MEMORANDUM

to **Gail Payne, City of Alameda**

from **Joan Chaplick and Molly Cooney-Mesker, MIG, Inc.**

re **Transit and TDM Plans, Community Workshop summary**

date **May 12, 2016**

Introduction

On May 5, 2016 the City of Alameda convened a community workshop to review and discuss existing conditions, goals, objectives, key findings, and opportunities related to transit and Transportation Demand Management (TDM) in Alameda. The City has initiated an effort to prepare a Transit Plan and a City-Wide TDM Plan and this workshop was the first of several outreach activities that will be conducted to include community members in the process. The City and consultant team will use the feedback received during this meeting to inform the goals and objectives of the plans. Approximately 30 individuals participated. City Councilmembers Marilyn Ezzy Ashcraft and Tony Daysog, and AC Transit Board of Director Elsa Ortiz were also in attendance.

Joan Chaplick, MIG, served as the meeting facilitator and moderator. After reviewing the agenda and calling the group to order, she introduced Jennifer Ott, the City of Alameda's Chief Operating Officer, Alameda Point. Jennifer welcomed participants and presented an overview of the purpose and background of the Transit and TDM Plan. She explained how the TDM Plans are building on the City's ongoing transportation planning efforts and responding to direction provided by City Council. She also reviewed the planning process and timeline. The current phase of the project includes the existing conditions analysis, defining goals and objectives, and engaging the community. The Final Plan is scheduled for adoption Summer 2017.

Members of the consultant team, Brian Soland and William Hurrell, CDM Smith, presented local economic and transportation trends, key concepts and supporting data, and best practices and technologies guiding the planning effort. Following each topic presented, there were polling questions to which participants could respond in real-time using a hand-held clicker. The poll results were displayed instantly and anonymously in the PowerPoint presentation and are included in the following section of this summary. The complete presentation is available on the City's website.

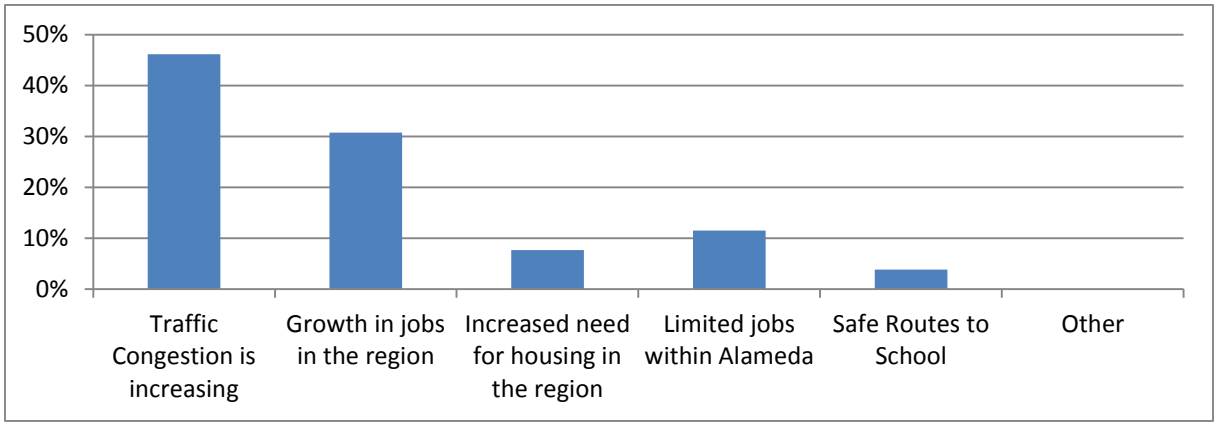
Participant Responses

In an effort to learn more from the participants and keep them engaged throughout the presentation, participants were asked a series of polling questions. Their responses were used to both validate and explore the community's perspective on various topics.

Participant Characteristics: Of those participating in the meeting, 80% lived in Alameda. 12% worked full time in Alameda, 40% worked outside of Alameda, 20% percent worked at multiple sites (including Alameda), and 28% responded N/A to the question of where you work.

Following several slides describing current transportation and land use related conditions in the City, participants were asked the following questions:

Graph 1: Of the topics listed which do you think has the biggest impact on transportation in Alameda?



