MEMORANDUM

to **Gail Payne, City of Alameda**

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

re **Transit and TDM Plans, Organizational Advisory Meeting #1**

date **May 12, 2016**

Introduction

On April 20, 2016 the City of Alameda convened a community meeting 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 City-Wide TDM plan and this meeting was the first of several outreach activities that will be conducted to engage agency and organization representatives, businesses, associations, and other interested parties in the process. The City and consultant team will use the feedback received during this meeting to refine its materials for presentation and discussion at a community meeting that will be held on May 5th. Approximately 30 individuals participated, including representatives from local Transportation Management Agencies (TMAs), local transportation advocacy groups, and the school district. Several community members were also in attendance.

Jennifer Ott, the City of Alameda's Chief Operating Officer, Alameda Point, opened the meeting by welcoming participants and presenting an overview of the purpose and background of the Transit and TDM Plan. Ms. Ott explained how the TDM Plans are building on the City's ongoing transportation planning efforts and responding to direction provided by City Council. She described 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.

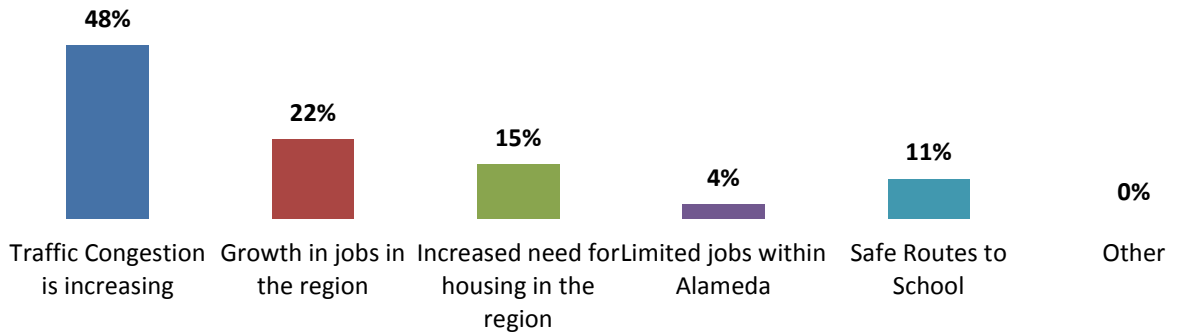
Participant Responses

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.

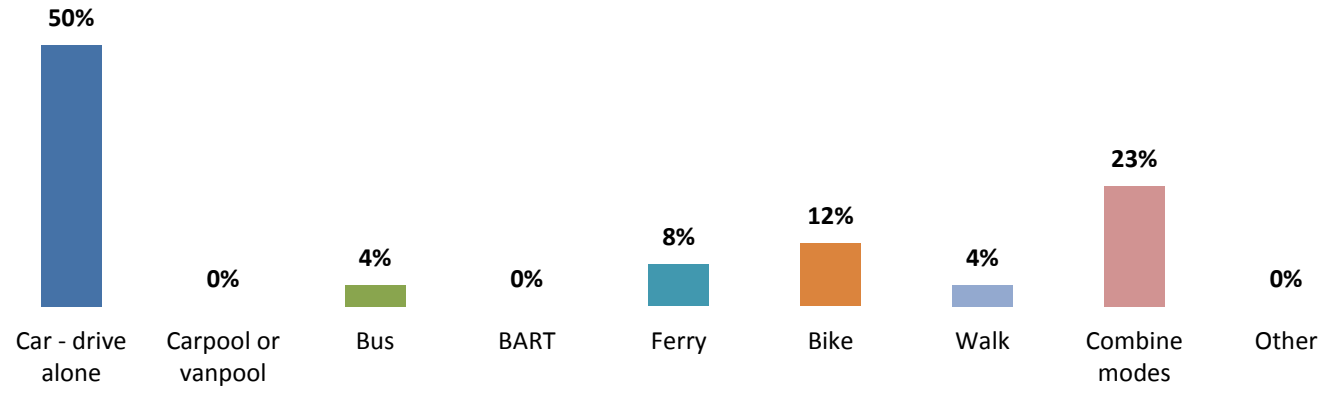
Participant Characteristics: Of those participating in the meeting, 62% lived in Alameda, 38% worked in Alameda, 27% worked outside of Alameda, 31% percent worked at multiple sites (including Alameda), and 4% responded N/A.

