



# CITY OF ALAMEDA TRANSIT AND TDM PLANS

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Organizational Advisory Meeting #1



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

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# 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

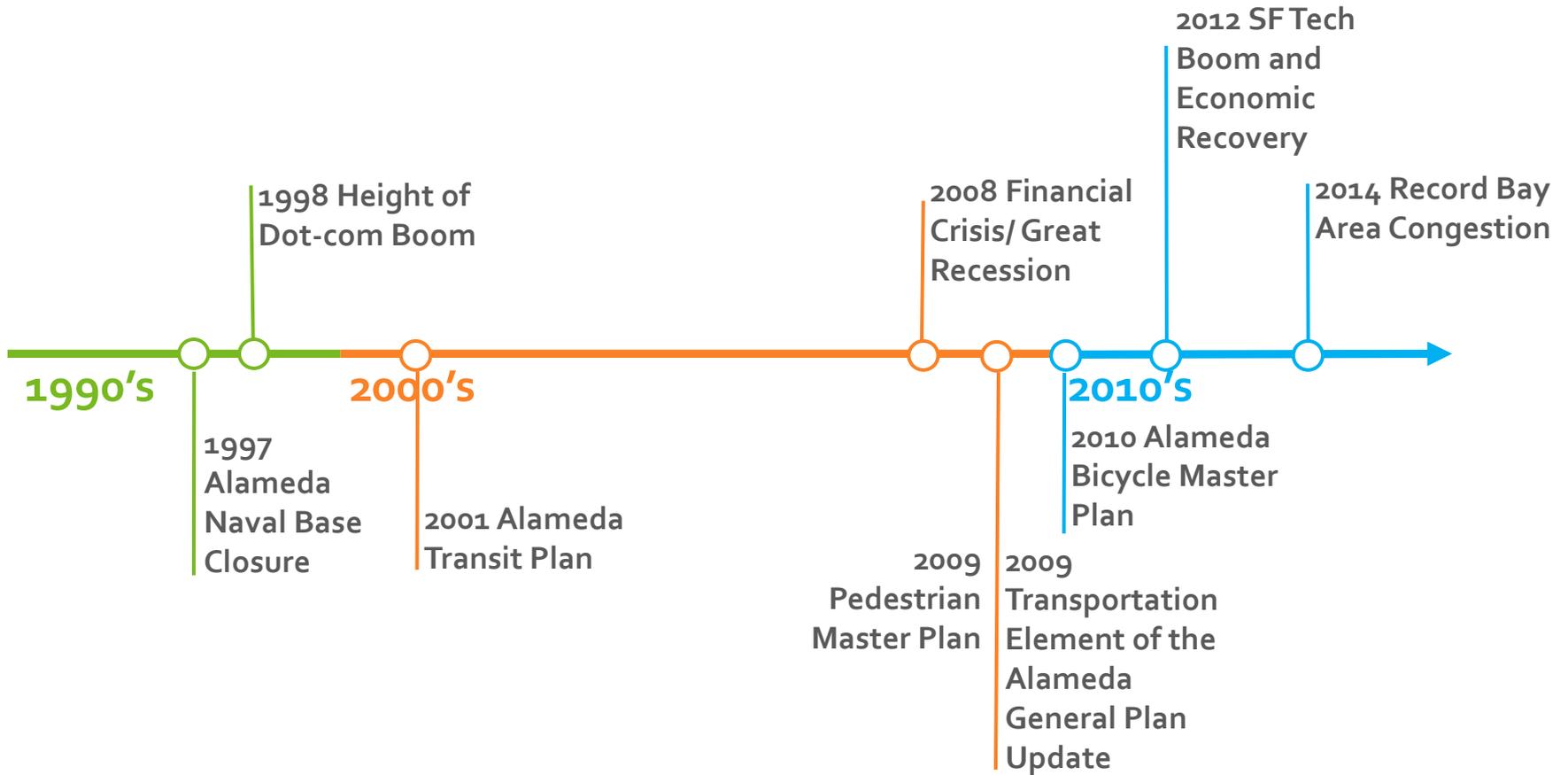
## Planning Process



# EXISTING CONDITIONS ANALYSIS

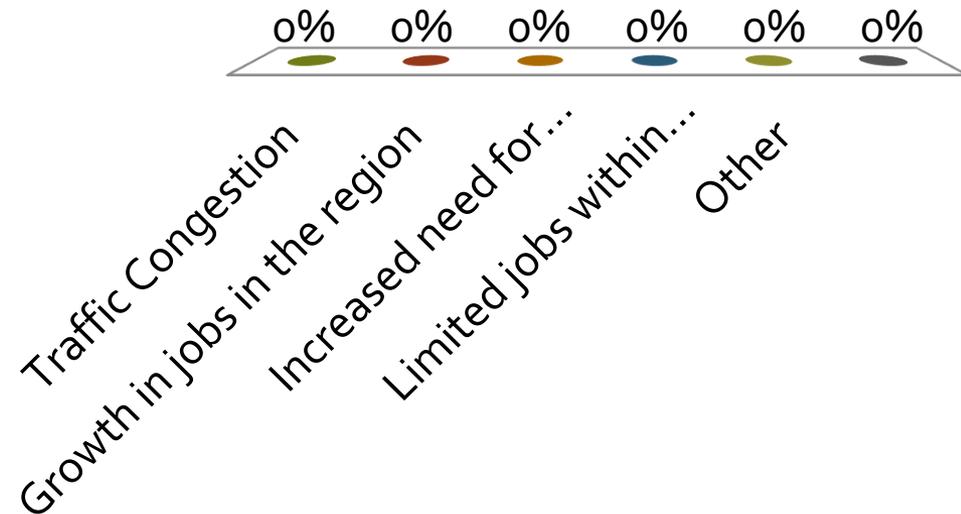
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# Local Trends



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

- A. Traffic Congestion is increasing
- B. Growth in jobs in the region
- C. Increased need for housing in the region
- D. Limited jobs within Alameda
- E. Safe Routes to School
- F. Other

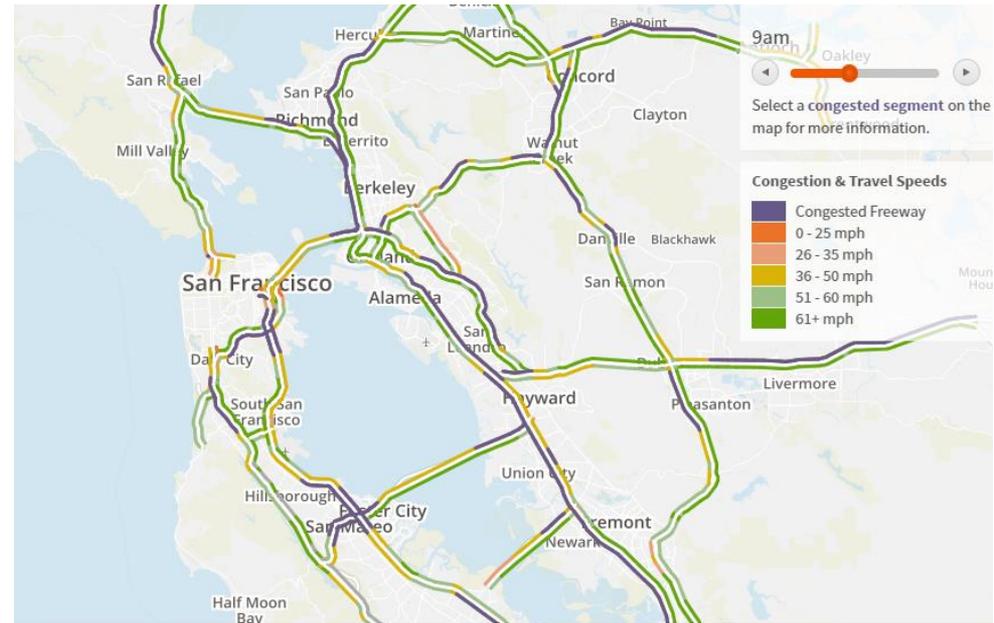


# Key Concepts

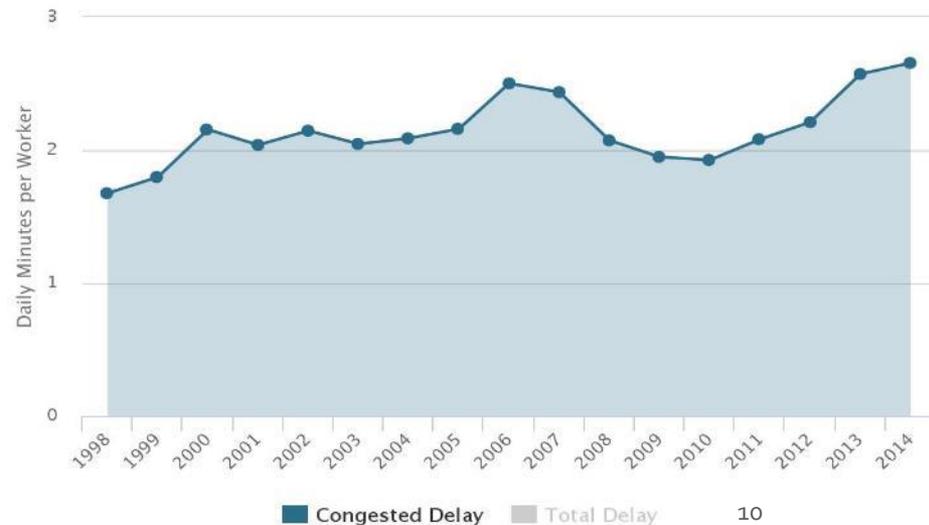
1. Congestion is increasing
2. Housing and Jobs are Growing
3. Regional Commute patterns are changing
4. Alameda is a multimodal city
5. Alameda is well-served by transit
6. Transportation Demand Management (TDM)  
Improves Transportation Options