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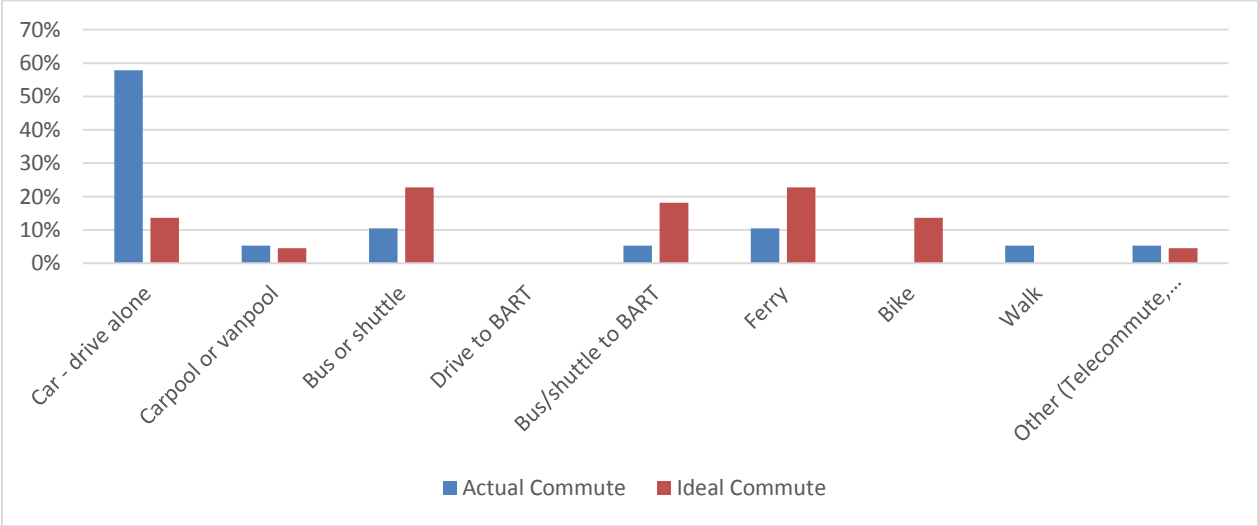

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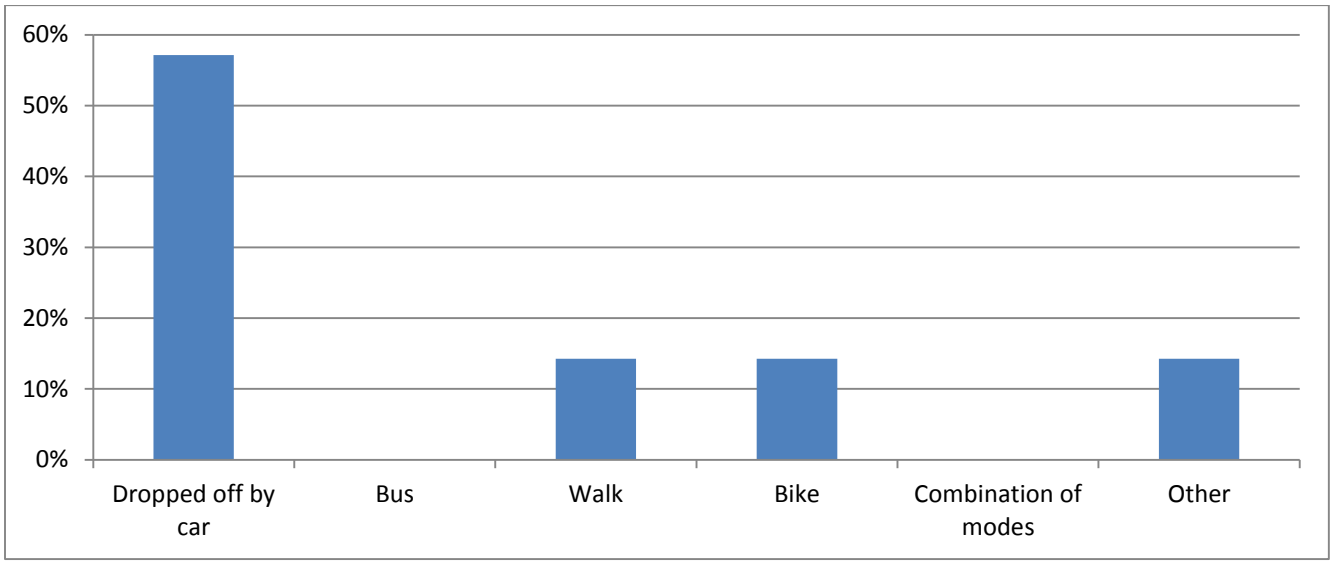
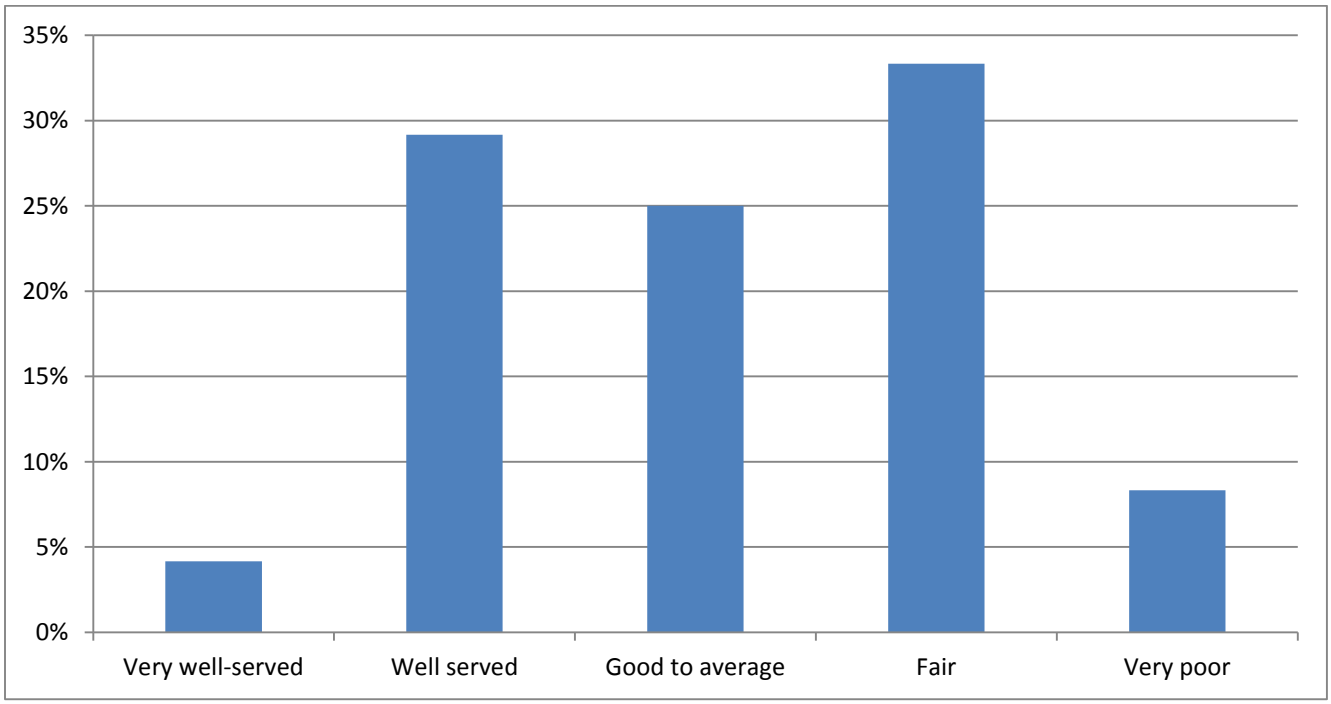


