

Emery Go-Round Shuttle/Citywide Property-
Based Business Improvement District (PBID)

**JOINT PRESENTATION
WITH THE
EMERYVILLE
TRANSPORTATION
MANAGEMENT
ASSOCIATION (TMA)
MAY 7, 2013**

Presentation Overview

City	TMA
• EGR/TMA Origins • PBID History • Long-Term Bus Yard Need • Upcoming Issues (PBID Renewal/EBOT) • Next Steps	• PBID/TMA Governance/Upcoming Elections • Current EGR Operations/Budget • EGR Operational Challenges and Trends

Emery Go-Round Origins: Public/Private Partnership-1994-1996

- Background
 - AC Transit service gaps
 - Independent shuttles
 - Citywide TDM/development mitigation
- Original Proposal
 - City proposal to 8 major developers/employers/commercial property owners
 - Private sector funding set at less than 50% of shuttle cost during first year
 - City expectation that shuttle would be 100% privately funded and TMA would be established to assume EGR administration within 3 years
- First 3 years
 - City/Private Participation Agreement, specifying members' contributions, minimum service levels/routes and governance
 - City-administered EGR operations
 - Private sector funding grew from 40% in year 1 to 90% in year 3

Emery Go-Round Origins: TMA Established-1997-2001

- TMA was established as non-profit (Caltrans grant) and assumed EGR administration
- TMA membership expanded to 17 (mix of developer agreements and voluntary contributions)
- TMA Board consisted of all members and institutionalized through a membership participation agreement
- Minimal City financial contribution
- City-appointed liaison to Board (no voting rights)
- Great expansion in ridership/capacity demand

2001 Property Based Business Improvement District(PBID)Formation

- TMA/City recognized increasing ridership demand
- TMA/City reviewed funding options
- PBID, including management plan and assessment levy formula (developed by independent engineer's report), adopted by City Council after approval by commercial property owners
- Initial assessment levy: \$0.17/0.085 per structural square feet for commercial/industrial property owners
- Residential use properties and commercial properties in residentially zoned areas exempted
- Commercial properties more than 1000 feet from shuttle route were exempted
- TMA Board membership established as 7 top PBID-assessed commercial property owners and Chamber of Commerce representative
- Conditions of approval/developer agreements considered fulfilled as long as PBID was in place (developments that could not be included in PBID mandated to contribute to EGR through conditions of approval/developer agreements, such as new housing complexes/JPA developments)

2006 PBID Renewal

- 2006 PBID included rental housing and live/work units (except for in residentially zoned areas)
- TMA Board membership expanded to include 1 property owner at large and 1 direct-billed housing representative
- 10 year renewal period

Contributions by Parcel Type

Parcel/Owner Type	2013 Billed Amount	% of Total Billed Amount
City Owned Parcels	\$ 47,307	1.7%
Industrial/Warehouse Parcels	\$ 282,345	10.2 %
Rental Apartment Parcels	\$ 154,241	5.6 %
Retail/Office/Mixed-Use Parcels	\$ 2,185,462	78.9%
Utilities/Rail Parcels	\$ 34,910	1.3 %
Non-PBID – Business Parcels	\$ 45,600	1.6 %
Non-PBID – Residential Parcels	\$ 20,059	0.7 %

Note: Does not include non-City public agency parcels (have not historically contributed to PBID).

Contributions by Board Position

Position Type	# Seats on Board	2013 Billed Amount	% of Total Billed Amount
Corporate	7	\$ 1,141,834	41.2%
Business	1	\$ 1,560,724	56.4%
Residential (non-PBID)	1	\$ 20,059	0.7%
Chamber of Commerce (Public Member)	1	---	N/A

*Table does not include contributions by City (1.7% of Total Billed Amount).