# 1. Congestion Is Increasing

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



Bay Area Delay Caused by Congestion



# Island Crossings Are Congested

- Limited access on/off the island with long queues
  - Queues have increased in the past five years
  - Tube volumes remain about the same, but queues have increased due to traffic merging onto I-880
  - More traffic likely diverted to bridges



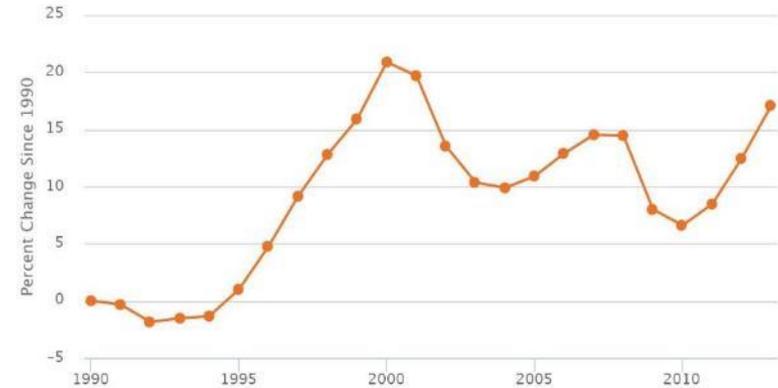
# Island Crossings Are Congested



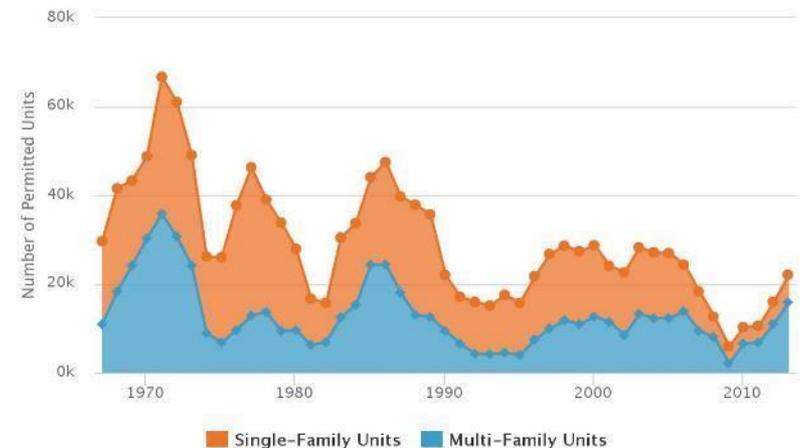
## 2. Housing and Jobs Are Growing

- 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



