Item 5C, Exhibit 4
TC Mtg 5/25/16

CITY OF ALAMEDA
TRANSIT AND TDM PLANS

Community Workshop #1

CDM Smith

silvani
TRANSPORTATION CONSULTING

MIG

COREY, CANAPARY & GALANIS

Why this Presentation and Meeting?

- Project Background and Purpose
- Present existing conditions analysis
  - Your role: Discuss and share your experiences and identify other key issues and opportunities
- Present project goals and objectives
  - Your role: Discuss and provide input on the goals and objectives

BACKGROUND AND PURPOSE

What are the Transit and TDM Plans?

- **Vision**
  - Sustain a high quality of life in Alameda by improving mobility for all.
- **Transit Plan**
  - Outcome of the General Plan to guide transit improvements
  - Analyze existing transit conditions
  - Implementation focus: identify strategies, projects, and key steps to improve transit
- **Transportation Demand Management (TDM) Plan**
  - Assess state of TDM in City
  - Identify strategies to improve and expand TDM

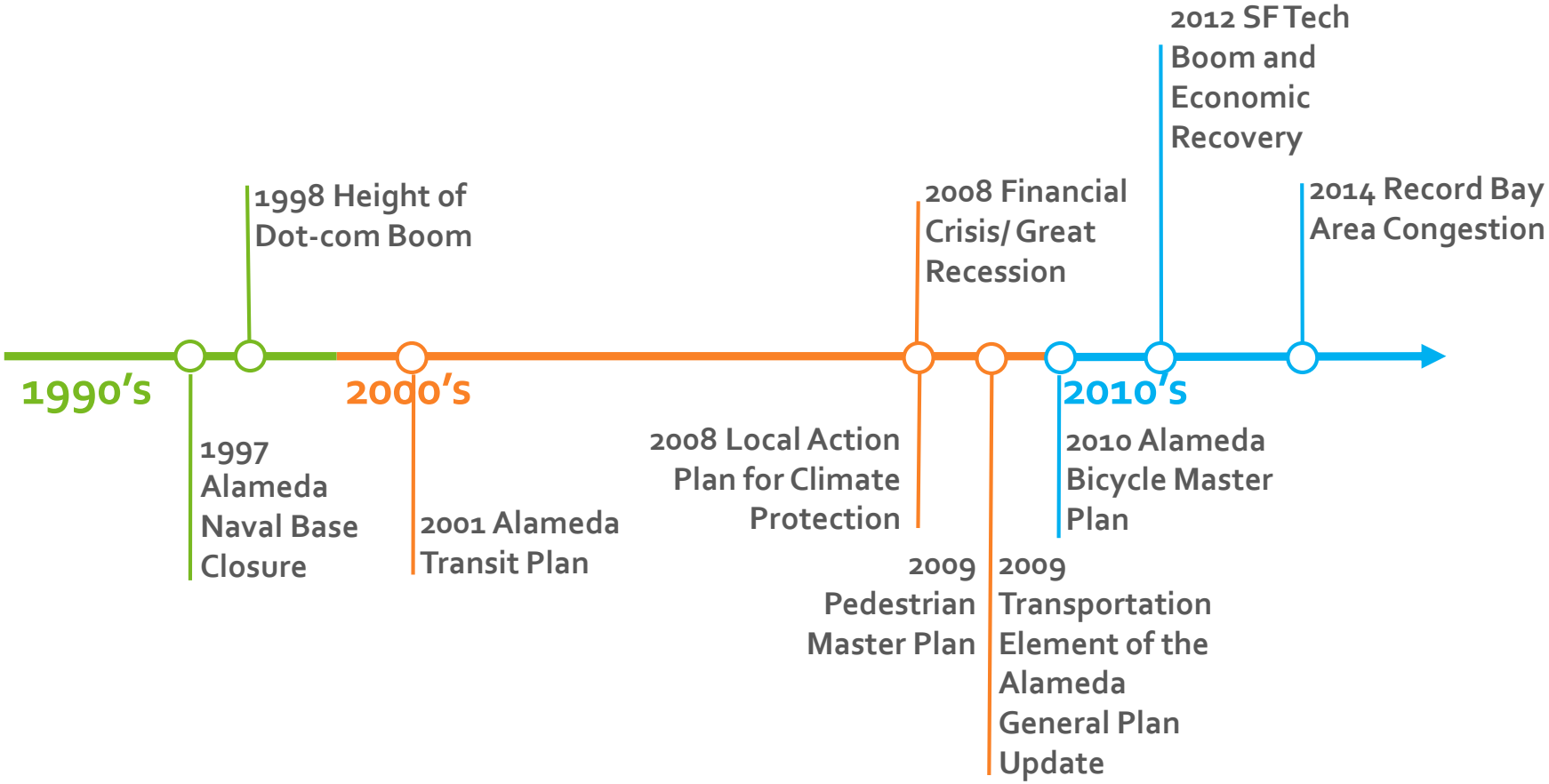
Project Background

- City Council direction
- Implementation-focused plan
- Carry out General Plan Transportation Element

Planning Process

EXISTING CONDITIONS ANALYSIS

Local Trends

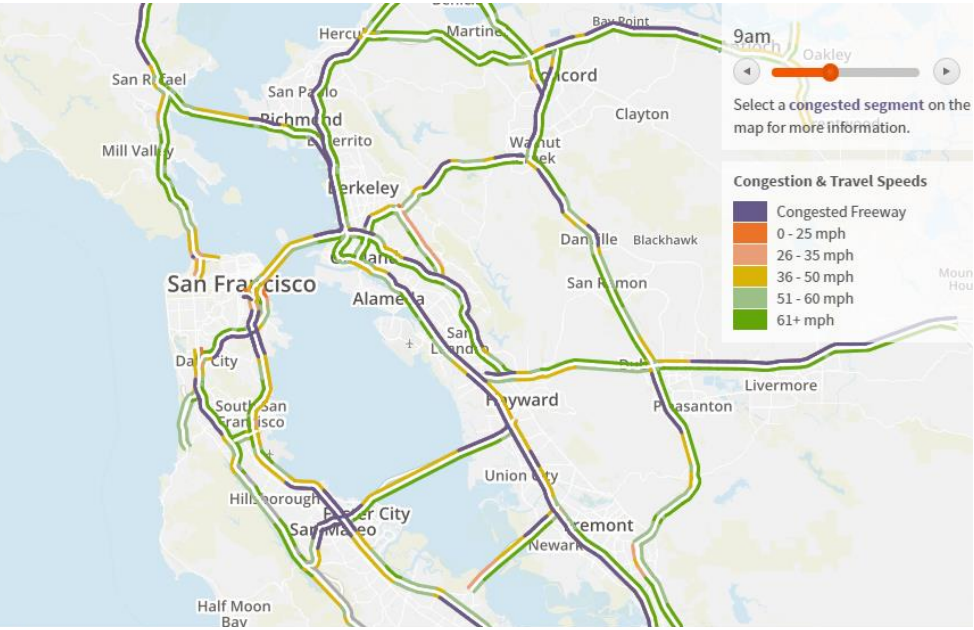


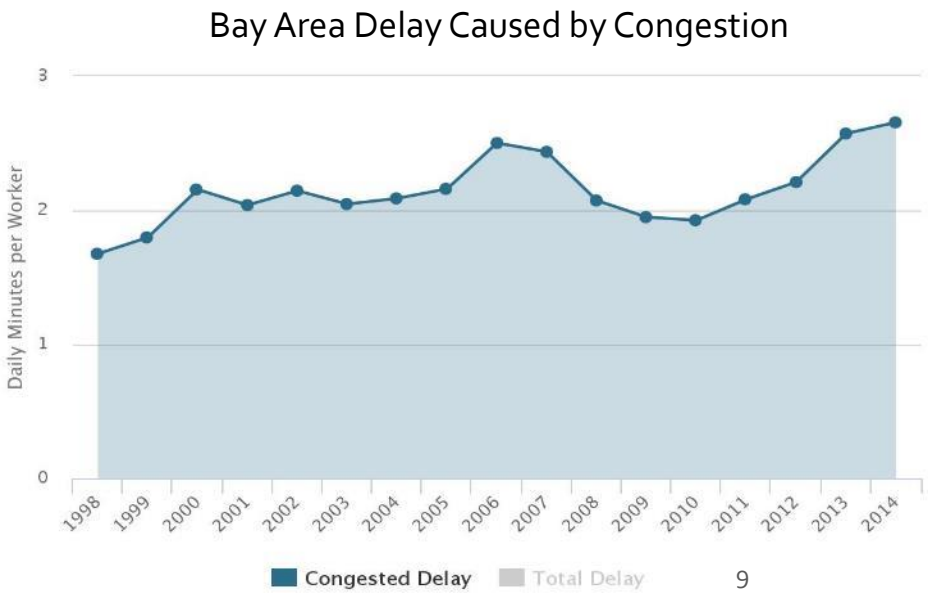
Key Concepts

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

1. Congestion Is Increasing

- **Freeway congestion** and delay has surpassed peak 2006 levels
- Delay up 40% since 2010





Island Crossings Are Congested

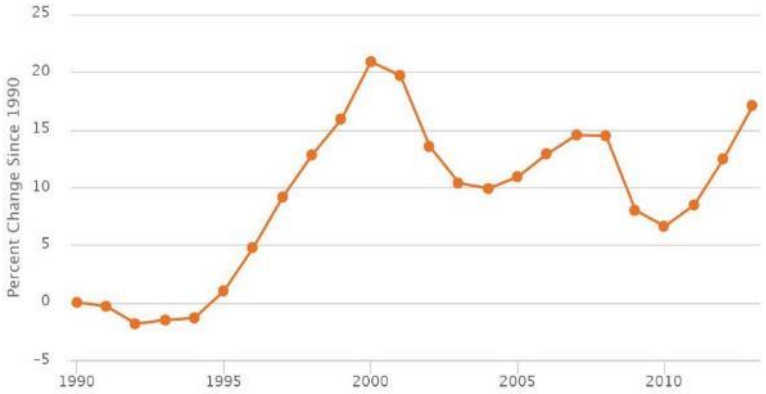
- Limited access on/off the island with long queues
  - Tube congestion has increased due to traffic merging onto I-880