**Twenty-one percent of workshop participants indicated they were a parent or guardian of school age children.*

Graph 5: On a scale of 1-5, how do you feel the City of Alameda is served by public transit? (consider range of options and service levels)



Thirty-three percent of the participants responded that they believe the city is "very well" or "well" served by transit service while 42% believe the city is "fairly" or "very poorly" served by transit. The current conditions report shows a robust system that includes: frequent bus service, two ferry terminals, and access to multiple BART stations. The small group discussions revealed several issues that contribute to participants' feeling that Alameda is well not very well served by transit.

Small Group Discussions: Key Concepts

Following the presentation, participants were asked to get into four small groups. Each group was led by project team facilitators who recorded the discussions on flip charts. The groups were asked to discuss the key concepts from presentation. The concepts included: 1) Congestion is increasing; 2) Housing and Jobs are Growing; 3) Regional Commute patterns are changing; 4) Alameda is a multimodal city; 5) Alameda is well-served by Transit; 6) Transportation Demand Management (TDM) Improves Transportation Options. Participants were asked to share their experiences and opinions related to the topics and help identify any other viewpoints, data or suggested analysis the project team should consider. A representative from each small group summarized their group's discussion for the large group.

Below are key points provided by workshops participants during the small group discussions, organized by concept. Points that were mentioned by multiple groups are bolded.

A. CONGESTION IS INCREASING

- Factors that contribute to congestion in Alameda include:
    - Trucks at Alameda Landing / the tubes
    - Trucks stop in the street, not at in loading areas
    - I-880 accidents
    - Road construction on Fruitvale
- Ample parking encourages driving and some retail establishments are providing too much parking
- People drive through Marina Village at high speeds

- There is significant traffic/congestions in Alameda on weekends

Suggested strategies to address congestion

- Improved signage could help people traveling to the beach travel through the City more efficiently
- Consider congestion pricing at island crossings

B. HOUSING AND JOBS

- The jobs are on the Peninsula and South Bay. There is a need for ferry service to the Peninsula/South SF from Harbor Bay

C. REGIONAL COMMUTE PATTERNS ARE CHANGING

- Congestion in Alameda is tied to the congestion in the region
- Commute trips only make up 20-30% of trips
    - Shifting non-work trips away from single occupancy vehicles is important
    - Shopping centers attract people from around the region

D. ALAMEDA IS A MULTIMODAL CITY

- The bike lanes on Main Street need improvement
- There's a need for motorcycle/scooter parking
- There's limited parking at Ferry; embrace small, interim steps to resolve parking at ferry

Suggested strategies to increase multimodal opportunities

- Offer a transit option that is between a bus and a shuttle— e.g. a micro-bus
- Carshares are needed in more locations such as the Chestnut Encinal Market
- Improve bike facilities at ferry terminals

