# EXPANDING TRANSPORTATION OPTIONS: TRANSIT AND TDM PLAN

Planning Board – June 27, 2016

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MIG

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# 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

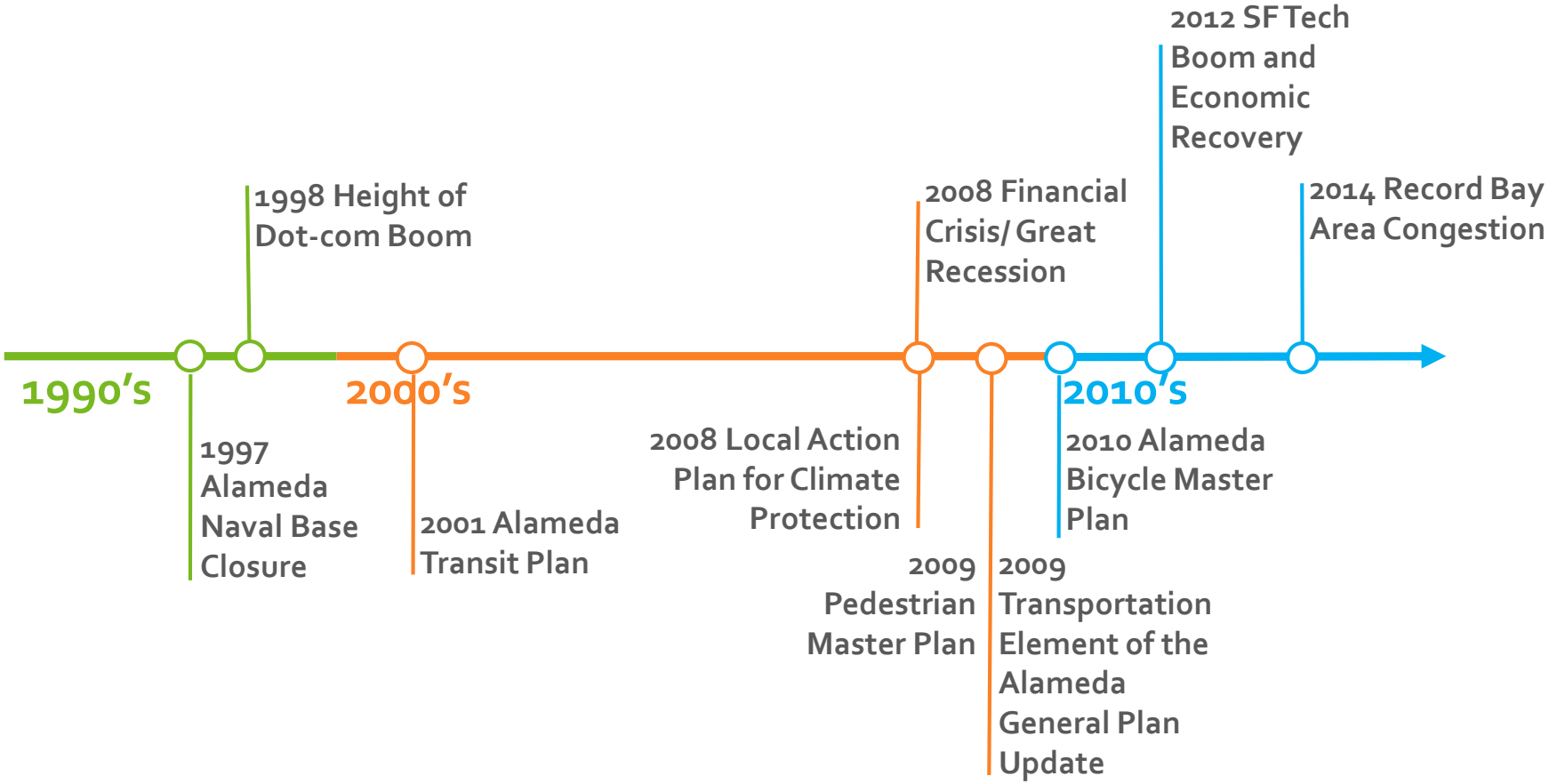
# Project Background

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

## Planning Process

# EXISTING CONDITIONS ANALYSIS

# Local Trends

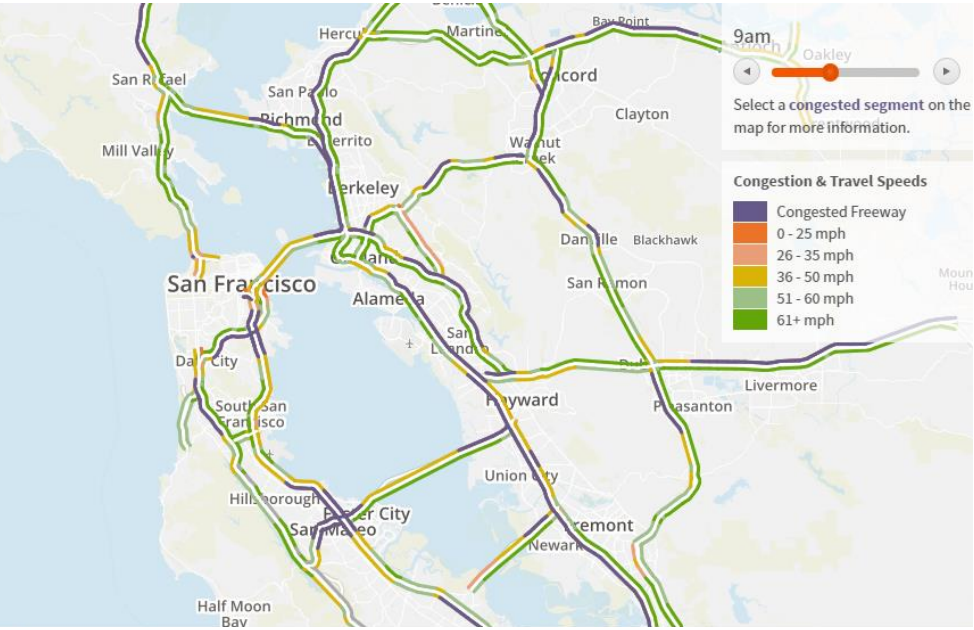


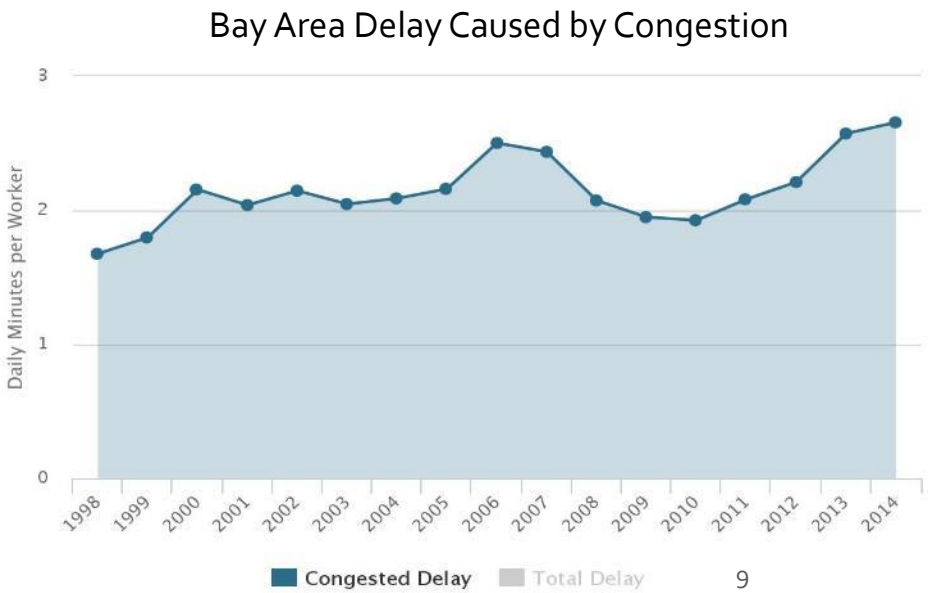
# Key Concepts

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

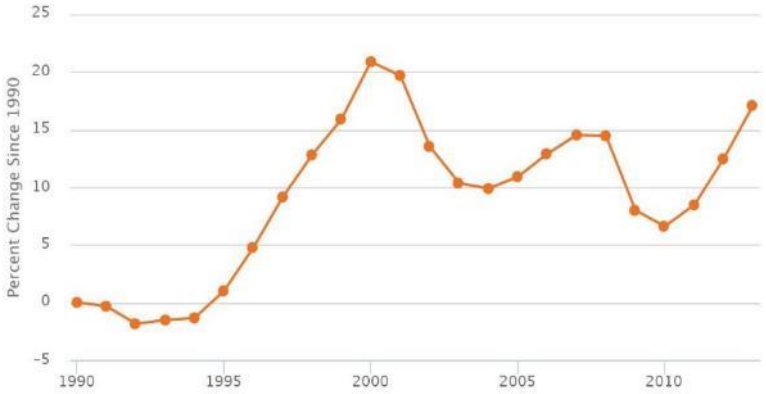
- Limited access on/off the island with long queues
  - Tube congestion has increased due to traffic merging onto I-880

