

SOUTH AND WEST BERKELEY COMMUNITY-BASED TRANSPORTATION PLAN

Solutions and Implementation Strategies



South and West Berkeley | March 15, 2007



DESIGN, COMMUNITY & ENVIRONMENT



COMMUNITY BASED TRANSPORTATION PLANNING TEAM

- ◆ Diane Stark
Alameda County Congestion Management Agency
- ◆ Matt Nichols and Lila Hussain
City of Berkeley
- ◆ Ian Moore, Christina Ferracane
Design, Community, and Environment
- ◆ Richard Weiner and Rachel Ede
Nelson/Nygaard

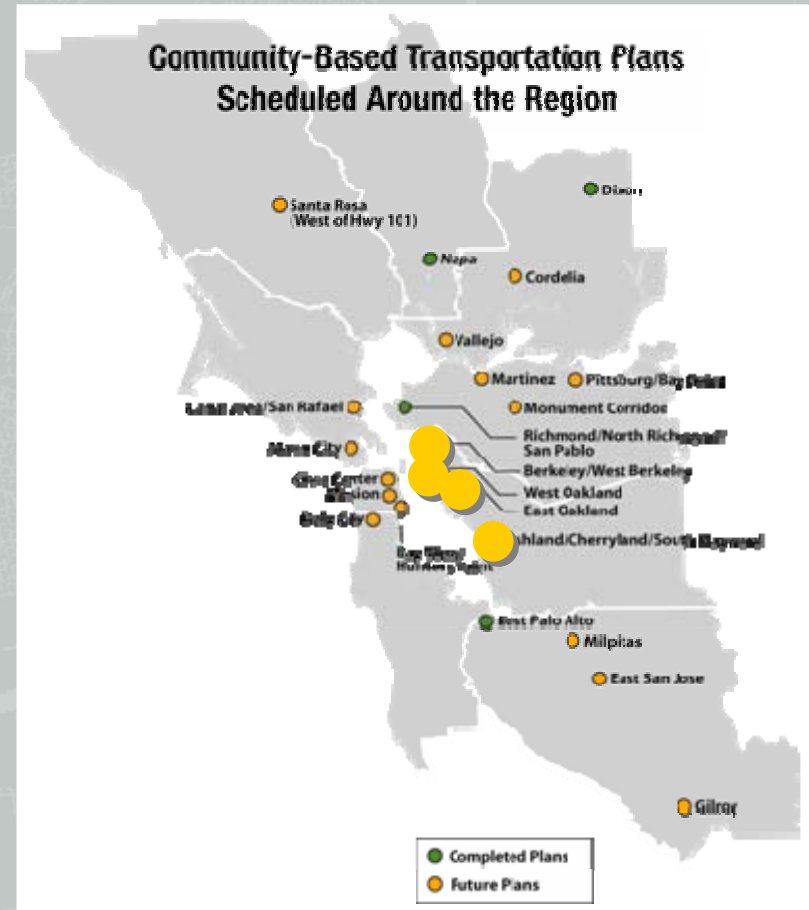


ALAMEDA COUNTY LIFELINE FUNDING

- ◆ Administered jointly by ACTIA and CMA
- ◆ Lifeline Funding
- ◆ First Round Lifeline for Alameda County
 - 5 projects funded, approximately \$1M dollars each
- ◆ Second Round Lifeline Funding
 - Opportunity for South and West Berkeley

COMMUNITY BASED TRANSPORTATION PLANNING

- ◆ Coordinated and funded by the Metropolitan Transportation Commission
- ◆ 25 San Francisco Bay Area communities
- ◆ ACCMA has managed four CBTPs



A faint, light gray map of South and West Berkeley, California, serves as the background. The map shows a network of streets, including major thoroughfares like Highway 101 and Highway 24, and various residential and commercial areas. The map is oriented with North at the top.