E. ALAMEDA IS WELL SERVED BY TRANSIT

- AC Transit is the backbone of the transportation in Alameda
- Connections to Ferry:
    - The bus to the ferry is not reliable; people would use the ferry more if the bus was reliable
    - There's also a need for an off-peak bus to the ferry
    - Need bus service along Main Street to the ferry
    - Bus service to the ferry should be revaluated in light of increased ferry service
- Issues related to frequency and reliability of transit:
    - Some routes are chronically late; route times should be adjusted
    - Buses bunch; lines O, W and 51A were cited
    - Alameda lacks the density for frequent service
    - Too many transfers are required for getting around the island
- The East End needs additional service. AC Transit's proposed Option 1 (not implemented) services the East End and the Ferry

- There is a need for a park and ride at Alameda Landing and other places with transit connections
    - Free parking influences people's willingness to take transit
- **Bus routes to popular destinations (e.g. Harbor Bay, Downtown Oakland and Berkeley, entertainment districts should be more direct and run later (on weekends); these routes currently take too long**
- Bart:
    - The capacity of Bart parking limits people's ability to take Bart
    - There is a perception that Bart it crowded and dirty
- There is no last minute paratransit available. There's a need for a program equivalent to Guaranteed Ride Home.
- There is a perceived lack of school buses or shuttles

Suggested strategies to improve transit

- Make bus and ferry schedules readily available and accessible through:
    - Accurate real-time arrival information
    - Publish an insert in the newspaper
- Space out buses and diversity routes
- Shuttles:
    - Gain understanding of gaps in shuttle service
    - Receive input on shuttle from community
    - Raise awareness about shuttles
    - Add shuttles between South Shore and Alameda Landing
    - Increase communication and coordination between the multiple shuttle services
    - Use the shopping center parking for shuttles to Bart

F. TRANSPORTATION DEMAND MANAGEMENT IMPROVES TRANSPORTATION OPTIONS

- Consider how paid/free parking affect neighborhoods
- Transportation Demand Management (TDM) needs a more understandable and positive name- consider re-naming!
- Developers/business owners needs to be involved in TMD strategy/process

Suggested strategies for TDM in Alameda

- Expand rideshare opportunities:
    - Rideshare services eliminate the need to park
    - There is a need for more casual carpool
- Schools could group kids/families together for coordinated walking and busing

Large Group Discussion: Goals and Objectives

Meeting participants reconvened in a large group and there was a facilitated discussion about two draft TDM goals and their corresponding objectives. Meeting participants were asked: 1) "What do you think about the Goals and Objectives?" 2) "Are there other areas we should be covering?" The large group discussion was recorded on flip charts and in notes typed by City staff. The key points from the discussion are below under the respective goals and objectives.

Goal 1: No increase in drive alone trips in the peak period at island crossings

Transit Objectives

- Objective 1.A: Improve transit travel times during commute hours at island crossings
- Objective 1.B: Improve transit reliability and speed at island crossings
- Objective 1.C: Improve access to transit options, including BART, ferry and transbay bus
- Objective 1.D: Increase public awareness and perception of transit options

Transportation Demand Management Objectives

- Objective 1.E: Provide Transportation Demand Management programs and strategies to reduce drive alone for new developments and throughout the city
- Objective 1.F: Integrate land use changes and transportation improvements
- Objective 1.G: Elevate priority of carpooling, transit, bicycling, and walking options in policy and funding decisions
- Objective 1.H: Increase public awareness of Transportation Demand Management programs

GOAL 1: DISCUSSION

- Add carpool/vanpool to Objective C1
- Add car sharing options to Object 1G
- Add an objective that is specific to the first and last mile of transit trips.
- Education is needed.
    - Objectives 1D and 1H are linked and important
    - Alameda Power (inserts in monthly bills) is a good example of effective communications that appeal to peoples' commitment to environmental sustainability
- There is limited accessibility on BART for people with disabilities
- Identify and form partnerships to leverage resources

Goal 2: Enhance multimodal mobility within Alameda

Transit Objectives

- Objective 2.A: Increase trips made by taking transit within Alameda
- Objective 2.B: Improve access to transit options within Alameda
- Objective 2.C: Increase public awareness and perception of transit options

Transportation Demand Management Objectives

- Objective 2.D: Provide Transportation Demand Management programs and strategies to reduce driving alone to/from destinations within the city (not just for new developments)
- Objective 2.E: Increase trips made by taking shuttles, bicycling or walking within Alameda
- Objective 2.F: Improve access to shuttles, bicycling or walking within Alameda
- Objective 2.G: Increase public and employee/employer awareness of TDM programs
- Objective 2.H: Use parking management strategies to reduce incentives to driving

GOAL 2 DISCUSSION

- Phrase Goal 2 to be more precise, measureable and elegant
- Raise the awareness of Goal 2H among residential associations
- There's a need for a youth-focused strategy
    - Broaden the focus of 2G to include parent trips to also include activities outside of school
    - Develop youth leadership opportunities

Meeting Evaluation and Next Steps

The meeting closed with an evaluation using the live polling. Participants were asked about their satisfaction with the meeting format and the preferred time for future meetings. Meeting participants indicated that the audience polling tool was effective (100%) and the format provided ample opportunity to share ideas (100%). Participants were asked if the break-out small group portion of the meeting allowed enough time for discussion. Six percent of participants indicated it was too long, 12% indicated it was too short, and 81% indicated that it was just right. Participants were also polled about their preferred meeting time. Eighty-nine percent indicated weekday evenings are their preferred meeting time and 11% indicated Saturday mornings are their preferred meeting time.

