South and West Berkeley

COMMUNITY BASED TRANSPORTATION PLANNING TEAM

♦ Diane Stark
   Alameda County Congestion Management Agency

♦ Matt Nichols and Lila Hussain
   City of Berkeley

♦ Ian Moore, Christina Ferracane
   Design, Community, and Environment

♦ Richard Weiner and Rachel Ede
   Nelson/Nygaard
ALAMEDA COUNTY LIFELINE FUNDING

- Administered jointly by ACTIA and CMA
- Lifeline Funding
- First Round Lifeline for Alameda County
  - 5 projects funded, approximately $1M dollars each
- Second Round Lifeline Funding
  - Opportunity for South and West Berkeley
COMMUNITY BASED TRANSPORTATION PLANNING

- Coordinated and funded by the Metropolitan Transportation Commission
- 25 San Francisco Bay Area communities
- ACCMA has managed four CBTPs
MEETING OVERVIEW

- Review Outreach Results
- Present Solutions and Implementation Strategies
- Discuss Solutions and Prioritization
CBTP PROCESS

- Existing Conditions and Transportation Gaps
- Needs Identification
- Solutions and Implementation Strategies

Community Input
TECHNICAL ADVISORY COMMITTEE

- Matt Nichols and Lila Hussain
  City of Berkeley

- Nathan Landau
  AC Transit

- Kenya Wheeler
  BART

- Naomi Armenta
  ACTIA
CBTP PROGRAM OBJECTIVES

- Target economically-disadvantaged communities, youth, seniors and people with disabilities.
- Facilitate community participation
- Cultivate collaboration
- Build community capacity
OUTREACH STRATEGIES

- South and West Berkeley CBTP Project Area
- Transportation gaps and needs that you face
- Short-term using limited funding
  - Lifeline Program
  - Other competitive grant funds
OUTREACH STRATEGIES

- Surveys
- Community Meetings
- Focus Groups
SOUTH AND WEST BERKELEY OUTREACH TEAM

- Urban Habitat
- West Berkeley Neighborhood Development Corporation
- Councilmember Darryl Moore’s Office
- Building Opportunities for Self-Sufficiency
- Berkeley Youth Works
OUTREACH STRATEGIES

Surveys

- South Branch of Berkeley Public Library
- Derby Street Farmers’ Market
- Harriet Tubman Senior Center
- West Berkeley Senior Center
- South Berkeley Senior Center
- Public Services Health Clinic on University
- Senior Housing Development on Alcatraz
OUTREACH STRATEGIES

Surveys (continued)

- MLK Youth Center
- Mental Health Services Clinic on MLK
- Salvation Army on University
- Amtrak Station on University
- Alcatraz/Adeline Shopping District
- Various bus stops in the study area
OUTREACH RESULTS

Surveys

- 68% Live
- 17% Work
- 15% Do not live or work in South and West Berkeley
OUTREACH RESULTS

Surveys

- Under $32,000: 64%
- $32,000 to $50,000: 16%
- $50,000 to $75,000: 10%
- Over $75,000: 10%

South and West Berkeley
OUTREACH STRATEGIES

Focus Groups

- Ed Roberts Campus
- Day laborers (along Hearst Street)
- Harrison Street Shelter
- West Berkeley Family Practice
- New Light Senior Center
- Berkeley Adult School
- Berkeley Albany YMCA Head Start
- Cross Mutual Housing
OUTREACH STRATEGIES
Community Groups

- Berkeley Transportation Commission
- School Traffic Safety Committee
- South Berkeley Neighborhood Development Corporation
- West Berkeley Project Area Committee
OUTREACH RESULTS

AC Transit

- Cost
- Experience at Bus Stops
- Frequency and On-time Arrival
OUTREACH RESULTS

- Cost
- Frequency
- Transfer and Total Trip Time

South and West Berkeley
OUTREACH RESULTS

Paratransit

- Reliability of service
- On-demand service
OUTREACH RESULTS

Walking

- Speed of Traffic
- Personal Safety
- Street Lighting

South and West Berkeley
OUTREACH RESULTS

Bicycling

- Bicycle Theft and Vandalism
- Quality of Pavement
- Speed of Traffic
- Quality of Bike Routes

South and West Berkeley
PRIORITIZATION CRITERIA

- Community Support
- Transportation Benefits
- Financial
- Implementation

South and West Berkeley
BUS STOP ENHANCEMENTS

Transit Project

NEED

More shelters and/or benches, more transit information & improved lighting at bus stops

(Insufficient lighting is a safety concern)

“Experience at bus stops” is second most severe issue for AC Transit riders

SOLUTIONS

1. Install shelters and benches

2. Install pedestrian scale lighting on key corridors.* If insufficient, install bus stop-based lighting.

3. Install Guide-a-Ride displays with maps and schedule info.

Shelters/benches: Can be installed at no cost to public agencies

Solar-powered lighting:
- $700 - $1,000 per stop (pole-mounted)
- $2,600 - $3,000 per shelter

Guide-a-Rides: $85-$385 each

AC Transit

South and West Berkeley
BUS STOP ENHANCEMENTS

Specific locations where shelters, benches and/or improved lighting was requested

Currently no shelters on 6th or 7th Streets

South and West Berkeley
LOW-INCOME FARE DISCOUNT

NEED

The cost of using AC Transit and BART was identified as the most severe issue affecting residents’ use of transit.

