EBOTS
Emeryville-Berkeley-Oakland
Transit Study

EBOTS
Phase 2 Outreach Summary

Introduction

The Emeryville-Berkeley-Oakland Transit Study (EBOTS) project team conducted several outreach activities between March 2014 and May 2014 to evaluate ideas for improving transit in the study area. Based on public input collected during Phase I outreach, the project team developed potential options for better transit in these communities.

The outreach activities conducted included three community workshops held across the study area (one in each city) and a questionnaire used to collect information regarding preferences and priorities for travel within the study area. This report summarizes the EBOTS Phase II outreach efforts and results in five sections:

I. Public Outreach Activities
II. Community Workshop Format
III. Key Findings from Small Group Discussions
IV. Interactive Display Board results
V. Community Questionnaire Results
V. Next Steps

I. Public Outreach Activities

MIG, the public engagement consultant, conducted a robust outreach effort to publicize the community workshops and the questionnaire including targeted postcard and flyer distribution, e-blasts, social media posts and phone calls to key Emeryville- Berkeley-Oakland partners such as community-based organizations, local churches and established civic groups. MIG publicized the outreach activities in both Spanish and English.

To promote the community workshops and questionnaire, MIG used the following outreach channels:

- Targeted communications with local media outlets (e.g., E'ville Eye, Berkeleyside, Oakland Local)
- City of Emeryville website
- E-blasts to residents, community-based organizations and local schools
- Social media communications via Facebook and Twitter
- Bilingual postcards to stakeholders within the study area
- Bilingual flyers posted at and near transit hubs

- Regular newsletters distributed through the partner cities and partner agencies
- Information distribution through elected officials (e.g., City Council)
- Partnerships with community-based organizations and local businesses

II. Community Workshop Format

The Phase II community workshops were designed to present information on the EBOTS study and why it's being done, the outcomes of the Phase I public outreach, as well as to collect public feedback on the evaluation of transit options. The table below lists the EBOTS community workshops including details on activities and attendance.

Event	Activities	Attendance
Emeryville Workshop May 8, 2014 6:30 pm - 8:30 pm Emery Unified School District Office	• Open House gallery walk of presentation boards • Interactive display board exercises • Small group discussions with participants • Questionnaires	• 14 participants
West Oakland Workshop May 10, 2014 11:00 am - 1:00 pm DeFremery Recreation Center	• Open House gallery walk of presentation boards • Interactive display board exercises • Small group discussions with participants • Questionnaires	• 18 participants
West Berkeley Workshop May 13, 2014 6:30 pm - 8:30 pm James Kenney Community Center	• Open House gallery walk of presentation boards • Interactive display board exercises • Small group discussions with participants • Questionnaires	• 11 participants

During the public workshops, participants were invited to walk around the meeting venue in an Open House style gallery walk to view the presentation boards. The presentation boards provided an overview of the EBOTS project, transit services within the study area, and an evaluation of transit options. The Open House style gallery walk also included several interactive display board exercises in which participants were asked to rank transit amenities, share ideas to improve potential AC transit and connector routes, and to identify strategies to fund new service.

Following the gallery walk and interactive display board exercises, participants were divided into small groups facilitated by members of the EBOTS project team. Participants were asked a standard set of questions, including the following:

- What do you think about the Potential AC transit routes? Do they meet your transit needs?
- Will the Connectors linking BART stations assist you in getting around? Do you have suggestions on preferred routes?
- Of the transit modes just discussed, which do you think would receive the most support and/or opposition from the public? From elected officials?
- What transit features are most important to you?
- What are your ideas for funding new service?

III. Key Findings from Small Group Discussions

The following themes emerged most frequently across input gathered from the small group discussions. Based on the close relationship between the questions, there is some overlap in the responses. The overlap reinforces the synergy between the needs, solutions and opportunities identified to improve transit in the study area.