# Island Crossings Are Congested

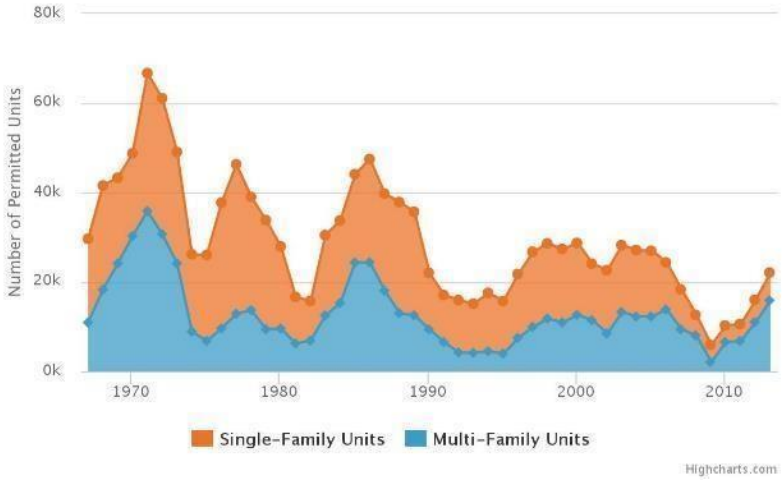
# 2. Housing and Jobs Are Growing

- 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

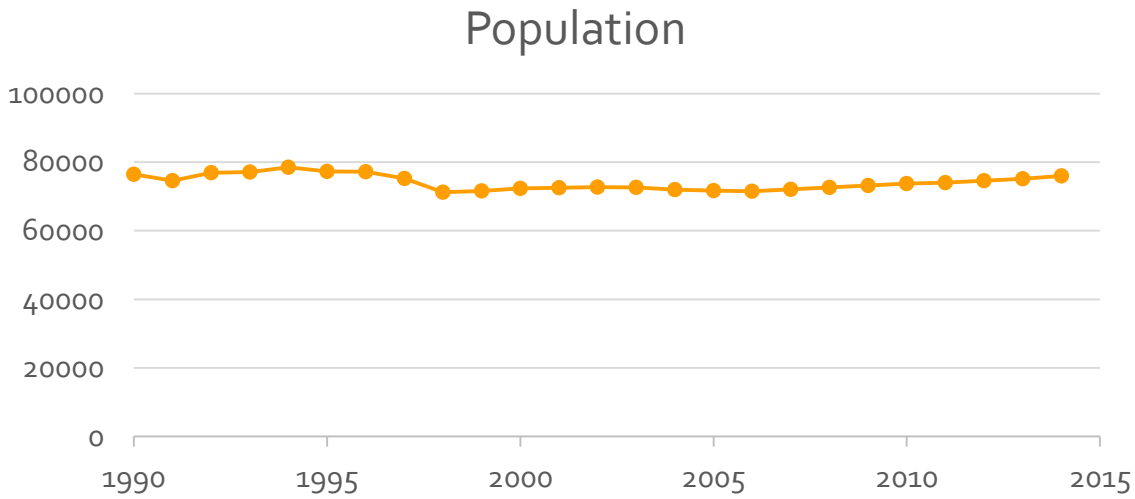
Bay Area Jobs - Percent Change Since 1990