Island Crossings Are Congested

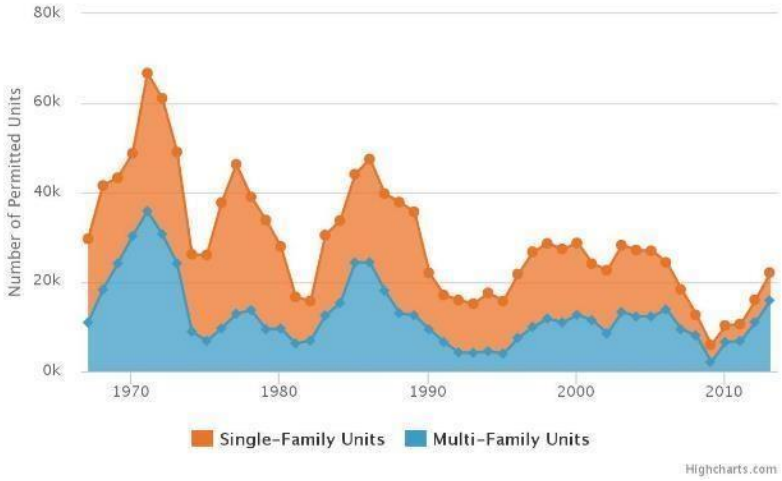
2. Housing and Jobs Are Growing

- Regional Job growth and increasing housing demand
  - **17.1% job increase** since 1990
  - Uptick in permitted units since 2010
  - Higher percentage of multifamily units
  - Housing Element Requirements

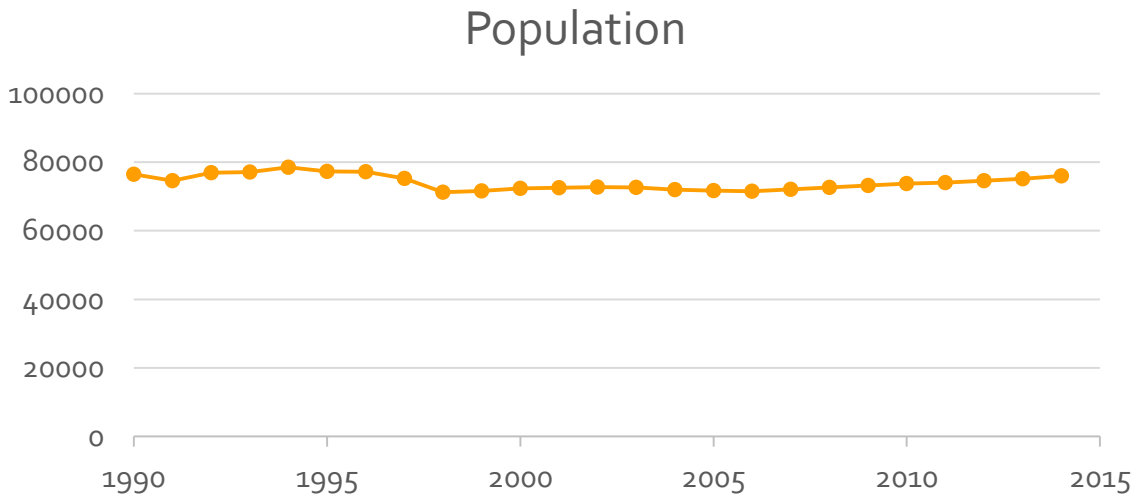
Bay Area Jobs - Percent Change Since 1990

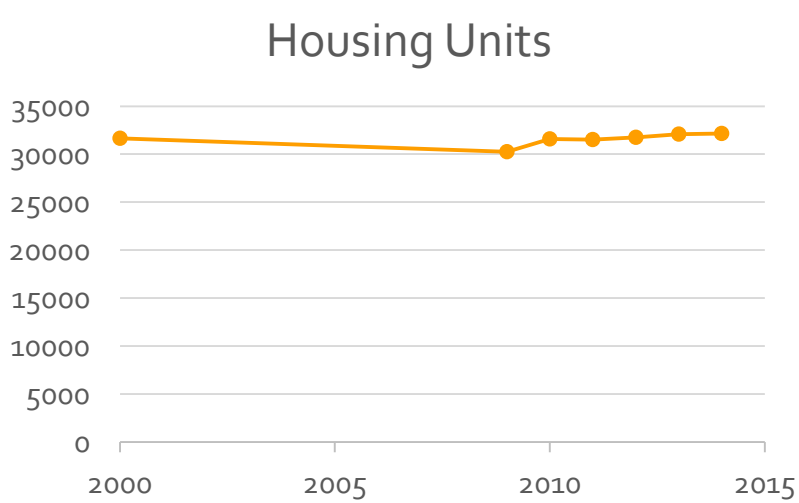


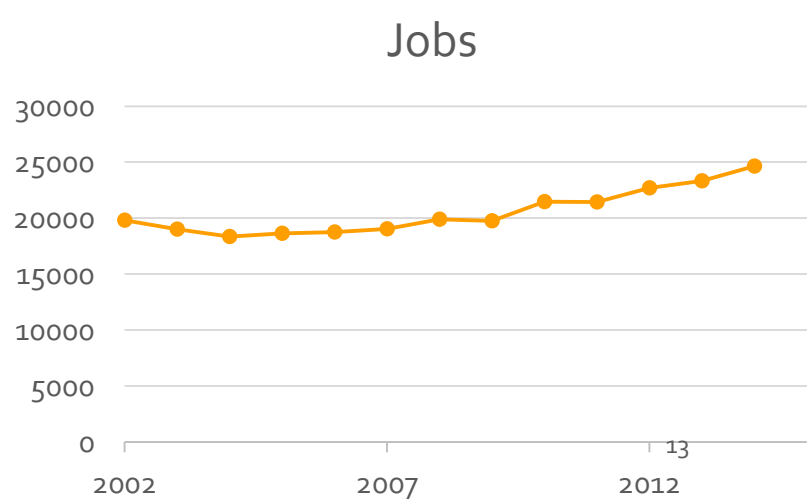
Bay Area Housing Growth



Alameda Population and Job Growth

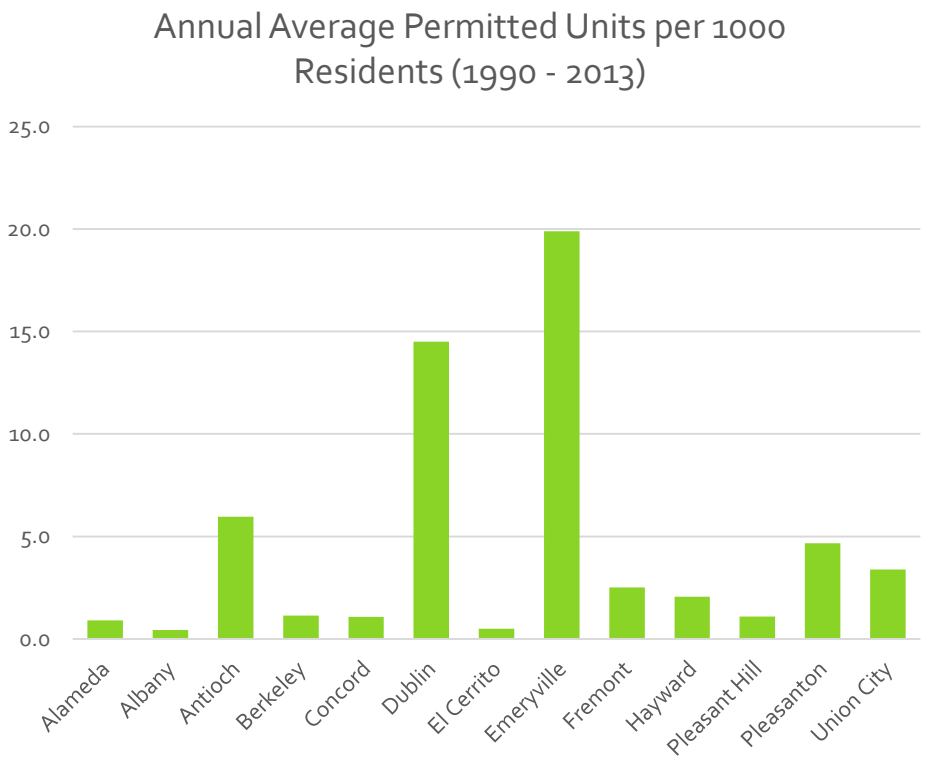






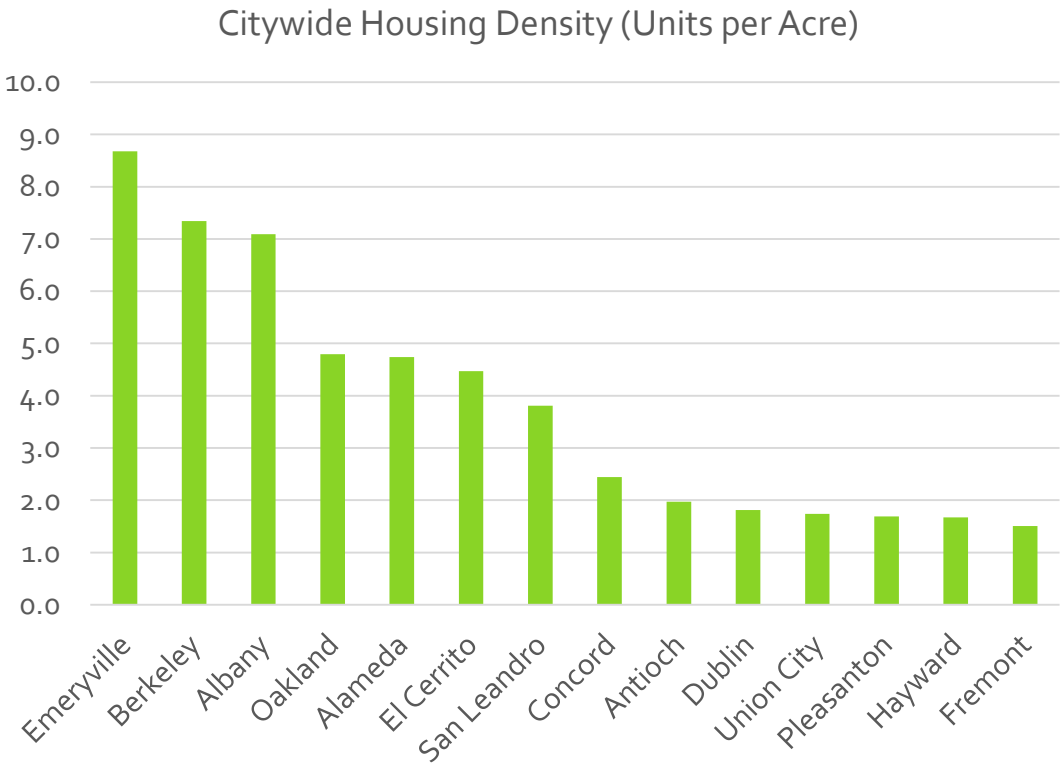
Permitted Units Over Time

- 1990 – 2013 Alameda on average permitted about 67 units per year.