MEETING OVERVIEW

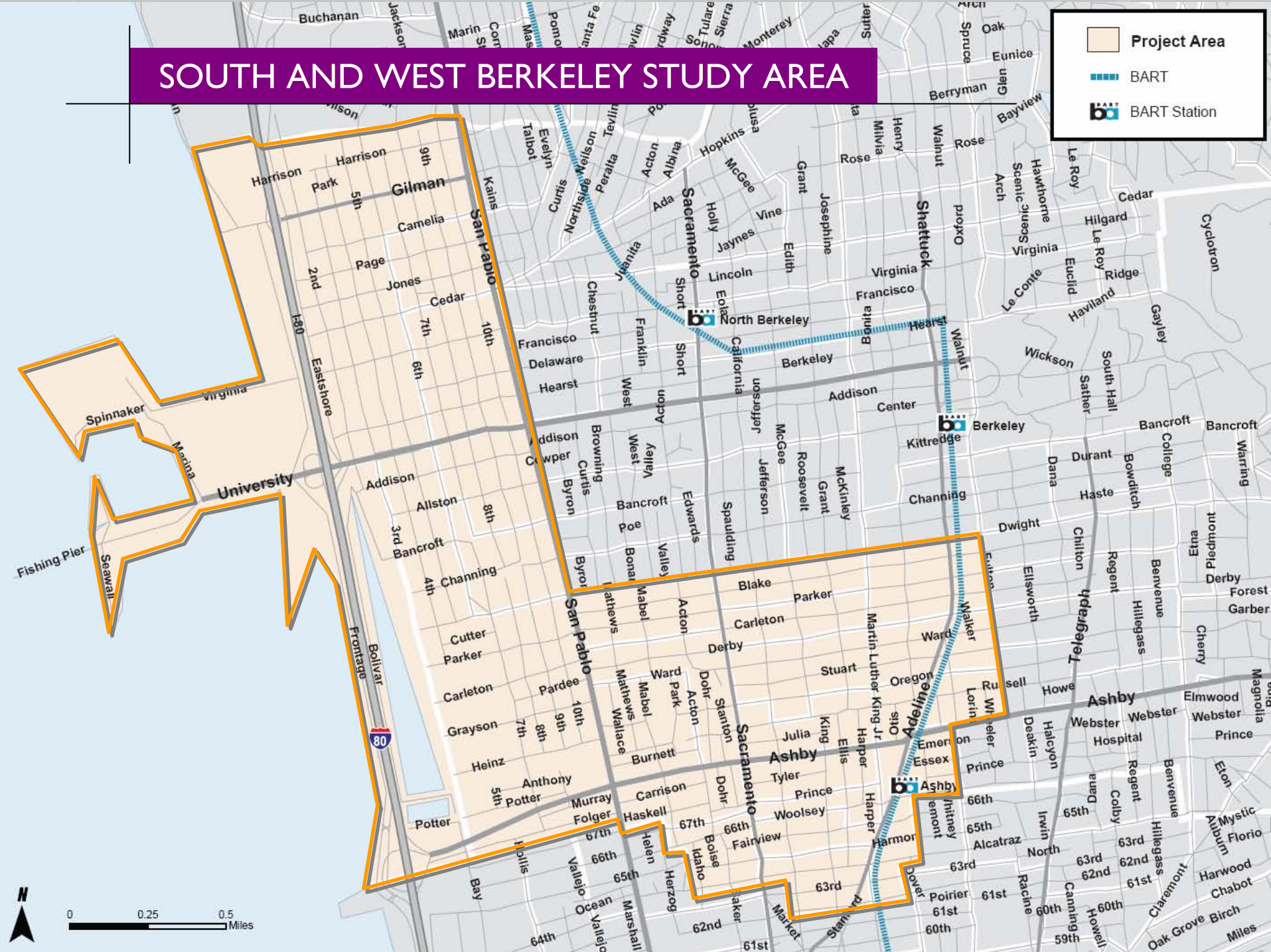
- ◆ Review Outreach Results
- ◆ Present Solutions and Implementation Strategies
- ◆ Discuss Solutions and Prioritization

