

TransLink® for Transit-Oriented Development

presented to

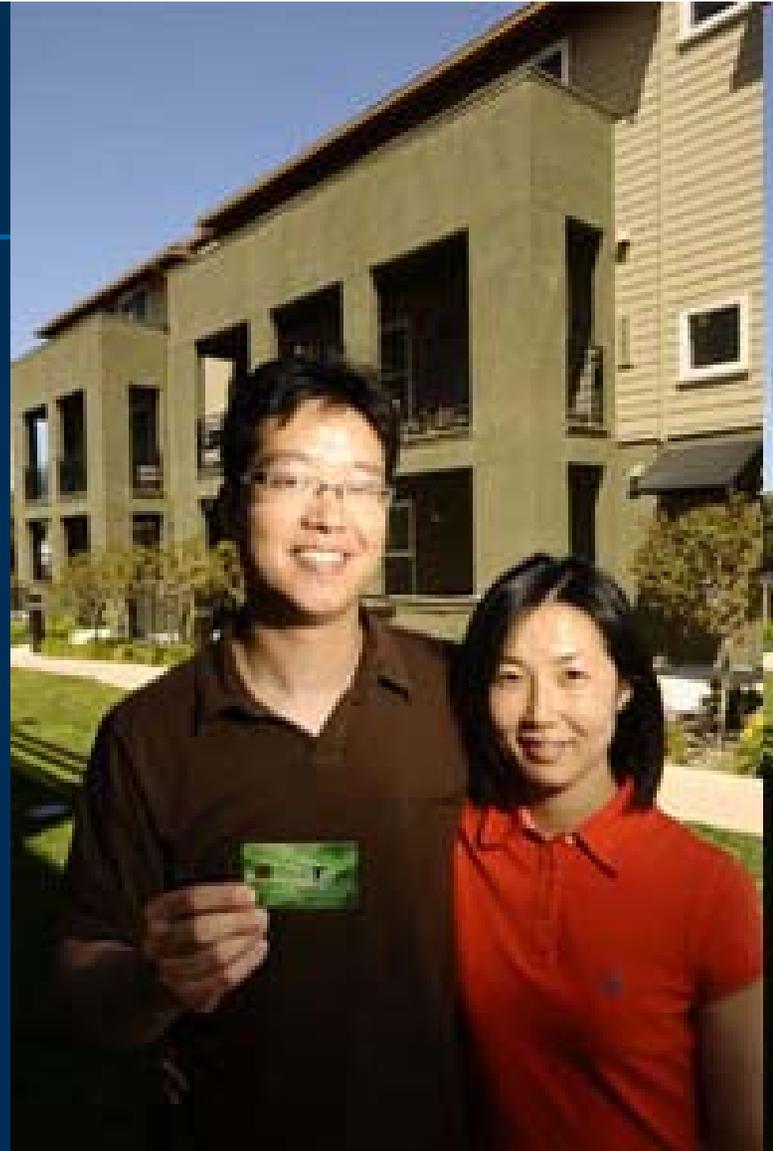
**Minority Citizens
Advisory Committee**

Valerie Knepper, MTC

March 10, 2009



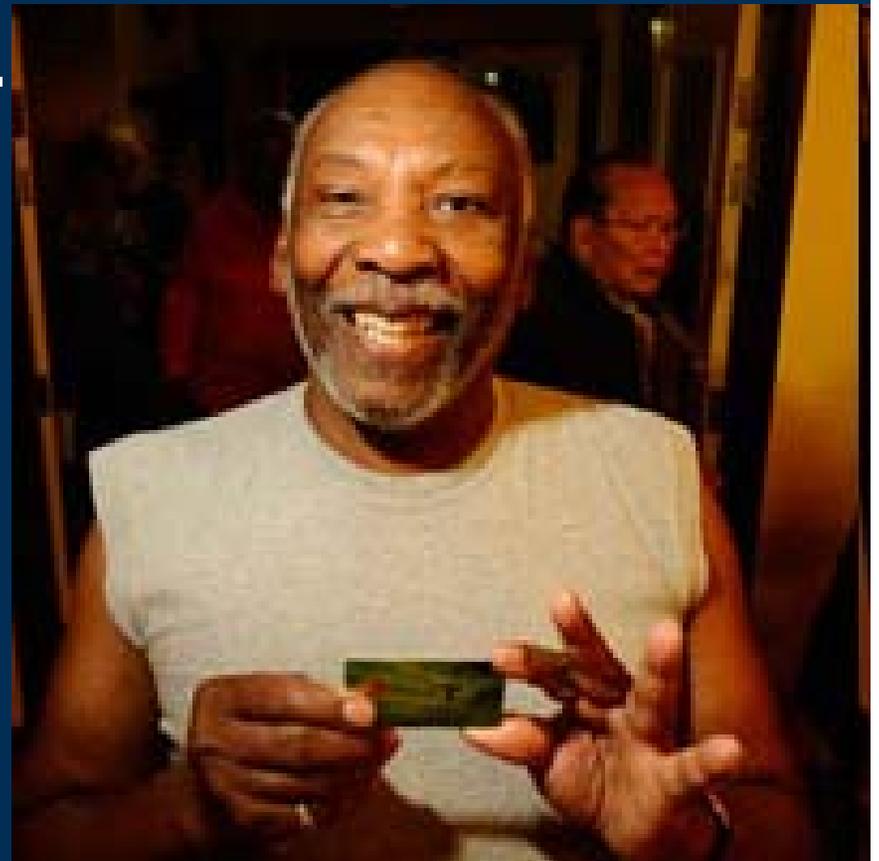
- **Description of the project**
- **Goals**
- **Status Report**
- **Next Steps**