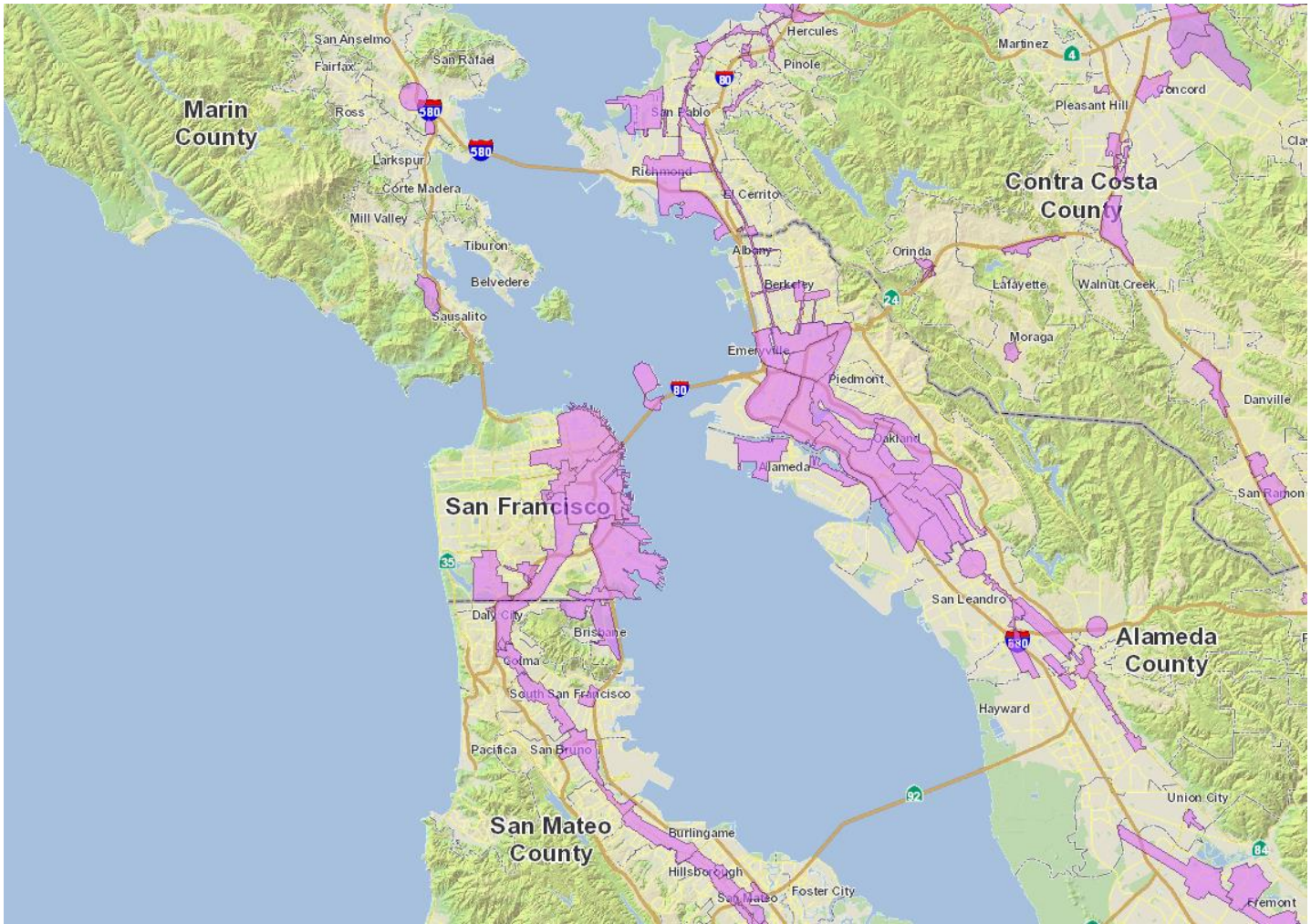


Housing Density

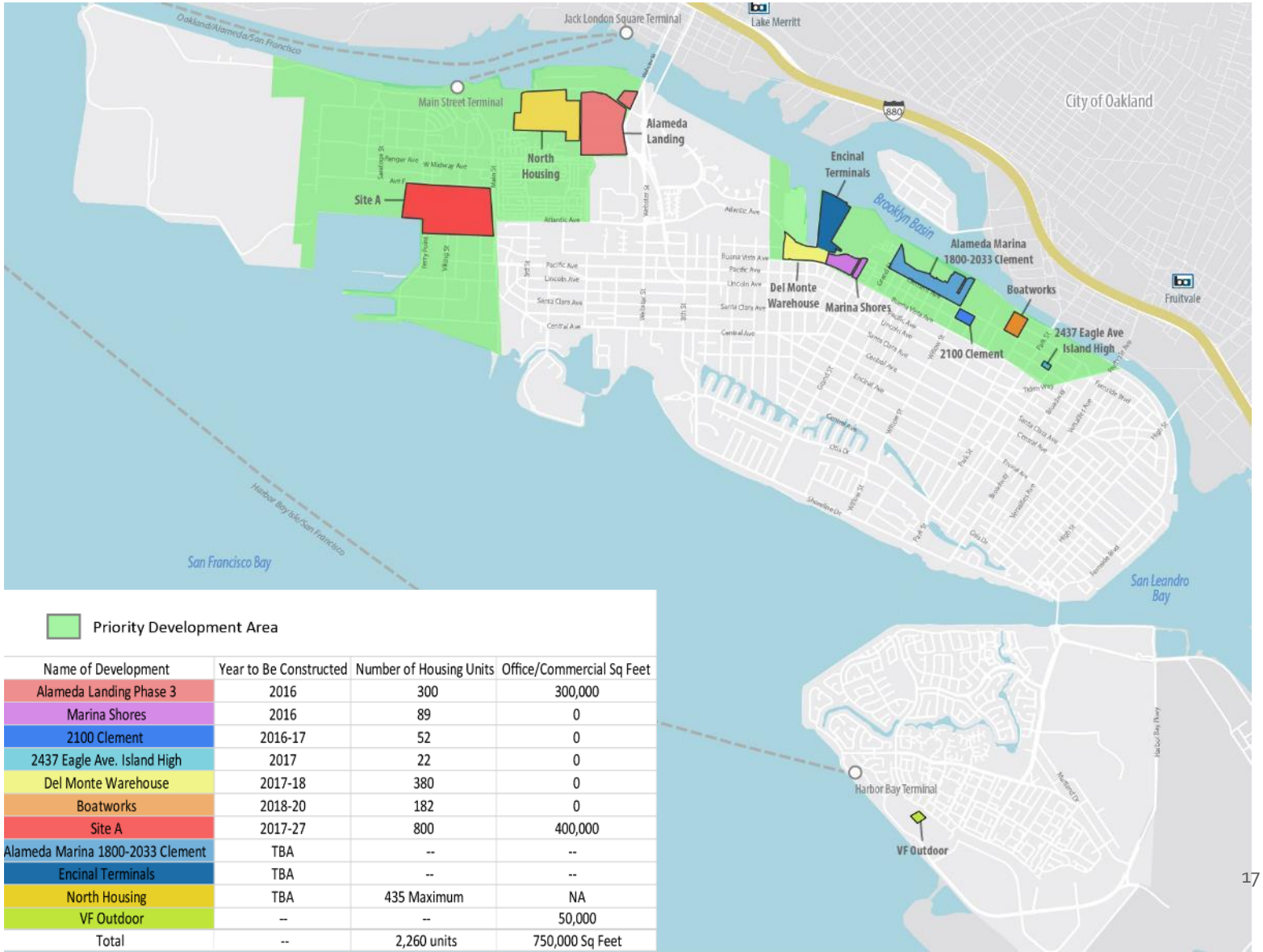
- Alameda citywide housing density: 4.7 units per acre



ABAG Priority Development Areas



Priority Development Areas Approved/Entitled Development

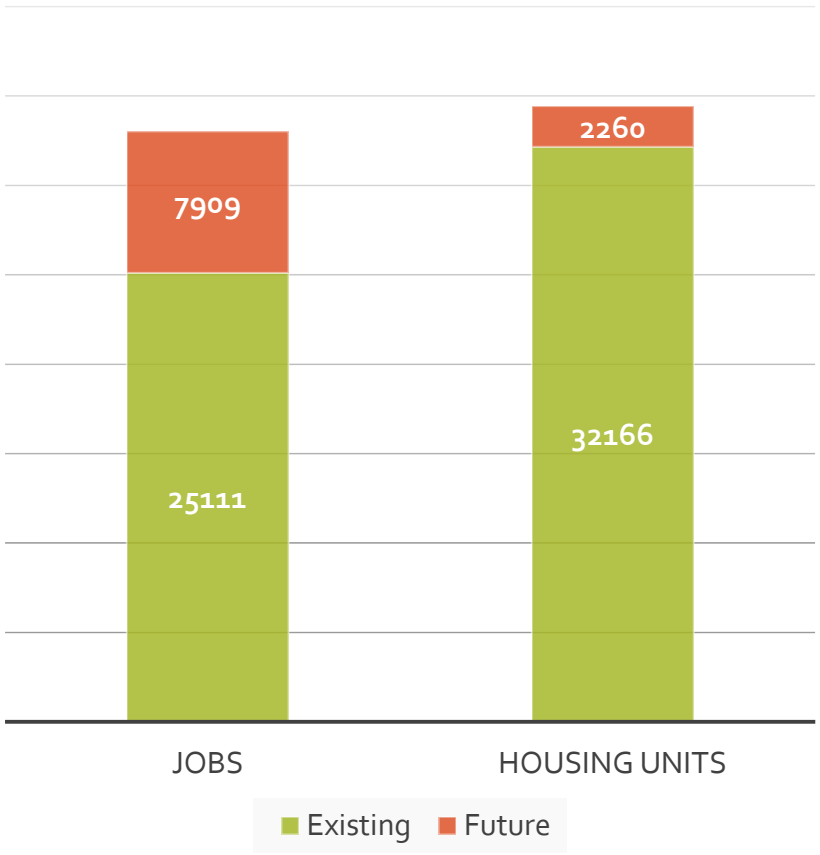


Priority Development Area

Name of Development	Year to Be Constructed	Number of Housing Units	Office/Commercial Sq Feet
Alameda Landing Phase 3	2016	300	300,000
Marina Shores	2016	89	0
2100 Clement	2016-17	52	0
2437 Eagle Ave. Island High	2017	22	0
Del Monte Warehouse	2017-18	380	0
Boatworks	2018-20	182	0
Site A	2017-27	800	400,000
Alameda Marina 1800-2033 Clement	TBA	--	--
Encinal Terminals	TBA	--	--
North Housing	TBA	435 Maximum	NA
VF Outdoor	--	--	50,000
Total	--	2,260 units	750,000 Sq Feet