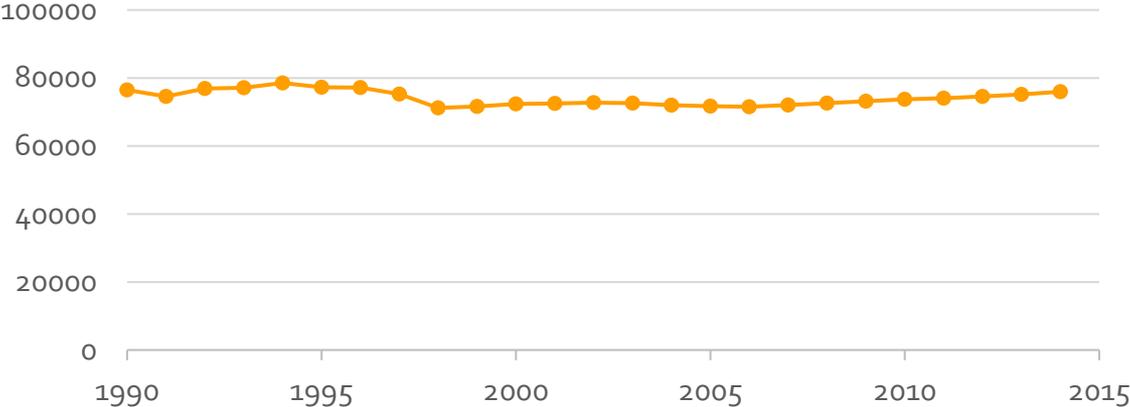
Bay Area Housing Growth



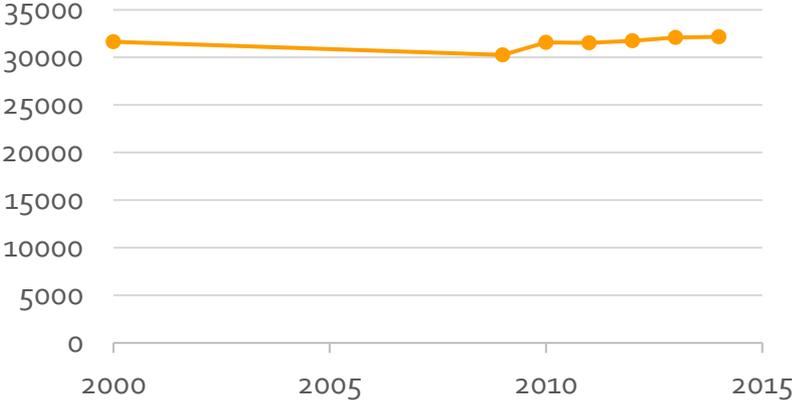
Highcharts.com

# Alameda Population and Job Growth

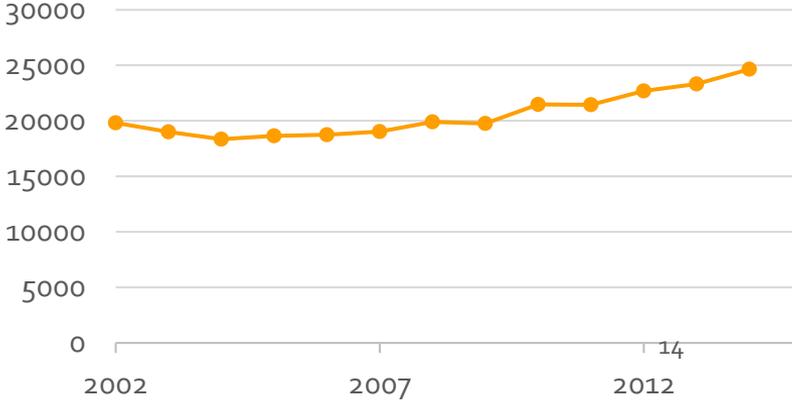
## Population



## Housing Units

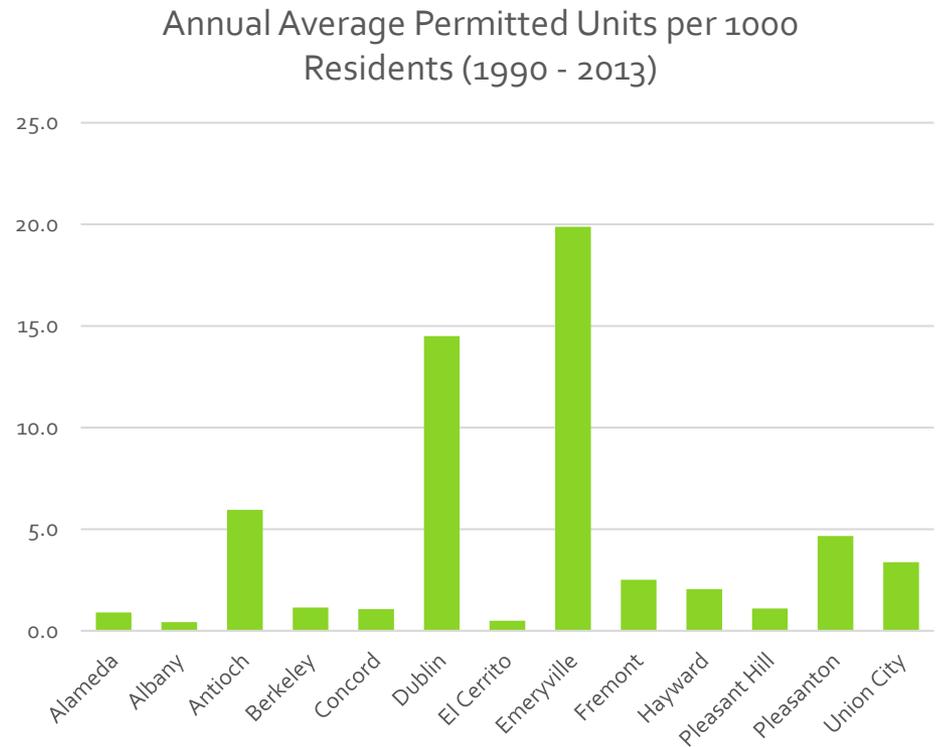


## Jobs



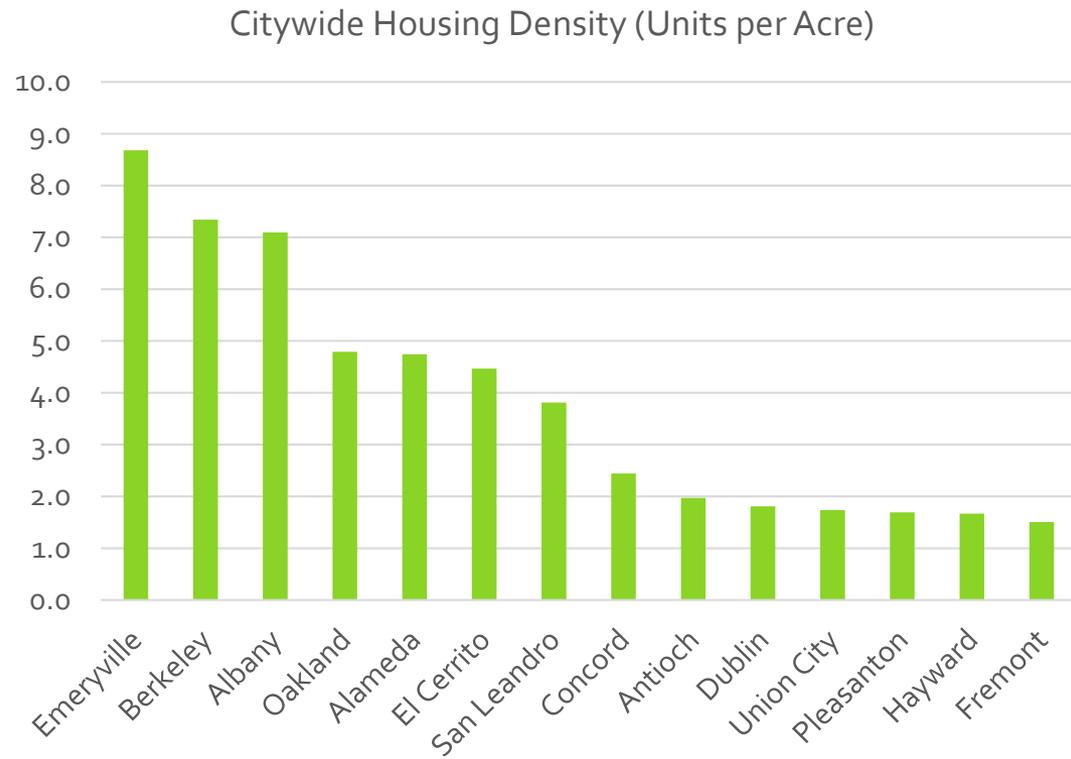
# Permitted Units Over Time

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

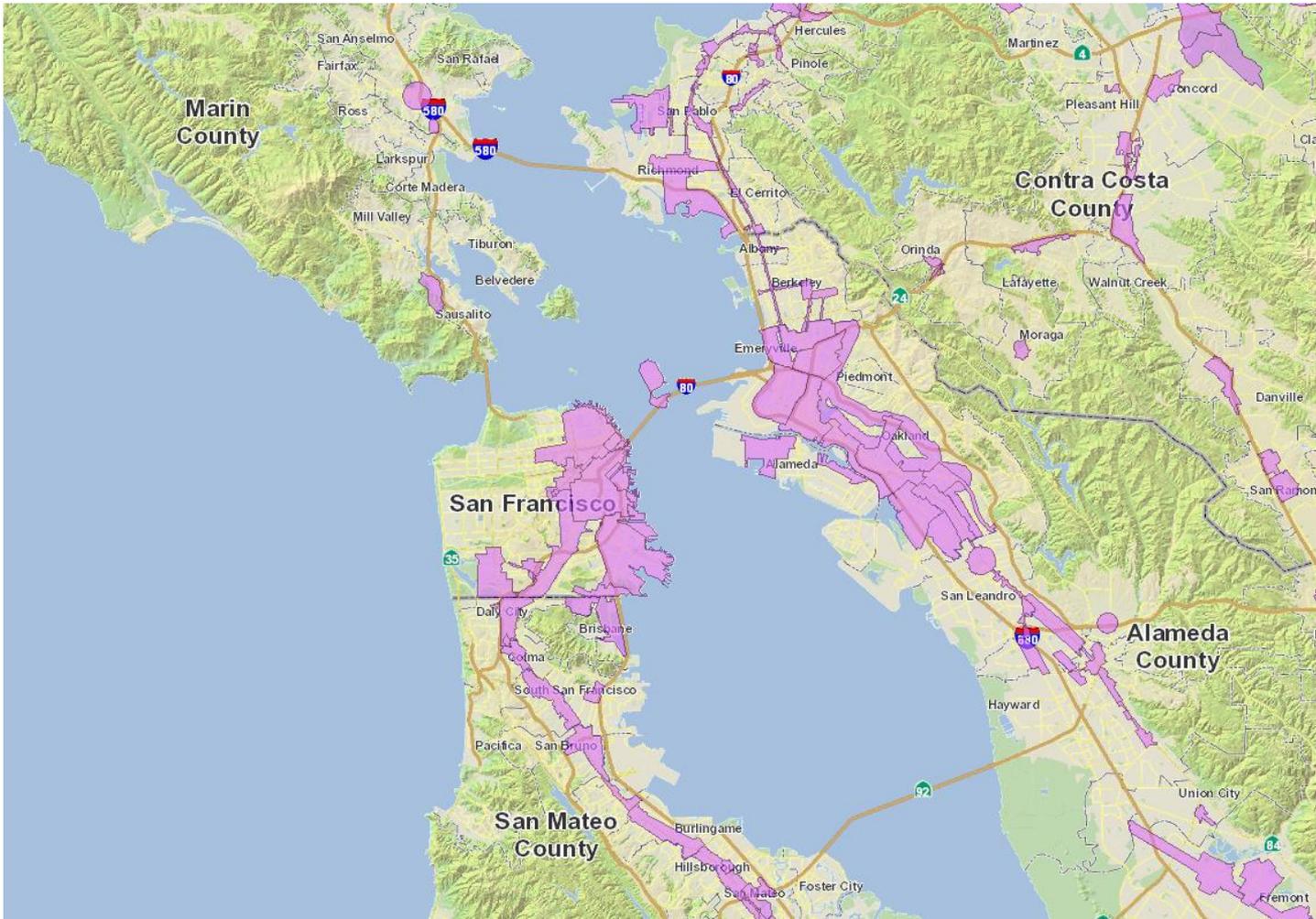


# Housing Density

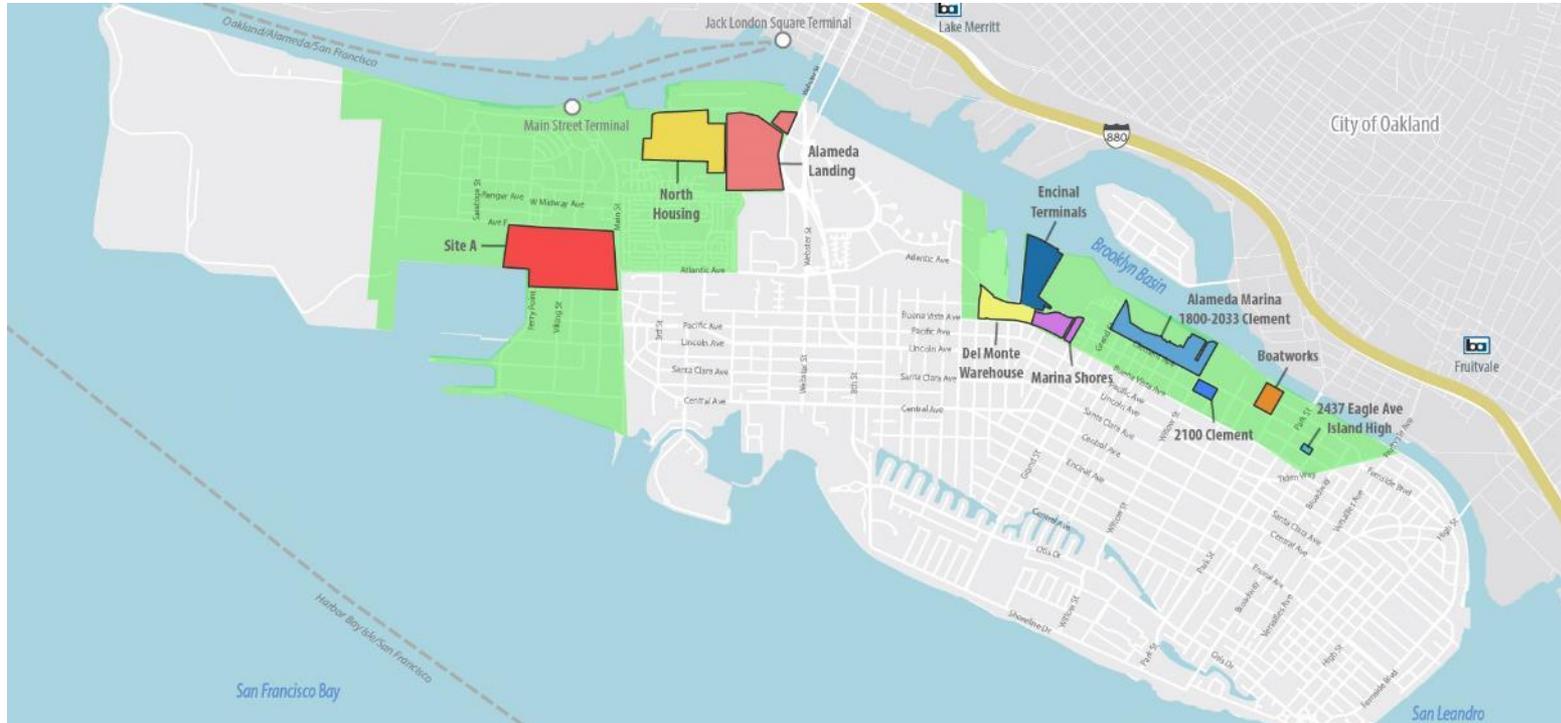
- Alameda citywide housing density: 4.7 units per acre



