





ALAMEDA COUNTY TRANSPORTATION COMMISSION

2015 Commission Retreat Measure BB Implementation

2015 - 2045
July 17, 2015





A presentation by

Bill Higgins, Executive Director
California Association of Councils of Governments

Tess Lengyel, Deputy Director of Planning and Policy
Alameda CTC

Measure BB Success

| NOVEMBER 4, 2014

Approved by 70.76%

- Measure BB promises
 - Expand BART, bus and commuter rail for reliable, safe and fast services
 - Keep fares affordable for seniors, youth and people with disabilities
 - Provide traffic relief
 - Improve air quality and provide clean transportation
 - Create good jobs within Alameda County

\$ 8B


plan supports


\$ 20B

economic activity

creating nearly

150,000 jobs

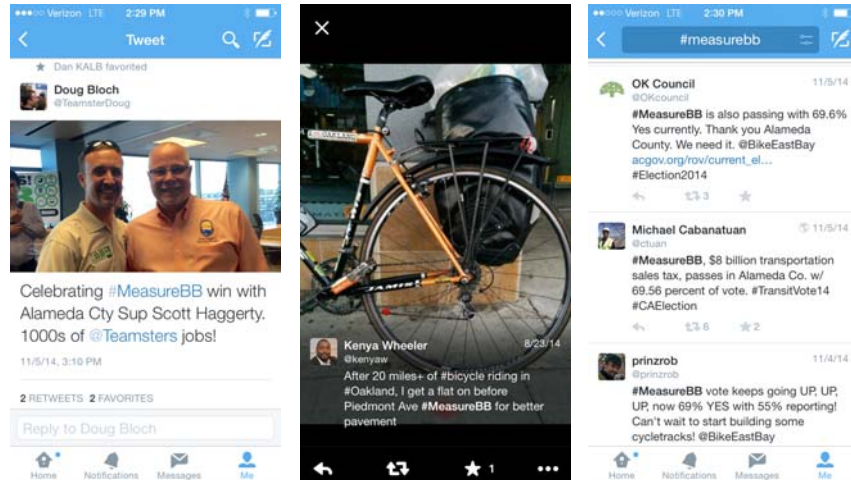




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Measure BB Success | TWEETS OF SUCCESS



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Funds Flow July 2015

- Measure BB dollars distributed to local jurisdictions July 2015
- Measure BB projects approved in CIP



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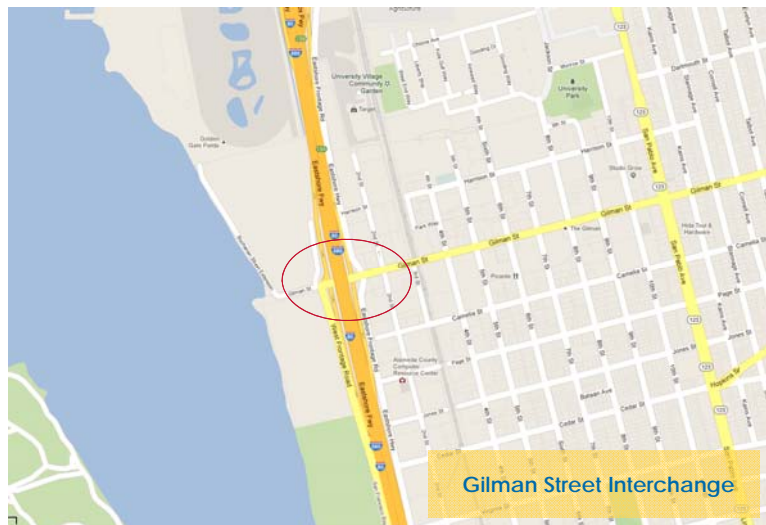
Funds Flow July 2015