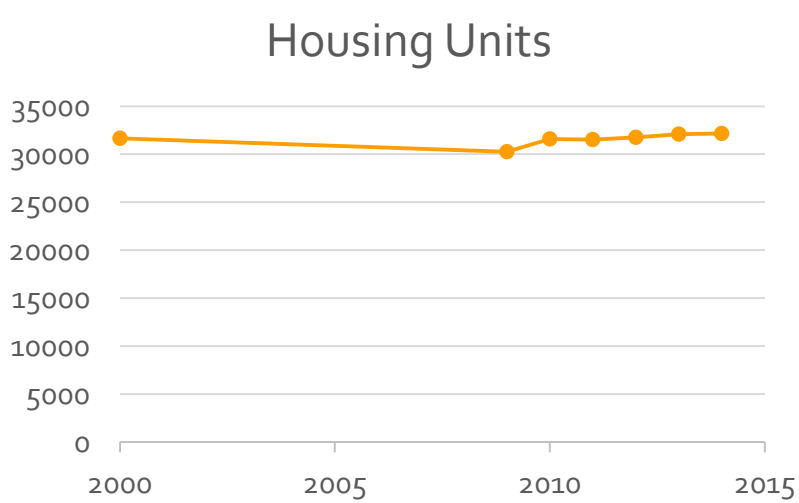


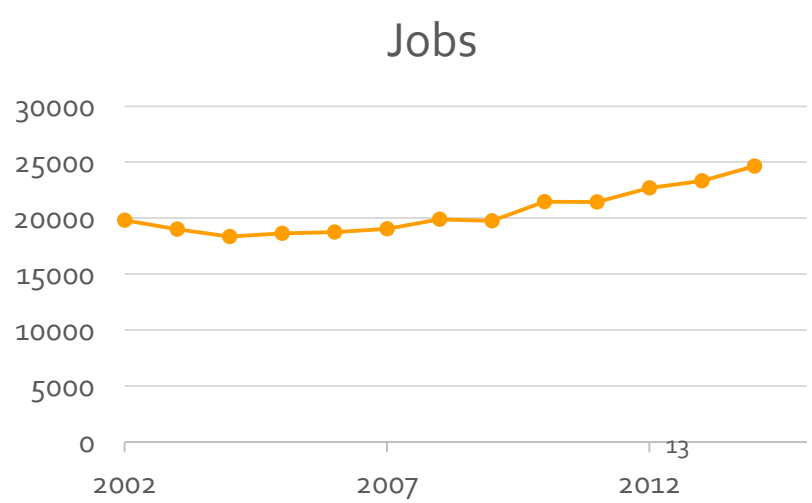

Bay Area Housing Growth



# Alameda Population and Job Growth

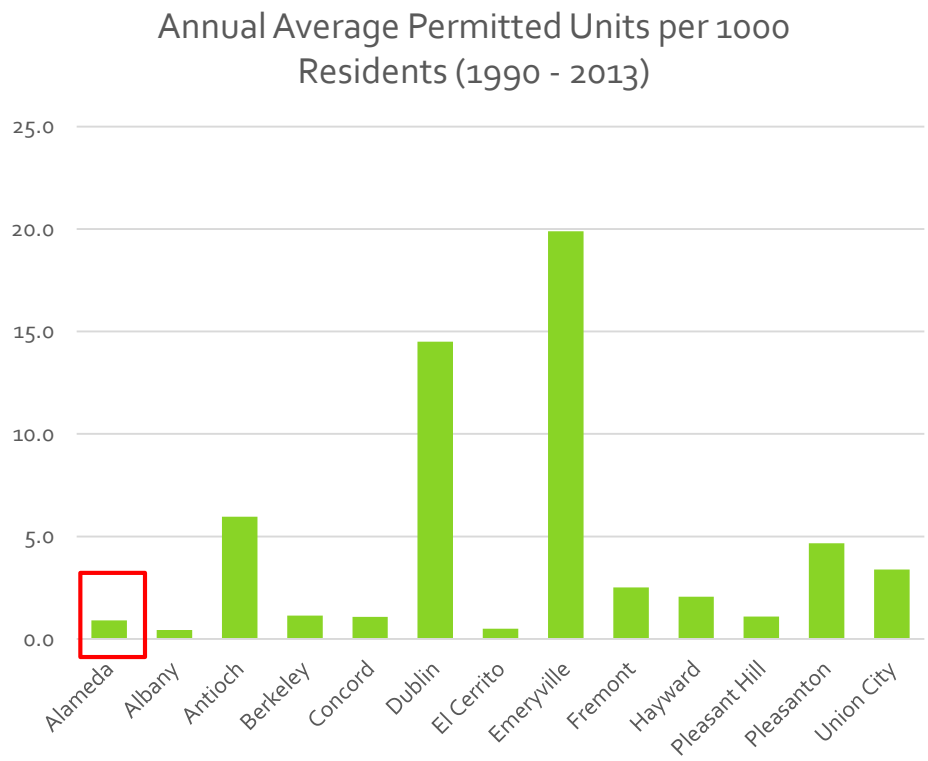


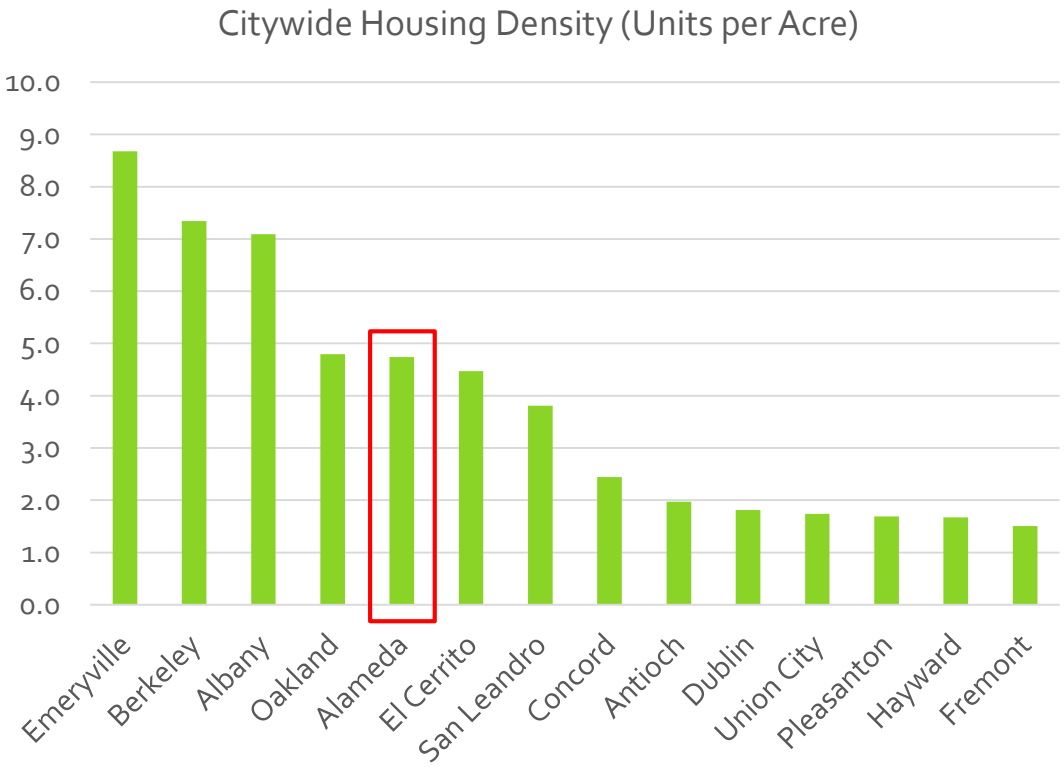
# Permitted Units Over Time

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

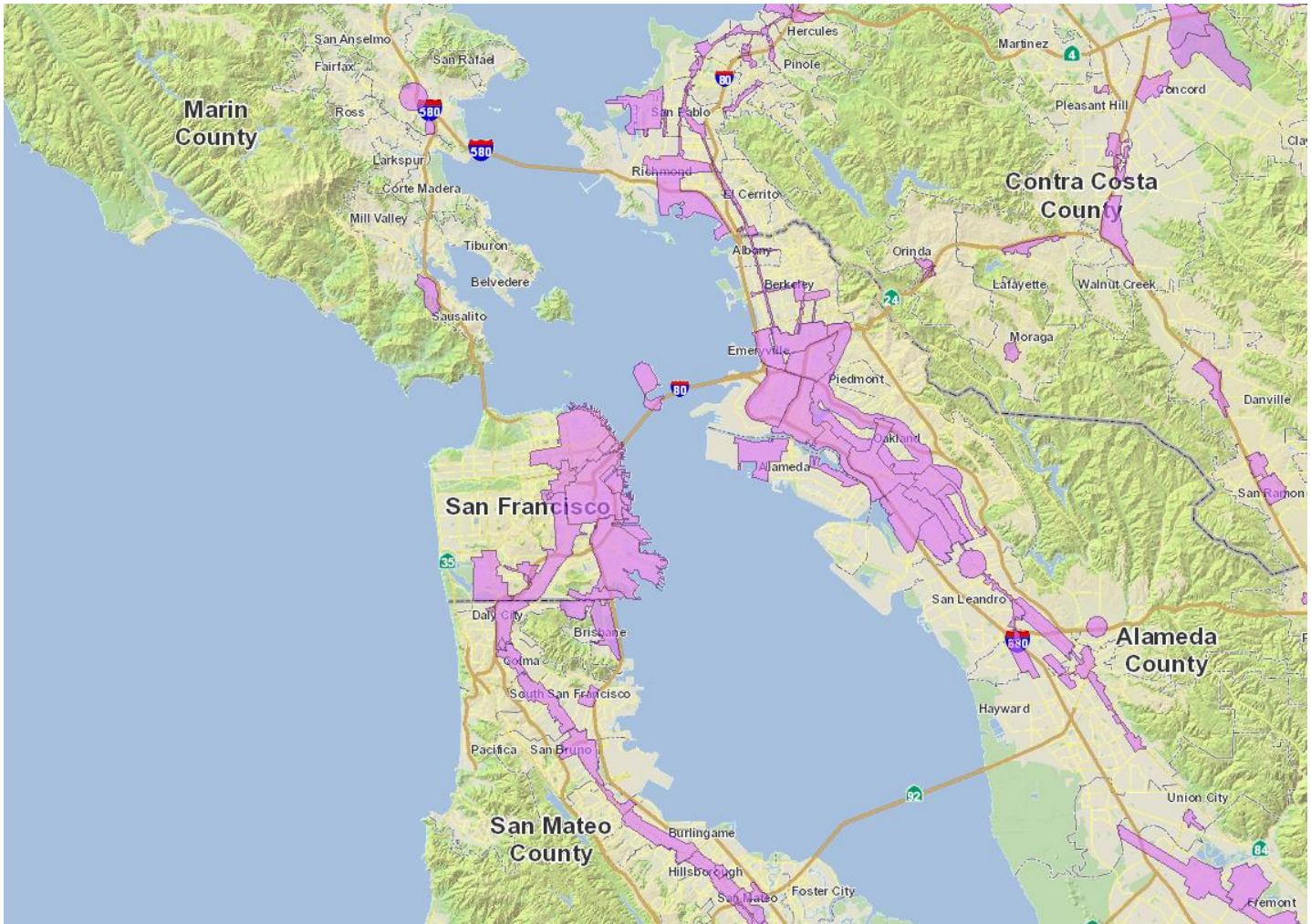


# Housing Density

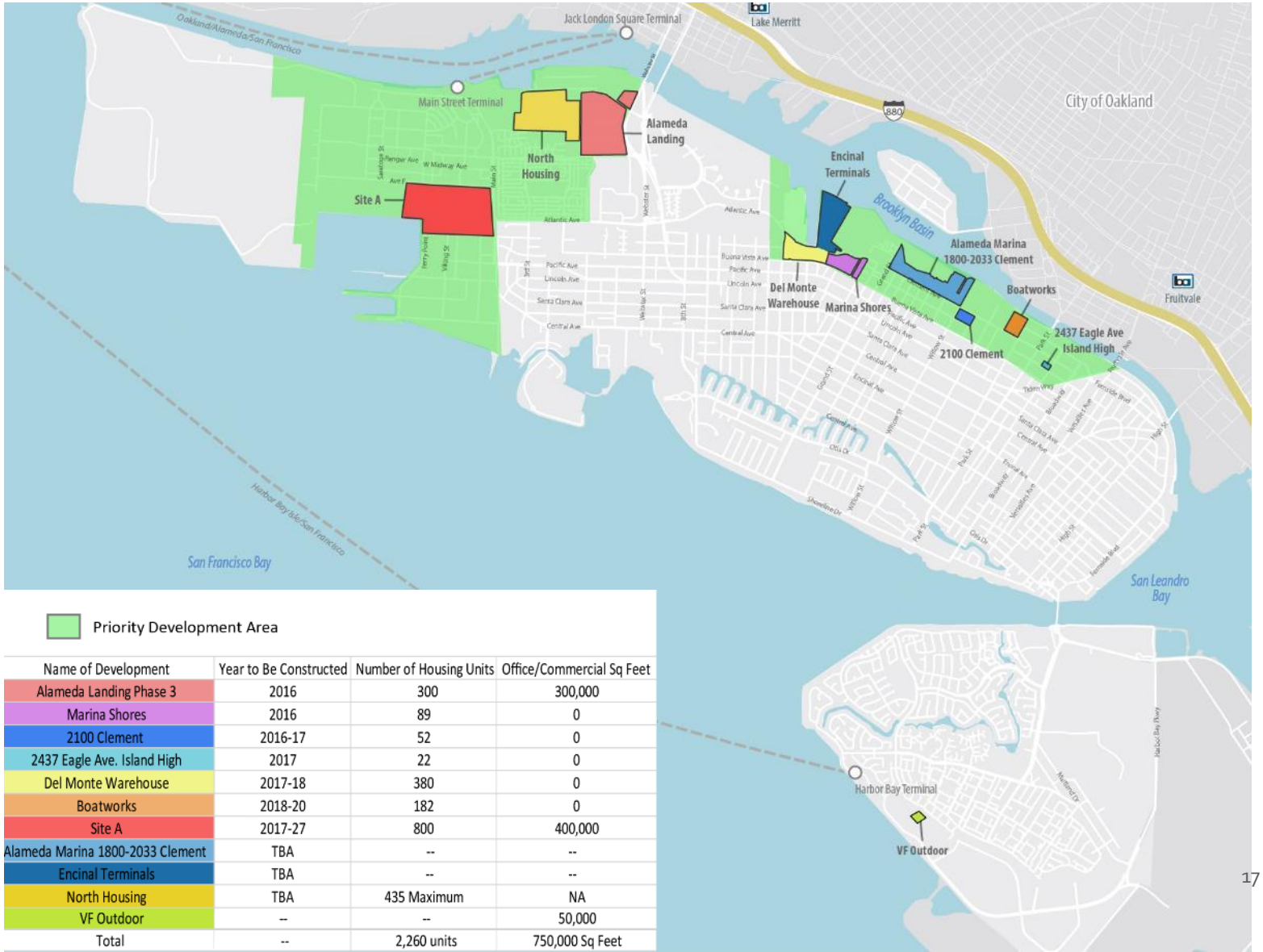
- Alameda citywide housing density: 4.7 units per acre