Potential AC Transit Routes

- Improve the alignment and timing of connections between Lines 12 and 13
- Enhance the frequency of Line F and make the route more direct
- Develop a direct route for Line F along Stanford and Powell
- Expand Line 26 to link Hollis with Jack London Square
- Improve connectivity between the Amtrak, Transbay and the Jack London Square Ferry
- Consider the Emeryville Amtrak station as a future Transbay hub to allow Lines F and Z to function solely as local lines
- Improve Transbay service to West Grand Avenue
- Consider full bus rapid transit service on San Pablo
- Develop a streetcar for Mandela Parkway, Peralta Street and/or Adeline Street
- Maintain the extension of Line 57
- Expand Line 48 to the Berkeley BART station
- Re-establish transit service north of Dwight Way and connecting to the Emeryville Market Place
- Provide a shuttle between Lake Merritt and Wood Street along 14th Street and 18th Street
- Create safer, pedestrian-friendly AC Transit route stops, particularly for children and seniors
- Utilize corridors other than San Pablo to improve service
- AC Transit route changes are an overall improvement, but the routes still need minor tweaks to be effective and convenient for riders

Connectors Linking BART Stations

- Extend hours of service
- Provide connector routes that reflect the needs of weekday commuters as well as regular and weekend riders
- Design connectors to serve grocery stores (e.g., Whole Foods, Pak N Save, Berkeley Bowl)
- Consider the importance of timed transfers for connectors
- Connect 4th Street to the North Berkeley BART station, Jack London Square and West Oakland BART station
- Connect Emeryville to the West Oakland BART station
- Relieve congestion on 40th Street at Macarthur BART
- Relieve congestion on Ashby with connector service
- Modify Route D (West Oakland Connector) to link Hollis Street, Shellmound Street, Powell Street, Stanford Street and Ashby BART station
- Consider how overlapping AC Transit routes and non-AC transit routes can reduce or eliminate transfers
- Develop express buses on University Avenue
- Extend Route A (West Berkeley Connector) to connect to University Avenue rather than Cedar Street
- Use connectors to link Berkeley to the Ashby and MacArthur BART stations, West Oakland and Jack London Square

Support for Various Transit Modes

Streetcars:

- Impractical and inflexible form of public transit due to required route certainty
- Very expensive to develop and operate streetcars
- Streetcars are not affected by potholes which creates a smoother ride for passengers
- Loss of travel lane to streetcar is problematic due to multi-modal demands on streets
- Requires substantial capital investments and subsidized funding to develop and maintains streetcars
- Facilitates development and supports the growth of transit villages
- High cost of streetcars and low demand would lead to public opposition
- Saves costs by maintaining a long life span and using alternative energy fuel sources
- Streetcars are vulnerable to road obstructions
- Provides flexible service route options with doors opening on both sides of the streetcar

Shuttles:

- Provides cost effective and convenient service
- Needs to become accessible to non-able bodied persons
- Needs an appropriate price point for fares
- Shuttles enjoy broad public support due to low-cost and flexible service
- The lack of public awareness about the benefits of Emery-Go-Round shuttles leads to a lack of public support

Branded/Enhanced Buses:

- Provides important amenities for riders including level boarding, dual side doors and faster speeds
- Offers a cost effective option for transit riders
- Supported by elected officials and transportation agency staff
- Requires a targeted public education campaign to raise awareness of the service benefits

Other:

- Enhance bus routes by painting the route numbers on local streets
- Develop a ferry connection in Berkeley
- Create safer bike parking and bike lockers to prevent theft and support transit connectivity
- Improve ADA accessibility of all transit modes

Important Transit Features

- Accessible bus interiors and seating arrangements that accommodate wheelchairs, walkers and strollers
- Coordinated time transfers between buses and BART trains is essential
- Appropriate safety measures at all transit stops (e.g., lighting, security cameras)
- Clean, well-lit bus shelters with several seating options
- Additional bike-racks on the buses to support the growing cycling community
- Accurate Real Time Arrival information via 511, Next Bus, mobile tracking and print information at bus stops
- Accurate and appropriate frequency between bus arrivals
- Early morning bus and BART service during the weekday mornings
- Later weekend bus and BART service during the evening
- Safer driving practices by bus operators
- Use of alternative fuels to address air quality and health impacts
- Wi-Fi access is less important on buses