SOLUTION

Incorporate a low-income transit fare subsidy into the TransLink program.

Target low-income individuals who are not eligible for existing discounted fares & are not receiving other transit subsidies.

$$ - Expensive due to loss of fare revenue and program administration

Multiple Agencies
**Short-term transit fare subsidy strategy:**

**MAXIMIZING ACCESSIBILITY OF EXISTING DISCOUNTS**

Transit Project

**NEED**

The cost of using AC Transit and BART was identified as the most severe issue affecting residents’ use of transit.

**SOLUTIONS**

1. Expand vending locations for BART and AC Transit discount tickets
2. Increase knowledge of existing discount fare programs
3. Expand opportunities for BART ticket refund, replacement and consolidation

AC Transit, BART, community partners
ROUTE 9 FREQUENCY & SPAN IMPROVEMENTS
ROUTE 9 FREQUENCY & SPAN IMPROVEMENTS

Transit Project

NEED
Currently has 20-30 minute headways
Service ends at 9:00pm
Frequency improvements requested on Route 9 more than any other AC Transit route

SOLUTION
1. Reduce headways to 20 minutes (weekdays only)
2. Reduce headways to 15 minutes
3. Extend service until midnight, 7 days a week

Option 1: $663,000 per year ($550,000 net of farebox revenue)
Option 2: $1.5M per year
Option 3: $830,400 per year ($700,000 net of farebox revenue)

AC Transit

MEDIUM - HIGH
ROUTE 19 FREQUENCY IMPROVEMENTS

Transit Project

NEED
Currently has 30 minute headways
Important link to employment centers, retail centers, transportation connections

SOLUTION
Reduce headways from 30 minutes to 15 minutes:
Option 1: During weekday peaks only
Option 2: All day on weekdays
Option 3: All day seven days per week

Option 1: $795,600 per year
($700,000 net of farebox revenue)
Option 2: $1.7 M per year
($1.5M net of farebox revenue)
Option 3: $2.5 M per year
($2.1M net of farebox revenue)

AC Transit
BART RICHMOND LINE FREQUENCY IMPROVEMENTS

North Berkeley BART Station

Berkeley BART Station

Ashby BART Station

South and West Berkeley
<table>
<thead>
<tr>
<th>NEED</th>
<th>SOLUTION</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>Need for more frequent BART service to Ashby and North Berkeley</td>
<td>Reduce off-peak weekday headways and weekend headways (all day) from 20 minutes to 15 minutes</td>
<td>$300,000 per year</td>
</tr>
<tr>
<td>Frequency is second most “severe” issue for BART riders</td>
<td>BART</td>
<td></td>
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</tbody>
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OTHER TRANSIT INFORMATION STRATEGIES

Transit Project

NEED

Need easier access to printed schedules (not always available on buses)

Some riders unable to understand complex system maps and transit information

Need bilingual or multilingual transit information

SOLUTION

1. Ensure **consistent access to printed schedules** at key neighborhood locations

2. Create a comprehensive, multi-page **neighborhood transit brochure** (simplified maps)

   Neighborhood transit brochure: $8,000 - $10,000 to produce
   $1,500 - $3,000 to print

Transit Agencies, City of Berkeley, Others?
AC TRANSIT WEEKEND TRANSFER WINDOW EXTENSION

Transit Project

NEED

AC Transit’s short transfer window (1.5 hours) contributes to high cost of transit.

SOLUTION

Because Saturday and Sunday headways are longer on many AC Transit routes, extend transfer window on weekends to two hours.

Cost estimate not available at this time (more analysis needed)

Lost fare revenue may be high due to large number of trips that involve transfers.

AC Transit

South and West Berkeley
BART TO BUS REAL-TIME ARRIVAL INFORMATION

Transit Project

NEED

Need for more information supporting BART to bus transfers.

Requests for real-time bus arrival information for routes serving BART stations.

SOLUTION

Options under consideration:

Option 1: Install **NextBus kiosks** at BART stations.

Option 2: Implement a **phone-based prediction service** that can be accessed via riders’ cell phones or phones at stations.

- **NextBus display**: $100,000-$200,000, depending on number of buses/routes serving station.

- **Phone prediction service**: ?

**SOLUTION**

- **AC Transit/BART**

South and West Berkeley
PARATRANSIT AND OTHER SOLUTIONS
EXPAND BERKELEY PARATRANSIT SERVICES TAXI SCRIP PROGRAM

Paratransit Project

NEED
Taxi Scrip and Van Voucher Programs have limited capacity for new registrants. Program’s current income threshold (30% of Area Median Income) excludes many low-income individuals.