# ABAG Priority Development Areas



# Priority Development Areas Approved/Entitled Development

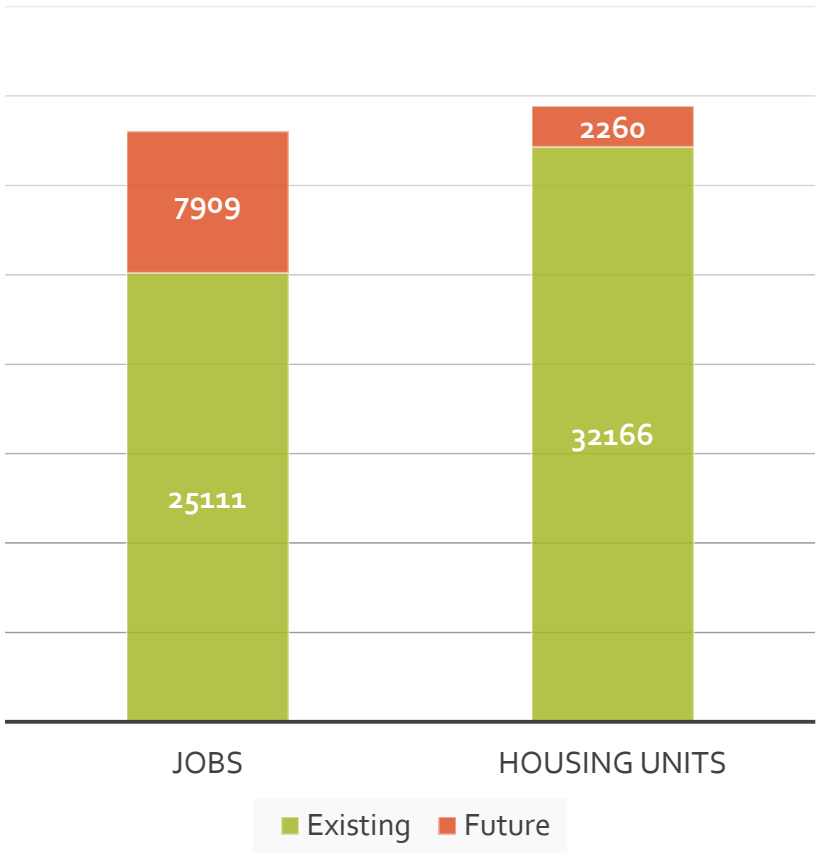



Priority Development Area

| 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

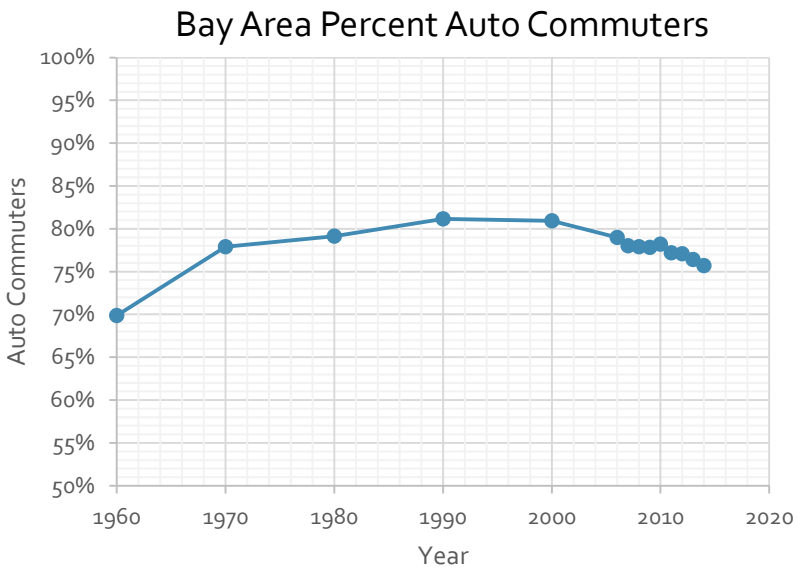


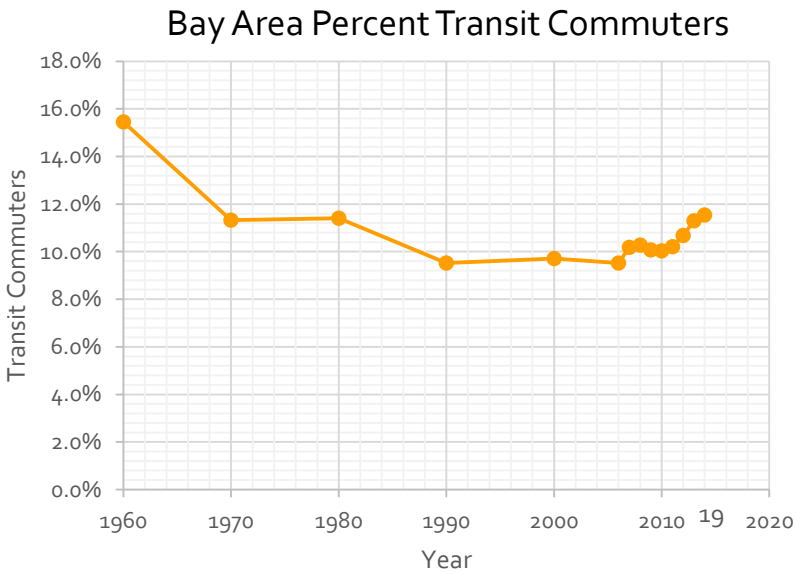



*Source: City of Alameda Planning Department; 2014 LEHD; 2014 5-year ACS; ABAG 2013 Projections*

# 3. Regional Commute Patterns Are Changing

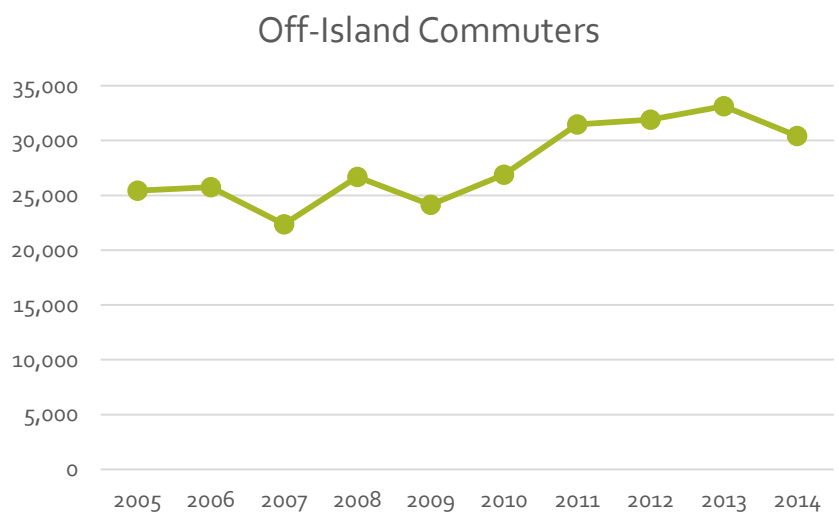
- **Auto commuters declining**. Percent of auto commuters on downward trend 76%—lowest since 1960.
- **Transit commuters increasing.** Recent modest increase in transit use over the past four years increasing from 10% to 12% of all commute trips.
- **Millennials are multimodal**, significant decrease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