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

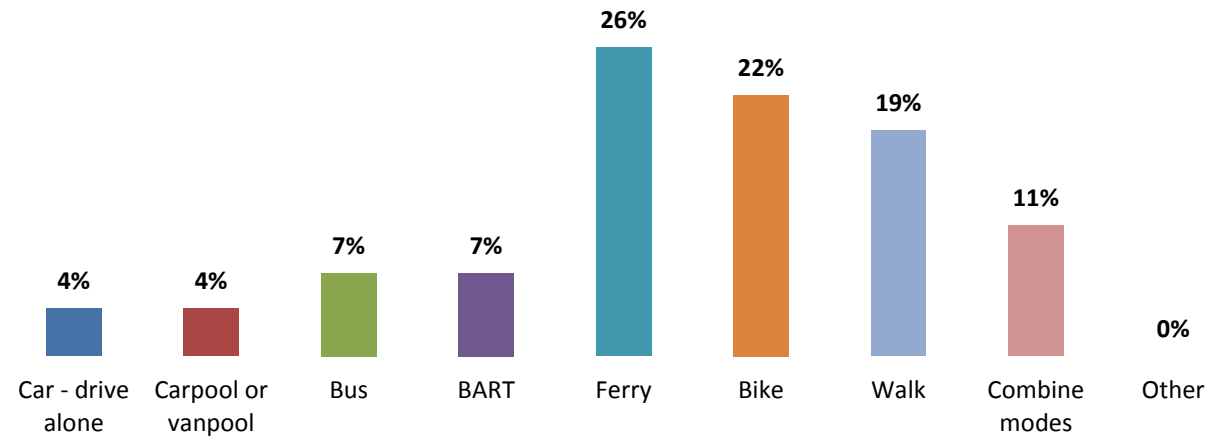
Graph 1: Of the topics listed which do you think has the biggest impact on transportation in Alameda?



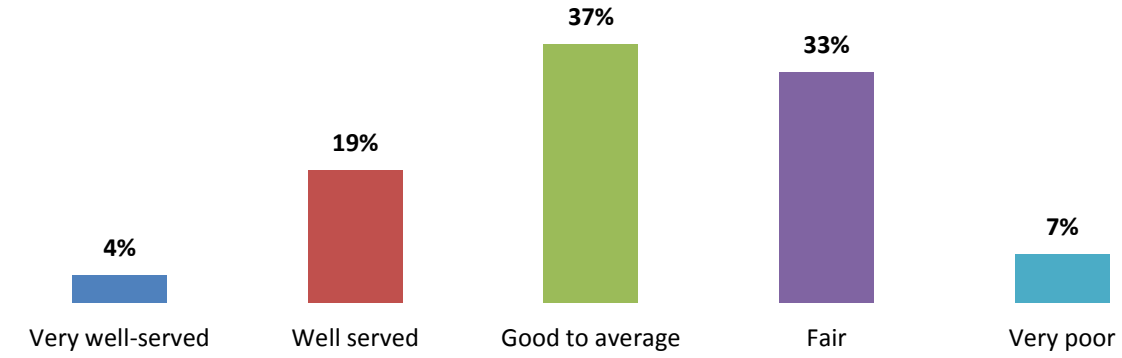
Graph 4: What travel mode do you use to get to work?



Graph 6: Under ideal conditions, what would be your preferred mode for commuting?



Graph 7: 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)



Sixty percent of the participants responded that they believe the City has good public transit service. Information from the current conditions report validated this perception. The current conditions report shows a robust system that includes: frequent bus service, two ferry terminals, and access to multiple BART stations.