The project team will make presentations to the Transportation Commission, Planning Board, and City Council in the coming months. The next Community Workshop will happen in Fall 2016. The PowerPoint presentation and meeting summary will be posted on the City's website.

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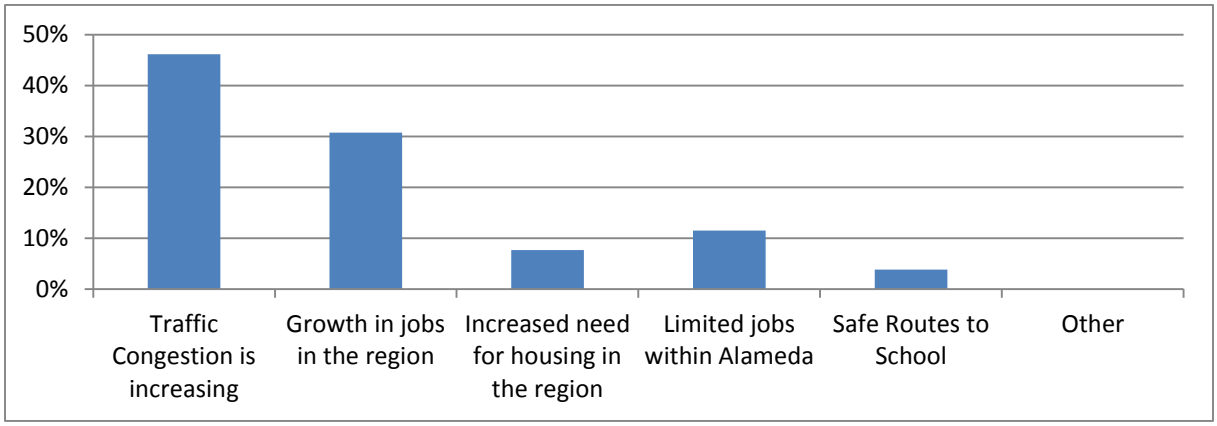

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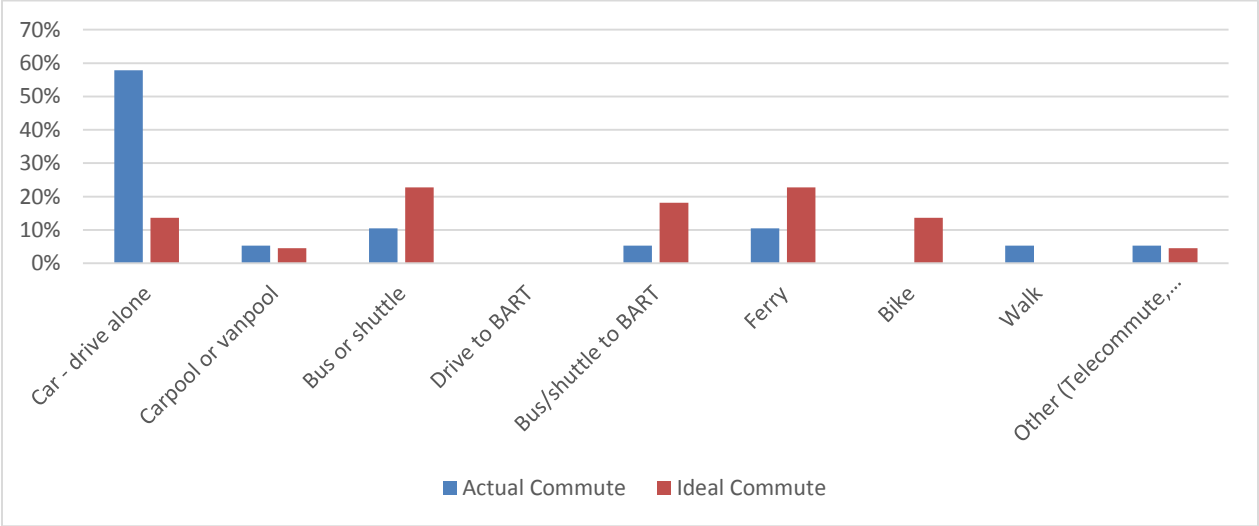