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Funds Flow July 2015



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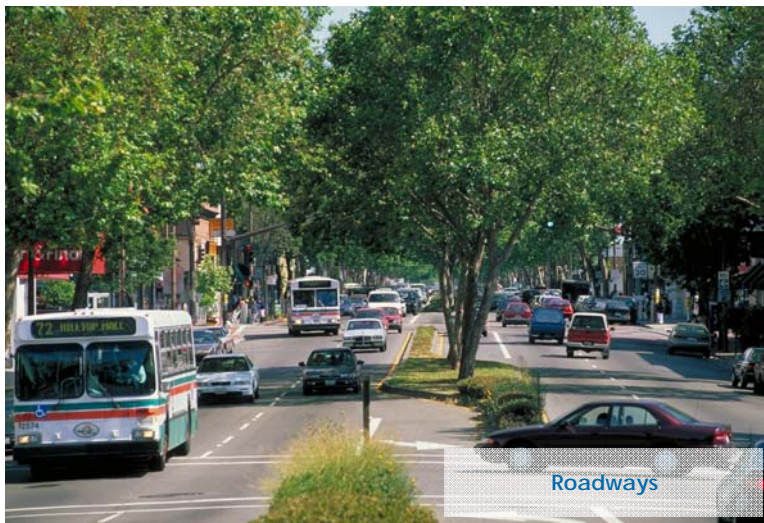
Funds Flow July 2015



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Funds Flow July 2015



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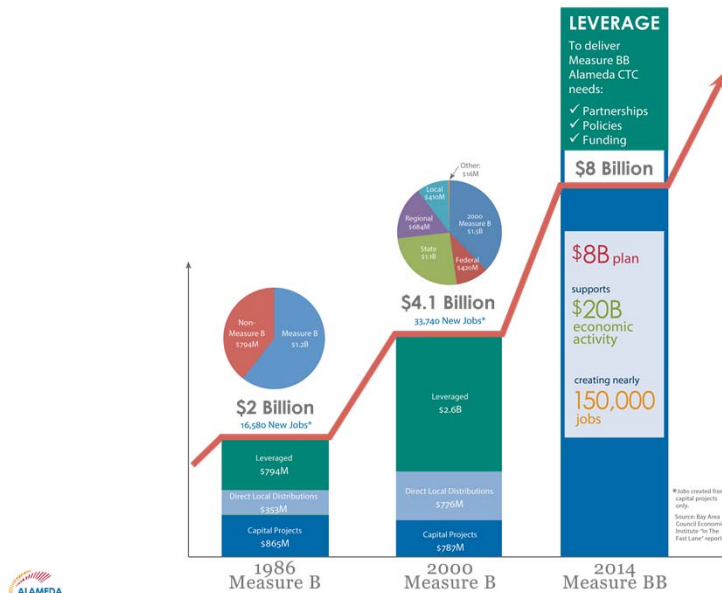
Funds Flow July 2015



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Measure BB Builds on Success



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Moving Billions

- Our transportation system supports

~1 billion boardings in Alameda County every year



International and domestic trade



Alameda County Goods Movement industries: 33% of total County jobs

Over \$1.1M jobs; 32% of total regional employment

Over \$600B in goods flow within/through region annually



An Agency of Firsts

- I-680 Express Lanes
 - First in northern California
- I-80 Integrated Corridor Mobility
 - One of the busiest Bay Area corridors
 - Most comprehensive Intelligent Transportation Systems in the state
 - Improves safety
 - Informs drivers
 - Improves traffic flow



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An Agency of Firsts

- AAA Rating
 - Received 100% clean audits
- Paratransit
- Safe Routes to Schools (SR2S)

FitchRatings
STANDARD
& POOR'S



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Global Reach



- International
Airport access
Freight
- National
Freight
- Regional
Transit
Highway
- Local
Roads
Transit
Bike/ped
Paratransit

1986 Measure B



Voters approved Measure B, creating the Alameda County Transportation Authority (ACTA)

- International
 - Improvements to airport access
 - 98th Interchange
- National
 - I-880 freeway improvements
 - Freight movement
 - HOV lanes
- Regional
 - BART stations
 - Castro Valley
 - Dublin/Pleasanton
- Local
 - AC Transit, roads, paratransit