Housing and Job Growth

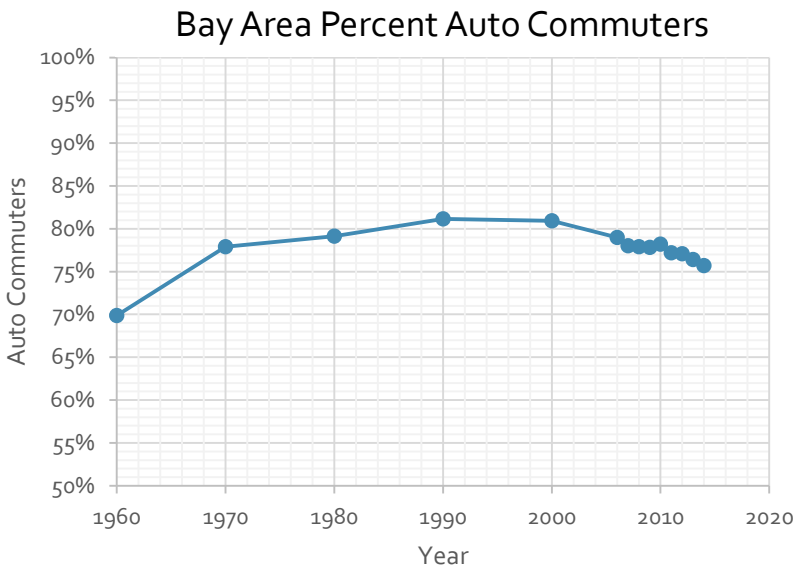
- Housing Growth
  - Alameda: 2,260 Units (7% increase over 2014 units)
  - Bay Area: 8.5% increase over 10 years
- Job Growth
  - Alameda: 7,909 Jobs (30% increase over 2015 jobs)
  - Bay Area: 11.4% increase over 10 years

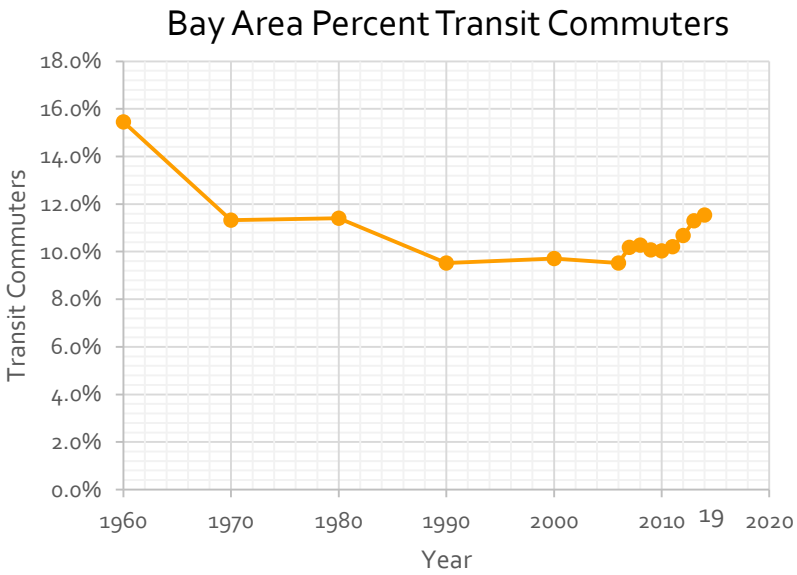


Source: City of Alameda Planning Department; 2014 LEHD; 2014 5-year ACS; ABAG 2013 Projections

3. Regional Commute Patterns Are Changing

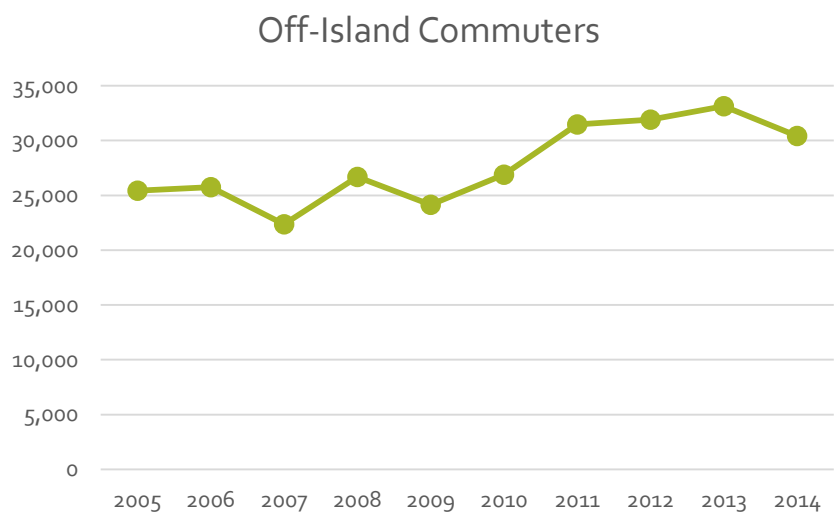
- **Auto commuters declining**. Percent of auto commuters on downward trend 76%—lowest since 1960.
- **Transit commuters increasing.** Recent modest increase in transit use over the past four years increasing from 10% to 12% of all commute trips.
- **Millennials are multimodal**, significant decrease in drivers and car-ownership.
  - 22% of young people plan on never getting a driver's license

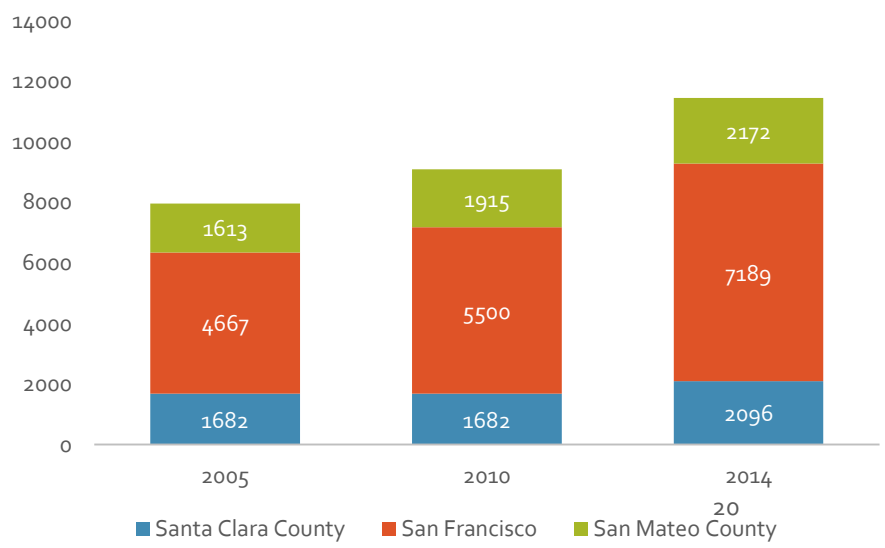


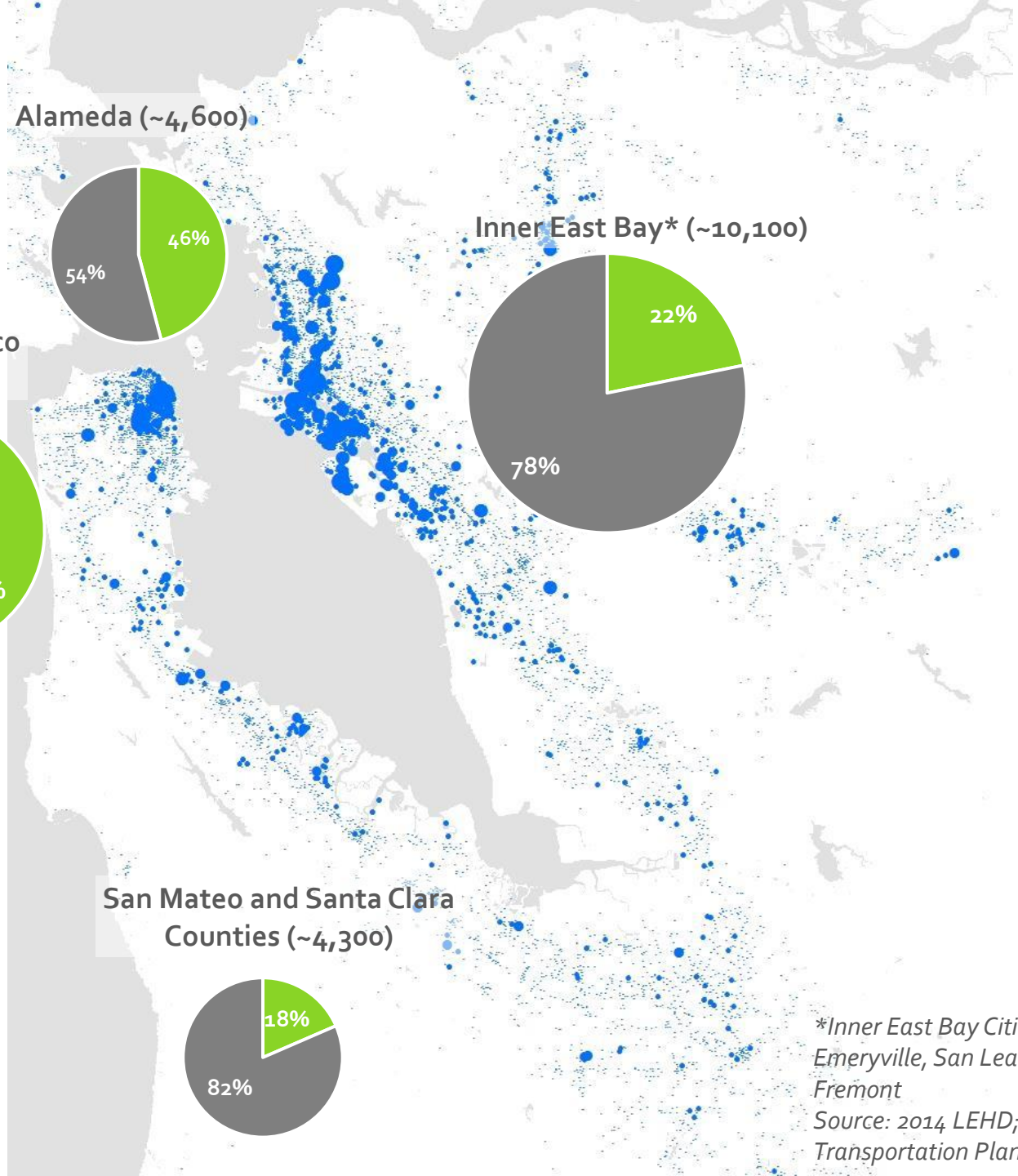


Alameda Commute Trends

- 5,000 more off-island commuters since 2005 - 20% increase
- Increasing number of commuters to San Francisco, South Bay and Peninsula