# 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
<b>Total</b>	--	<b>2,260 units</b>	<b>750,000 Sq Feet</b>

# Housing and Job Growth

- Housing Growth

- Alameda: 2,260 Units (7% increase over 2014 units)
- Bay Area: 8.5% increase over 10 years

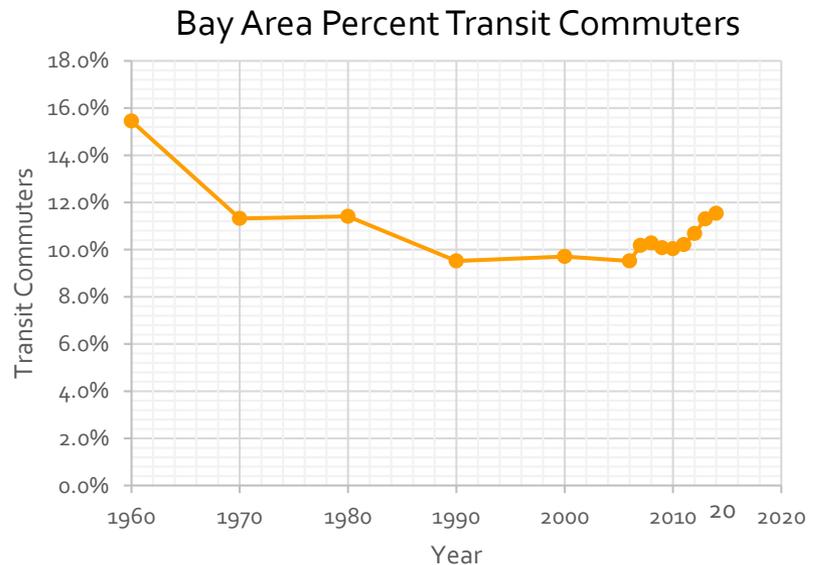
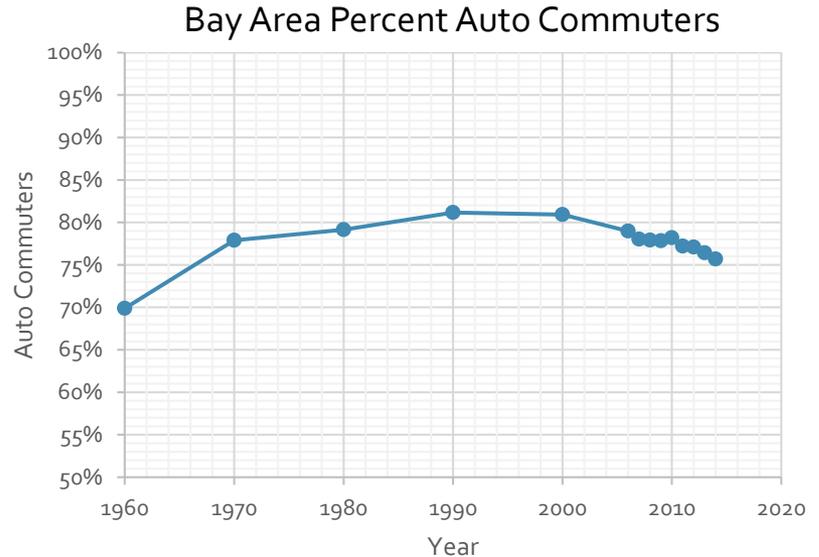
- Job Growth

- Alameda: 7,909 Jobs (30% increase over 2015 jobs)
- Bay Area: 11.4% increase over 10 years



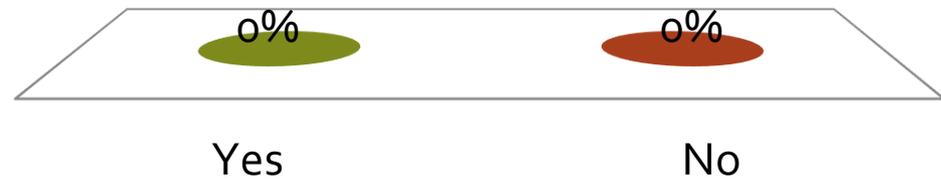
# 3. Regional Commute Patterns Are Changing

- **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.



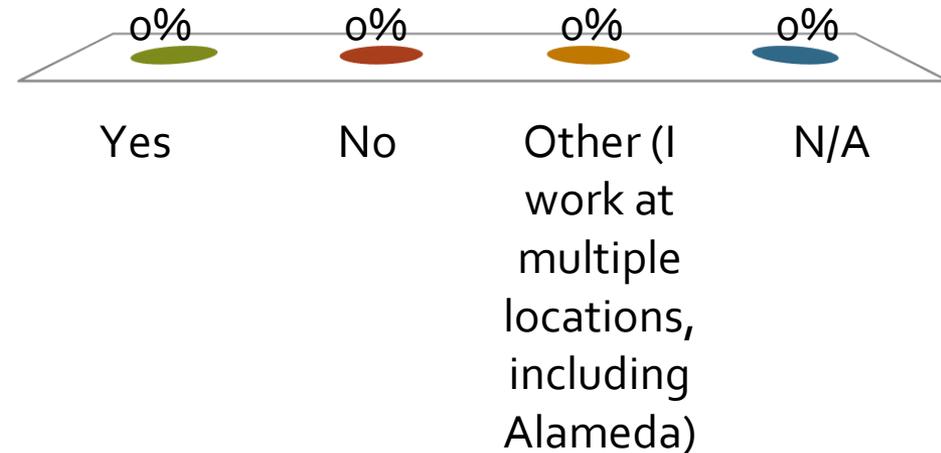
# Do you live in Alameda?

- A. Yes
- B. No



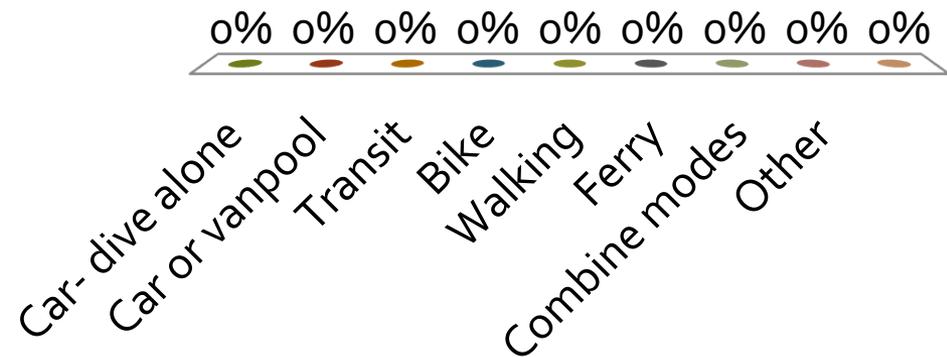
# Do you work in Alameda?

- A. Yes
- B. No
- C. Other (I work at multiple locations, including Alameda)
- D. N/A



# What travel mode do you use to get to work?

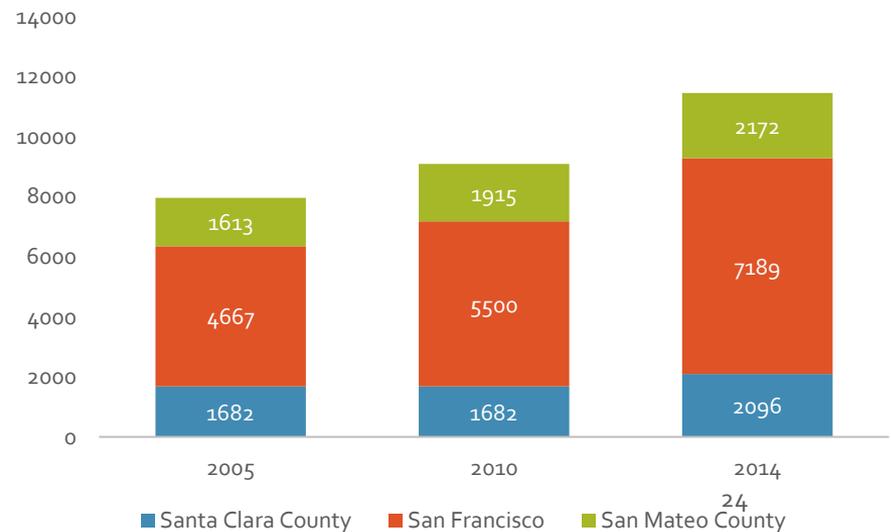
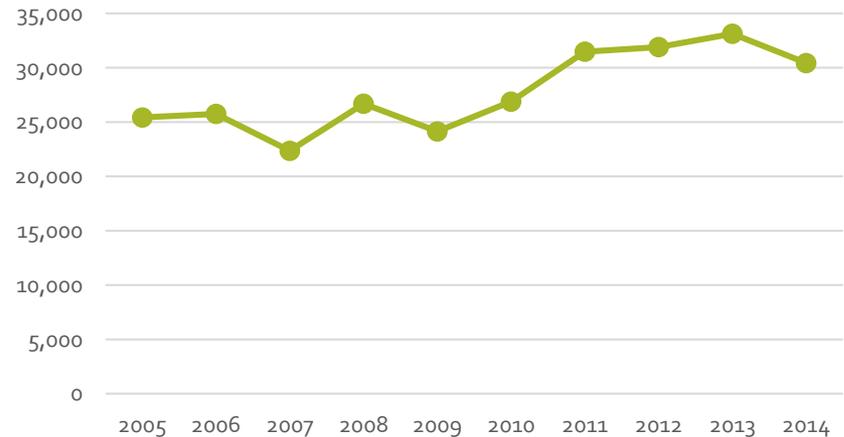
- A. Car - drive alone
- B. Carpool or vanpool
- C. Bus
- D. BART
- E. Ferry
- F. Bike
- G. Walk
- H. Combine modes
- I. Other