1986 Measure B

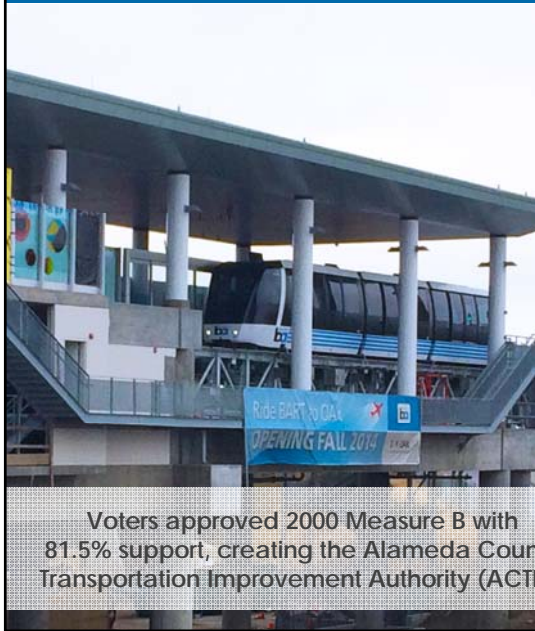


Oakland Airport Access Roads



I-880 HOV Lanes

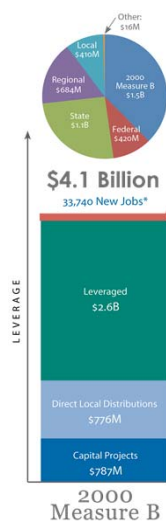
2000 Measure B



Voters approved 2000 Measure B with 81.5% support, creating the Alameda County Transportation Improvement Authority (ACTIA)

- International
 - Oakland Airport Connector
- National
 - Improvements on national primary freight network
 - I-80, I-238, I-580, I-680, I-880
- Regional
 - Warm Springs Extension (WSX)
 - Express lanes
- Local
 - Roads, transit, paratransit, bicycle, pedestrian

2000 Measure B



I-680 Express Lanes



BART Oakland Airport Connector

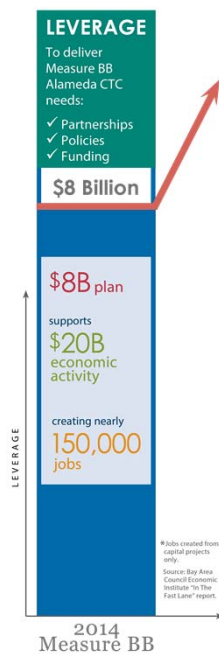
2014 Measure BB



Voters approved Measure BB with 70.76% support for essential transportation improvements throughout Alameda County (Alameda CTC)

- International
 - Port of Oakland
 - Oakland Army Base
- National
 - Improvements on national primary freight network
 - I-80, I-580, I-680, I-880
 - Rail improvements
- Regional
 - Bart to Livermore (LVX)
 - Capital Corridor
- Local
 - Roads, bike/ped, paratransit

2014 Measure BB



2014 Measure BB Launch

2015 – 2045 changing demographics

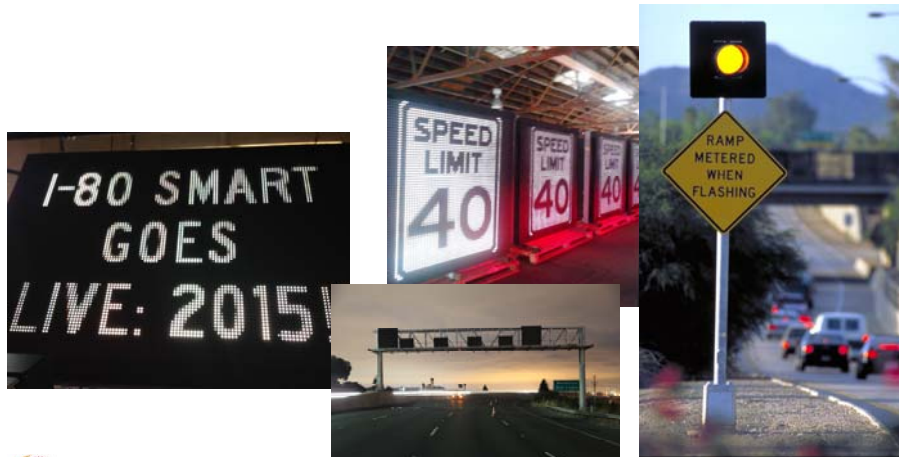


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2014 Measure BB Launch

2015 – 2045 technology revolution



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2014 Measure BB Launch

2015 – 2045 global changes



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Alameda County Changing

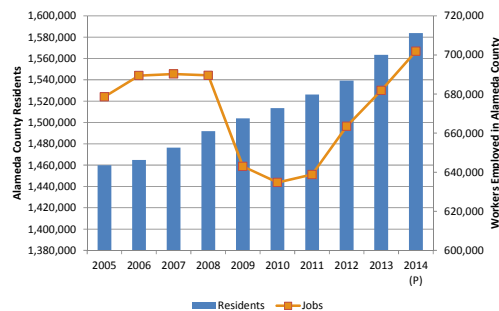
SFGATE <http://www.sfgate.com/news/article/Three-Bay-Area-counties-among-the-fastest-growing-6236798.php>

3 Bay Area counties among fastest growing in state

By Melody Gutierrez Updated 4:52 pm, Friday, May 1, 2015



Alameda County Population and Job Trends



Source: Department of Finance E-2 Report and Department of Finance E-6 Reports.