35,000 Commuters living in Alameda

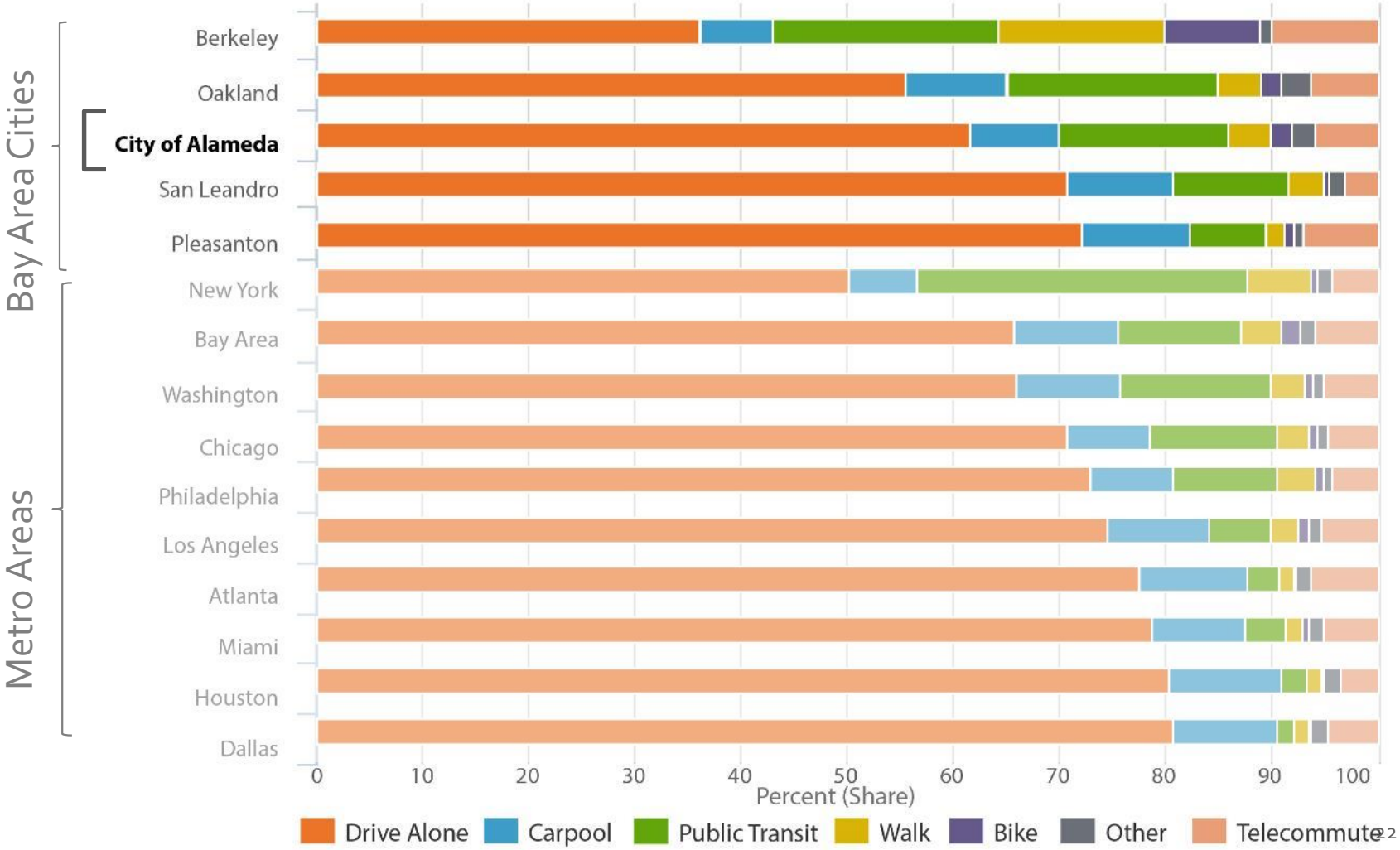
Drive Alone

Other Modes

*Inner East Bay Cities: Oakland, Berkeley, Emeryville, San Leandro, Hayward, Fremont

Source: 2014 LEHD; 2010 Census Transportation Planning Products

4. Alameda is a Multimodal City



Source: 2014 American Community Survey (5-year)

Multimodal Facilities Face Opportunities and Challenges

Opportunities

- Well-suited geography
- General Plan has strong goals and policies
- City requiring transportation alternatives for new development projects
- Constructing or obtaining funding for multi modal improvements
- Coordinating services with transit agencies

Multimodal Facilities Face Opportunities and Challenges

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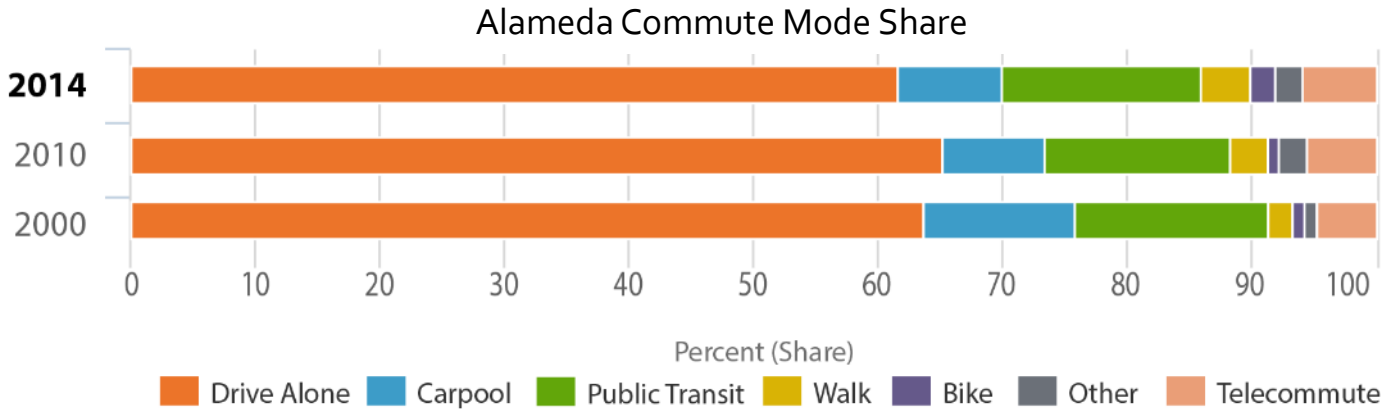
Challenges

- Island crossing issues continue for all modes
- How to make multimodal choices more attractive than driving
- Adapt to new technologies as they arise
- Address public perceptions and awareness of transit
- Balance the needs of all users on streets

Commute Mode Share

- Shift in mode slowly occurring
- As growth occurs in Alameda, more people are using alternatives to driving
- 2010 - 2014
  - Non-drive alone travelers up **1,480**
  - Additional commuters up **1,550**

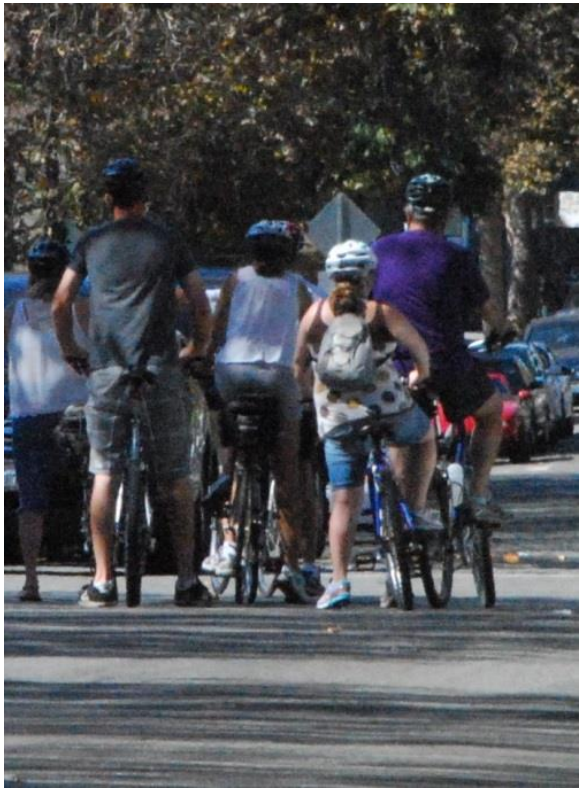


Travel Within Alameda

- Nearly 50% of Alamedans who work in Alameda walk, bike, take transit, or telecommute to work
- 2 out of 3 homes and jobs are within a ¼-mile of a local bus stop
- 37% increase in bicycle commuting (2010 to 2014)