Emeryville Transportation Management Association (TMA) Presentation



**EMERY GO-ROUND GOVERNANCE,
REVENUES, AND EXPENDITURES**

**EMERY GO-ROUND OPERATIONS,
CHALLENGES AND TRENDS**

Upcoming Issues



Long Term Bus Yard

- Current bus yard lease agreement extended through 2018 (with 6 month termination clause)/new owner has plans to develop site in entirety
- Operational constraints (dead head runs)
- Funding constraints (capital costs/lease revenue)
- Preference not to rely upon service operator for bus yard site

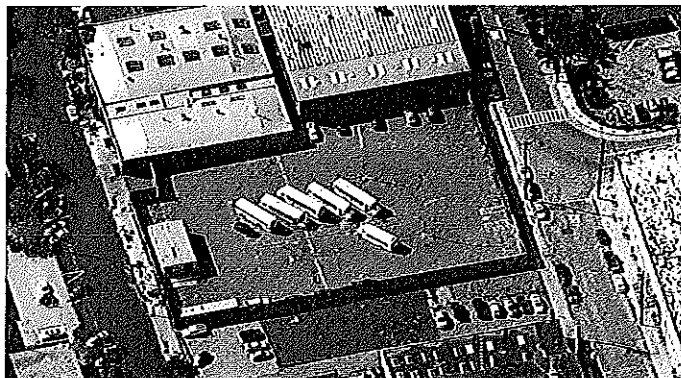
Long Term Bus Yard: Options

1. Current bus yard site
2. I-580 underpass by Mandela Parkway (in Oakland)
3. I-580 underpass off of San Pablo Avenue (in Oakland)
4. LaCoste Street northern end (in Emeryville)
5. Alternative site to be identified

Current EGR Bus Yard



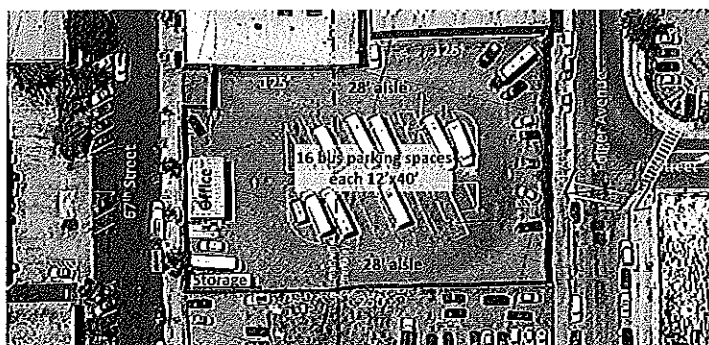
Existing Emery Go-Round Bus Yard – 67th Street
Oblique Aerial View from East



Current EGR Bus Yard



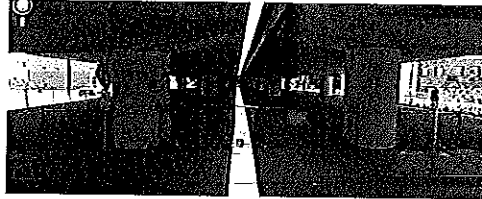
Existing Emery Go-Round Bus Yard – 67th Street
Total area ~ 40,000 square feet (~ 0.92 acres)