SOUTH AND WEST BERKELEY STUDY AREA

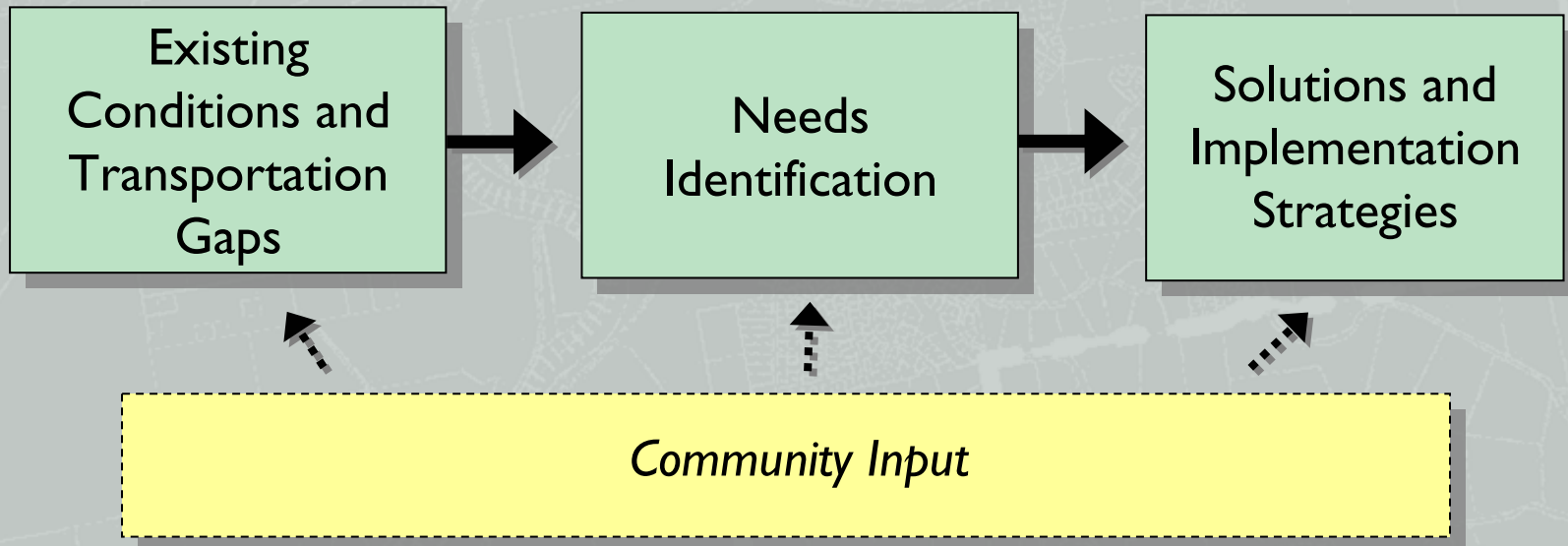
Project Area

BART

BART Station



CBTP PROCESS



TECHNICAL ADVISORY COMMITTEE

- ♦ Matt Nichols and Lila Hussain
City of Berkeley



- ♦ Nathan Landau
AC Transit



- ♦ Kenya Wheeler
BART



- ♦ Naomi Armenta
ACTIA

CBTP PROGRAM OBJECTIVES

- ◆ Target economically-disadvantaged communities, youth, seniors and people with disabilities.
- ◆ Facilitate community participation
- ◆ Cultivate collaboration
- ◆ Build community capacity



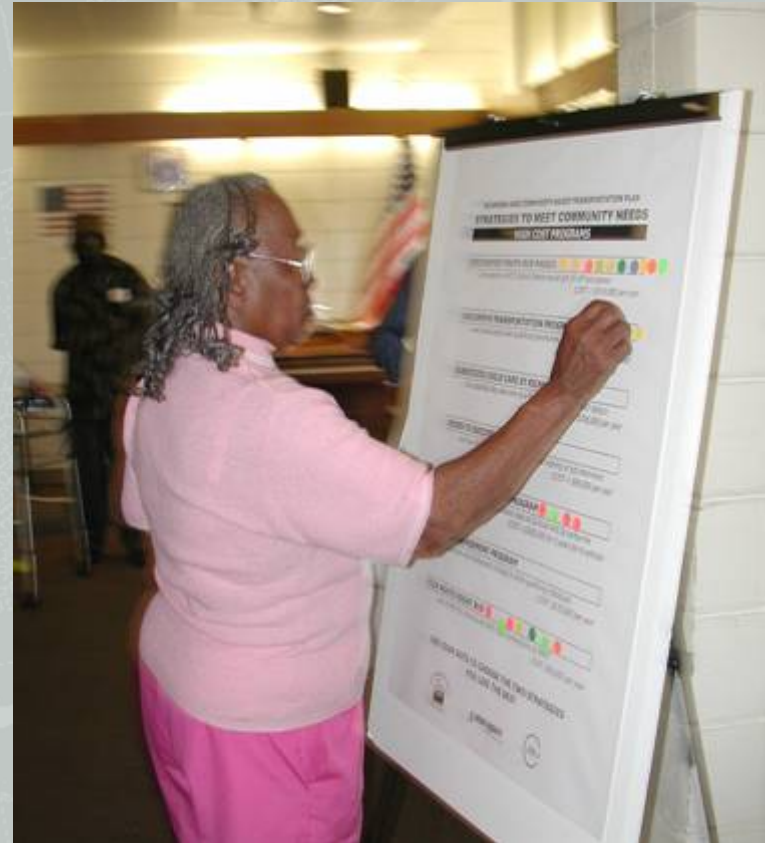
A faint, light gray map of the South and West Berkeley area serves as the background for the slide. It shows a network of streets, including major thoroughfares and residential roads, as well as some green spaces and water bodies. The map is oriented with North at the top.