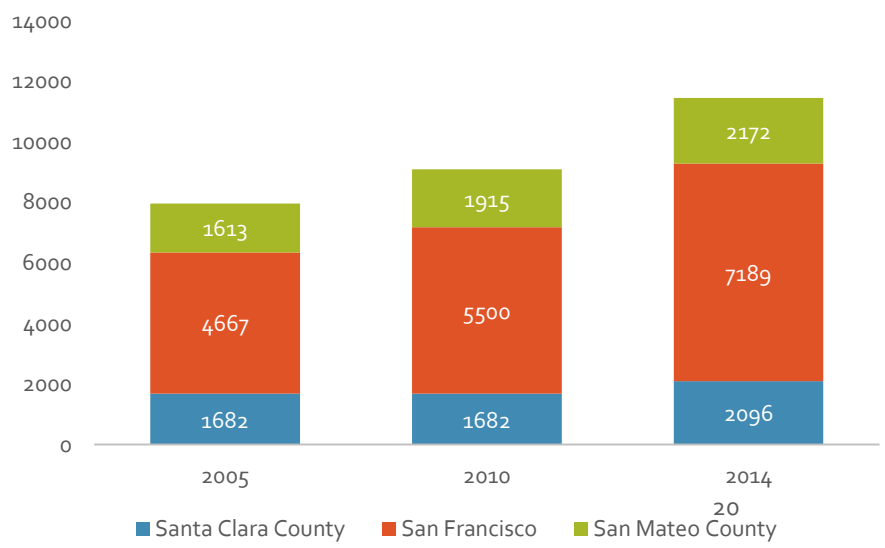


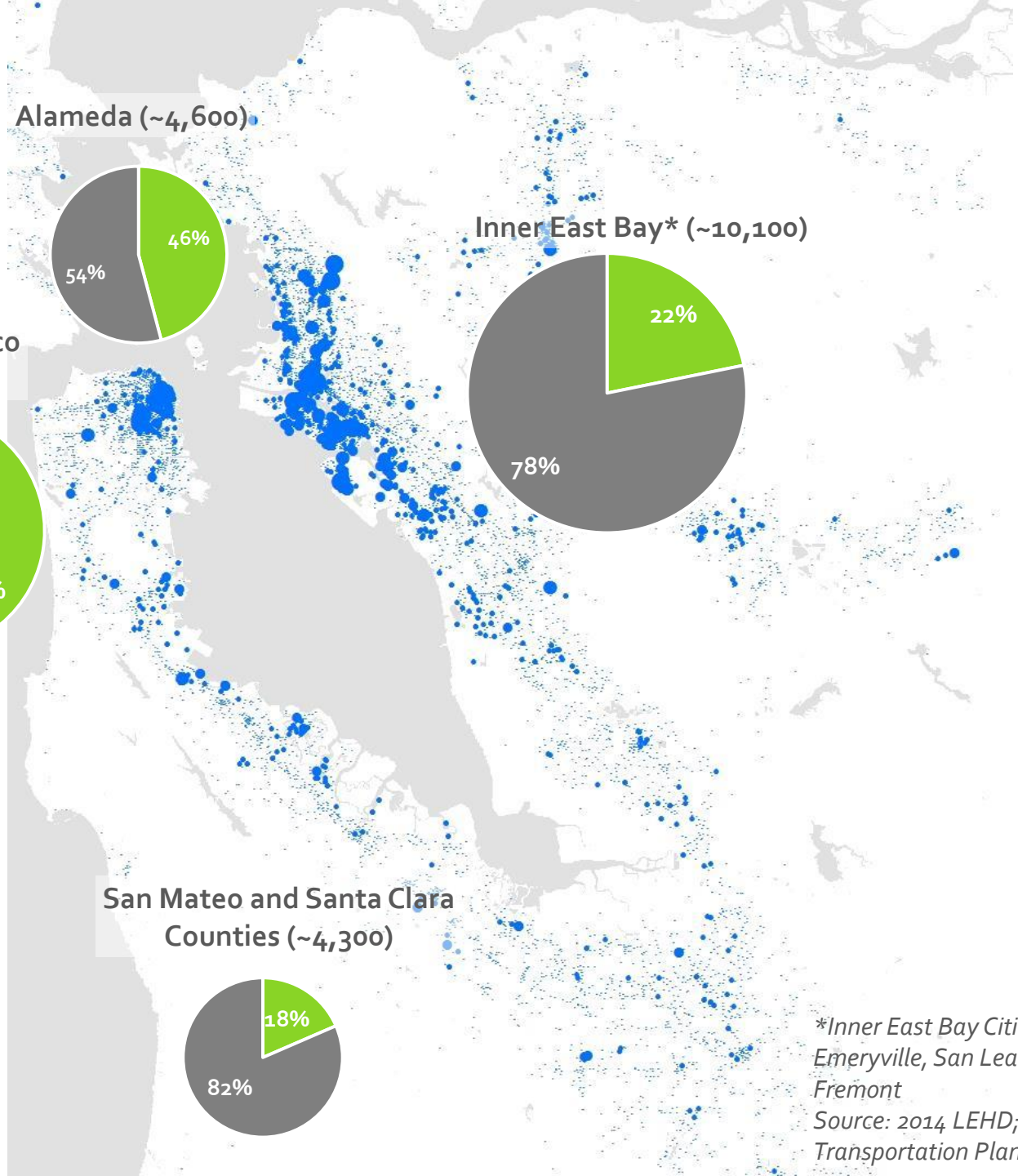



# Alameda Commute Trends

- 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

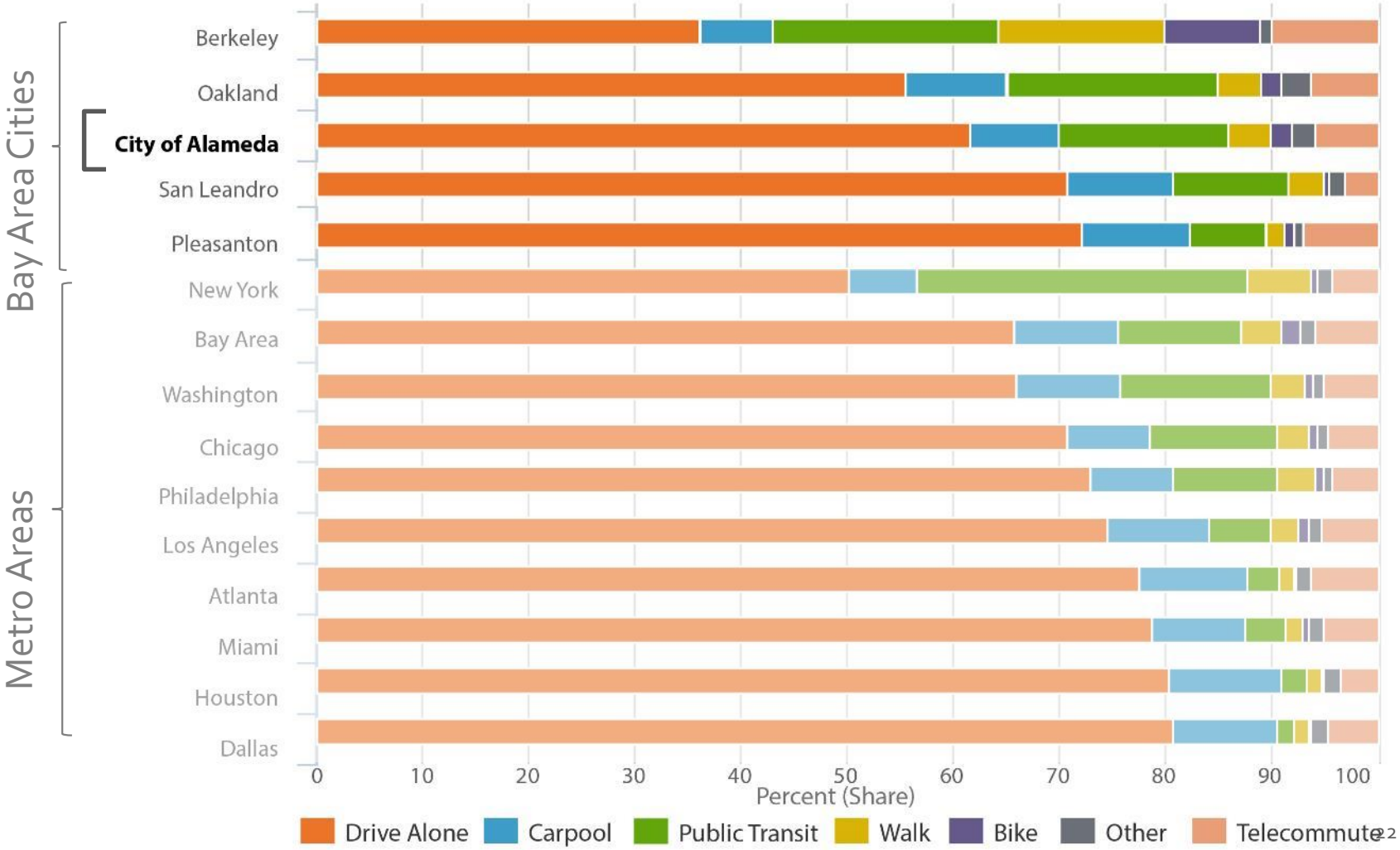
Drive Alone

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

**Opportunities**

- Well-suited geography
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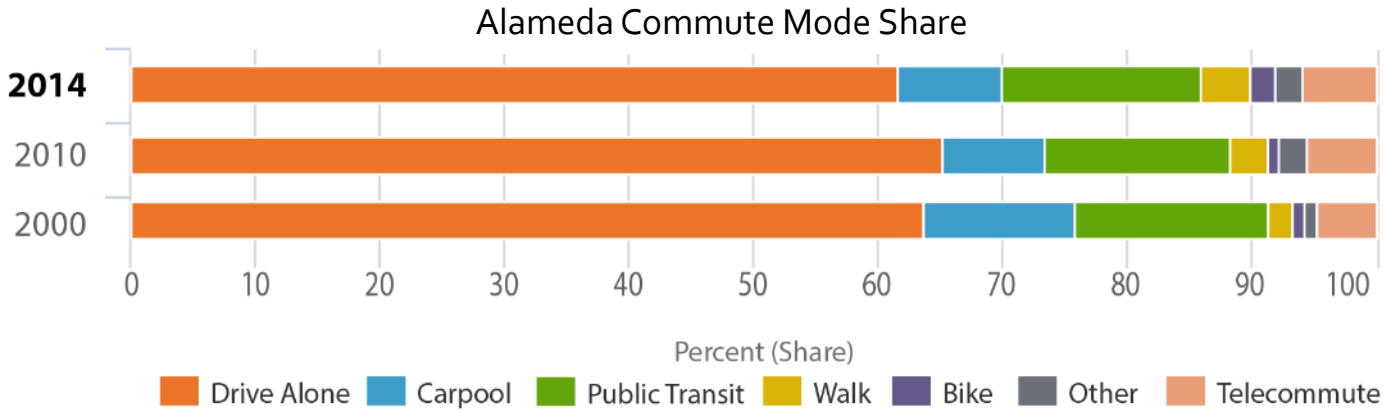
**Challenges**

- 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**

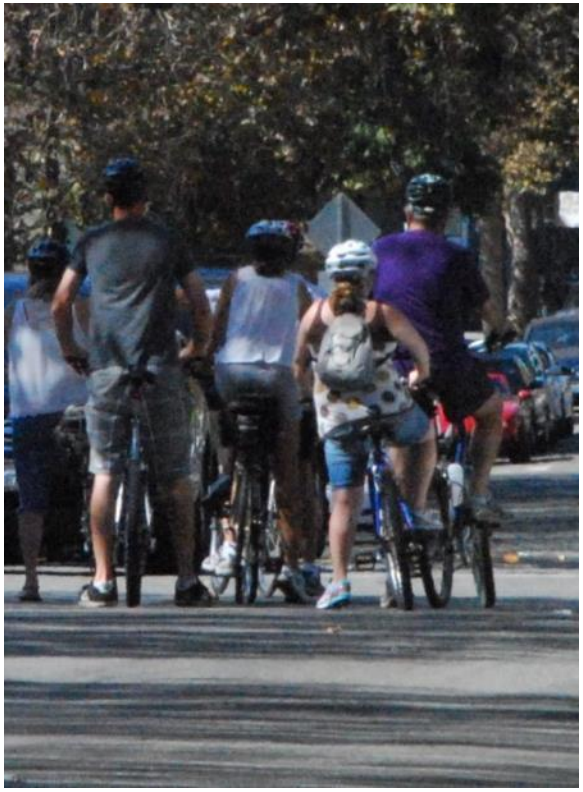


# Travel Within Alameda

- 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)

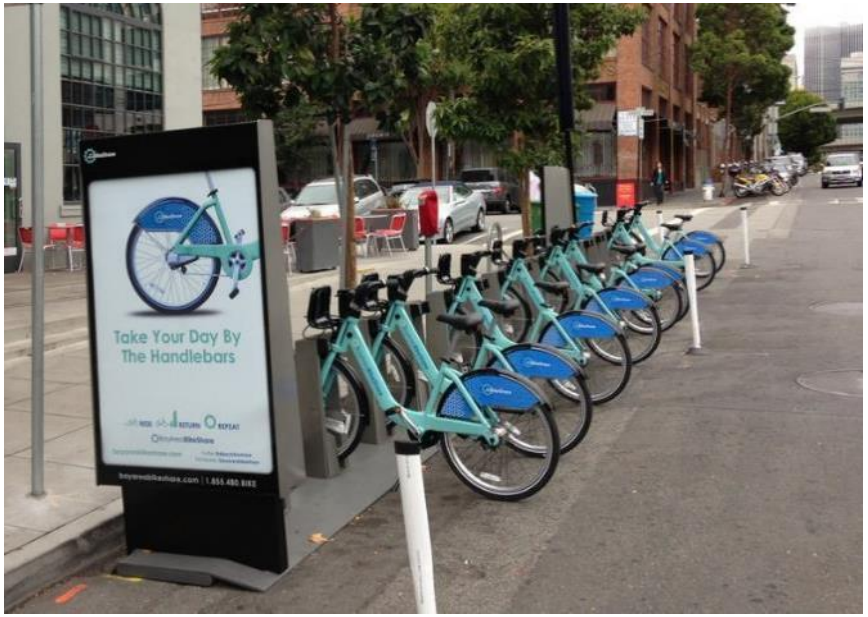
# Travel Within Alameda

- School pick-up and drop-off can increase traffic
- Alameda Unified School District: 9,400 Students
  - No enrollment increases over past ten years
  - Citywide magnet schools total almost 1,000 students
- 1,500 new charter school students in West Alameda
  - Academy Elementary (75)
  - Academy Middle (505)
  - ACLC (390)
  - NEA (529)
- Safe routes to school programs