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 from the small group discussions organized by concept.

A. CONGESTION IS INCREASING

- Need to identify what's causing or driving the congestion
- There is a perception that new housing and jobs are creating congestion, which is not necessarily true. Education is needed.
- Need to address current congestion challenges in order to accommodate the projected growth.
- Need to address intra-island car trips (trips crossing the island)
- Downtown parking issues need to be addressed. Possible strategies include:
    - Shared parking lot
    - Valet
- Traffic on Alameda is impacted by conditions on the other side of the tubes
    - Evaluate improvements that avoid I-880 (e.g. access to Fruitvale BART)
    - Improvements in Oakland are needed related to traffic and signals in Chinatown, circulation, and double parking
- Cars dropping off and picking up students at school contribute to congestion. Possible strategies include:
    - Walking school bus
    - Uber/Lyft

B. HOUSING AND JOBS

- Density (having a critical mass of users) can help drive more transit; new housing can help create density
- Need to create skilled jobs, not service jobs
- Can't attract business if there are too many disincentives

C. REGIONAL COMMUTE PATTERNS ARE CHANGING

- Need regional transit agencies to collaborate and connect
- Bart and AC Transit are now well coordinated

D. ALAMEDA IS A MULTIMODAL CITY

- Need to effectively share information about the fastest routes and modes
- Some city roadways are wide (since they previously included trains); there is room for improvements
- Need to improve bicycle and pedestrian connections across the estuary

E. ALAMEDA IS WELL SERVED BY TRANSIT

- Need to improve off-hours transit service (increase frequency) and service to business park
- Need to improve transportation to underserved communities

- Parking is limited at the Ferry. Potential strategies include:
    - Improve transit connections
    - Encourage biking/walking
    - Improvements to bike connections to Main Terminal
    - Should there be parking charge?
- Consider an economic breakdown of various transit modes: bus, ferry, BART, Transbay
- Explore a shuttle for Alameda that is similar to the Emery-go-round in Emeryville
- Need an analysis of the socio-economics of transit users
- Make transit to Oakland faster:
    - rapid bus lines
    - park and ride to take the bus off the island
- Contact tech shuttles to provide service on the island

F. TRANSPORTATION DEMAND MANAGEMENT IMPROVES TRANSPORTATION OPTIONS

- Need data on EZ Pass users:
    - Look at how apartment owners can participate if a minimum is purchased?
    - Real cost benefit of using transit
    - Time to park
- Alameda landing moves 4,000 riders/mo via shuttle
- Include TDM as part of City's other planning efforts—holistic planning
- Look at how to improve transit for retail and restaurant employees and others who work off-peak or early/late hours

The project team will consider these points, review the suggested data and related analysis and where appropriate, include in the revised existing conditions analysis.

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

- Differentiate between this goal and the General Plan goal of 10% reduction of drive-alone trips. Need to clarify the difference between these measurements.
- City was unable to meet the 10% goal described in the General Plan— is the proposed goal realistic considering our inability to meet the former goal?
- Need to improve bicycle infrastructure across the Park Street Bridge
- Improved transit performance could improve transportation for all travelers, including drivers
- Educate City Council and Planning Board about the demand for alternate modes; this demand needs to be quantified and responded to. Residents want to be able to bike to the ferry and schools

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

- Clarify the term "transit" and describe what providers / modes are included
- Increase the speed / lower travel time of cross-island transit trips in order to make transit more attractive

- We need safe and connected bicycle and pedestrian infrastructure.
- Many strategies are dependent on interagency coordination between:
    - Transit agencies
    - City of Oakland and City of Alameda

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 (94%) 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, 24% indicated it was too short, and 71% indicated that it was just right.

A Community Workshop will be held on May 5. The project team will make presentations to the Transportation Commission, Planning Board, and City Council in the coming months. The Next Advisory Meeting will happen in Fall 2016. The PowerPoint presentation and meeting summary will be posted on the City's website.