OUTREACH STRATEGIES

- ◆ South and West Berkeley CBTP Project Area
- ◆ Transportation gaps and needs that you face
- ◆ Short-term using limited funding
 - Lifeline Program
 - Other competitive grant funds

OUTREACH STRATEGIES

- ◆ Surveys
- ◆ Community Meetings
- ◆ Focus Groups



SOUTH AND WEST BERKELEY OUTREACH TEAM

- ◆ Urban Habitat
- ◆ West Berkeley Neighborhood Development Corporation
- ◆ Councilmember Darryl Moore's Office
- ◆ Building Opportunities for Self-Sufficiency
- ◆ Berkeley Youth Works



A faint, light-colored map of Berkeley, California, serves as the background for the slide. It shows the city's layout, including major roads, parks, and the San Francisco Bay to the west. The map is centered on the city of Berkeley, with the Alameda and Contra Costa counties visible to the east and south.

OUTREACH STRATEGIES

Surveys

- ◆ South Branch of Berkeley Public library
- ◆ Derby Street Farmers' Market
- ◆ Harriet Tubman Senior Center
- ◆ West Berkeley Senior Center
- ◆ South Berkeley Senior Center
- ◆ Public Services Health Clinic on University
- ◆ Senior Housing Development on Alcatraz

A faint, light gray map of South and West Berkeley, California, serves as the background for the slide. The map shows a network of streets, including major thoroughfares like University Avenue and Alcatraz Avenue, and various residential and commercial blocks. The map is oriented with North at the top.

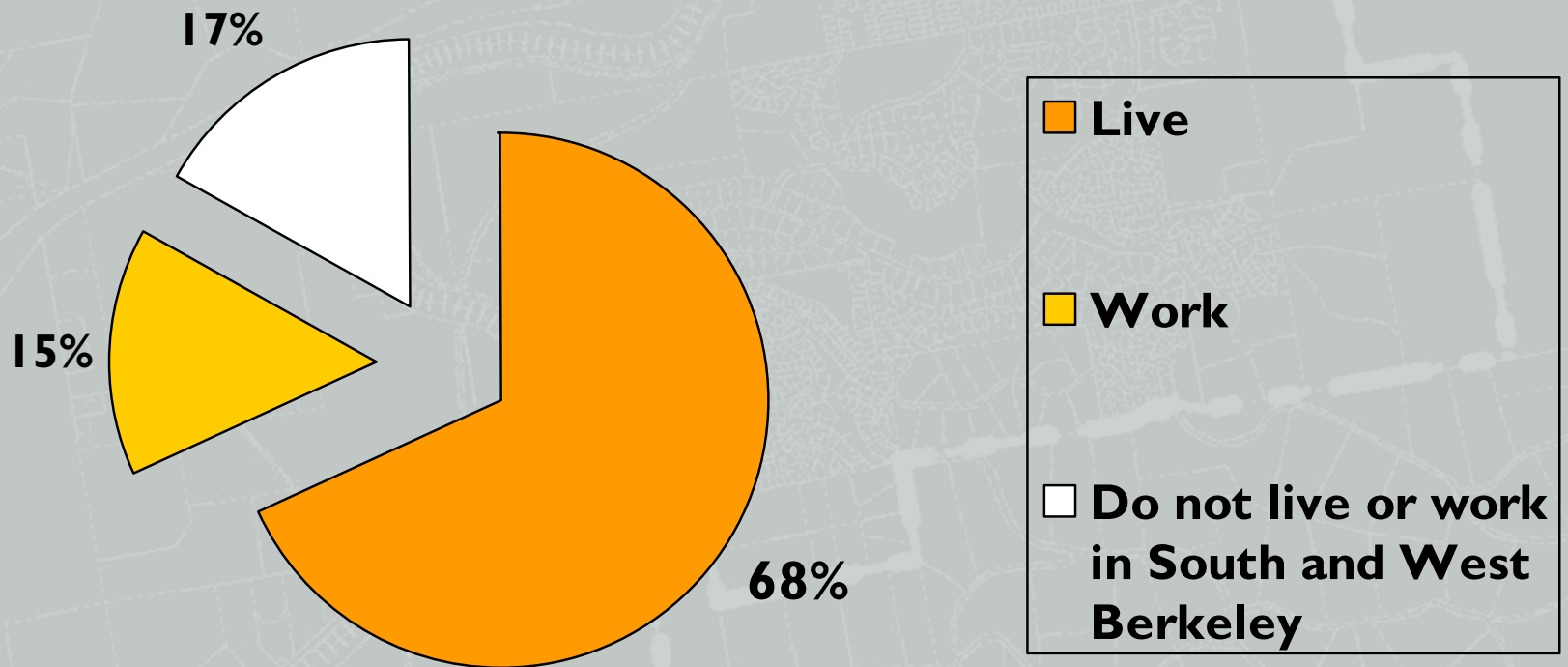
OUTREACH STRATEGIES

Surveys (continued)