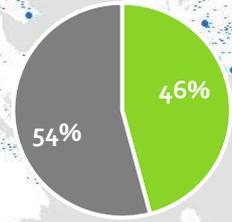
# Alameda Commute Trends

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

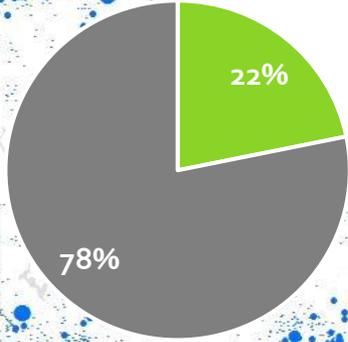
Off-Island Commuters



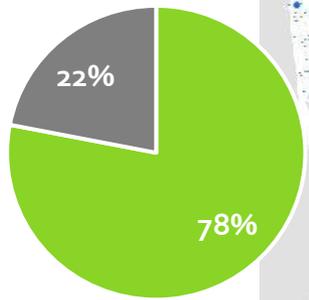
Alameda (~4,600)



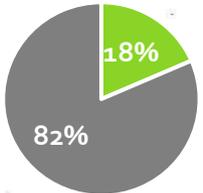
Inner East Bay\* (~10,100)



San Francisco (~7,200)



San Mateo and Santa Clara Counties (~4,300)



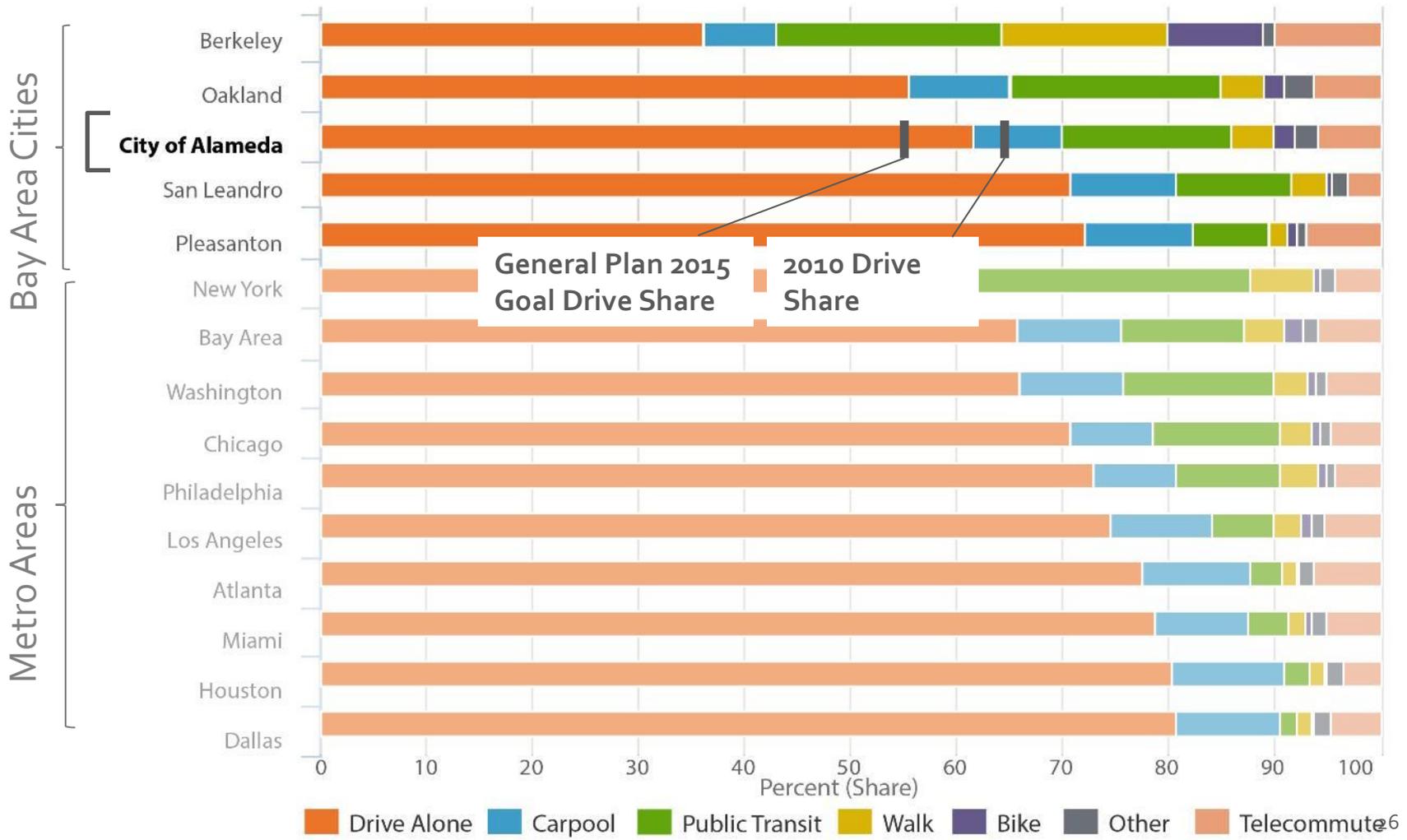
35,000 Commuters living in Alameda

-  Drive Alone
-  Other Modes

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

Source: 2014 LEHD; 2010 Census  
Transportation Planning Products

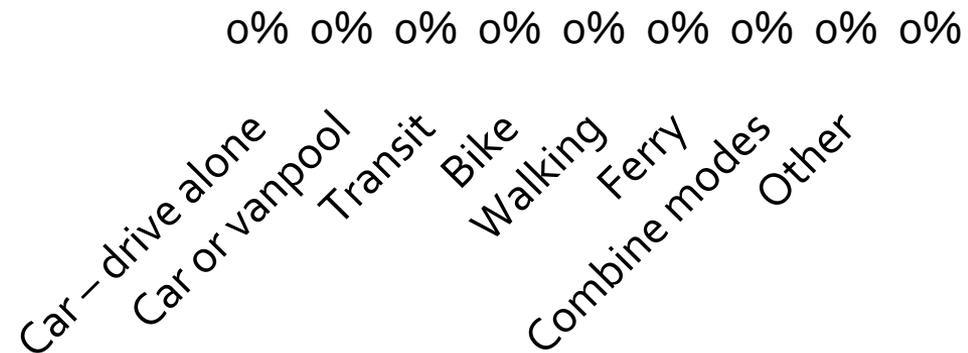
# 4. Alameda is a Multimodal City



Source: 2014 American Community Survey (5-year)

# Under ideal conditions, what would be your preferred mode for commuting?

- A. Car - drive alone
- B. Carpool or vanpool
- C. Bus
- D. BART
- E. Ferry
- F. Bike
- G. Walk
- H. Combine modes
- I. Other



# Multimodal Facilities Face Opportunities and Challenges

## Opportunities

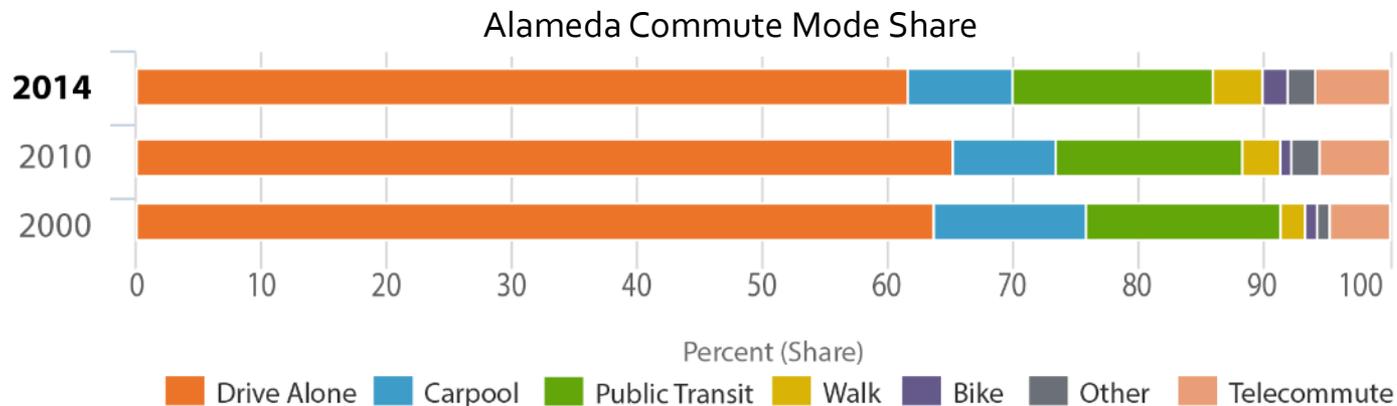
- Well-suited geography
- General Plan has strong goals and policies
- City requiring transportation alternatives for new development projects
- Constructing or obtaining funding for multi modal improvements
- Coordinating services with transit agencies