Ideas for Funding New Service

- Utilize and incorporate a variety of funding sources, including:
    - Property taxes
    - Sales taxes
    - Gas taxes
    - VMT taxes
    - Incremental car taxes
    - Cap and trade funds
    - Measure B funds
    - TIGER grants
    - Bay Area Air Quality Management District funds
- Encourage businesses to pay into Property Based Improvement Districts (PBID), which can support improved transit services
- Reward non-car owners with discounted transit fares
- Prohibit on-site and on-street parking to discourage car ownership
- Incorporate funds from companies beyond the EBOTS study area, such as Kaiser Permanente and Alta Bates
- Prevent fare increases
- Eliminate fares for public transit

IV. Interactive Display Board Results

During the Open House gallery walk, participants were encouraged to provide input by participating in the interactive display board exercises. Each workshop presented six* interactive display boards including:

- **Potential AC Transit Route Changes**
- **Potential Connector Service Routes**
- **Connector Concept Transit Routes (*only presented at the West Oakland and West Berkeley workshops)**
- **Transit Features**
- **Transit Modes**
- **Funding**

The summarized responses for each interactive display board exercise are presented below.

Potential AC Transit Route Changes

Participants were presented with potential AC Transit routes that increased service through the introduction of new routes, improved frequency of most routes to every 15 minutes and provided new connections to Emeryville, West Oakland, and West

Berkeley. Workshop participants were asked to answer two questions related to the potential route changes. The responses are summarized below.

Which of these route changes (if any) would make you more likely to take transit?

- Overall network is improved by potential route changes
- Extension of Line 57 to Emeryville Amtrak station is a positive change
- Changes to Lines 26, 72 and 13 are positive improvements
- Connect Emeryville to West Oakland BART for faster service to San Francisco
- Reduce traffic congestion on 40th Street which slows shuttle service from MacArthur BART station
- Extend Line 57 to Emeryville Peninsula
- Change the F Transbay route to provide "express service" (i.e., limited stops) from Downtown Berkeley to Emeryville Peninsula and Public Market to San Francisco

Would you recommend any changes to these routes?

Transbay Changes

- Line F should just come straight down Stanford and onto the freeway
- Line 12 duplicates Line F service from Emeryville
- Line F needs to be streamlined

Emery-Go-Round Related Changes

- Proposed routes lack connectivity to Emery-Go-Round
- Emery-Go-Round buses stack up at BART stations and Powell Street
- MacArthur BART should be redesigned to make it easier for Emery-Go-Round to get in and out of the station area

Line 26 Changes

- Line 26 should go to the Ferry and Jack London Square
- Line 26 will have low ridership similar to Line 19
- Extend Line 26 into Emeryville

Additional Changes

- Add transit options to 4th Street shopping area
- Need routes that connect North Berkeley BART to Solano Avenue
- Add transit options to the Port of Oakland and Oakland Army Base
- Install a pedestrian draw bridge or restore water taxi from Jack London Square to Alameda
- Need routes to connect Emeryville Peninsula

- Need direct routes from Public Market to Downtown Berkeley and San Francisco
- Extend Line 57 to Powell Street and the Emeryville Public Market
- BART should consider West Oakland a retail hub
- Too much traffic on Ashby for Line 49 to function well

Potential Connector Service Routes

Four Connector Routes were presented including Route A: West Berkeley Connector, Route B: Shellmound Connector, Route C: Hollis Connector, and Route D: West Oakland Connector. The connector service focuses on linking high-demand activity centers in the study area with BART stations and other transit centers, in order to better serve the busiest commute and visitor travel patterns throughout the day.

To determine the utility of the four proposed connector service routes, participants were asked to rate each route on a scale of 1 – 5 (1 being the least useful route and 5 being the most useful route). The responses are summarized below with an accompanying chart.

Table 1: Usefulness of Potential Connector Service Routes

	1 - Least Useful	2	3- Moderately Useful	4	5- Most Useful
Connector A: West Berkeley	4	1	7	1	4
Connector B: Shellmound	1	1	5	1	10
Connector C: Hollis	0	1	6	6	9
Connector D: West Oakland	5	2	4	2	7

Table 1 displays the combined utility ratings of Connectors A, B, C and D, from all participants of the West Berkeley, West Oakland and Emeryville workshops. Additional summary results are highlighted below:

- Connectors B and C were most frequently selected by workshop participants as "most useful" routes.
- The majority of workshop participants selected Connectors D and A as the "least useful" routes.
- Connector A was the most frequently selected route indicated as "moderately useful."