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Alameda County Changing (cont'd)

- Population will grow by 31% and employment by 40% between 2010-2040
- Senior population is increasing
- Aggressive emissions regulations and targets
- Decline in driving for younger population
- Emerging transportation



31%↑
POPULATION

40%↑
EMPLOYMENT

100%↑
SENIORS

1990↓
EMISSIONS



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Alameda County is the Hub of Goods Movement

- 5th largest port in the nation
- National primary freight network



99% of containerized cargo from Northern California passes through the Port of Oakland

Alameda County
Multimodal Freight System



Source: Cambridge Systematics Analysis; truck route information collected from cities in Alameda County, FY2014-15

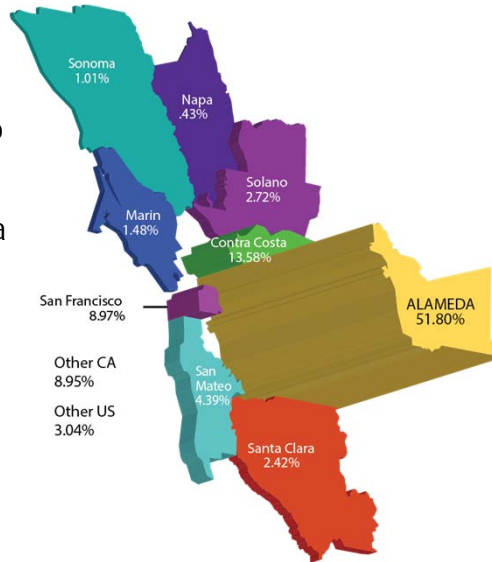
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Goods Movement Jobs

- Over 30 percent of all jobs in the Bay Area are related to goods movement
- Port of Oakland is a major job anchor
- Alameda County is the largest beneficiary of those jobs



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Alameda County is the Hub of Transit

Almost 1 billion boardings annually in Alameda County



- 22 of 44 stations



- AC Transit
- WHEELS
- Union City Transit



San Francisco Bay Ferry • WETA



- Capital Corridor



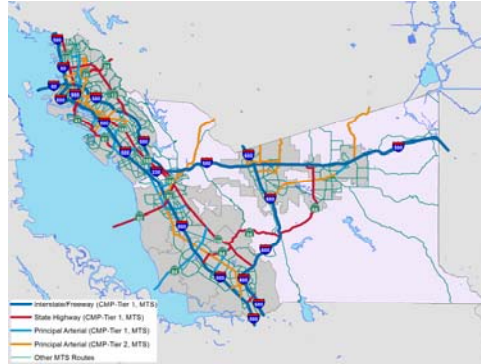
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Alameda County is the Hub of Our Roadway System



37% of Bay Area workers travel to, from, or through Alameda County



Alameda County Roadway Systems

Tier 1 includes all freeways, state highways, selected principal arterials and freeway ramp connectors.

Tier 2 includes all principal and major arterials.



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Alameda County Economic Base



- California has the largest economy in the United States: Gross State Product (GSP) of \$2.3 trillion in 2014
- Alameda County has both the seventh largest sales tax collections and population
- Over the last four years, sales tax collections in Alameda County have grown 30.3 percent
- Alameda County supports a strong and diversified sales tax base



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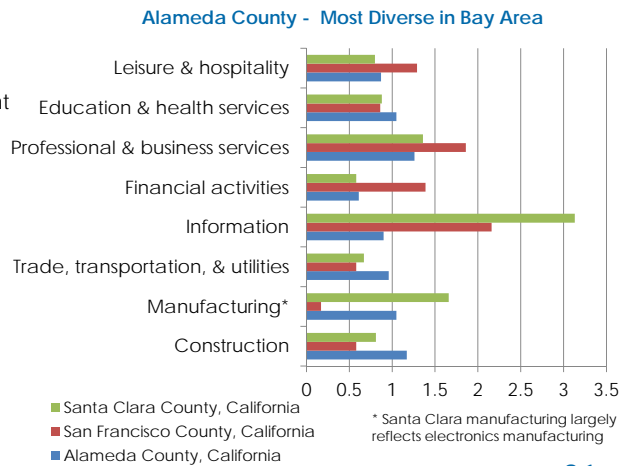
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Alameda County Economic Stability