Smart Card. Smart Travel.

Description

- **Joint project-TransLink®/MTC,AC Transit Free transit passes.**
- **Personalized TransLink® cards. Working with site managers. Support, publicity and customized information.**
- **Project evaluation - monitor use of TransLink® cards and transit, and feedback from residents and site managers.**
- **Develop recommendations.**



Project Goals

- **Create synergy- smart growth, transit, equity, TransLink®.**
- **Test demand for TransLink® passes, assess ridership impact of free transit passes.**
- **Provide benefits to TOD residents, especially low-income households.**
- **Long term concept – program continued by cities, developers, transit agencies.**



Selection - Residential TODs

- Very close to high quality AC Transit service, high density, low parking ratios, supportive building site manager
- Variety of rental and ownership, housing types and populations (families, singles)
- Equity - High proportion of affordable units



Adeline Street Apartments

TransLink® & AC Transit participation



- **TransLink® funding support.**
- Experience will be used in future TransLink® roll outs.
- **AC Transit testing as first residential universal pass project.**
- AC Transit providing sign-up and customer support.



Project Status

- Rollout is complete: about 1400 passes distributed
- Offered to 3400 residents of 24 locations – mixed income and housing type
- Press event June 10 in Berkeley



Lion Creek Crossings (Oakland)

261 rental units, all below market rate (BMR), families



Avalon (Emeryville)
66 rental units, seniors, all BMR



Broadway Grand (Oakland)

132 condos, market rate, currently for sale



Uptown (Oakland)

156 rental units, 75% market rate/ 25% bmr,
currently leasing



Temescal Place (Oakland)

26 condos, all market rate, all occupied



TDA

The Village at Town Center (El Cerrito)
158 rental units, 80% market rate / 20% bmr,
all occupied



Bayside Commons (Albany)

220 condos, some sublet, all market rate, occupied



Park Webster (Alameda)

262 units – condos, some sublet, all market rate

© EBRDI 2008



Avenue 64 (Emeryville)

224 units, all rental, 10% BMR



Woodchase Apartments (San Leandro)

186 units rental, market rate, almost all occupied



Berkeley

-about 540 units in medium and small buildings,
all BMR, mixed senior, family, transitional