Participants were also asked to share any recommended changes for the proposed connector service routes.

Comments on Route A: West Berkeley Connector

- Loop service to both Downtown Berkeley and North Berkeley, connecting to 4th Street retail

- Loop service via Shattuck and Adeline
- Fully incorporate shuttle routes (e.g., Emery-Go-Round) if these services are to be replaced
- Include weekends into the connector service

Comments on Route B: Shellmound Connector

- Find ways of discouraging automobile use and parking in West Berkeley
- Connect Line 57 to Amtrak
- Connect to Berkeley Bowl
- Connect to Emeryville Towers, which represent a large employment and many Emery-Go-Round system payers

Comments on Route C: Hollis Connector

- Route C is more preferable than Route B
- Complete the route to form a circle, continuing from Ashby to Stanford and Powell

Comments on Route D: West Oakland Connector

- Connect to Ikea shopping area to build connection for San Francisco residents commuting to the East Bay
- Connect West Berkeley to West Oakland
- Connect to Jack London Square

Connector Concept Transit Routes

The project team created a concept map based on input collected from the public during the Emeryville workshop. Participants in the West Berkeley and West Oakland workshops used post-it notes to indicate their preferences and suggested changes to the connector routes. The comments are summarized below.

Above West Oakland BART near Line 14:

- Needs better options to facilitate off-peak-commuters from San Francisco (e.g., workers on weekdays)

4th Street Retail:

- Include 4th Street retail area via 6th Street

North Berkeley BART:

- Prefer North Berkeley BART route to better serve North Berkeley and Kensington

Downtown Berkeley:

- Improve Downtown Berkeley BART Route

I-580 and Berkeley Aquatic Park:

- Eliminate Line 13

- Re-route Connector B from Ashby BART via Adeline/Stanford/Powell to Emeryville Amtrak then to West Oakland
- Consider extending Line 26

Intersection of Line 72R and Line 48:

- Don't run down 7th Street in Berkeley because of heavy traffic
- Route the Connector on 9th and/or 10th between Ashby and Dwight
- At Dwight, move route to 4th Street, 5thStreet and 6th Street going north to Virginia

San Pablo Park:

- Intersection at Ashby and 7th is a mess that needs to be fixed
- The light at Murray Street one block north of Ashby needs to be removed
- Create a pedestrian only area to the east of 7th Street

Ashby BART:

- Ashby traffic isn't great but connectivity to Ashby BART needs to happen
- Select a side street with timed lights and preferred bus lanes

Between Marina Park and Point Emery:

- This area has great potential for improved transit
- Use Powell and Stanford instead of Ashby
- Utilize improved connections over rail road tracks and keep route east of tracks in Emeryville

Bay Street and Connector A:

- Connector A will overlap productive segments of AC Transit lines 57 and 51A
- Will greatly reduce productivity of those routes and likely result in less frequent service

Transit Modes

Participants were presented with a description of various transit modes including shuttles, conventional buses, branded/enhanced buses, streetcars and "other" modes. The "other" modes category included Light Rail, Bus Rapid Transit, Demand Response Transit, Heavy Rail and Personal Rapid Transit.

The "Transit Mode" display board included three activities that asked participants to rank their preferred transit mode, identify which routes could accommodate different transit modes and indicate their preference for stop spacing. Table 2 below highlights the results of each activity.

Preferred Transit Mode

Table 2: Preferred Transit Mode		
Rank	**Transit Mode**	**Frequency of Selection**
1	Shuttle	16
2	Streetcar	13
3	Other	6
4	Branded/Enhanced Bus	5
5	Conventional Bus	4

Additional Comments on Preferred Transit Modes:

- Demand response transit should be developed to improve public safety and improve last mile service
- Any transit mode that is fastest and most efficient
- San Pablo desperately needs BRT
- Buses should have priority on local streets
- Enhanced buses on San Pablo Avenue corridor could stimulate economic development opportunities
- Low-income residents need free or low-cost shuttle service to pharmacies, grocery stores and retail shopping areas

Connector Routes to Accommodate Different Transit Modes

Participants were asked to indicate which of the Connector Routes (A, B, C, D) should accommodate a different transit mode. The four possible Connector Routes included Route A: West Berkeley Connector, Route B: Shellmound Connector, Route C: Hollis Connector, and Route D: West Oakland Connector. The summarized responses are listed below.

