

Chapter 1 Introduction





CHAPTER 1. INTRODUCTION

In the past several decades, Emeryville has seen a remarkable transformation. Growth in residents, employment, and retail options has redefined the City from its industrial past. Yet, this swift growth also has posed challenges for the City's future. Increasing demands on its transportation system and capacity constraints may become more evident in the coming years and could potentially inhibit the city's continued prosperity. Expanding roadway capacity as a means of tackling increased congestion may not be a viable option due to right-of-way constraints. Finally, a continued reliance on single-occupancy vehicles for transportation to, in and around Emeryville has a high impact on the environment as compared to other transportation choices. The Sustainable Transportation Plan was developed over the past two years to help the City of Emeryville address some of the issues noted above and to help achieve its transportation, environmental and economic goals and move toward a more balanced transportation network.

Some of the strategies highlighted in the Plan are enhancements and improvements on transportation programs and services that currently exist within the city while other strategies are new and innovative and may require the city to collaborate with other agencies and the private sector for implementation.

This Background Report presents the existing conditions, stakeholder interview summary, strategy details, and funding sources related to the Plan.

Existing Travel Modes and Shift to Sustainable Transportation Modes

There is no one silver bullet for reducing dependence on the automobile and changing the behavior of the large percentage of Emeryville workers and residents who drive alone to work. Many opportunities exist for improving transportation options and incentivizing workers to use transit and other forms of sustainable transportation. There are however, other trip purposes that do not readily lend themselves to sustainable transportation. For example, since Emeryville serves a unique role in the Bay Area as a regional retail destination with stores like IKEA, Home Depot and the Bay Street Center, automobile travel is likely the preferred mode of travel for this type of trip. Maintaining vehicular access to these regional retail stores is important as an economic foundation for the city. This Report recommends a series of strategies for improving transportation by modes other than single-occupant vehicle, while maintaining automobile access and convenience for certain trips that are considered invaluable by this mode. The strategies include parking management, transit improvements, improvements for pedestrians and cyclists, wayfinding and transportation demand management.

Figure 1-2 shows existing modes of travel for commuters and other types of trips for Emeryville and non-Emeryville residents for local, sub-regional and transbay travel. It reveals that “drive alone” is the dominant mode share for all work trips with the exception of commuters traveling to Emeryville from communities beyond its neighboring cities. This data demonstrates that there are many opportunities to increase the sustainable mode share through a combination of strategies recommended in this Report.

Mode share can be monitored using U.S. Census American Community Survey data, which provides 5-year averages on commute mode. The City counts pedestrians and bicycles at some intersections annually. Multi-modal counts will occur as transportation impact studies are conducted for development projects.

Many Emeryville employees work in San Francisco, Alameda County, or Contra Costa County. Four AC Transit bus lines to San Francisco stop within a quarter mile of most Emeryville work places, and seven AC Transit routes run from streets in or near Emeryville to areas in Alameda and Contra Costa County. Better pedestrian access to bus stops, bus stop amenities, parking pricing, parking cash out, commuter checks, a City

transit map, and use of AC Transit’s EasyPass program could help to shift employees to transit.

A sample of six trips using sustainable modes is illustrated in Figure 1-3. For each sample trip the figure shows trip purpose, origin-destination, modes of travel, and travel time and costs. Since potential for increasing transit usage is greatest for work trips, four of the sample trips are for work trips to demonstrate the options and how feasible it is from both a travel time and cost perspective. Although the cost of driving is high, people typically do not factor their “sunk costs” for solo driving (such as vehicle maintenance and insurance) into their travel mode decisions. Those costs are figured into these sample trip costs.