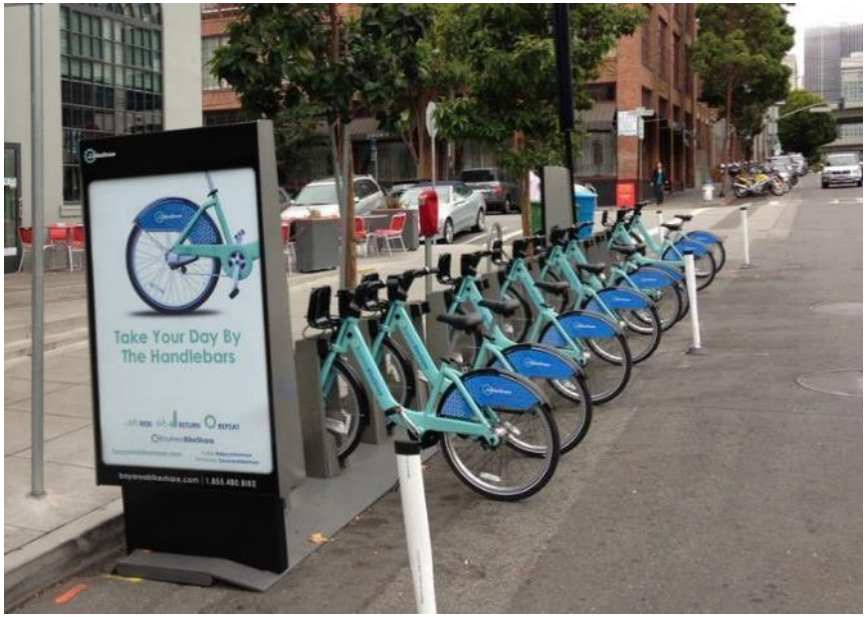
Travel Within Alameda

- School pick-up and drop-off can increase traffic
- Alameda Unified School District: 9,400 Students
  - No enrollment increases over past ten years
- 1,900 new charter and magnet school students in West Alameda
  - Academy Elementary (75)
  - Academy Middle (505)
  - ACLC (390)
  - NEA (529)
  - Junior Jets (200)
  - ASTI (175)
- Safe routes to school programs



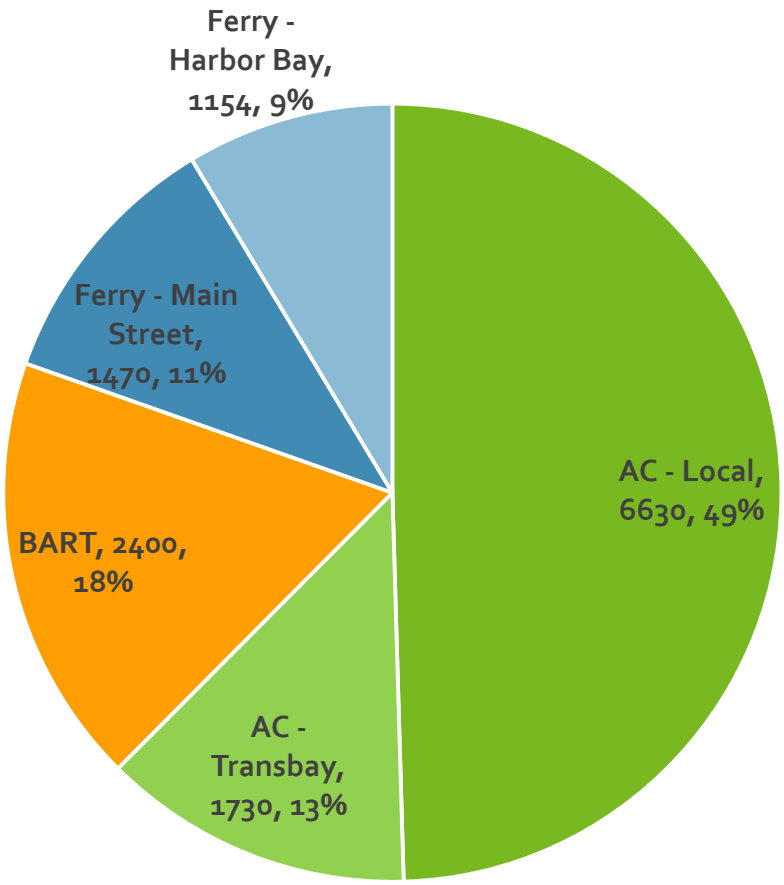
Bicycle Facilities and Improvements

- Upcoming Bicycle Master Plan Update
- Planned Bicycle Improvements
  - Cross Alameda Trail improvements
  - Bikeway and complete street improvements
- Bikeshare feasibility study
  - First-last mile solution
    - Connection to jobs
    - Connection to transit



Transit Ridership

- 13,380 Weekday Boardings
- 16% Alameda commuters take transit



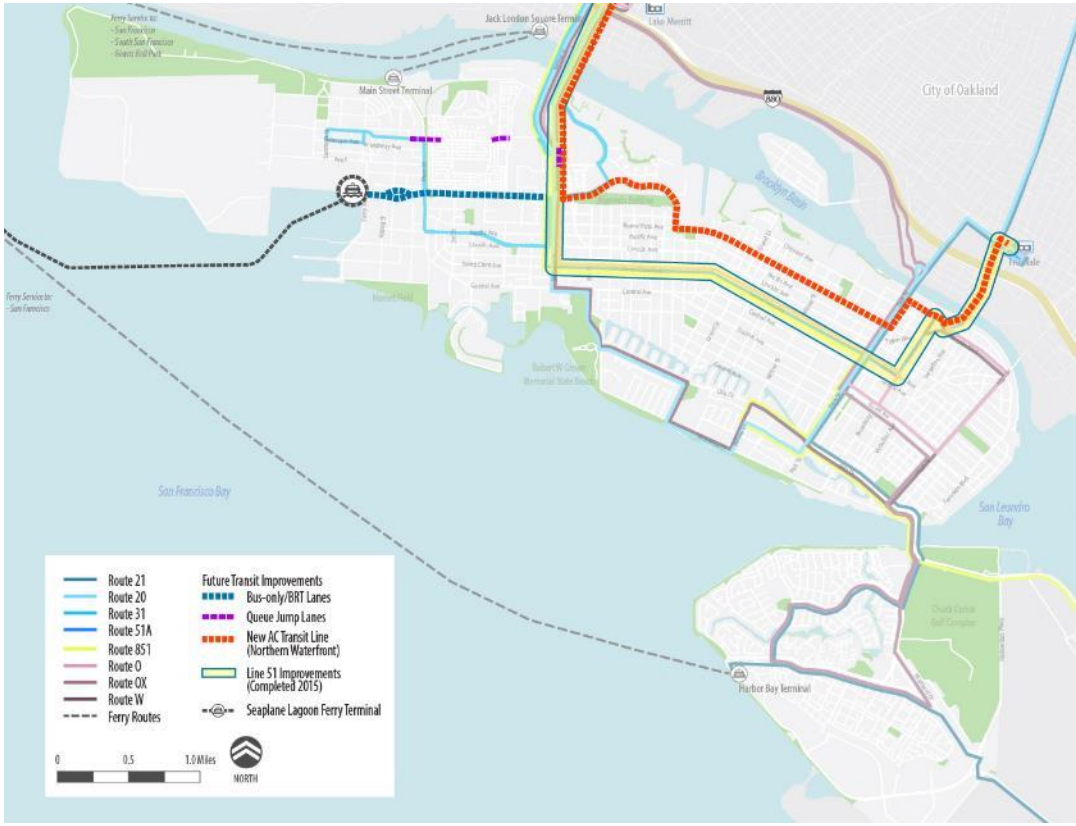
Source: 2014 American Community Survey; AC Transit 2015 Ridership; WETA Board Ridership Updates October 2015 Ridership; BART 2015 SPS

5. Alameda is Well-Served by Transit

- Bus stops within a ¼ mile
  - **67%** have access to local AC Transit routes (Lines 20, 21, 31, 51A)
  - **30%** have access to Line 51A service
  - **65%** have access to AC Transbay service
- Two ferry terminals
- Three nearby BART Stations
- Shuttles
  - West End
  - Harbor Bay Business Park

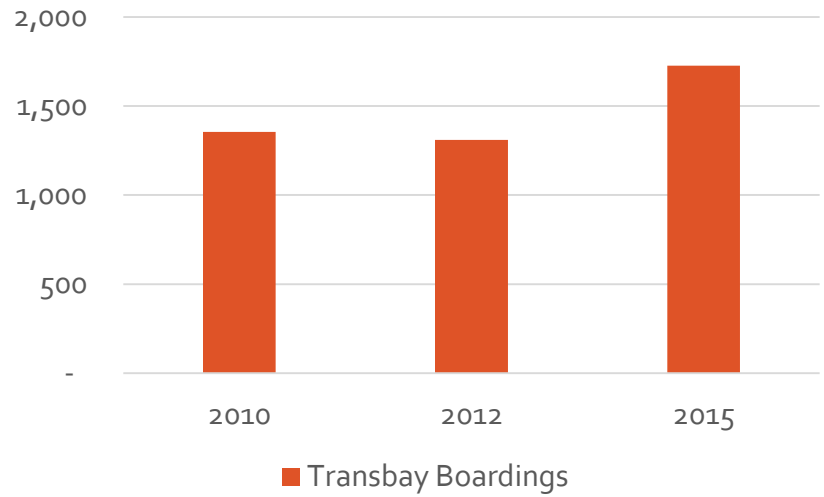
Transit Service is Expanding

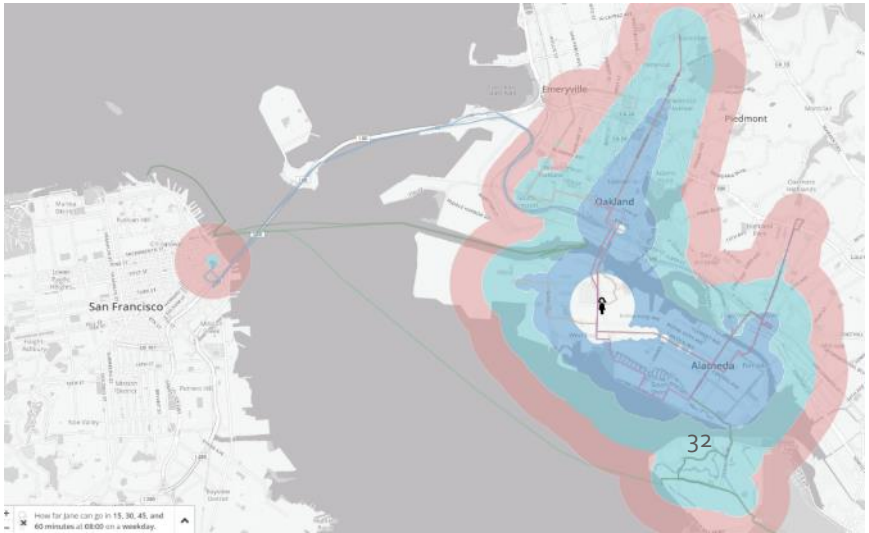
- Recently Completed:
  - Line 51A improvements
  - Additional Line O morning trips
  - Additional ferry trips
- Funded Improvements
  - New Northern Waterfront AC Transit Route
  - Bus-only lanes on Appezzato Parkway
- Planned Improvements
  - Bus queue jump lanes at Stargell
  - Seaplane Lagoon Ferry Terminal and Service