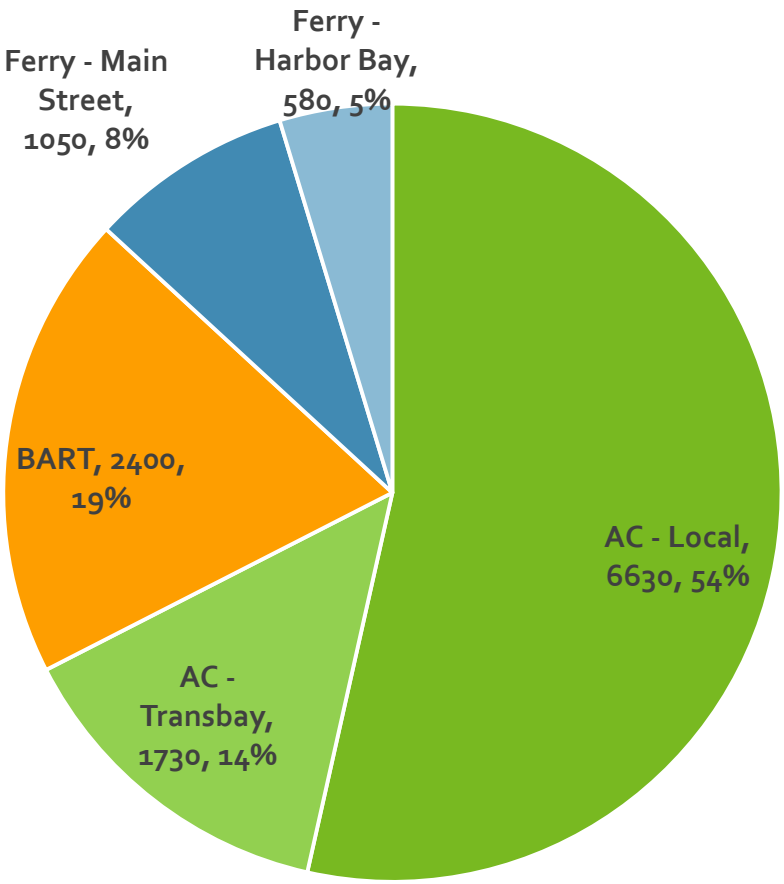
# Bicycle Facilities and Improvements

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



# Transit Ridership

- 12,390 Weekday Boardings
- 16% Alameda commuters take transit



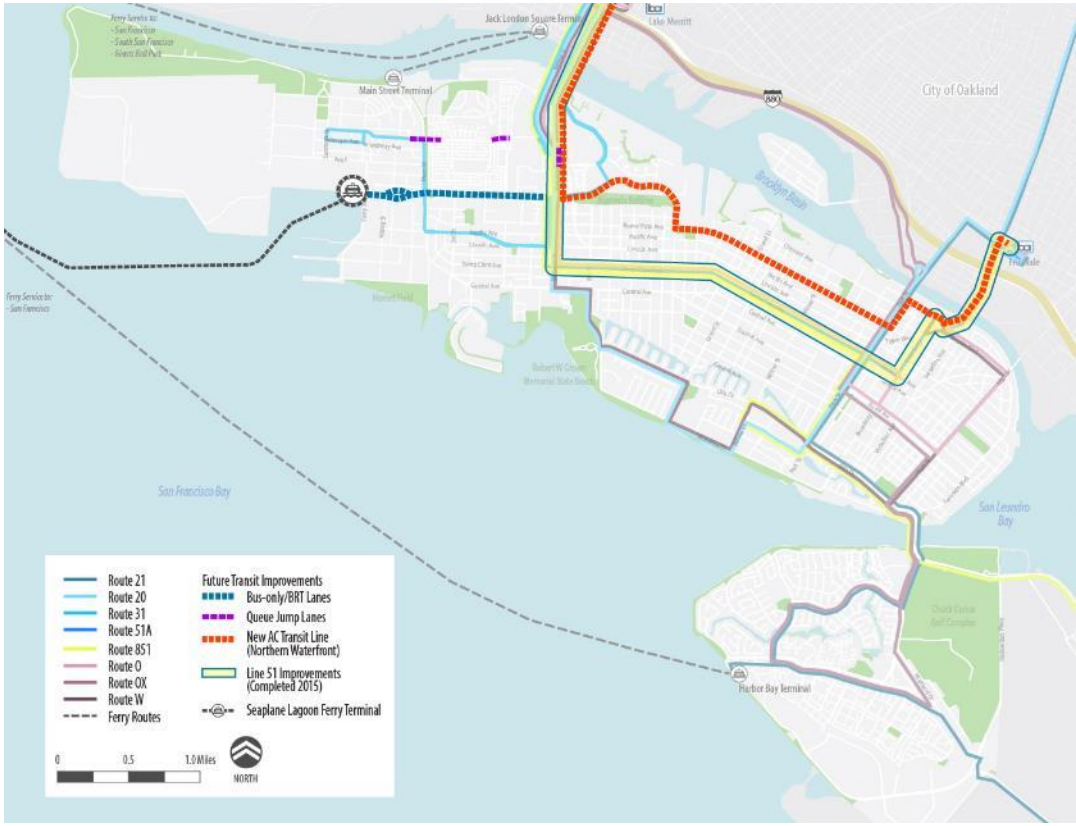

*Source: 2014 American Community Survey; AC Transit 2015 Ridership; 2015 WETA Ridership; BART 2015 SPS*

# 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

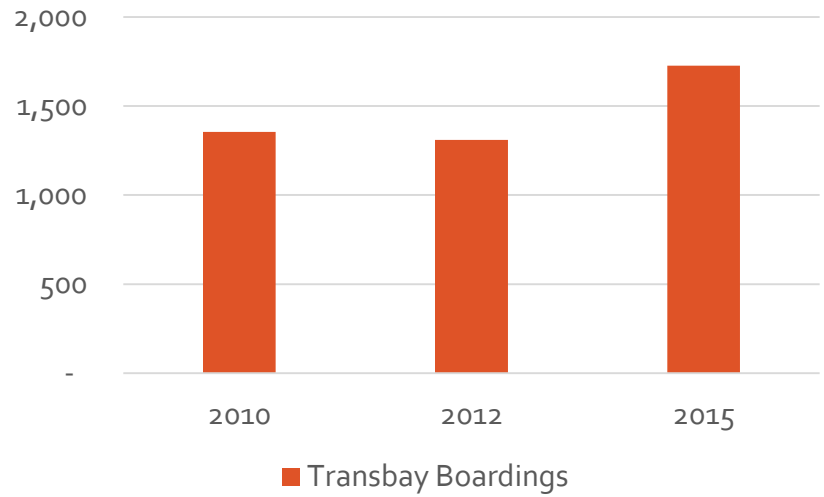
# Transit Service is Expanding

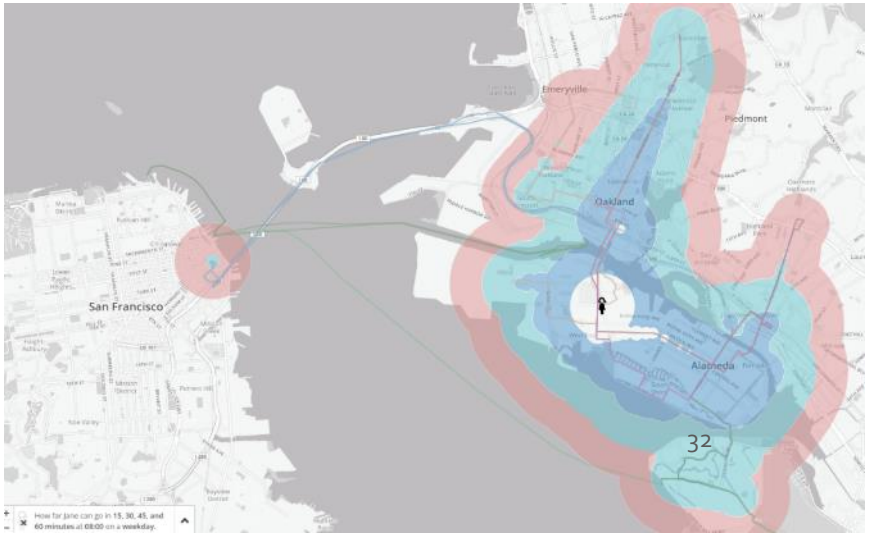
- Recently Completed:
  - Line 51A improvements
  - Additional Line O morning trips
  - Additional ferry trips
- Funded Improvements
  - New Northern Waterfront AC Transit Route
  - Bus-only lanes on Appezzato Parkway
- Planned Improvements
  - Bus queue jump lanes at Stargell
  - Seaplane Lagoon Ferry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