Route A: West Berkeley Connector

- Streetcar service from Amtrak to North Berkeley that extends to Downtown Berkeley

Route B: Shellmound Connector

- BRT
- Demand personal rapid transit
- Utilize Mandela Parkway and West Oakland, rather than MacArthur
- Streetcar on Shellmound

Between Route B and Route C

- Modified trunk lines with transfer options in Emeryville
- Conventional bus
- Maintain Emery-Go-Round shuttle service

Route C: Hollis Connector

- Maintain shuttle service
- High potential for streetcar, except along Ashby due to traffic congestion
- Consider extending north and connect with North Berkeley BART or use Powell/Stanford

Route D: West Oakland Connector

- Streetcar

Transit Stop Spacing

Participants were asked to indicate their preference between fewer, more widely spaced stops for faster travel time, or more closely spaced stops for easier access. Table 3 highlights the summarized results of participants' preferences for transit stop spacing.

Table 3: Transit Stop Spacing

Rank	Transit Stop Spacing	Frequency of Selection
1	Widely Spaced Stops	11
2	Closely Spaced Stops	6

The majority of participants indicated that widely spaced stops are more preferable than closely spaced stops. However, participants noted that widely spaced stops are more efficient for conventional and branded/ enhanced buses. Other participants indicated that closely spaced stops are more efficient for shuttles.

Transit Features

Participants were asked to choose the transit features that would most likely help or encourage their use of transit. Bus frequency, improved bus speed and real time arrival information were the most frequently selected features among workshop participants.

Table 4 below displays the ranking of transit features based on how frequently the feature was selected by workshop participants.

Table 4: Transit Features

Rank	Transit Feature	Frequency of Selection
1	Bus Frequency	21
2	Improved Bus Speed	19
3	Real Time Arrival Information	15
4	Timed Transfers from BART and/or Amtrak	13
5	Cleanliness of Buses, Shelter, and Stop Areas	11

6	Enhanced Safety and Security at Stops	9
7	Stop Improvements	8
8	WIFI on Buses	3

Funding

Workshop participants were invited to share their ideas for funding new transit service by placing post-it notes on the interactive "Funding" display board. Participants offered a wide range of creative suggestions to fund transit improvements and new service.