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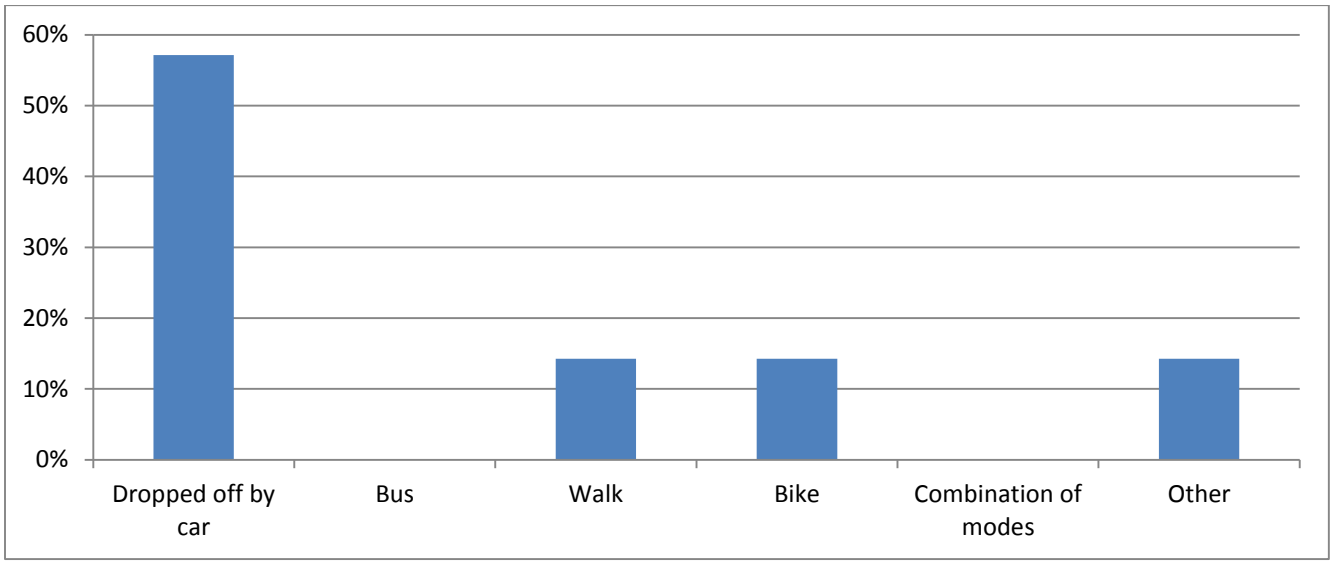

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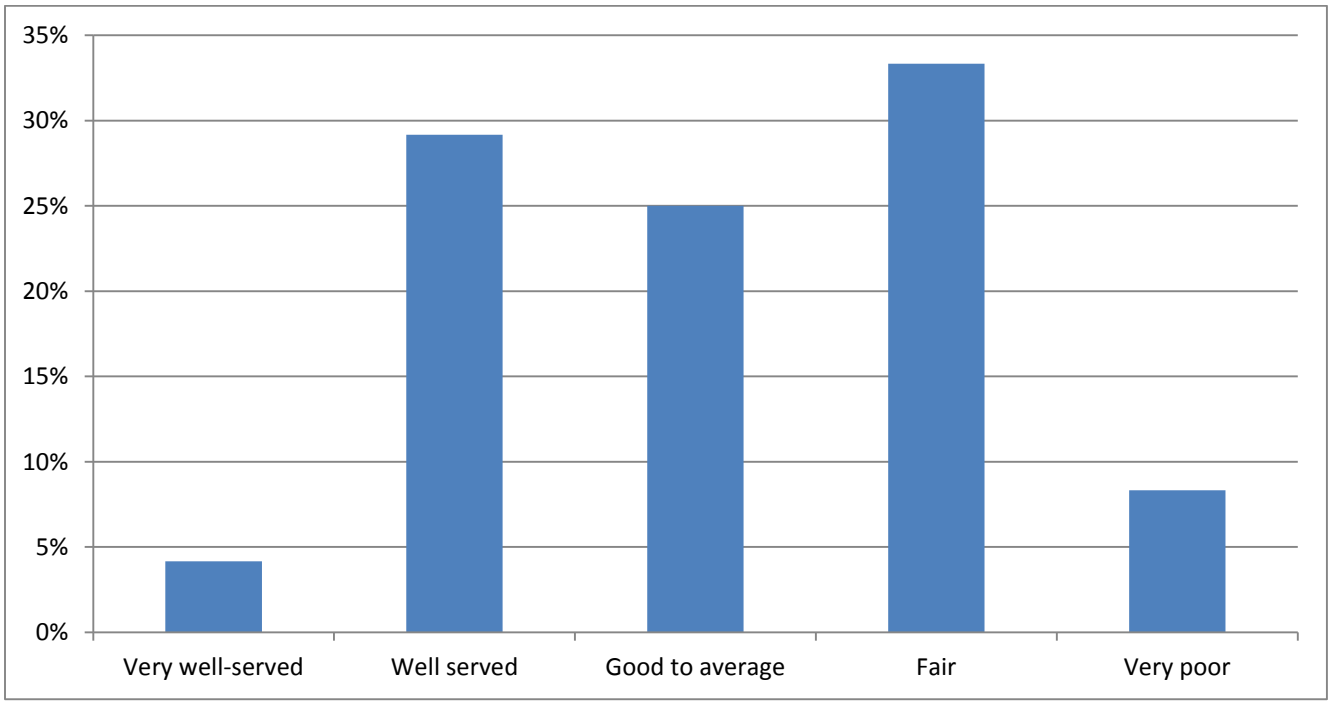

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GOAL 1: DISCUSSION

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- There is limited accessibility on BART for people with disabilities
- Identify and form partnerships to leverage resources