Sacramento Senior Homes

39 rental units, senior, all BMR



Helios Corner

80 rental units, senior, all BMR



Adeline Street Apartments

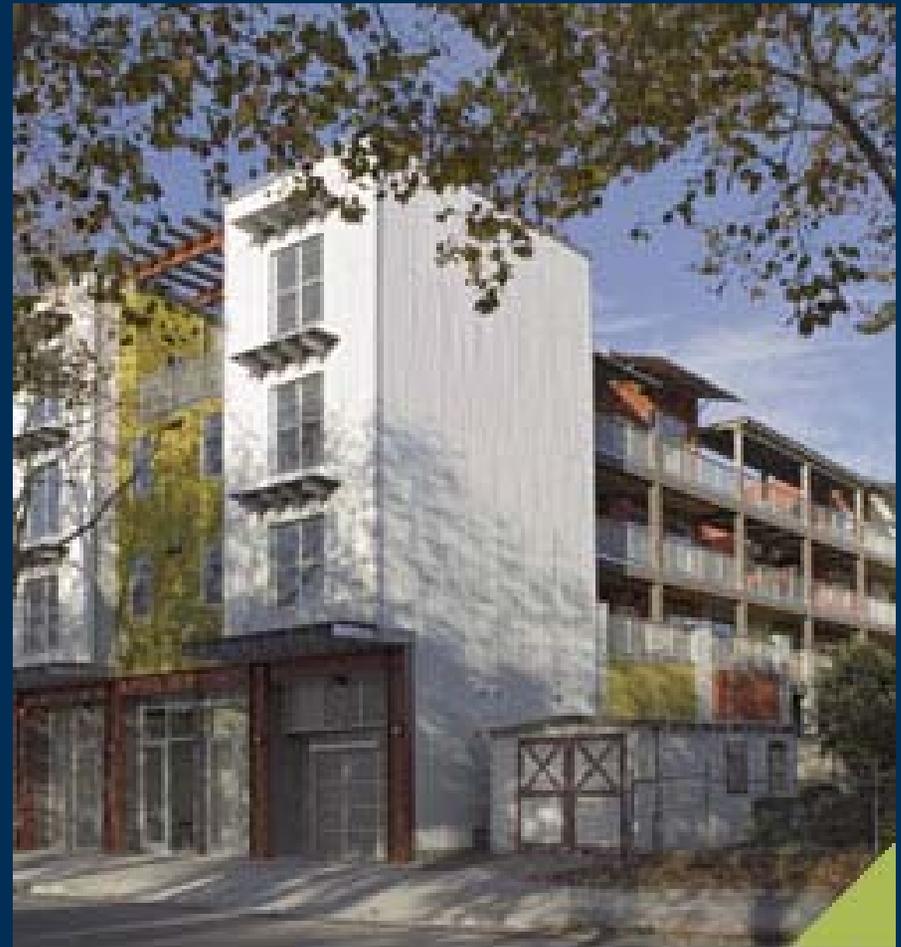
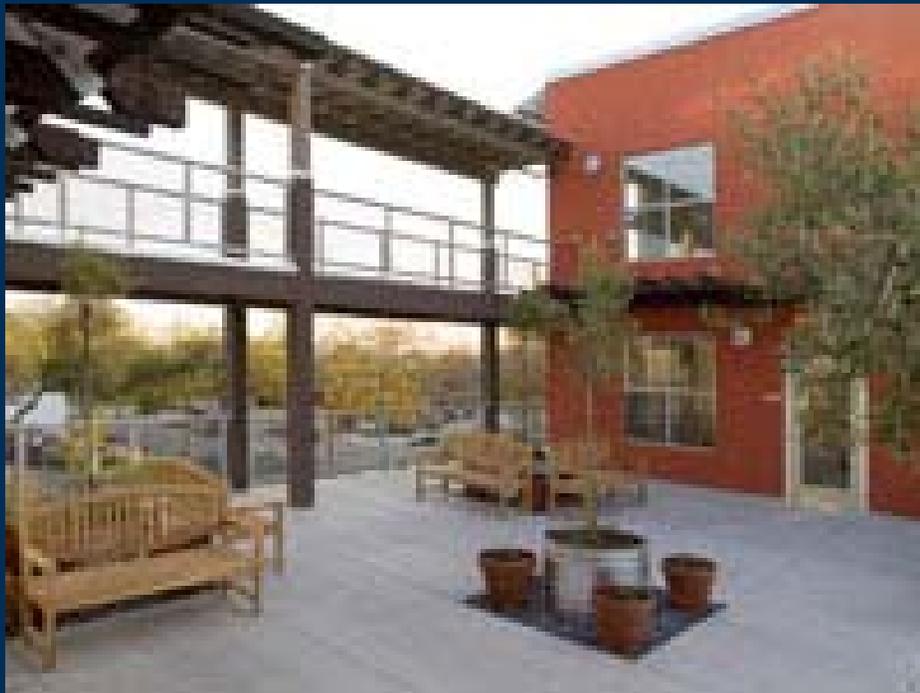
18 rental units, all BMR



Adeline Street Apartments

Margaret Breland Homes

27 rental units, all BMR



Margaret Breland Apartments



Key Issue: Public Respo

- Very positive overall
- Strongest interest in participation by residents in affordable developments
- Some reservations
- Need for better publicity materials, distribution



Key Issue: Technical Issues

- Software problems
- Reader problems
- Need for improved customer support training and solutions to technical issues



Key Issue: Support by site managers

- Critical factor for success
- Strong support by affordable housing managers
- Less support / interest by some market rate housing managers
- Need for improved info packets for site managers



Key Issue: Cost effectiveness

- Address issue of photo requirement and cost/benefit
- Consider on-line registration
- Would also offer telephone and AC location registration



Key Issue: Participation of other agencies

- City/developer funding in lieu of some parking/TDM measure
- BAAQMD funding?
- ABAG participation?