AC Transit Ridership in Alameda

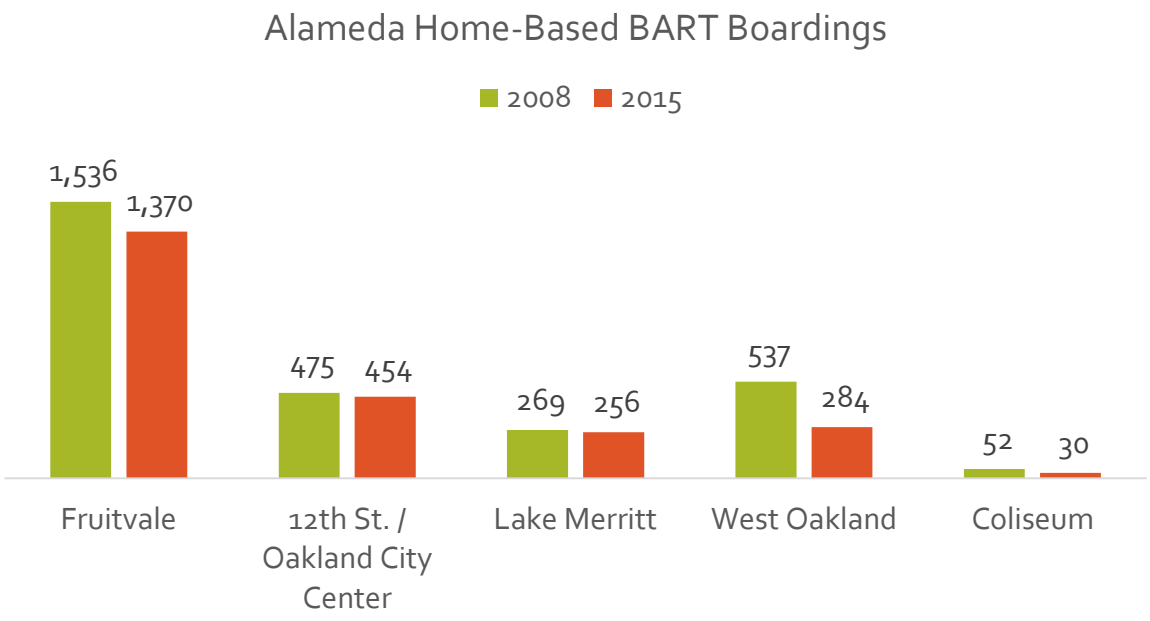
- Local Route Boardings: **6,632** - up 3% since 2010
- Transbay Boardings: **1,727** - up 27% since 2010
- Transit Isochrones (areas of equal travel time)
  - 30 min to access Oakland Downtown
  - 45- 60 minute to access San Francisco Downtown





BART Ridership

- **2015:** 2,395 home-origin based station entries each weekday
- Down 17% since 2008

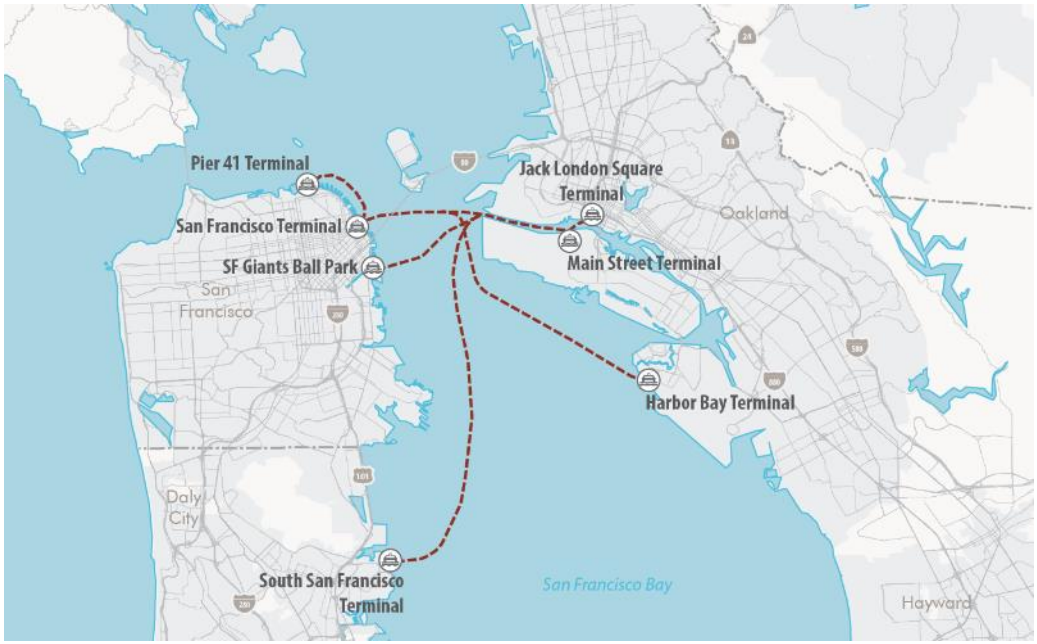


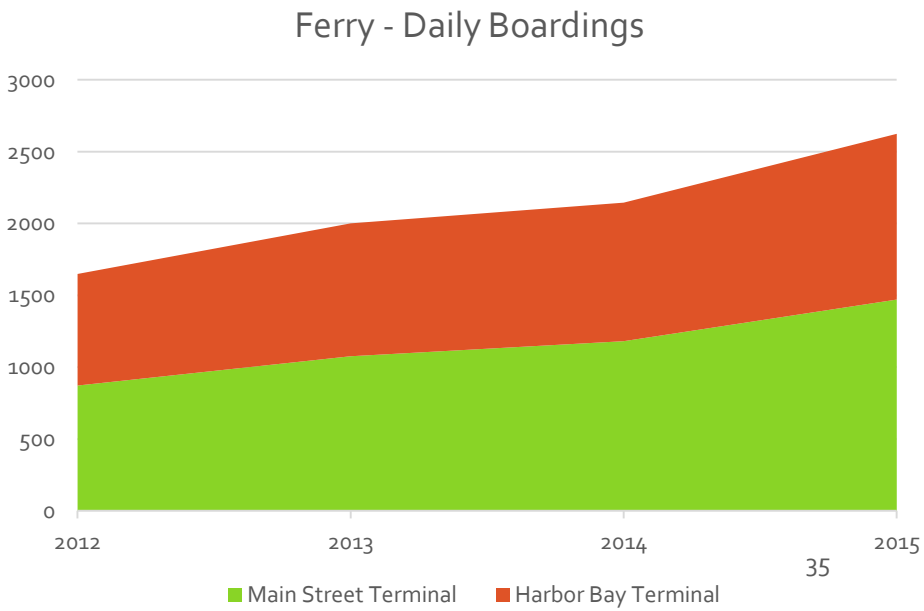
Paratransit

- East Bay Paratransit
  - Operated by BART and AC Transit
- City-based paratransit
  - Funded by Measure B/BB
- Alameda Paratransit Shuttle
  - Averages 430 boardings per month
- Taxi vouchers
  - Average 92 trips per month
- Proposed program changes
  - Shuttle service to Fruitvale BART
  - Increased shuttle frequency
  - Shuttle rebranding

Ferry Service

- Daily Boardings up 60% since 2012
  - Main Street Terminal: **1470** Boardings (2015)
    - Appx. 900 parking spaces (full by 8 a.m., no transit service)
  - Harbor Bay Terminal: **1150** Boardings (2015)
    - Appx. 250 parking spaces (full by 7:30 a.m.)
    - Line 21 free for ferry riders
    - Business park shuttle





6. Transportation Demand Management (TDM) Improves Transportation Options

TDM creates a more efficient transportation system:

- Frequent and reliable transit services
- Carpooling and carsharing
- Walking or bicycling/bikesharing
- Improve pedestrian and bicycling safety
- Transportation information and incentives
- Parking management – well used City asset
- Safeguards – Guaranteed Ride Home Program
- Benefits all Alameda residents and workers

What Does TDM in Alameda Look Like Today?

City requires TDM in all new developments:

- Trip reduction goals of 10% to 30%
- Key developments
  - ***Alameda Landing*** – West Alameda Transportation Management Association
  - ***Alameda Point*** – TDM Plan in process
  - ***Northern Waterfront*** (Del Monte and Marina Shores) – Coordinating on improved bus service on restored Line 19 (Buena Vista Avenue)

What Could TDM Look Like?

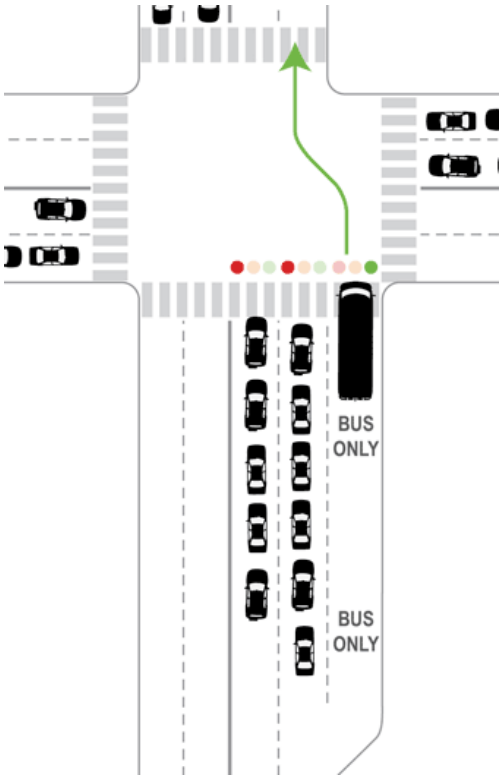
Create a single, consolidated TMA

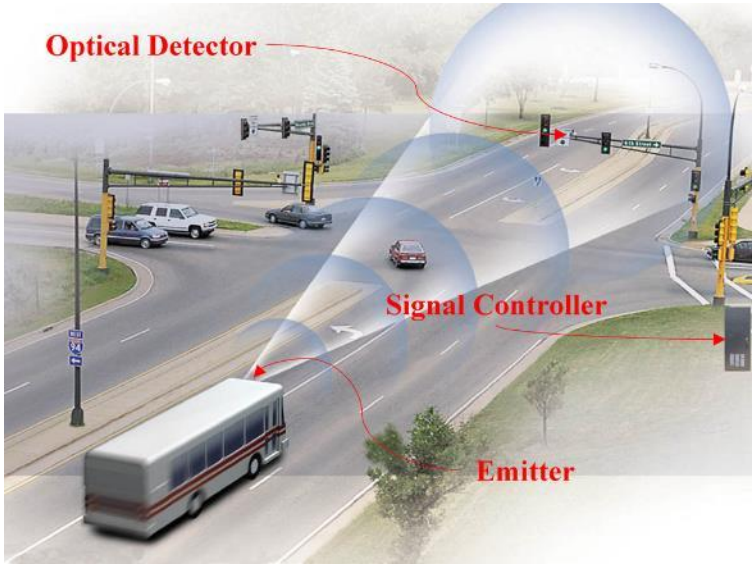
- Increases efficiencies
- More user friendly
- Helps achieve TDM Goals
  - Manage TDM program
  - Engage with City, transit operators and funding
  - Facilitate shared services
  - Market services and programs
  - Coordinate annual requirements to the City

