

# Alameda/AC Transit Inter-Agency Liaison Committee

## January 3, 2018 Meeting Notes

Attendees: President Ortiz, Chris Peeples, CM Ashcraft

- AC Transit Ridership
  - Gail - Line 96 increase in ridership likely due the start of EasyPasses at the collaborative
  - CM Ashcraft - why is transit ridership dropping
- Line 51A
  - Capital improvements
  - Gail - bus stop relocations were a key to this project
  - Ortiz - what do we do to remedy customer complaints - how do we change culture?
    - Sal talked about courtesy
    - Ashcraft - how do we address pass-ups?
      - Robert - can't add buses and operators, but we can adjust fleet size
      - Sal - ride-a-line will come into affect
    - Peeples - can we put artics on the 51a?
    - Andrew Thomas - is there correlation between ridership and customer complaints
    - Ashcraft - is there a correlation between customer feedback and ridership?
      - Peeples - if you compare complaints to ridership, the 51 could be the lowest percentage of complaints
    - Ortiz - we take complaints such as no-shows very seriously
    - Thomas - if you add the Line 19 into the 51 ridership looks similar to what it was before
    - Maria Gallo - alameda needs to increase its advertising of transit
      - Elsa - there will be marketing this year of transit (Gail concurred)
      - Tony Cuttner - the predictions are often inaccurate
- Line 96
  - Gail explained the potential for extending Line 96 for employees at Alameda Point, but need to keep the service cost neutral
  - Peeples - what is the employee population of Alameda Point compared to Marina Village?

- Andrew has reached out to Marina Village
  - Ashcraft - reach out to individual businesses include Alameda Unified; there is a potential for younger riders due to the type of businesses available in Marina Village
    - Andrew - wants all of these businesses to be EasyPass holders
    - Ashcraft - willing to discuss with the school board; she is the liaison
    - Gail - line 19 could cover much of the loss of the 96
  - Andrew - can we issue easy passes to businesses outside of the buffer zones in easy pass
    - Peeples - the premise for the buffer is to ensure that we don't issue EasyPasses that the public won't use
    - Ashcraft - lime bikes can help with the first and last mile issues
- Line 21
  - Gail - service is not hundred percent reliable
  - Ashcraft - has a reputation of being unreliable
  - Thomas - should we change approach and focus resources elsewhere?
  - Ortiz - only 8 passengers? Should we focus this much resource here?
  - Ashcraft - we were hoping that AC Transit would be a good solution to a change in the parking policies
  - Ortiz - what is the harbor bay ridership
    - Michael G - about 600-700
    - Ortiz - how are they getting there?
      - Michael G - completing ridership survey shortly
        - 250 parking spaces were filled; also walking or riding bikes
  - Ashcraft - charging for parking helps but it may not pay for the shuttle
  - Thomas - ferry passengers are coming from nearby; is the line 21 a correct solution?
  - Michael gougherty - people who aren't driving have other options. Parking policy can better balance demand - hired cdm smith to conduct a parking fee study based on a set of principles that WETA board approved. Harbor bay will be a pilot program to meet the principles/goals. Hope to implement in August of 2018.
    - Elsa - does WETA have authority to charge parking?
      - Michael - yes, we have authority
      - Ashcraft - does not see an issue with this
      - Andrew - want to provide options
      - Gail - look into marketing all of the alternatives, including Line OX

- Michael G - appreciate the effort to improve the service; and it is a difficult connection to make with the ferry. Goal of the parking fee is to encourage other modes to connect to the ferry.
- AHSC
  - Moving forward this month
  - Looking for a larger bus for Line W
- High-street
  - Non-issue - buses are meeting regulations and the issue is the maintenance of the bridge; need to check with the county to improve
- AVL Status - testing the mini fleet right now
  - Ortiz - will we have our own app?
    - Sal - unsure. If there is an additional cost, then no
  - Ashcraft - target date
    - Mini fleet will start at the end of January for 30 days; start full installation in February if mini-fleet is successful
- Alameda Shuttle
  - Ortiz - do we have a cost for the shuttle proposal?
    - Kuttner - we have rough numbers but not exact
    - Ortiz - how would you finance?
      - Kuttner - need everyone to pay (businesses, residents) but free to the end user. Need funding source to be consistent.
  - Peeples - everyone likes the shuttle, but only a third are willing to pay
    - Ashcraft - the study is supposed to look at funding sources and other planning logistics
    - Kuttner - everyone wants this
  - Ashcraft - impressed with emery go-round service, but there is a cost
  - Maria Bella - commends the effort; AC transit is large, but this is what works for City of Alameda
    - Kuttner - AC and Alameda will be cooperative
- Transbay Tomorrow
  - Gail - commends AC Transit for the effort and is opposed Line OX
- RM3 Update
  - Poll financed by MTC shows support for going forward
  - Ortiz - drive is to go with the June 2018 ballot

- Ortiz worked on increasing AC Transit contribution from \$50 million to \$300 million
- New Developments Update
  - Issues with delays and construction cost escalation
  - Ortiz - What about the Line 19 contract
  - Ortiz - What about encinal terminals?
    - Ashcraft - need to address the set aside tidelands in the center of the development properties
    - Thomas - the agreement forecasted the TMA would contribute to the operation of Line 19. The TMA is now set up to now go back and negotiate. The bigger issue is the revenue coming in from developers. Del Monte has yet to pull permits and therefore revenue is missing; there is a cash flow issue as a result.
    - Ashcraft - can the city loan the money?
    - Ashcraft - doesn't want to remove the service temporarily
  - Steve Jones - what is the overall cost for the service - \$179K from developers and the remainder is Measure BB.
  - Thomas - 40% of the \$179K is committed
- Comments
  - Elsa - noted the written comment from John Knoxwhite on Transbay Tomorrow
  - Kuttner - can we break out the complaints as a percentage of ridership?
  - Gail - city budget allows for an increase with Easy Pass program. Is Island continuation or service sector employees an option?