## Challenges

- Mode-split percent is lagging behind General Plan Goal
- Island crossing issues continue for all modes
- How to make multimodal choices more attractive than driving

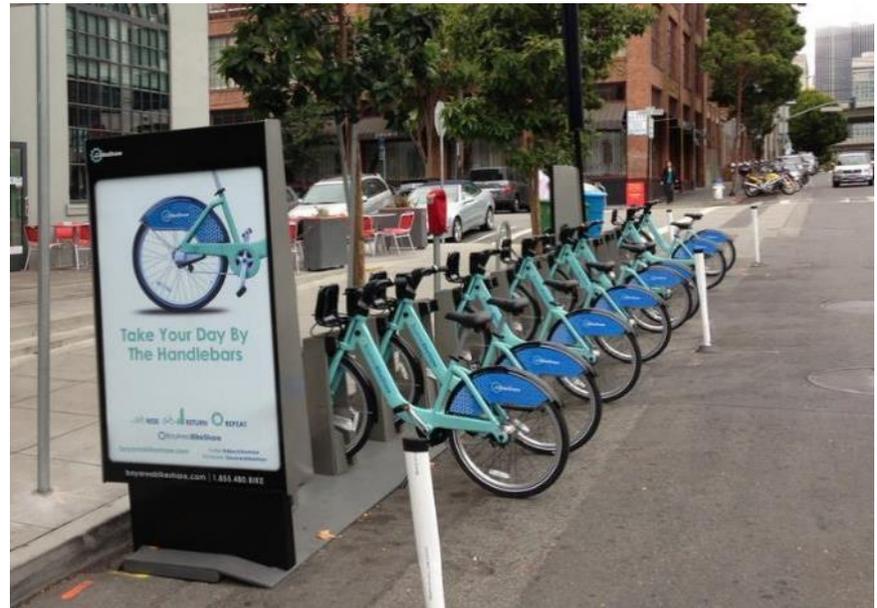
# Commute Mode Share

- 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**



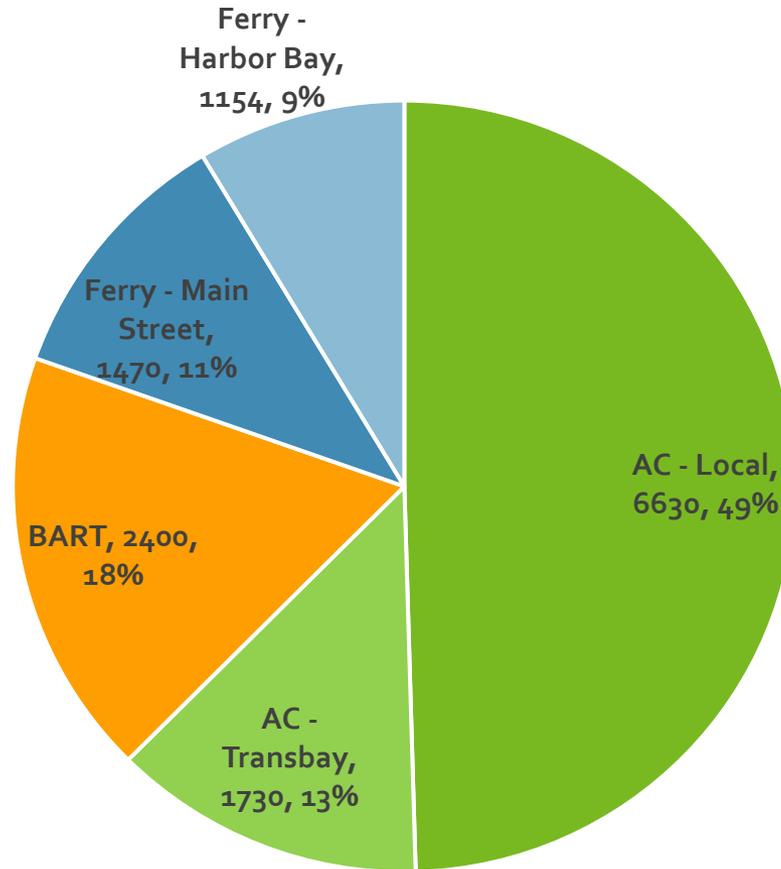
# Bicycle Facilities and Improvements

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



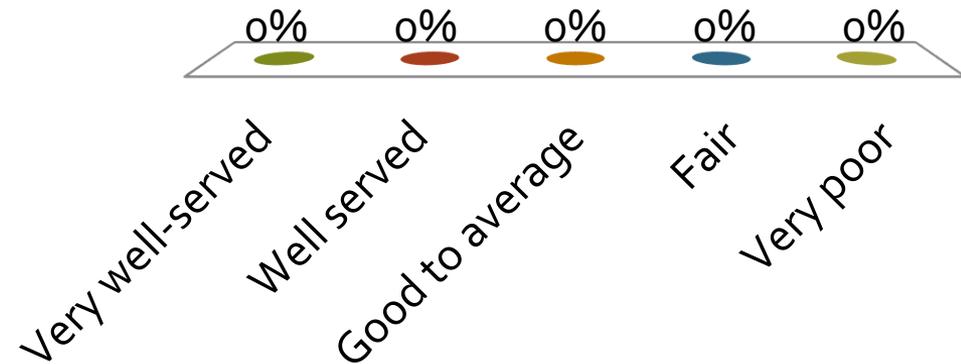
# Transit Ridership

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



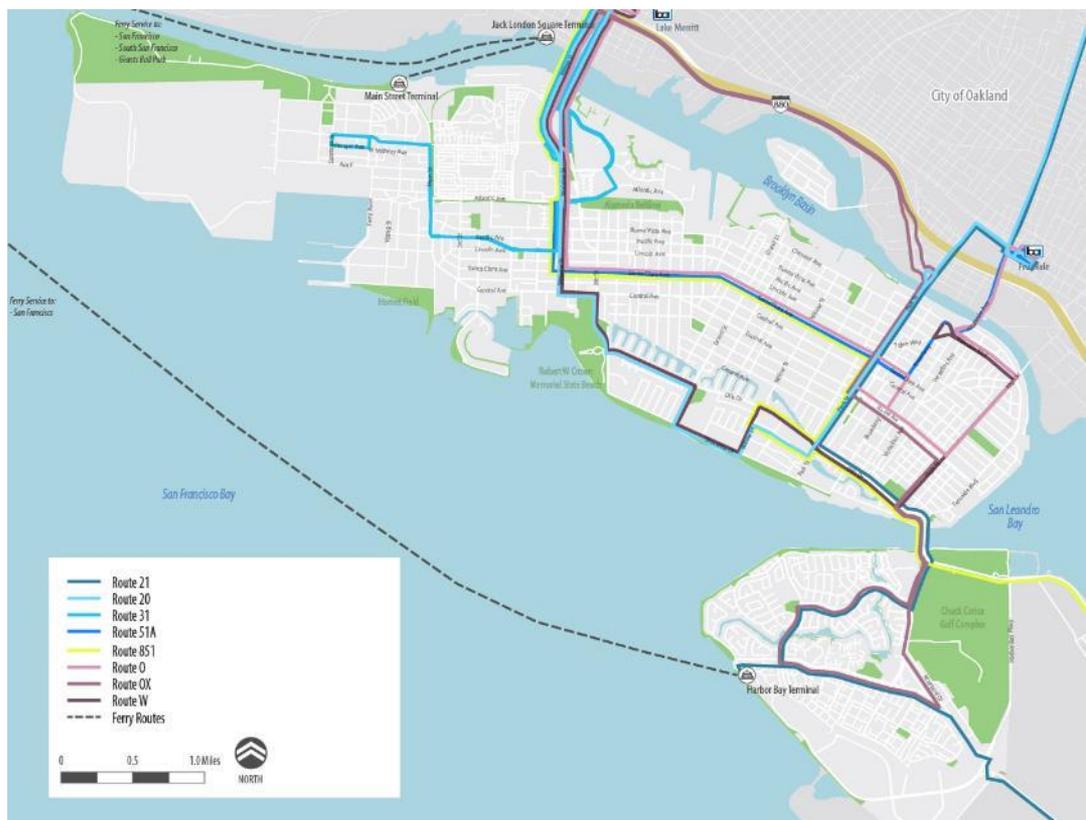
On a scale of 1-5, how do you feel the City of Alameda is served by public transit?  
(consider range of options and service levels)