# AC Transit Ridership in Alameda

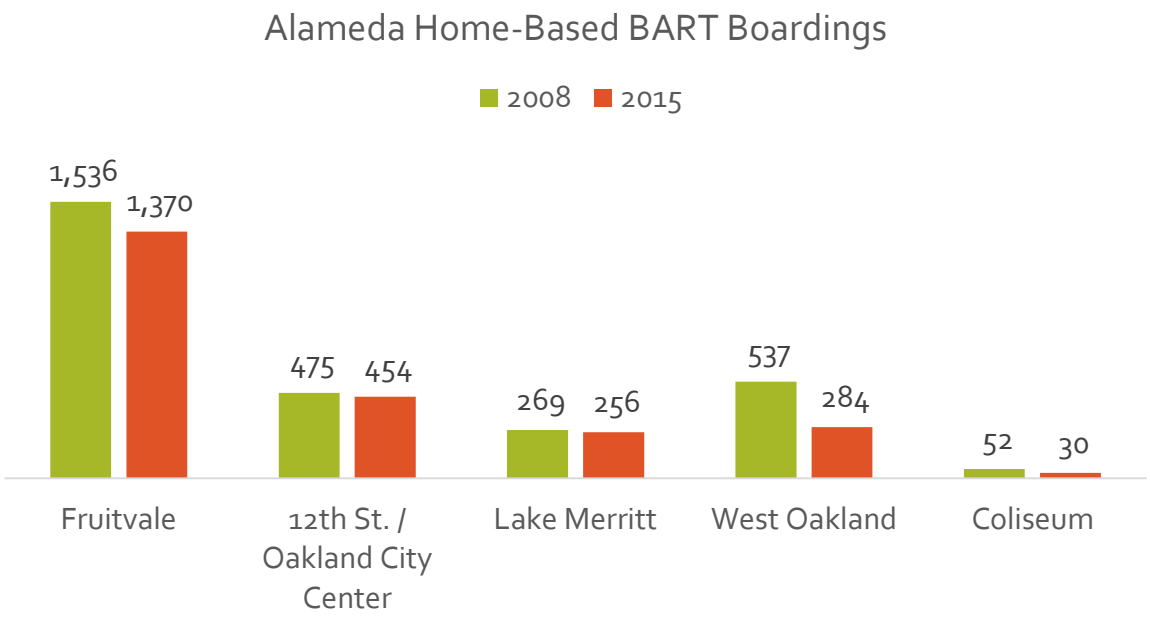
- Local Route Boardings: **6,632** - up 3% since 2010
- Transbay Boardings: **1,727** - up 27% since 2010
- Transit Isochrones (areas of equal travel time)
  - 30 min to access Oakland Downtown
  - 45- 60 minute to access San Francisco Downtown



# BART Ridership

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

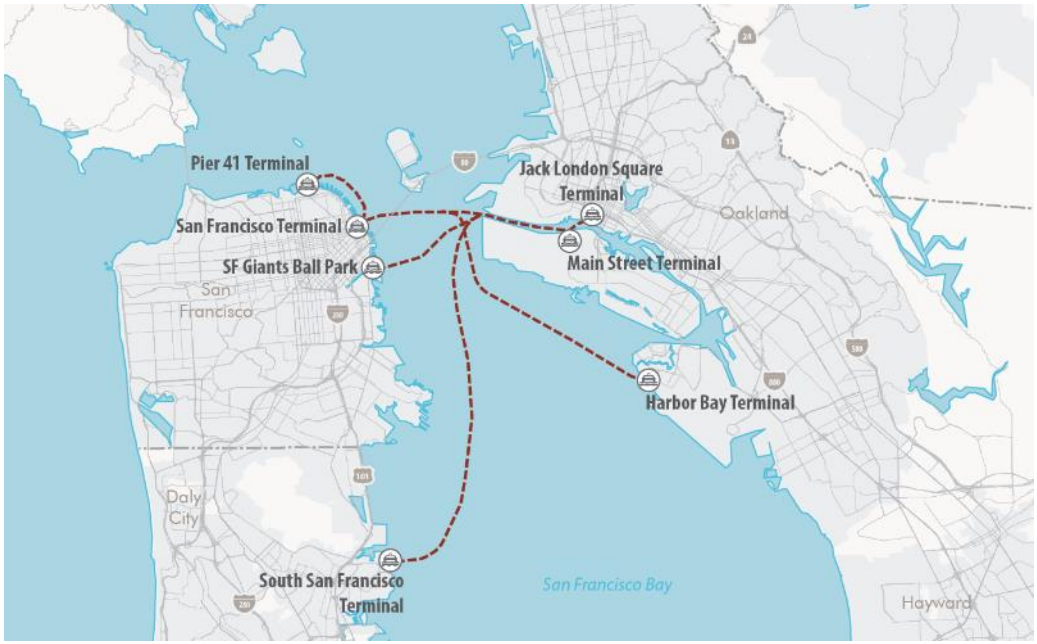


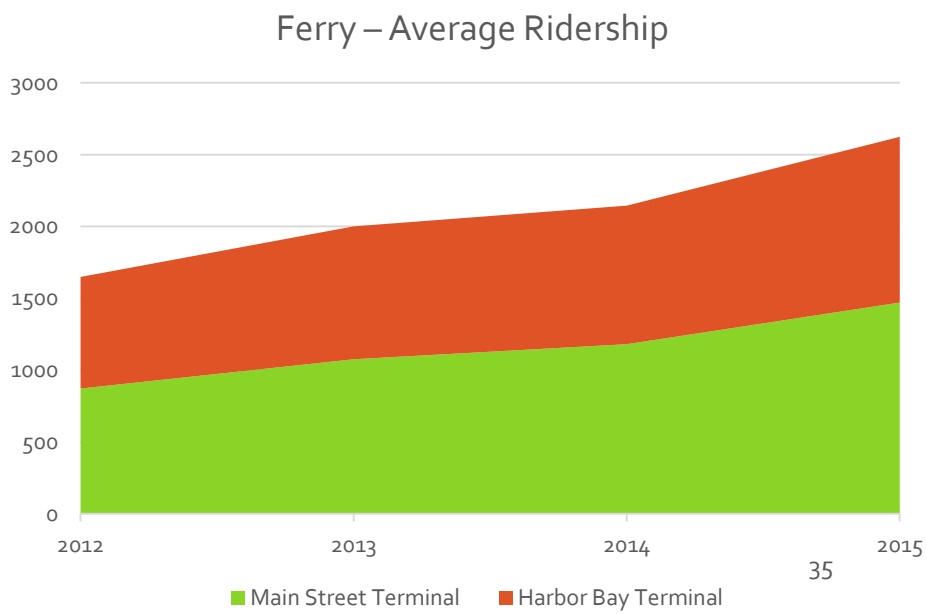
# Paratransit

- 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: **1050** Boardings (2015)
    - Appx. 900 parking spaces (full by 8 a.m., no transit service)
  - Harbor Bay Terminal: **580** 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?

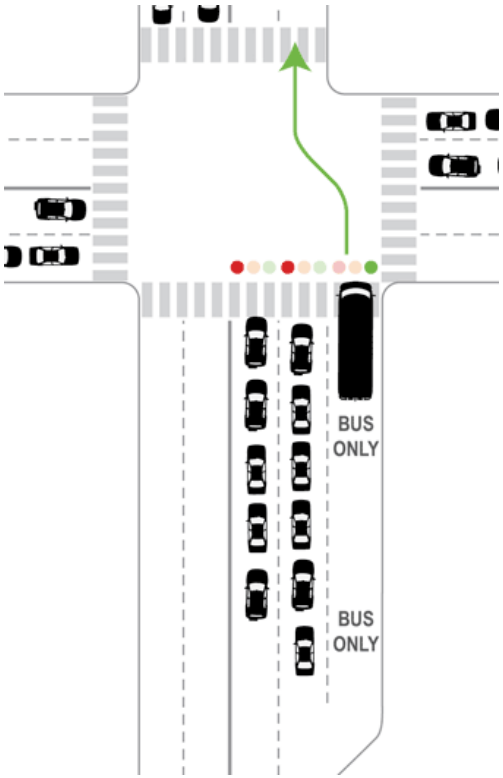
**Create a single, consolidated TMA**

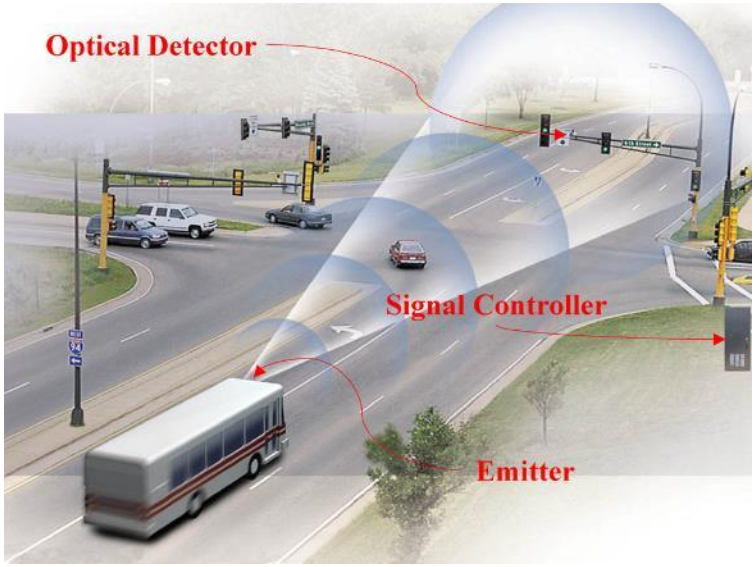
- Increases efficiencies
- More user friendly
- Helps achieve TDM Goals
  - Manage TDM program
  - Engage with City, transit operators and funding
  - Facilitate shared services
  - Market services and programs
  - Coordinate annual requirements to the City