SOLUTION
Provide additional resources to Berkeley Paratransit Services. Raise income threshold for participation in the Taxi Scrip Program to 50% of Area Median Income. Target outreach to South and West Berkeley residents.

$360 for each new taxi scrip registrant; $1000 for each new van voucher registrant. Additional funds for targeted outreach to South and West Berkeley residents. Berkeley Paratransit Services.
SUBSIDIZED CAR SHARING

Automobile Project

NEED

Need for multiple mobility options to complement transit service

Low-income individuals often face barriers to car share participation (poor credit history, lack of checking account, language barriers)

SOLUTION

Low income car share program that:

• Moves away from credit check and security deposit requirements
• Subsidizes application fees, deposits, usage charges

Cost to provide 100 participants with 15 hours and 50 miles per month of subsidized car share use:

One time costs: $33,000
On-going usage costs (assuming 50% discount): $55,200 per year

South and West Berkeley
NEED

Find it difficult to cross the street at signalized intersections.

Cannot make it across an intersection in allowed time.

SOLUTION

Re-time signals to allow longer walk time for pedestrians

Walking rate 2.5 to 3.5 feet/second

Intersections near elementary schools and social service centers.

Total Cost $140,000

One-time expenditure

City of Berkeley
IMPROVE PEDESTRIAN SIGNAL TIMING

- 6th at Hearst
- 6th at University
- 9th at University
- Sacramento at Dwight
- Sacramento at Ashby
- Sacramento at Alcatraz
- MLK at Dwight
- Adeline at Ward
- Adeline at Oregon
- King at Ashby
**NEED**
Find it difficult to cross arterial streets.
Do not feel safe crossing arterial streets.

**SOLUTION**
High-visibility crosswalks
Red curbs
Arterial streets
Unsignalized intersections

**Total Cost $150,000**
Capital and Maintenance Costs
City of Berkeley
IMPROVE CROSSWALK VISIBILITY

Project Area

BART

BART Station

Gilman
San Pablo
University
Sacramento
MLK
Shattuck
Ashby
Adeline
IMPROVE BICYCLE PARKING

South and West Berkeley

NEED
Feel that bike is in danger of being stolen or vandalized.

SOLUTION
Improved bicycle parking
Ashby and North Berkeley BART stations
New e-lockers
Retrofit existing metal lockers

Total Cost $115,000

BART

South and West Berkeley
IMPROVE BICYCLE PARKING

North Berkeley BART Station

Ashby BART Station
PROMOTION OF BICYCLE BOULEVARDS

Bicycle Project

NEED
Do not feel safe riding on arterial streets.
Not aware of bicycle boulevard network.

SOLUTION
Advertisement campaign to inform and educate cyclists on how to use boulevard network.
Multi-lingual
Bus shelters, displays newspapers

Total Cost $10 to 20k
City of Berkeley
AC Transit
Advertising Vendor

South and West Berkeley
IMPROVE BICYCLE CROSSING

NEED
Do not feel safe crossing busy arterial streets.
Find it difficult to cross busy arterial streets.

SOLUTION
Bike-activated traffic signal
Bicycle Boulevards
Crossing arterial streets
Channing as model

Total Cost $400 to 500k
High Capital Cost
City of Berkeley

South and West Berkeley
INSTALL SHARROWS

Bicycle Project

NEED
Feel that drivers are not aware of cyclists on the road.
Feel unsafe in approach to traffic circles.

SOLUTION
Install Sharrows Class II.5 bikeways Approaches to traffic circles

Total Cost $30,000
City of Berkeley

South and West Berkeley
INSTALL SHARRROWS

- 7th at Hearst
- 10th at Delaware
- 4th and 5th
- 7th at Allston
- 7th at Hearst
- Spinnaker
- Matthews at Carleton
- Fulton at Ward
- Fulton at Stuart
- Fulton at Russell
- Heinz
- 7th
- Fulton at Russell
- Fulton at Stuart
- Fulton at Ward
- Matthews at Carleton
- 7th at Hearst
- 4th and 5th
- 7th at Allston
- Spinnaker
COMMENT AND DISCUSSION

- COMMENTS ON PROJECTS?
- COMMENTS ON PRIORITIES?
- WHAT’S MISSING?
SUMMARY LIST OF PROJECTS

- Bus Stop Enhancements  
- Route 9 Frequency/Span Improvements  
- Route 19 Frequency Improvements  
- BART Richmond Line Freq. Improv.  
- Transit Information Strategies  
- Low-Income Fare Discount  
- AC Transit Transfer Extension on Weekends  
- BART to bus Real-Time Arrival Information  
- Expand Taxi Scrip Program  
- Subsidize Car Sharing  

Transit, Paratransit, Other

South and West Berkeley
SUMMARY LIST OF PROJECTS

Walking and Bicycling

- Improve Pedestrian Signal Timing  
- Improve Bicycle Parking  
- Improve Crosswalk Visibility  
- Promotion of Bicycle Boulevards  
- Improve Bicycle Crossings  
- Install Sharrows