- A. Very well-served
- B. Well served
- C. Good to average
- D. Fair
- E. Very poor



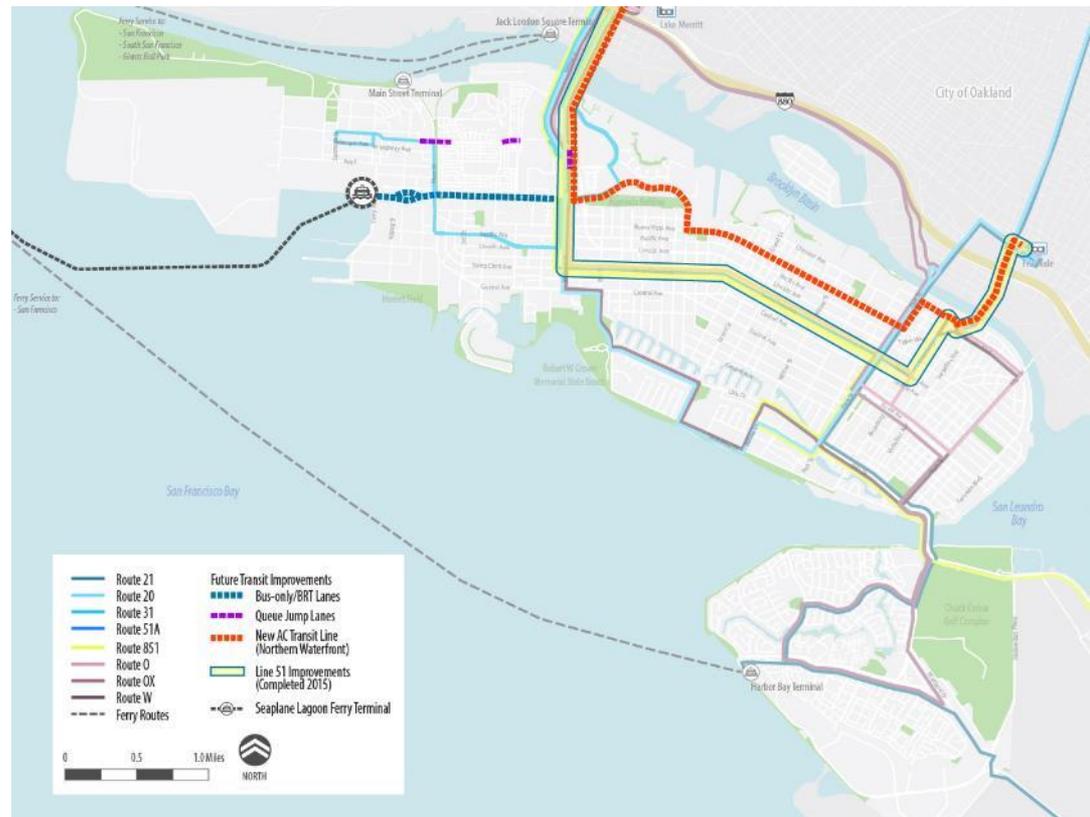
# 5. Alameda is Well-Served by Transit

- 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
  - **91%** have access to AC Transbay service
- Two ferry terminals
- Three nearby BART Stations
- Shuttles
  - West End
  - Harbor Bay Business Park



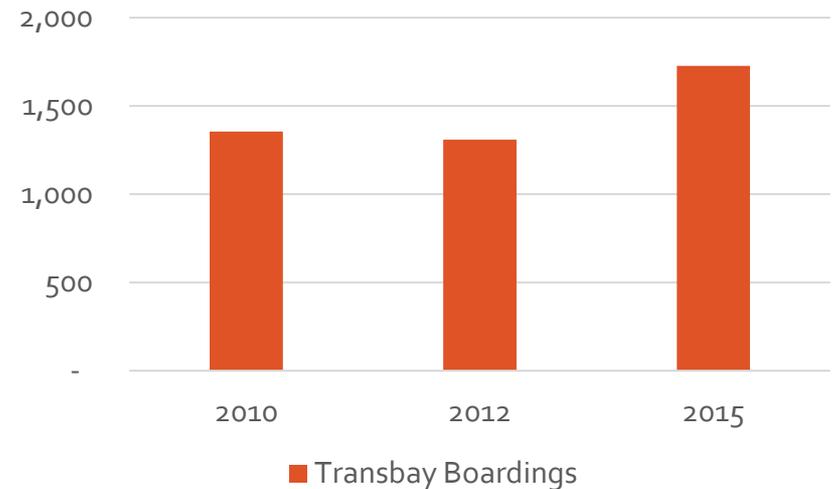
# Transit Service is Expanding

- 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 Appezato Parkway
- Planned Improvements
  - Bus queue jump lanes at Stargell
  - Seaplane Lagoon Ferry Terminal and Service



# AC Transit Ridership in Alameda

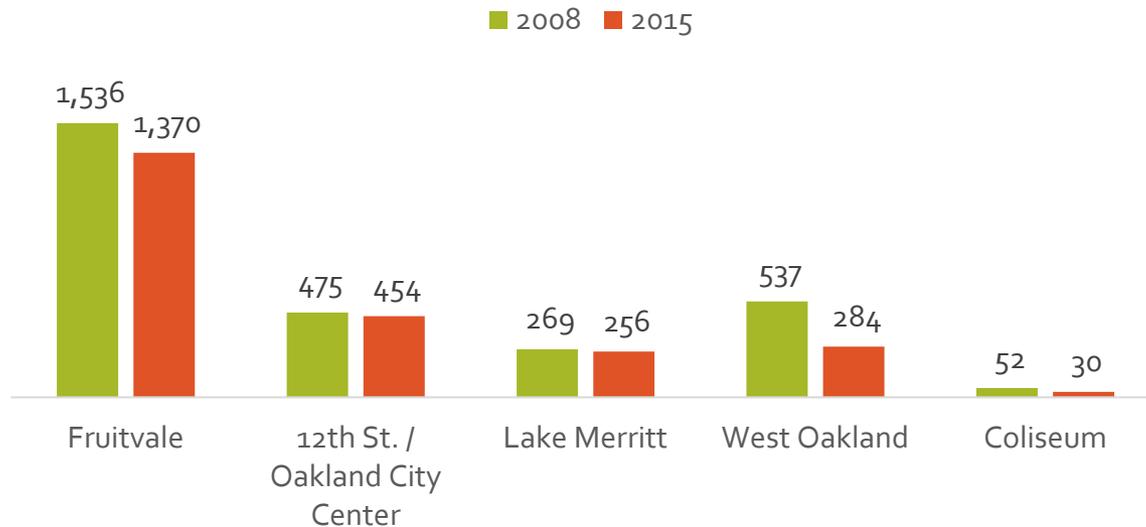
- Local Route Boardings: **6,632** - up 3% since 2010
- Transbay Boardings: **1,727** - up 27% since 2010
- Transit Isochrones (areas of equal travel time)
  - 30 min to access Oakland Downtown
  - 45- 60 minute to access San Francisco Downtown



# BART Ridership

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

Alameda Home-Based BART Boardings



# 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

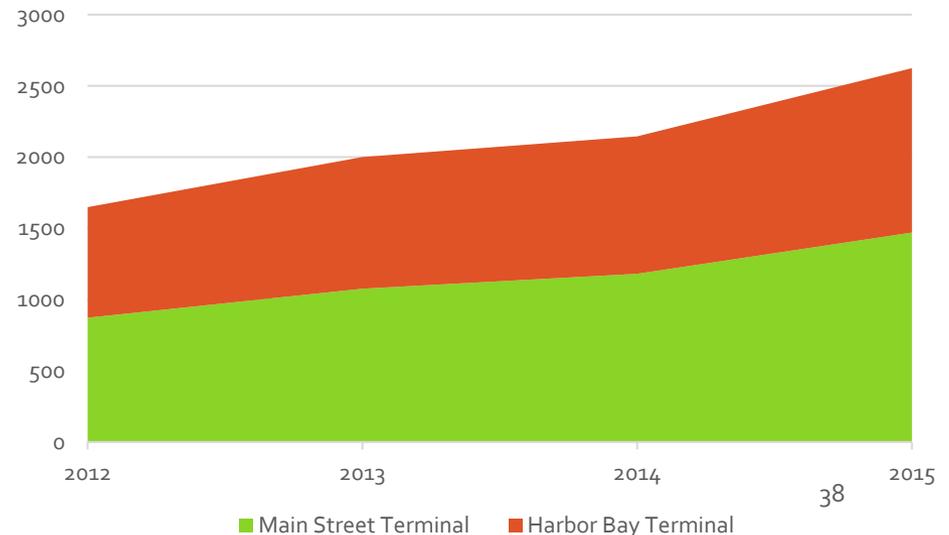


# Ferry Service

- 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



Ferry - Daily Boardings



# 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
- Transportation information and incentives
- Parking management – well used City asset
- Safeguards – Guaranteed Ride Home Program
- Benefits all Alamedan 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