Key Issue: Scaling

- Guidelines, criteria, funding?
- Lead agency - MTC / CMA / Transit agency / City / other?



Key Issue: Long Term Direction

- This is intended as “proof of concept”
- Cities to direct through requirements on developers
- Support by transit agencies, MTC, CMAs, ABAG, BAAQMD, others



Next Steps

- **Distribution complete - 2000 passes provided.**
- **Free program begins expiring April 2, 2009. Transition options include pass purchase by individuals; we are encouraging site manager /HOA purchase of passes for everyone.**
- **Technical analysis to be conducted on transit usage early indicators – used about 15 times a month**
- **Travel survey to be conducted again after free period. Evaluate TransLink sign-ups after free period**
- **Report back on progress, recommendations**



Smart Card. Smart Travel.



Analysis of Transit Ridership - by development, time of day and route



Institutional Ridership by Time of Day

From: APR-02-2008 To: APR-30-2008

Operator: AC Transit

Institution: CITY OF ALAMEDA

Route Name:	Early Morning Commute 00:00 AM - 05:59 AM	Morning Commute 06:00 AM - 09:59 AM	Midday Commute 10:00 AM - 02:59 PM	Afternoon Commute 03:00 PM - 06:59 PM	Evening Commute 07:00 PM - 11:59 PM	Total
213	1	0	0	0	0	1
214	0	0	0	0	1	1
216	1	0	0	0	0	1
217	0	0	1	0	0	1
218	1	0	0	0	0	1
51	0	0	1	0	0	1
92	0	0	2	1	0	3
ACNONE	0	0	1	0	0	1
Total for: CITY OF ALAMEDA	3	0	5	1	1	10

Evaluation of travel mode using surveys (English, Chinese, Spanish)



MTC Transit Survey

Please take a moment to provide us with information about your use of transportation. Thank you.

Part 1: Travel modes. Please indicate how often you normally use each mode of travel.

	DAILY/ ALMOST DAILY	SEVERAL TIMES A WEEK	ONCE OR TWICE A WEEK	1-3 TIMES PER MONTH	LESS THAN ONCE A MONTH	NEVER
Ride AC Transit	<input type="checkbox"/>	<input type="checkbox"/>				
Ride BART	<input type="checkbox"/>	<input type="checkbox"/>				
Bicycle to local destinations	<input type="checkbox"/>	<input type="checkbox"/>				
Walk to local destinations	<input type="checkbox"/>	<input type="checkbox"/>				
Drive alone	<input type="checkbox"/>	<input type="checkbox"/>				
Carpool	<input type="checkbox"/>	<input type="checkbox"/>				

Part 2: Transit ratings. I ride transit (BART or the bus):

- Mostly for work
- Mostly for non-work/non-school trips (e.g. shopping, errands)
- Mostly for school
- I never ride transit at all.

People in my household **would use transit more often if . . .** (circle one number for each statement)

	1	2	3	4	5
Transit was less expensive	1	2	3	4	5
Transit went where we need to go	1	2	3	4	5
Transit was more reliable	1	2	3	4	5
Transit was available more hours	1	2	3	4	5
Transit was safer	1	2	3	4	5
Transit was faster	1	2	3	4	5

Part 3: Household information. Including myself, the number of people living at my home most of the time is:

- 1
- 2
- 3
- 4
- 5
- 6 or more

How many of the following vehicles are owned by you or those in your household (and kept at home address)?

- Cars (including trucks and SUVs)..... 0 1 2 3 4 or more
- Motorcycles

- We pay for parking at our home address: Yes No
- We use a car-sharing program (e.g., Flex Car or Zip Car): Yes No

Part 4: Transit comments. Please provide any feedback you have about transit. Continue on back if needed.

To mail this survey back, please send to:
MTC Transit Survey, c/o Corey, Canapary & Galanis, 447 Sutter St. PH North, San Francisco, CA 94108.

The Faces of TransLink for TOD