- Per capita income in Alameda County is the eighth highest in California; 18 percent higher than the state overall

- Diversified Economy in Alameda County

- One of the most diverse employment bases in the Bay Area
- Doesn't rely on any one industry for its prosperity



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Alameda County's Economy Weathers Storms

2001 dot com bubble



Following the peak of the high-tech boom, employment in Silicon Valley high-tech industries declined by about 17 percent, representing a loss of slightly more than 85,000 jobs



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2001 Dot Com Burst in Bay Area

San Jose Mercury News Headlines

"OFFICE VACANCY RATE FOR
VALLEY COULD BE AS HIGH AS 40%"
-June 6, 2002

"RIDING THE VALLEY ROLLER
COASTER
-December 7, 2001

"SILICON VALLEY SLOWDOWN
SUCKS LIFE FROM BUILDINGS"
-February 21, 2002

"BANKRUPTCY LAWYERS MAKING MOST
OF THE HIGH TECH HURT"
-November 11, 2002

"PEACE CORPS A HAVEN FOR DOT COM
REFUGEES"
-September 16, 2002

**"LAID-OFF WORKERS TURN TO
FAMILY AS BENEFITS RUN OUT"**
-October 18, 2002

"AILING VALLEY SEARCHES
ITS SOUL"
-July 28, 2002

"PENINSULA LEADS U.S. URBAN AREAS IN
OFFICE VACANCY, SURVEY FINDS"
-July 25, 2002

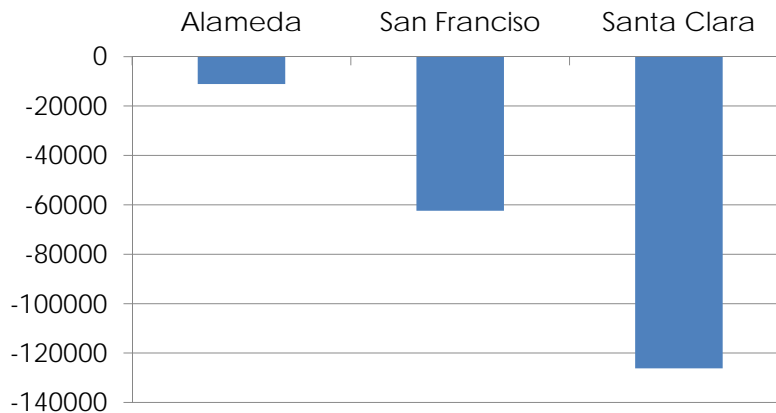


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Alameda County Helped the Region Weather 2001 Dot Com Burst

Change in jobs 2000 to 2002



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New York City – Great Recession

The New York Times

MONDAY, MARCH 24, 2008

WITH ECONOMY TIED TO WALL ST., NEW YORK BRACES FOR JOB CUTS

BY LOUISE STORY

New York is accustomed to job losses on Wall Street. They come with just about every economic slump, and their impact is felt throughout the city.

But as the city braces for a big contraction in the financial sector...the fallout could be worse than in the past....

Last year, the finance industry was responsible for nearly a third of all wages earned in the city, the highest in modern times. And each Wall Street job supports three workers in other sectors.



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Alameda County Cutting Edge

- Green energy
 - East Bay is one of the key producers of solar energy in California



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Alameda County Attracts Capital

- Berkeley, Fremont, Oakland and Pleasanton led East Bay cities in venture capital funding in 2014



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Measure BB Is Focal Point For Success

- Measure BB is connected to job and economic growth in the county and region
- Measure BB is a catalyst for advancing win-win opportunities for the region, mega-region, state and federal transportation needs



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People Get It!



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How to Ensure Others Understand

- Our success helps others succeed – regional, state and federal
- Strong policies and legislation support the promise of Measure BB
- Strategic partnerships are critical

LEVERAGE

To deliver Measure BB Alameda CTC needs:

- ✓ Partnerships
- ✓ Policies
- ✓ Funding



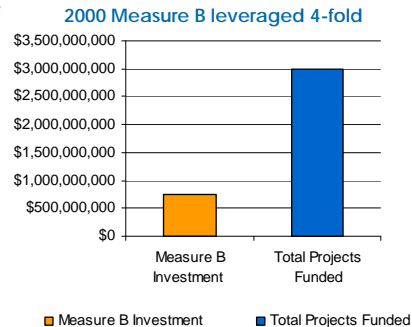
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Where is the Money?