Ideas for Funding New Service

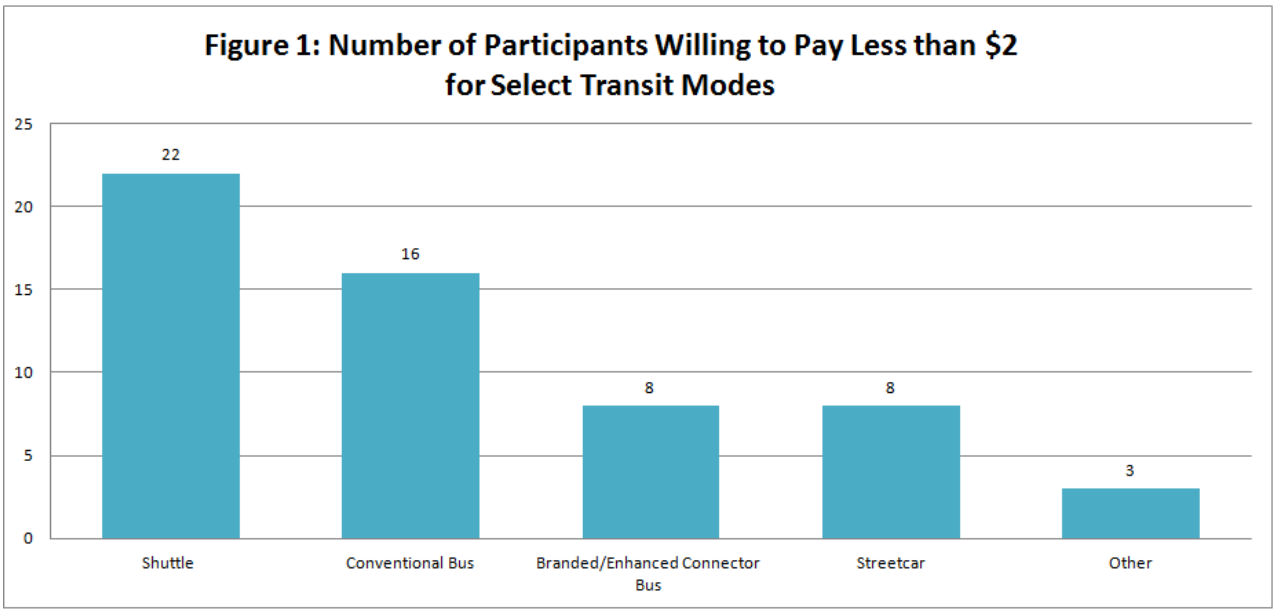
- Parking fees
- Gasoline taxes
- Property taxes
- Increased business taxes
- PBID assessments
- VMT tax state funds
- Measure B funds
- Parking fees
- Parcel taxes
- Cap and trade funds
- State and federal grant funding

Many participants indicated that public transit should be free and subsidized through a combination of taxes (e.g., property tax, gasoline tax and sales tax). Both taxes and fees for parking were noted as viable options to fund transit improvements.

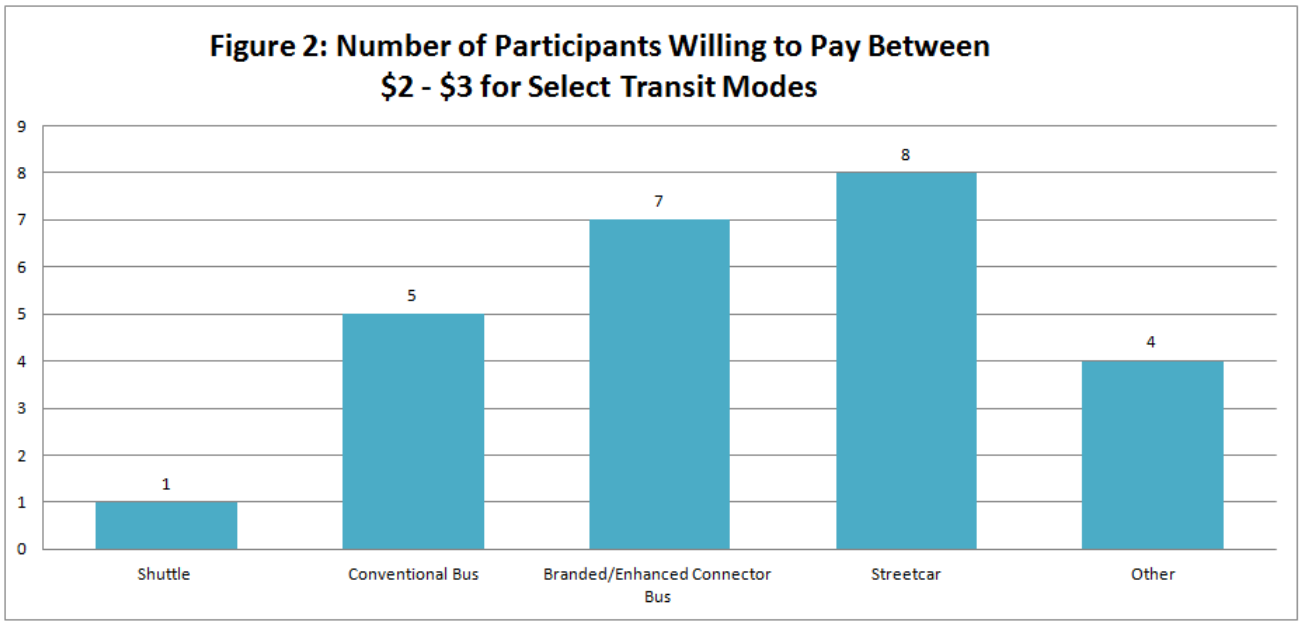
Would you be willing to pay a fare for this transit service?