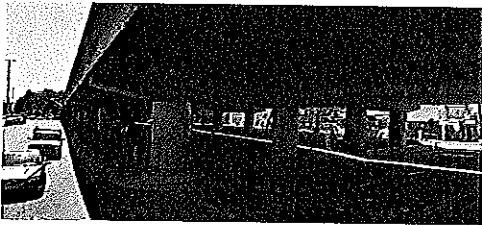
I-580 Underpass/San Pablo Avenue

Views Under I-580

Looking east at Adeline Street entrance

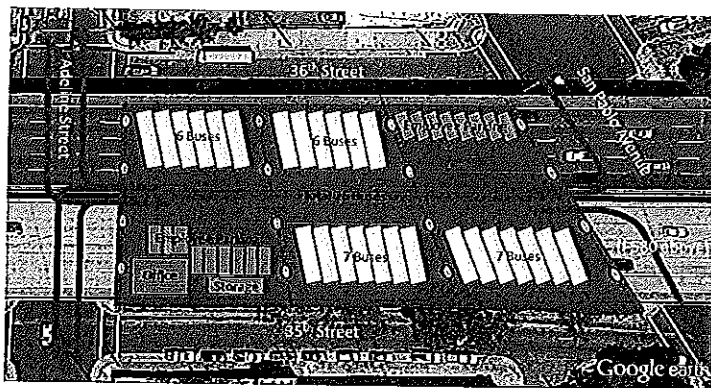


Looking southeast at 36th and Adeline Streets



I-580 Underpass/San Pablo Avenue

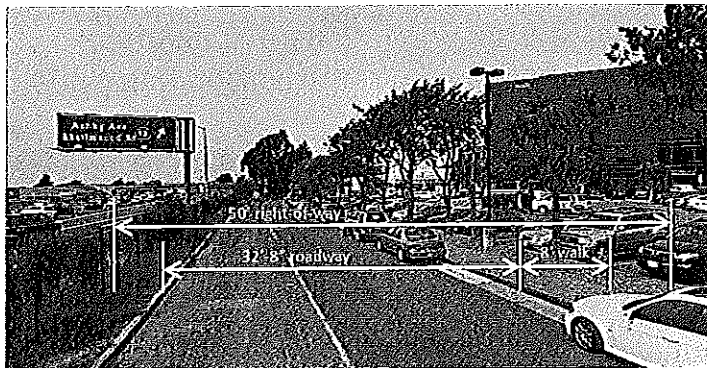
Emery Go-Round Bus Yard -- Under I-580 at San Pablo Avenue



LaCoste Street



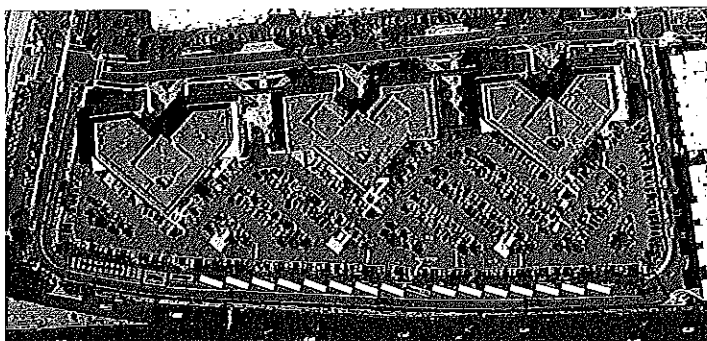
La Coste Street Dimensions



LaCoste Street



Emery Go-Round Bus Yard – La Coste Street Site
with roadway widened to 60'



Excluded Bus Yard Options	
Current 67 th Street Bus Yard	I-580 underpass by Mandela Parkway
New owner has development plans for site that may be incompatible with bus yard	City of Oakland mitigation demands

I-580 Underpass by San Pablo Avenue	
STRENGTHS	CONCERNS
- Formerly used as vehicle storage site - South Emeryville access to EGR service	- City of Oakland permitting process - Resident issues - Long term lease not ownership (Caltrans right of way)

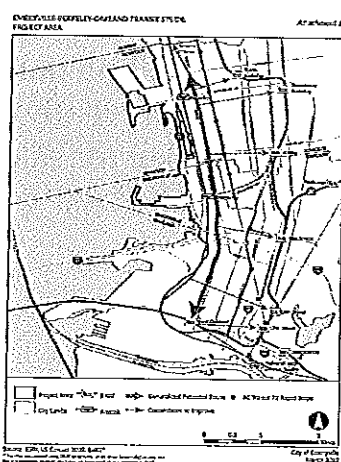
LaCoste Street	
Strengths	Concerns
- Site controlled by City of Emeryville - Dead-end street (not part of active transportation grid)	- Loss of on-street parking - Loss of circulation - Possible title issues - Adjacent to freeway - Long term capacity/site layout - Possible higher capital investment

Alternative Site Option
◦ Direct staff to identify additional potential bus yard sites within Emeryville, including publicly controlled sites as well as private sites currently on the market or not currently on the market for sale/lease for City Council consideration in Fall 2013.

Other Upcoming Issues

- Proposed Emeryville/Oakland/Berkeley Alternative Transportation Plan (EBOT)
- 2016 PBID renewal
- Potential need for supplemental/alternative funding sources

Emeryville/West Berkeley/West Oakland Regional
Alternative Transportation



PBID Renewal

- Current PBID sunsets in 2016 (service year 2017)
- Proposition 218 impacts: PBID can only be levied on parcels per special benefit from EGR service/supplemental funding needed for general community benefit
- PBID renewal (recommended for 2015)

Alternative Funding Options

- Transportation grants
- Voter approved city tax
 - Sales tax
 - Citywide community services assessment district (residential)
 - Other
- Dedicated parking meter revenue
- General Fund

Council Policy/Program Issues



1. Preferred bus yard alternative (direction requested/return in Fall 2013)
2. Current service capacity needs (return in Fall 2013)
3. EGR alternative funding preferred alternatives (2014)
4. PBID renewal timeline (2015)