019 (96 total responses)

Linear	43.01%
Cadence	26.88%
Symmetry	27.96%
Stargell Commons	4.15%

2. Do you commute to/from work from Alameda on a regular basis?

2018

Yes	80.00%
No	20.00

2019

Yes	84.95%
No	15.05%

TOTAL

3. How many days per week do you commute from Alameda?

2018

1-2 days/week	12.75%
3-4 days/week	30.39%
5 or more days/week	56.86%

2019

1-2 days/week	13.64%
3-4 days/week	22.73%
5 or more days/week	63.64

4. What time does your typical commute begin? (Check all that apply)

2018

6 AM - 8 AM	60.00%
8 AM - 10 AM	42.86%
3 PM - 5 PM	13.33%
5 PM - 7 PM	22.86%

7 PM or later	6.67%
Other	8.57%
2019	
6 AM - 8 AM	58.89%
8 AM - 10 AM	52.22%
3 PM - 5 PM	17.78%
5 PM - 7 PM	28.89%
7 PM or later	11.11%
Other	8.89%

5. What is the destination of your typical commute?

2018

Oakland	26.67%
San Francisco	48.57%
Peninsula	5.71%
Dublin/Pleasanton	0.00%
Fremont/Hayward/San Leandro	1.90%
Other	17.14%

2019

Oakland	20.22%
San Francisco	57.30%
Peninsula	6.74%
Dublin/Pleasanton	1.12%
Fremont/Hayward/San Leandro	1.12%
Other	13.48%

6. What is your normal commute mode? (Check all that apply)

2018

Drive Alone (Including Motorcycle/Moped)	40.37%
Alameda Landing Express BART Shuttle	21.10%
AC Transit (Bus)	33.03%
Walk	16.51%
Ferry	33.03%
Bicycle/Scooter	17.43%
Uber/Lyft	12.84%
Other	43.12%

2019

Drive Alone (Including Motorcycle/Moped)	43.33%
Alameda Landing Express BART Shuttle	46.67%
AC Transit (Bus)	25.56%

Walk	5.56
Ferry	35.56%
Bicycle/Scooter	4.44%
Uber/Lyft	12.22%
Other	12.22%

7. How familiar are you with the Alameda Landing Express (free shuttle to 12th Street BART station)?

2018

Very familiar	61.11%
Somewhat familiar	19.44%
Not at all familiar	19.44%

2019

Very familiar	65.59%
Somewhat familiar	29.03%
Not at all familiar	5.38%

8. How often do you use the Alameda Landing Express?

2018

3-5 days per week	28.70%
1-2 days per week	10.19%
A few times per month	10.19%
Less than once per month	14.81%
Never	36.11%

2019

3-5 days per week	34.78%
1-2 days per week	9.78
A few times per month	5.43%
Less than once per month	16.30%
Never	33.70%

9. How would you use a water shuttle to Oakland's Jack London Square? (Check all that apply)

2018

Commute to/from work	29.90%
Recreation (dining, shopping, etc.) during the week	61.86%
Recreation during the weekend	86.60%

2019

Commute to/from work	34.09%
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Recreation (dining, shopping, etc.) during the week	67.05%
Recreation during the weekend	92.05

10. What do you feel is most important for a free shuttle service? 2018

Scheduling. The shuttle-schedule should match my commute-time needs.	60.75%
Convenience. The shuttle-stops should be at locations that are convenient for me.	25.23%
Inclusive features. The shuttle should accommodate bicycles and/or scooters.	2.80%
Technology. I should be able to look up shuttle arrivals and departures in real time on my mobile device.	11.21%

2019

Scheduling. The shuttle-schedule should match my commute-time needs.	63.44%
Convenience. The shuttle-stops should be at locations that are convenient for me.	26.88%
Inclusive features. The shuttle should accommodate bicycles and/or scooters.	2.15%
Technology. I should be able to look up shuttle arrivals and departures in real time on my mobile device.	7.53%