Participants were also asked to indicate how much they would be willing to pay for shuttle, conventional bus, branded/enhanced connector bus and streetcar service. Participants could also suggest "other" modes of transit and indicate their preferred pricing. Based on participant feedback, the charts below displaying the results are organized into three categories:

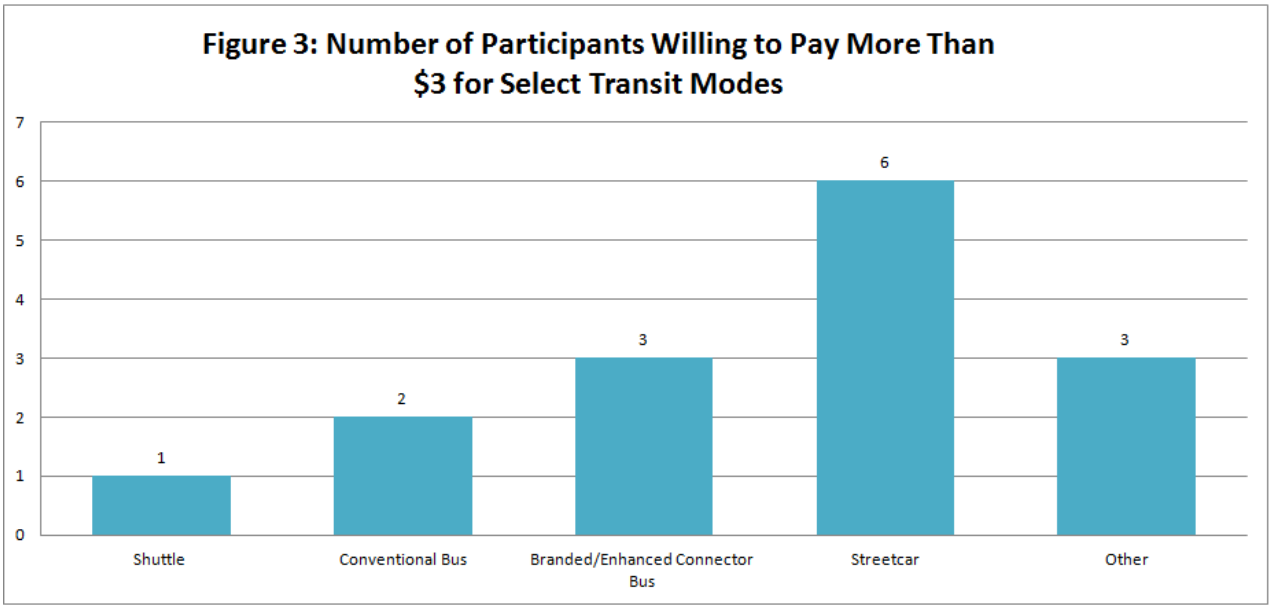
- Participants willing to pay less than $2 for select modes
- Participants willing to pay between $2 - $3 for select modes
- Participants willing to pay more than $3 for select modes



- The majority of participants are willing to pay less than $2 for shuttles followed by conventional buses and branded/ enhanced buses.



- The majority of participants are willing to pay between $2 - $3 for streetcars, followed by branded/ enhanced buses and conventional buses.



- The majority of participants are willing to pay more than $3 for streetcars, followed by branded/ enhanced buses and “other” transit modes.

V. Community Questionnaire Results

A community questionnaire for Phase II, developed by the City of Emeryville, was used to learn the public’s preferences and priorities for expanding transit service in the study area. The questionnaire identified options to improve existing service and options that included new service.

Approximately 502 questionnaires were collected from members of the public including current transit riders, residents, employers and employees in the study area. Key findings from the Phase II questionnaires are available in a separate summary report.

VI. Next Steps

The EBOTS Project Team will incorporate the public input collected during Phase II into the refined transit options for the study area. For EBOTS updates and additional information, please visit www.emeryville.org/ebots.