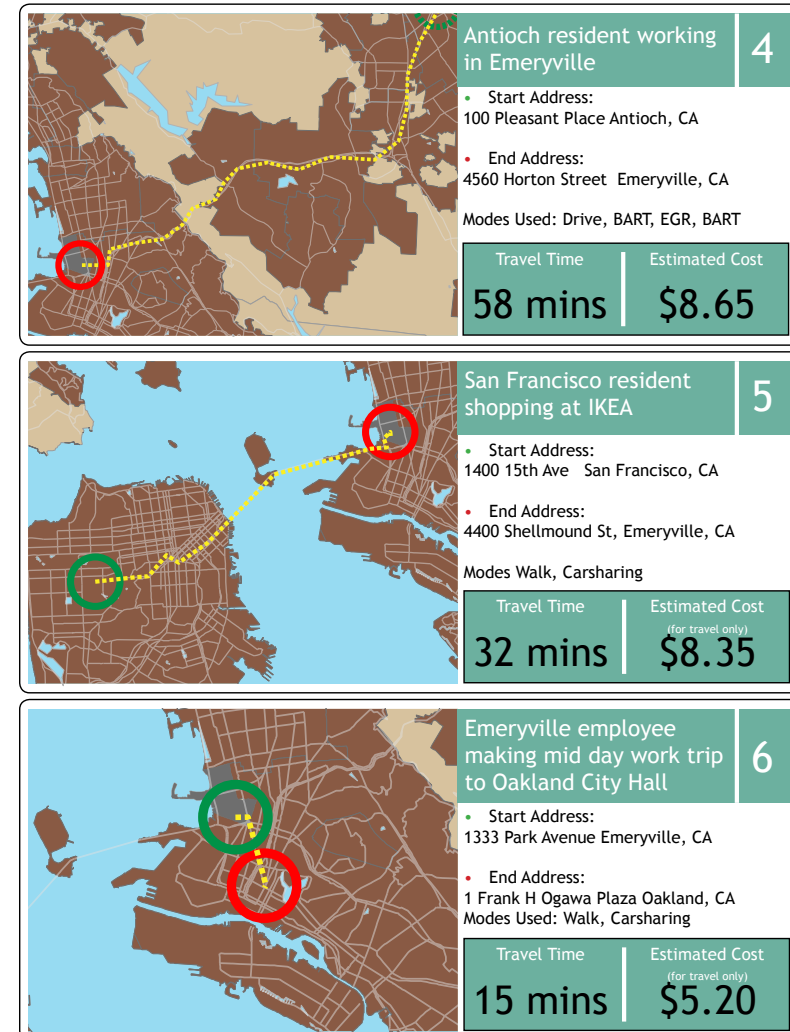
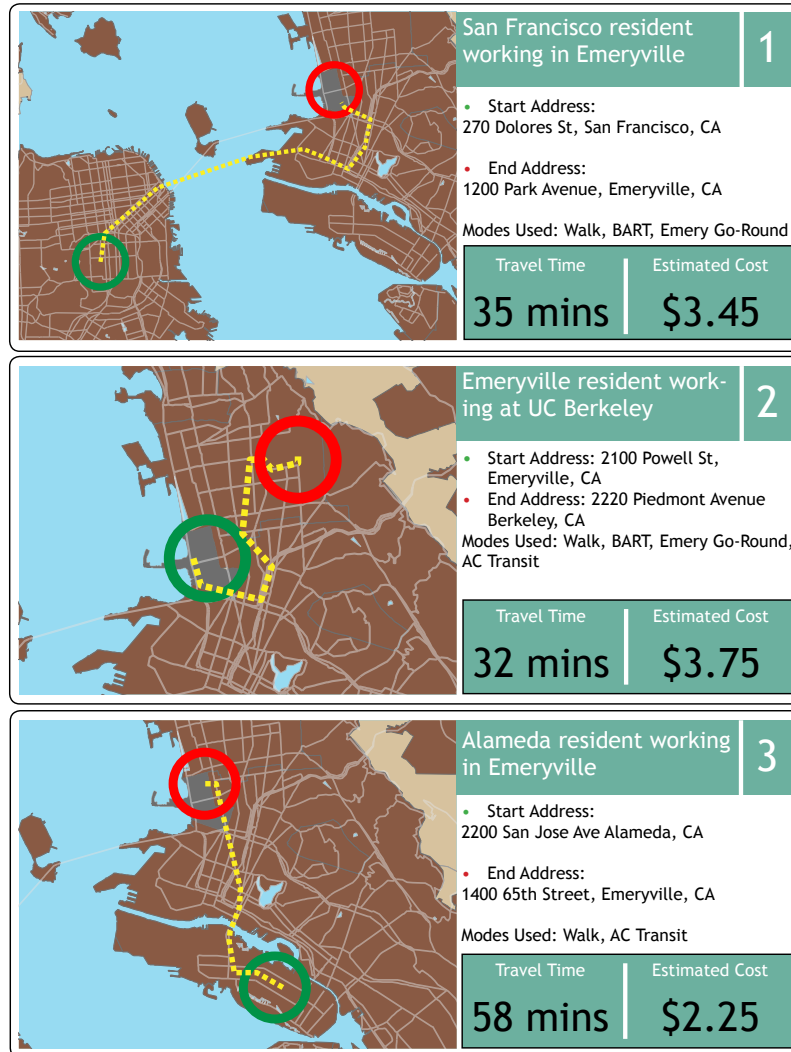
Figure 1-1 Existing Travel Modes and Opportunities for Increasing Sustainable Modes