Goal 2: Enhance multimodal mobility within Alameda

Transit Objectives

- Objective 2.A: Increase trips made by taking transit within Alameda
- Objective 2.B: Improve access to transit options within Alameda
- Objective 2.C: Increase public awareness and perception of transit options

Transit/TDM Plan Comments Received to Date – May 10, 2016

EMAIL SUBMISSIONS

[redacted]
Sent: Wednesday, December 09, 2015 9:08 AM

Interesting posting, we should be looking at policies for autonomous vehicles now (let's toll them!) To ensure we build and support the community we want, not end up with a worse livability rating.

http://www.planetizen.com/node/82280/autonomous-vehicles-and-vmt-problem

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From: [redacted]
Sent: Friday, December 04, 2015 9:35 AM

To whom it may concern,

I also know that the other merchants on Alameda Point are interested in researching potential weekend shuttle services from the ferry to different locations on the point. Who handles the operational side of the estuary shuttle?

[redacted]
Date: 03/21/2016 12:09 PM (GMT-07:00)

Mayor Trish H Spencer:

Its me again. I have lived in Harbor Bay - Alameda for over 35 years. During that time I have seen the vehicle traffic increase and parking spaces diminish in and around Park Street. Which is a good thing for Alameda. It means people are supporting the downtown area; which creates excitement and a lively atmosphere throughout our city. Most importantly it generates revenue for the City and employment.

We all know the traffic and problems will become worse once the Del Monte and Clement Street projects are completed.

What I suggest to minimize these issues is to initiate a shoppers shuttle similar to the one used in

Walnut Creek. It has the look of a cable car and is very nice. This Alameda shuttle could transport people from various commercial points in he city. As an example from Harbor Bay Landing to Encinal and High, then to Southshore to Park Street and on to Nob Hill and back to Harbor Bay Landing.

The shuttle system would slow the demand for additional parking spaces and garages.

The shuttles could run from 10 AM to PM on weekdays and longer on weekends. Webster street could also be served.

Use the Walnut Creek model. Charge $1.00 with off and on privileges. A cost/benefit could show a breakeven on cost.

I thought I would just pass this to you for your consideration and study.
Thanks for being our Mayor.

[redacted]

Date: 03/23/2016 7:01 PM (GMT-07:00)

Greetings,

How about weekends so that working people can attend? That would help to insure a diversity of perspectives. I am available the following weekend hours:

Saturday, April 16th from 1:00 to 5:00, Saturday, April 23rd from 1:00 to 5:00 and Saturday, April 30th from 1:00 to 5:00.

If you exclude those of us who work during the week, I would question the entire process and its outcomes. The times listed are crafted for those who do not have to work or do not work regular hours.

Mayor and Council: This is taking place because of your direction. Please have these meetings scheduled during a variety of times in order to secure maximum community input.

From: [redacted]
Sent: Friday, April 22, 2016 11:55 AM
I have written up my experience at the meeting to share with my neighbors.

http://labs.blogs.com/its_alive_in_the_lab/2016/04/information-from-the-city-of-alameda-transit-and-transit-demand-management-advisory-committee-meetin.html

Given that “transit” means non-single occupancy vehicle travel, here’s my take on our goals:

- GOAL 1: **No increase in drive alone trips in the peak period at island crossings**

  Transit Objectives

  - Objective 1.A: Improve ~~transit~~ travel times during commute hours at island crossings

  Transportation Demand Management Objectives

- ~~Objective 2.H: Use parking management strategies to reduce incentives to driving~~

Rather than get into another “those that want to drive alone” versus “those that use transit,” let’s try to improve life for everyone. People who drive alone pay taxes. We should bill the plans as reducing the number of cars on the road so even though who drive alone see better throughput. As such, I wouldn’t make life miserable for driving by limiting the supply of parking. There should be plenty of parking space, but even though there is, they may use other options because those other options are more attractive than driving alone. We’ve just started, and I can already predict the complaints.

From: [redacted]
Sent: Monday, May 02, 2016 8:23 AM

Hello,
I was really hoping the service expansion would provide bus service to the Main St ferry terminal. It is really strange that there is no expedient bus service to the ferry terminal, especially as the 51a already provides service between Fruitvale and 12th St.

From: [redacted]
Sent: Thursday, May 05, 2016 1:54 PM
Gail, thanks for the invite; I’d intended to come tonight but personal obligations keep me from attending. May I first say good on you for starting planning for a shuttle. I’m an Alameda resident, owner of the store that sells ferry tickets at the Ferry Building (and most perplexed why essentially no one but commuters use the ferry to Alameda) and finally am working with Debbie and Lois trying to find ways to address that paradox. For all these reasons I am cheering your important and worthwhile work on.

I’ve looked over your handsome PowerPoint, also had the chance to get an in-person tutorial from Andrew, caucus with some community folks. May I ask you to please register at the get-together this evening thoughts and concerns I had hoped to express in person?

In the draft plan I see no provision for shuttle service for Gateway Alameda (ferry service), working waterfront employers like Bay Ship or Spirits Alley:

1, Mitigation financing for the envisioned shuttles should be deployed for the benefit of the community as a whole.