# BEST PRACTICES AND NEW TECHNOLOGIES

# Transit and Priority Treatments

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

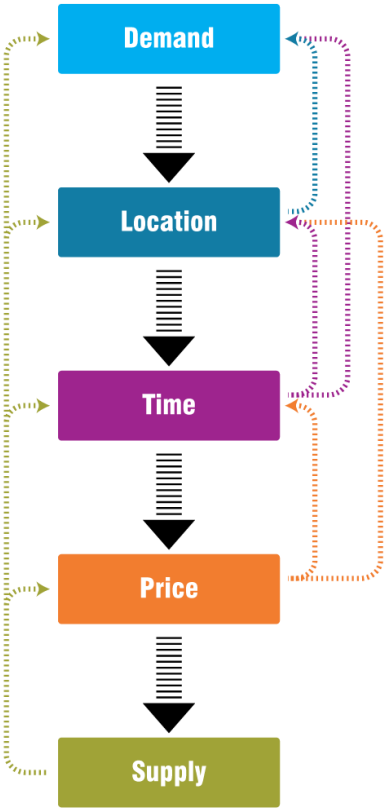



AC TRANSIT
EasyPass

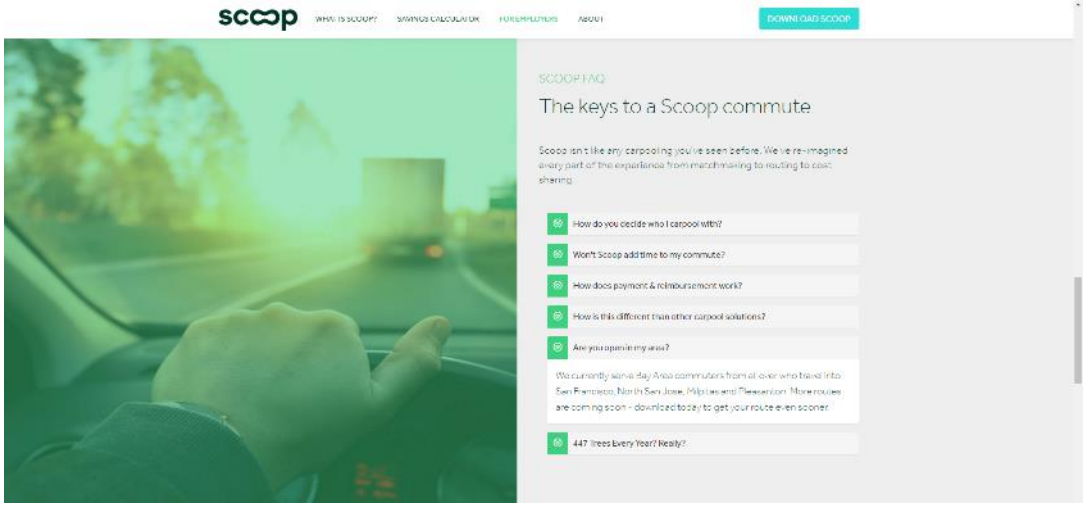
# Parking Management Strategies

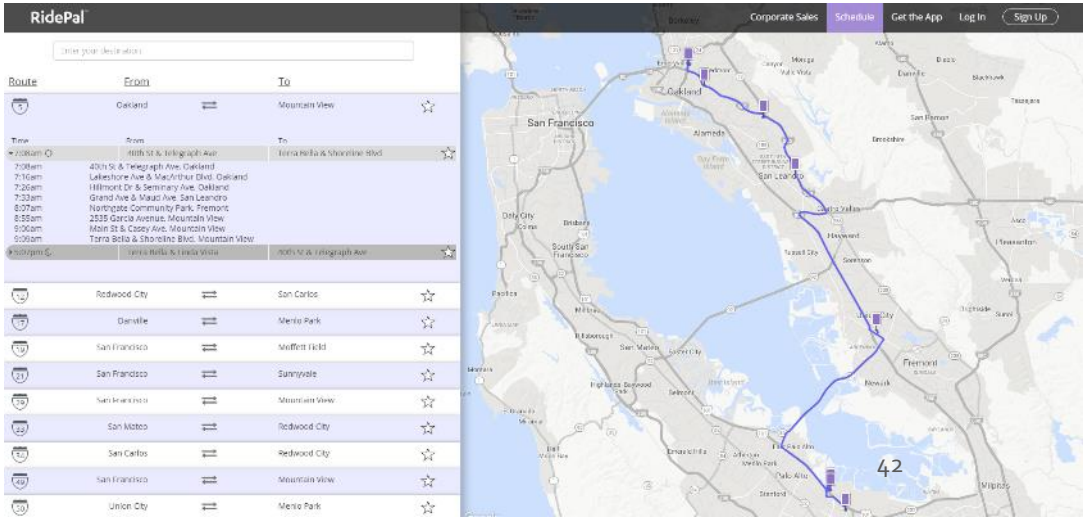
- Demand-based pricing (85% capacity)
- Parking cash-out
- Parking maximums
- Unbundling parking costs



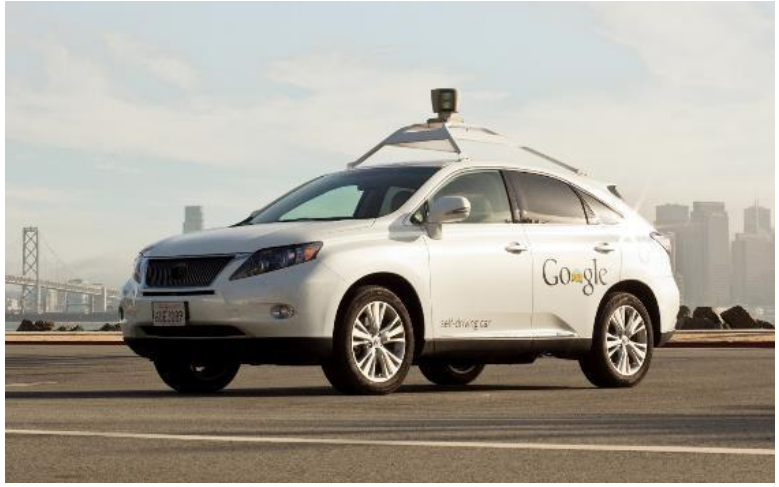
# On Demand Car-Sharing and Ride-Sharing

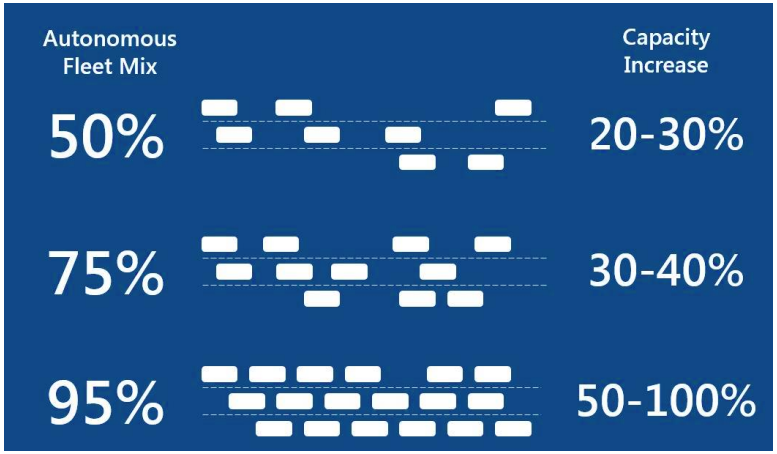
- Transportation Network Companies (Uber, Lyft, Scoop, etc)
  - Carpooling
  - Demand-based transit routes



# Other Trends and New Technologies



# GOALS, OBJECTIVES AND EVALUATION CRITERIA

# 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 frequency, reliability and times in/out of Alameda, especially in the peak period
- Objective 1.B: Improve access to transit options, including BART, ferry terminals and transbay buses
- Objective 1.C: Increase public, employee/employer and residential association awareness of transit options in/out of Alameda
- Objective 1.D: Maintain positive partnerships with transit operators to leverage monies and expertise

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

*Transportation Options Objectives*

- Objective 1.E: Provide programs and strategies to reduce drive alone trips in/out of Alameda, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- Objective 1.F: Integrate land use changes and transportation improvements, and strengthen public-private partnerships
- Objective 1.G: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing, especially for first-mile/last-mile transportation choices
- Objective 1.H: Increase public, employee/employer and residential association awareness of transportation options in/out of Alameda
- Objective 1.I: Emphasize safety in the planning, design and implementation of all transportation improvements
- Objective 2.J: Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant to ADA requirements

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

*Transit Objectives*

- Objective 2.A: Improve bus frequency, reliability and times within Alameda
- Objective 2.B: Improve access to buses within Alameda
- Objective 2.C: Increase public, employee/employer and residential association awareness of bus options within Alameda
- Objective 2.D: Maintain positive partnerships with transit operators to leverage monies and expertise

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

*Transportation Options Objectives*

- Objective 2.E: Provide programs and strategies to reduce drive alone trips within Alameda, including those related to transit, bicycling, walking, carsharing and ridesharing, and new transportation technologies
- Objective 2.F: Integrate land use changes and transportation improvements, and strengthen public-private partnerships
- Objective 2.G: Elevate the priority of transit, bicycling, walking, carsharing and ridesharing within Alameda, especially for youth
- Objective 2.H: Increase public, employee/employer and residential association awareness of transportation options within Alameda
- Objective 2.I: Use parking management strategies to reduce incentives to driving
- Objective 2.H: Emphasize safety in the planning, design and implementation of all transportation improvements within Alameda
- Objective 2.J: Ensure transportation improvements are applied equitably for all users including senior, low-income, and minority populations, and are compliant to ADA requirements

# Evaluation Criteria

- Transit Frequency
- Transit Reliability/Travel Time
- Transit Access
- Public Awareness and Perception
- Mode Share
- Drive Alone Trips
- Transportation Options at New Developments
- Reduce Drive Alone Incentives
- Access to Transportation Option Strategies
- Cost
- Financial Feasibility
- Public Support
- Supports Existing Plans
- Partnerships
- Parking Management
- Safety
- Equity

# DISCUSSION

# Discussion Topics

- Are there areas where we need to investigate further?
- Are there topics we missed?
- What do think about the Goals and Objectives?
- Are there other areas we should be covering?

# Next Steps

- City Council: **July 19**
- Next Advisory and Community Meetings: **Fall 2016**

- Project Website: http://alamedaca.gov/citywide-transit-tdm-plans
- Open Forum Web Survey: https://alamedaca.gov/public-works/open-forum
- Staff Contact:

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# CITY OF ALAMEDA
# TRANSIT AND TDM PLANS

Planning Board – June 27, 2016

CDM Smith

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