- What to leverage with Measure BB – local, regional, state

- State transportation bill
- Gas tax increase or VMT fee
- Cap-and-Trade program – bring more home
- Bridge toll increase
- Other agencies' revenue measures
 - Contra Costa
 - Santa Clara
 - San Francisco
 - San Joaquin



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Where is the Money?

- Federal transportation bill
 - Highway
 - Transit
 - Goods movement
- Private
 - Value capture – redevelopment of transit station areas
 - Sponsorship (e.g. BikeShare)
 - Business/employer provided transit/shuttles
 - Ridesharing – potential role in augmenting fixed route transit
 - Others?



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What Needs to Change?

- Policies
 - Community development and economic strength
 - Infrastructure funding
 - Environmental stewardship and expediency
- Legislation
 - Reward self-help
 - Support regional and local programming



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Who Are Our Partners?

- California Association of Councils of Governments
- California Department of Transportation
- California State Transportation Agency
- California Transportation Commission
- Cities, the County, transit operators
- Congestion Management Agencies
- East Bay Economic Development Alliance
- East Bay Leadership Council
- Metropolitan Transportation Commission
- Port of Oakland
- Self-Help Counties Coalition and more....



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Partnerships Not Just About Funding

- System operation/management
 - I-80 Integrated Corridor Mobility (ICM)
 - Express Lanes: I-580 and I-680
- Project delivery
 - CEQA/NEPA modernization
 - Innovative project delivery methods
- Land use, housing and jobs
 - Refrain from transportation funding diversion
 - Grow the pie for housing



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How to Come Together?

- How can we unite the broadest coalition behind the message?
- How to partner for win-win?



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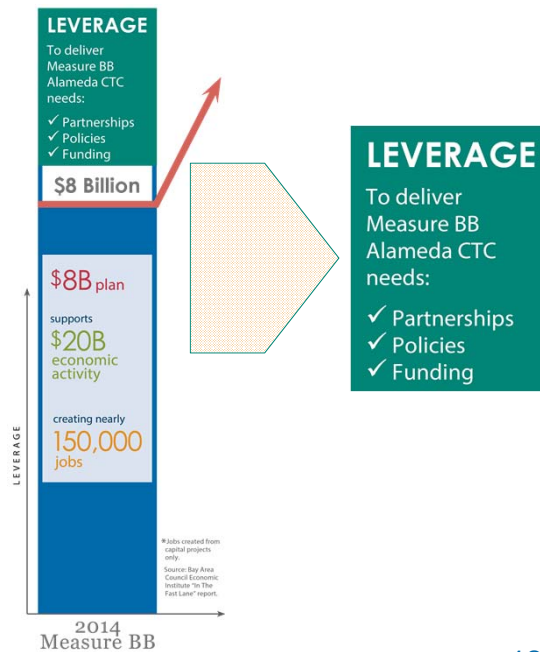
How to Come Together



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Delivering the Promise of Measure BB



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Break-Out Session

Instructions and Questions

Break-Out Question No. 1

- **WHAT:** Transportation Planning, Policy and Funding — Measure BB is a down payment on transportation investments into the mid-century.
 - What changes (in planning, policies, laws) need to be made at the local, regional, state and federal levels to assure that Alameda CTC fulfills the promise of Measure BB?
 - Outcome: List top three changes at:
 - Local level
 - Regional level
 - State level
 - Federal level

Break-Out Question No. 2

- **WHO:** Strategic Partnerships — Partnerships are key to getting work done and supporting Alameda CTC's mission.
 - Who are the Commission's effective partners now, who do we need to engage more, and who are new strategic alliances?
 - How best should we work with them?
 - Outcome: List the top five partnerships and methods to reach them.
 - Current partnerships to maintain
 - Partnerships to strengthen
 - New partnerships



Break-Out Question No. 3

- **HOW:** Call to Action — Crafting a unifying message helps to ensure people understand why supporting Alameda County transportation makes good policy sense and helps them achieve their goal.
 - What messages will resonate (with regional, state, federal and private partners) and how do we unite the broadest coalition around these messages?
 - What do you need as a Commission from Alameda CTC staff to support your delivery of our messages?
 - Outcome: List the top three of the following.
 - Reasons WHY others should support Alameda County
 - What messages will resonate
 - How to build a coalition to support message