BEST PRACTICES AND NEW TECHNOLOGIES

Transit and Priority Treatments

- Signal priority
- Queue jump lanes
- Bus-only lanes
- Real-time arrivals
- Transit passes

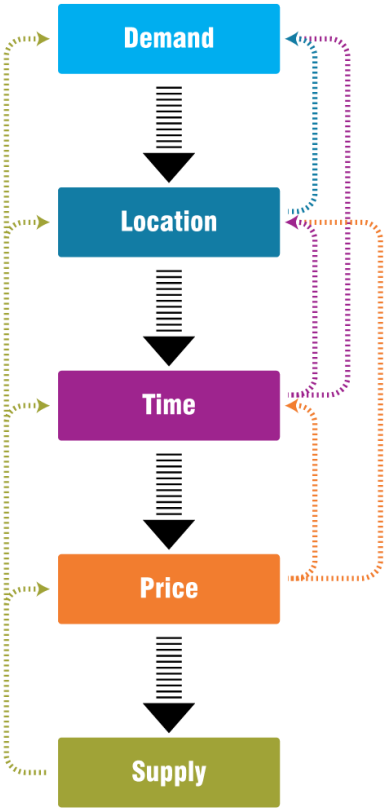




AC TRANSIT
EasyPass

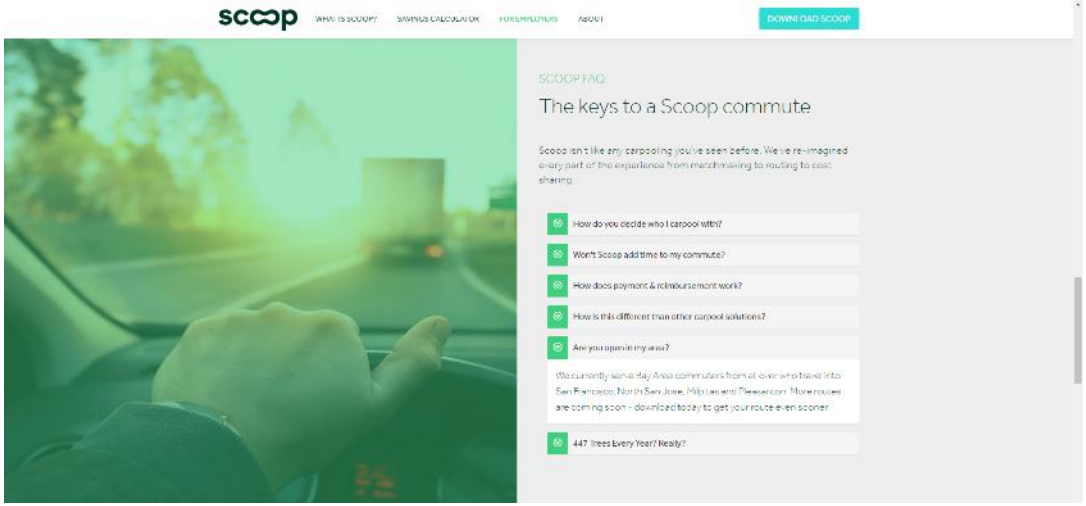
Parking Management Strategies

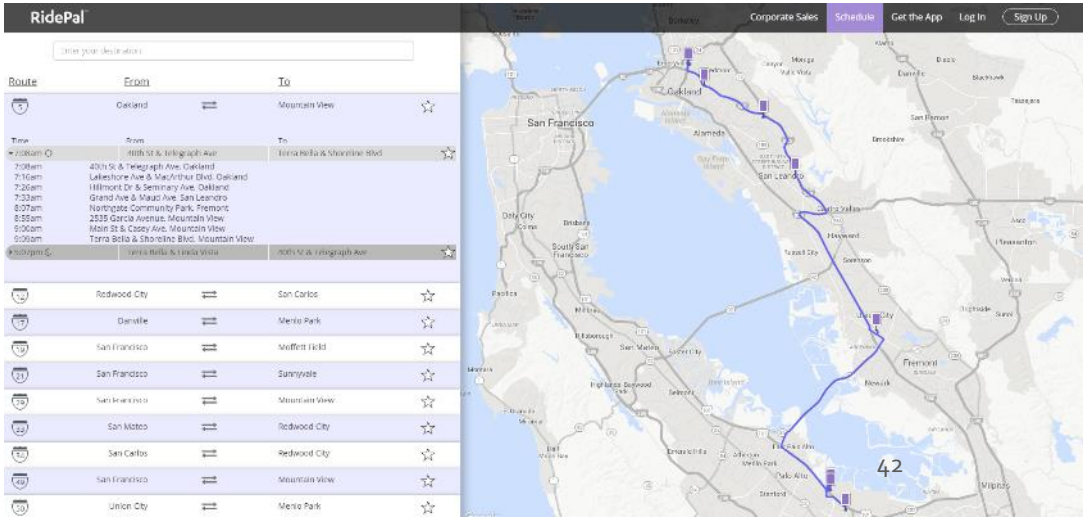
- Demand-based pricing (85% capacity)
- Parking cash-out
- Parking maximums
- Unbundling parking costs



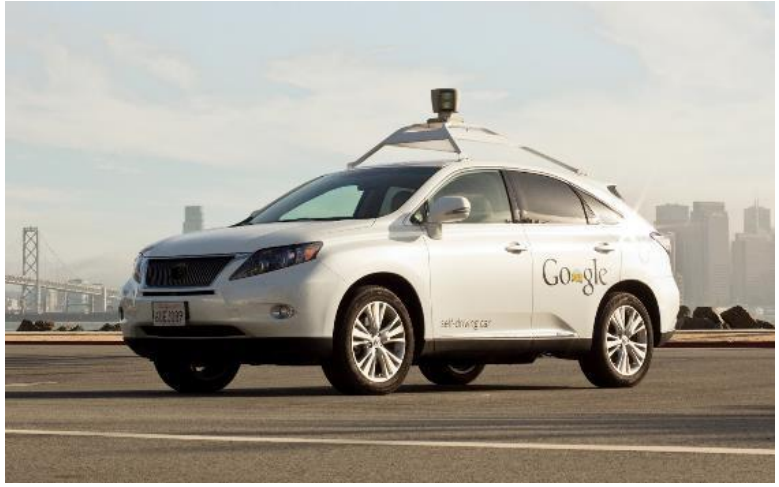
On Demand Car-Sharing and Ride-Sharing

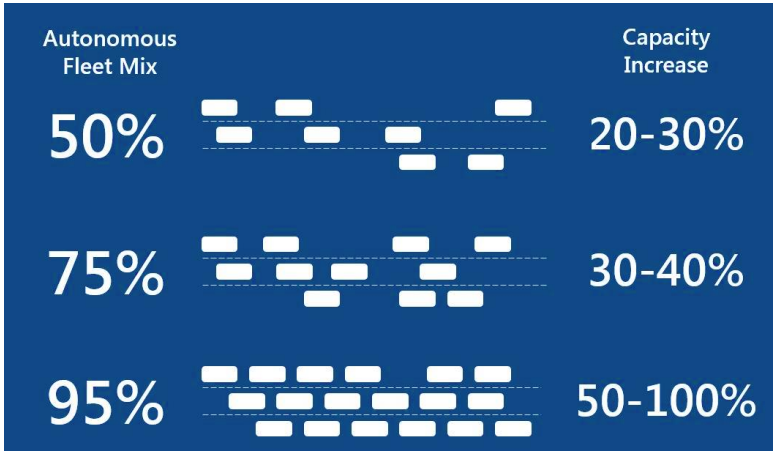
- Transportation Network Companies (Uber, Lyft, Scoop, etc)
  - Carpooling
  - Demand-based transit routes





Other Trends and New Technologies





BREAK-OUT GROUPS

Break-Out Group Discussion Topics

- Discuss and share your experiences on the key concepts discussed:
  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
- Are there areas where we need to investigate further?
- Are there topics we missed?

BREAK-OUT GROUP REPORT BACK

GOALS AND OBJECTIVES

Goals and Objectives Framework

Improve Multimodal Mobility and Minimize/No Increase in Drive Alone Trips

Goal 1
At Island Crossings

- Transit Objectives
- TDM Objectives

Goal 2
Within Alameda

- Transit Objectives
- TDM Objectives

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

Transit Objectives

- Objective 1.A: Improve transit travel times, speeds and reliability during commute hours at island crossings
- Objective 2.B: Increase trips made by taking transit 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

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

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 2: **Enhance multimodal mobility within Alameda**

Transit Objectives

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

GOAL 2: **Enhance multimodal mobility within Alameda**

Transportation Demand Management Objectives

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

GOALS AND OBJECTIVES GROUP DISCUSSION

What do think about the Goals and Objectives?

Are there other areas we should be covering?

NEXT STEPS

MEETING EVALUATION

Next Steps

- Transportation Commission: **Wednesday, May 25**
- Planning Board: **Monday, June 13**
- City Council: **July (TBD)**
- Next Advisory Meeting: **Fall 2016**

- Project Website: http://alamedaca.gov/citywide-transit-tdm-plans
- Open Forum Web Survey: https://alamedaca.gov/public-works/open-forum
- Staff Contact:
  Gail Payne, Transportation Coordinator
  510-747-6892 - gpayne@alamedaca.gov

CITY OF ALAMEDA
TRANSIT AND TDM PLANS

Community Workshop #1

CDM Smith

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