2, The plan should include early-morning service getting workers to the working waterfront cohort of companies like Bay Ship. These outfits are an articulated policy priority for the City and perform important civic roles giving employment to returning citizens, etc.

3, Ditto Spirits Alley; how else can we hope to get a non-commuter connection going to the Ferry Building?

Indeed, a shuttle weaving together Spirits Alley, the new shopping centers and the envisioned developments would, it seems plain to me, serve everyone's goals as I understand them. Anyway, I look forward to learning more when I can attend these meetings and, better still, get the chance to meet with you one-on-one. Kindly let me know if a get-together in early June, when I figure to be back in town, would be convenient.

From: [redacted]
Sent: Thursday, May 05, 2016 7:50 PM
Great meeting! Glad that I came for what I could. I had another meeting at 7:30 where I was opening.

What I was able to attend was well organized and very relevant.

Kudos to you for getting an audience that is not currently using transit, but seems open to some change.

Looking forward to your next event. Very impressive program!

From: [redacted]
Sent: Saturday, May 7, 2016 9:16 PM

Ms. Wheeler,

There is no good bus service to the complex of schools west of Webster (Nea, ACLC, Academy of Alameda). This could be a good opportunity to provide bus service to those schools. Instead of having the 19 line turn right on Webster, it could continue across Webster where I believe Atlantic may change names but is essentially the same street, up to 3rd St. (to the left) / Mosley (to the right), turn right, and then come back down to Webster on Willie Stargell. This would also provide useful bus service to that whole new subdivision that the bus line would circumscribe.

Thank you for considering these comments.

COMMENT CARDS COLLECTED AT THE COMMUNITY MEETING ON MAY 5

Comment Card 1

Are there dedicated and marked space for scooters or motorcycles in all parking lots? (street shopping areas or behind C'era Una Volta or South Shore Albertsons, etc.) So far, the enclosed parking structure near the Alameda Theater has some on the first floor (thanks!). But if there are any of the new lots next to the Alameda Natural Grocery I haven't easily seen there and so I wonder are the scoots/motorcycle spaces mapped? I recently bought a scooter, think it is a great way to get around Alameda, but am not sure where to park in the big parking areas.

I wonder how we can improve late night fast bus transportation into the Uptown Grand area of Oakland. Bring back an express route? I'd socialize a lot more with friends over there if we could catch a quick shuttle back to Alameda. The 51A takes forever! Bring one of these free shuttles once per hour.

Add a City carshare space in between park and Webster Street perhaps in the lot of Market Chestnut at Encinal mostly empty on the Encinal side and visible for their signage.

Mark locations for ride sharing beyond casual carpool near park, Encinal.

I understand Lyft and Uber are working in a way for multiple riders.

And insist school drop off is carpool. I walked to school!

No more small schools!

Dedicate bus/hours on each line as a "quiet" bus. 51A, 20/21, O, W etc. Then I would use more. I've given up.

Comment Card 2

Please involve your local land owners and businesses. We at the South Shore Center would like to help. We are a destination that many visit as well as a major local employment destination and look forward to becoming involved in this plan

[redacted]

PS – We are investing in a number secure bike lockers and building a sidewalk to the beach!

Comment Card 3

Re: Transit Objectives, TDM Objectives

Could simplify be "transportation use" objectives or "choice

Comment Card 4

I believe an adjustment of perception is a 2-way street.

Comment Card 5

I suggest the City of Alameda advertise this type of public transportation meeting more aggressively than they did for this one. One easy access to lots of people would be to have a notice in school newsletters. Maybe have postings at library or other public places. Library had a booth at the recent Earth Day Festival but I didn't see any marketing for this there.

Would love it if there were a direct bus line or shuttle line from Harbor Bay Isle to downtown Oakland rather than having to transfer at the Fruitvale Bart station. The need to transfer potentially increases commute time significantly.

Would love it if the different housing developments on Harbor Bay Isle could have small school buses to pick up kids at least in the morning to take them to school to relieve the need for parents to drive/bike/walk little ones. For example, one small bus to make one pass through

major street of the HOA. I would definitely be willing to pay for this either through taxes or per school year, per child.

There's definitely a need to have a Harbor Bay Ferry line to South San Francisco (not just San Francisco).

The Oakland side of the Webster Tunnel exist intersection needs some thoughtful reword so that traffic can flow out and away from the tunnel more smoothly.

TDM- have sports activity organizers have carpool organization be a priority, rather than having that be organized by parents. Carpooling would likely occur more if someone aside from parents spearheaded it.

Comment Card 6

Suggestion- set up carpool sites throughout City for those who are using the Ferry. That will ease parking problem at the Ferry terminal. Parents need to be encouraged to carpool as much as possible though I'm sure many already do but I've seen long lines of cards picking up only one child.

Comment Card 7

One way to reduce anxiety about transit would be to create a team of "commuter buddies" that would agree to accompany a new commuter on his/her first trips. The "buddy" can explain how transit in the SF Bay works.