Major Travel Markets		Existing Modes of Travel (1) <i>(>5% mode share)</i>		Opportunities To Increase Sustainable Transportation	Strategies to Encourage Sustainable Transportation
Origin	Destination	Mode	Approximate Percent (1)		
Commuters					
Emeryville Residents					
Emeryville	Emeryville	Drive Alone Walk	50% 37%	Walking, Bicycling, Emery Go-Round	Enhance connectivity of bike routes and facilities; prioritize pedestrian improvements to enhance walking experience; Promote parking cash-out for employers with 10+ employees; Modify EGR service to cater towards intra-Emeryville trips.
	Berkeley, Oakland, Albany and Piedmont	Drive Alone Transit Carpool	75% 15% 10%	Transit, bicycling	Promote Transit EasyPass Program; Improve service between Emeryville and neighboring cities; Enhance East Bay bicycle network connections.
	Alameda Island	Drive Alone Transit	60% 41%	Transit, ridesharing, bicycling	Promote Transit EasyPass Program; Install transit signal priority; enhance East Bay bicycle network connections.
	Remainder of Alameda County	Drive Alone Carpool	80% 20%	Ridesharing, transit	Promote Transit EasyPass Program; Incentivize carsharing programs and schedule adjustments for transferring between Emery Go-Round and BART.
	San Francisco	Drive Alone Transit Carpool	35% 50% 11%	Transit, formal and casual carpool	Emery Go-Round schedule adjustment for transferring to BART; Promote Transit EasyPass Program; Incentivize additional casual carpool pick-up locations; Improve signal priority; Stripe bus-only lanes; Engineer streets to help buses
Emeryville Workers					
Berkeley, Oakland, Albany and Piedmont	Emeryville	Drive Alone Transit Carpool	70% 8% 10%	Transit, ridesharing, bicycle	Promote Transit EasyPass Program; Improve service between Emeryville and neighboring cities; Enhance East Bay bicycle network connections.
Alameda Island		Drive Alone Transit Carpool	81% 6% 11%	Transit, ridesharing, bicycling	Promote Transit EasyPass Program; Install TSP; enhance East Bay bicycle network connections and ridematching.
Remainder of Alameda County		Drive Alone Transit Carpool	80% 6% 13%	Transit, ridesharing, bicycling	Promote Transit EasyPass Program; incentivize carsharing programs and schedule adjustments for transferring between Emery Go-Round and BART.
San Francisco		Drive Alone Transit Carpool	74% 12% 11%	Transit, formal and casual carpool	Promote Transit EasyPass Program; Emery Go-Round schedule adjustment for transferring to BART; Online ride matching for Emeryville residents; Incentivize additional casual carpool pick-up locations and place carpool signs at bus stops.

(1) Data based on the 2000 US Census Transportation Planning Package (CTPP 2000). Combined some destinations and used overall average.