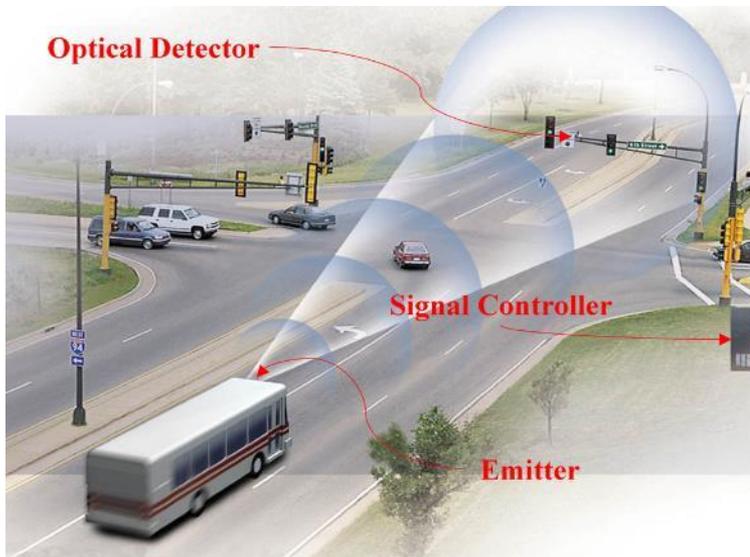
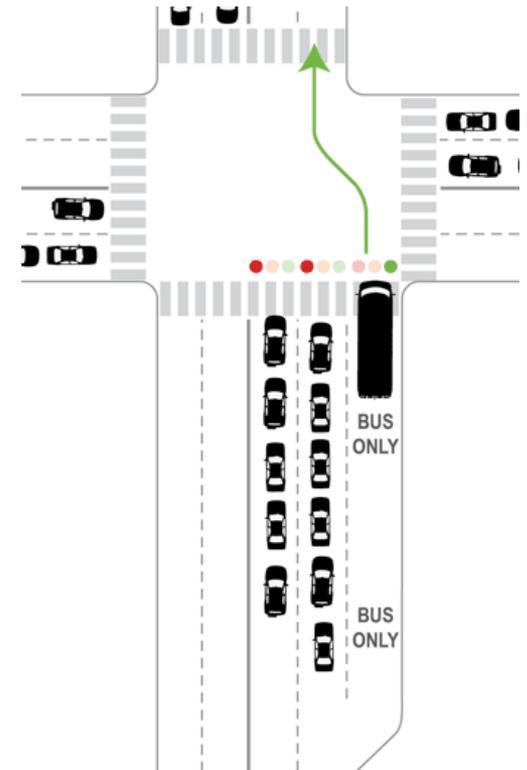


# BEST PRACTICES AND NEW TECHNOLOGIES

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# Transit and Priority Treatments

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

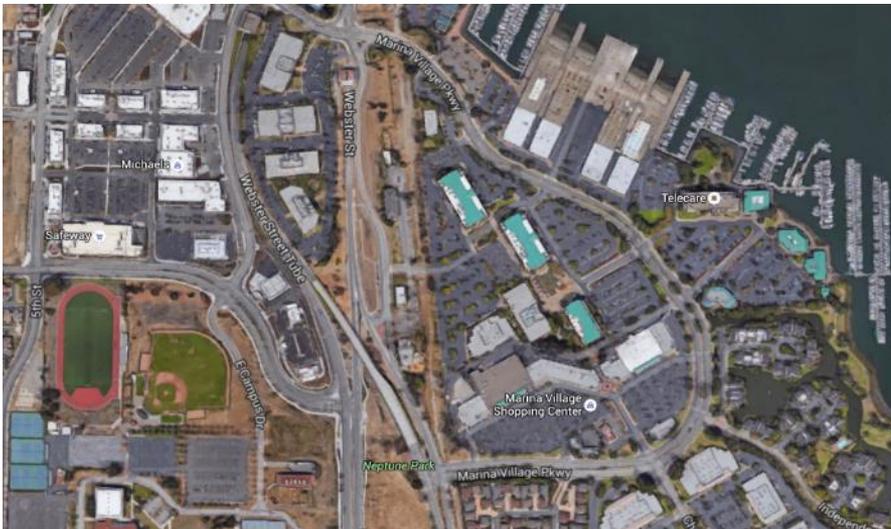
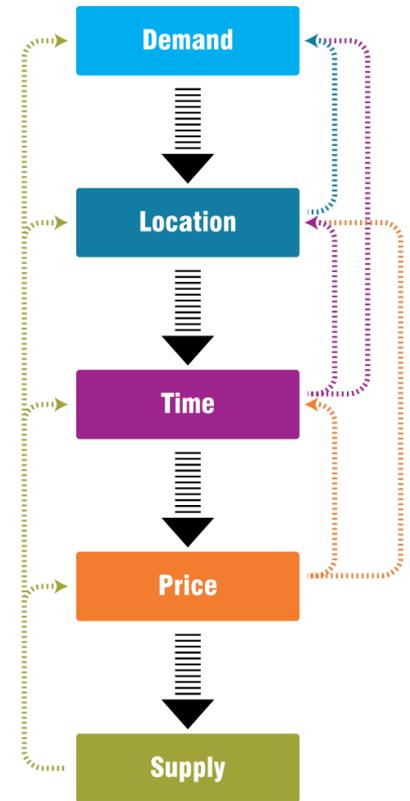


**TRANSIT**  
**EasyPass**



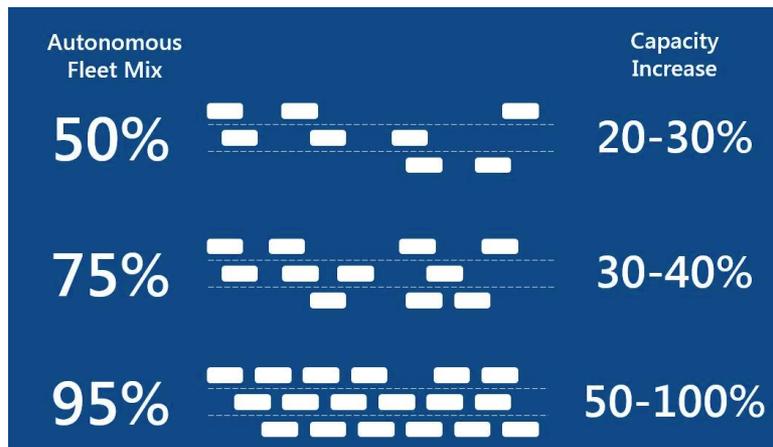
# Parking Management Strategies

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





# Other Trends and New Technologies



# BREAK-OUT GROUPS

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# 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

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# GOALS AND OBJECTIVES

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# 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

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

## *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: 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

# GOAL 2: Enhance multimodal mobility within Alameda

## *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

# GOALS AND OBJECTIVES GROUP DISCUSSION

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What do think about the Goals and Objectives?

Are there other areas we should be covering?

# NEXT STEPS

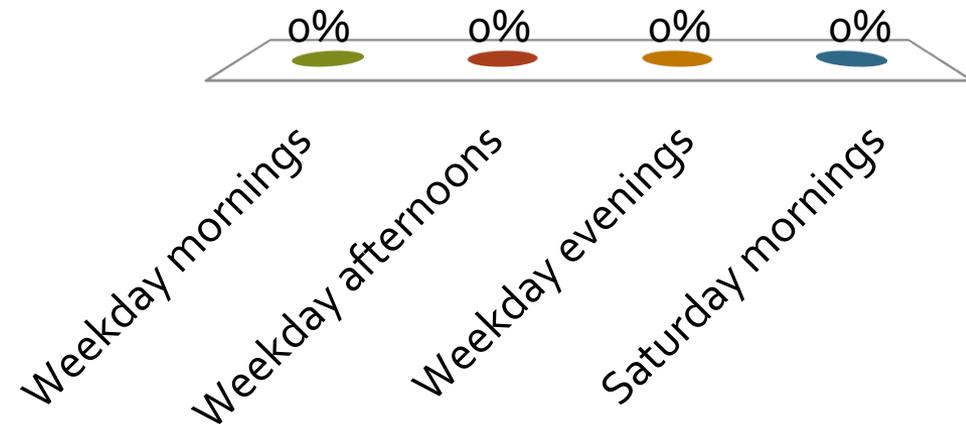
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# MEETING EVALUATION

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# What is your preferred meeting time?

- A. Weekday mornings
- B. Weekday afternoons
- C. Weekday evenings
- D. Saturday mornings



The meeting format provided ample opportunity to share your ideas and opinions.

- A. Yes
- B. No



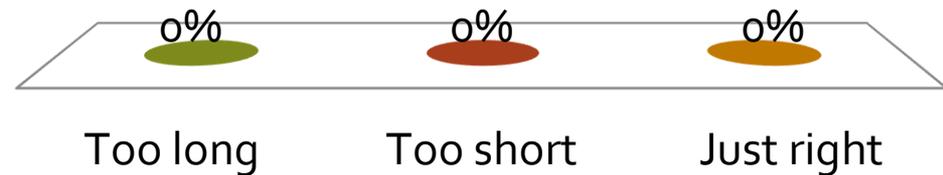
# The use of audience polling tool was effective.

- A. Yes
- B. No



# The time allowed for input discussion.

- A. Too long
- B. Too short
- C. Just right



# Next Steps

- Community Workshop: May 5, 6:30 p.m. at the Main Library
- Transportation Commission
- Planning Board
- City Council
- 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](mailto:gpayne@alamedaca.gov)