Major Travel Markets		Existing Modes of Travel (1) (<i>>5% mode share</i>)		Opportunities To Increase Sustainable Transportation	Strategies to Encourage Sustainable Transportation
Origin	Destination	Mode	Approximate Percent (1)		
Recreational/Shopping/Other Trips					
Emeryville Residents					
Emeryville	Emeryville	N/A	N/A	Transit, carsharing, Bicycling,	Enhance connectivity of bike routes and facilities and improve pedestrian network to serve retail districts of Emeryville; Route adjustments to EGR to cater towards Emeryville residents.
	Berkeley, Oakland, Albany, and Piedmont	N/A	N/A	Transit, carsharing, Bicycling	Promote Transit EasyPass Program; Enhance connections of bike routes and pedestrian network from other cities to better link retail districts of Emeryville; Expand carsharing availability and incentivize membership.
	San Francisco and Other Bay Area Locations	N/A	N/A	Transit, ridematching, carsharing	Promote Transit EasyPass Program; Expand carsharing availability and incentivize membership; Adjust EGR schedules for transferring to BART.
Bay Area Residents					
Berkeley, Oakland, Albany, and Piedmont	Emeryville	N/A	N/A	Transit, Bicycling	Enhance connections of bike routes and pedestrian connections to transit from other cities to better link to retail districts of Emeryville.
San Francisco and Other Bay Area Locations		N/A	N/A	Transit, promotion of "park-once" policies	Encourage transit route adjustments to connect to Emeryville and provide schedule adjustments for transferring to BART; incentivize a "Park-once" policy.

Figure 1-2 Sample Sustainable Trips



Study Process

The Sustainable Transportation Background Report and Plan represent three years of research, analysis, public outreach and strategy development. The plan began as the Emeryville Alternative Transportation Strategies in 2008. In 2010, a decision was made to rename it the Emeryville Sustainable Transportation Plan as it better reflects the City's goal of economic vitality and environmental sustainability by developing a balanced transportation network. A timeline of the key milestones is summarized below.

Figure 1-3 Study Timeline

Sustainable Transportation Strategies Timeline	
Spring 2008	Planning Study Initiated
Summer 2008	Emeryville TMA Board Retreat
Fall 2008	Collaboration with General Plan Meetings
Fall 2008	Stakeholder Interviews
Winter 2009	Existing Conditions Report
Spring/Summer 2009	Complementary Transportation Planning Activities <ul style="list-style-type: none"> • Alternative Transportation Impact Analysis • Horton St. / Overland Ave. Corridor Analysis
May 2010	Open House Meeting
June 2010	Presentation to Emeryville TMA Board
March 2011	Draft to Planning Commission
May 2011	Draft to City Council, ETMA
June 2011	Draft to Bicycle/Pedestrian Advisory Subcommittee, Transportation Committee

Report Organization

The organization of this Background Report is shown in Figure 1-5 and summarized below. Existing conditions in the City of Emeryville including demographics, transportation services, the circulation network, and other transportation programs currently in operation are covered in **Chapter 2**. Stakeholder interviews enabled the study team to gain insight into the key challenges and priorities. **Chapter 3** presents the major themes from the stakeholder interviews and provides a summary of overall transportation needs in Emeryville. **Chapter 4** presents a comprehensive set of transportation strategies for Emeryville's consideration including transit, Trans-

portation Demand Management (TDM), parking, bicycle and pedestrian connectivity and safety, and wayfinding. The strategies were developed based on existing conditions in Emeryville, best practices from around the country and reflect the priorities and values of Emeryville residents and community leaders. **Chapter 5** outlines some of the key implementation considerations and identifies funding opportunities.

Figure 1-4 Sustainable Transportation Background Report Organization

Chapter Name	Topics and Content
Chapter 1 – Introduction	<ul style="list-style-type: none"> • Report Introduction
Chapter 2 – Existing Conditions	<ul style="list-style-type: none"> • Demographics and Land Use • Circulation and Parking Network • Transit Services • Transportation Demand Management Programs • Bicycle and Pedestrian Connectivity and Safety • Wayfinding
Chapter 3 – Stakeholder Interviews and Summary of Needs	<ul style="list-style-type: none"> • Summary of Stakeholder Interview Feedback and Comments • Needs Summary
Chapter 4 – Sustainable Transportation Strategies	<ul style="list-style-type: none"> • Transit • Transportation Demand Management • Parking • Bicycle and Pedestrian Connectivity and Safety • Wayfinding • Feedback from Open House
Chapter 5 – Funding	<ul style="list-style-type: none"> • Funding Opportunities