- ◆ MLK Youth Center
- ◆ Mental Health Services Clinic on MLK
- ◆ Salvation Army on University
- ◆ Amtrak Station on University
- ◆ Alcatraz/Adeline Shopping District
- ◆ Various bus stops in the study area

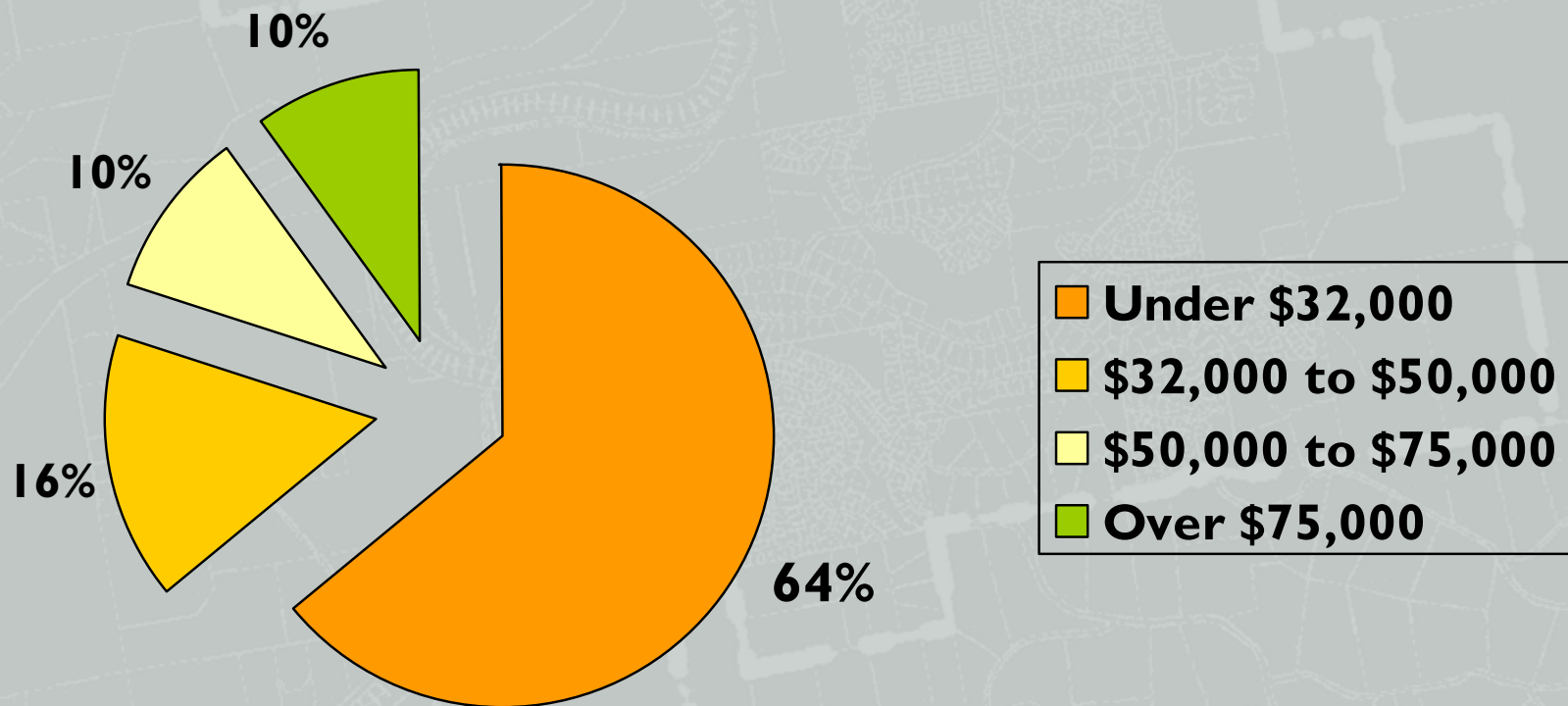
OUTREACH RESULTS

Surveys



OUTREACH RESULTS

Surveys





OUTREACH STRATEGIES

Focus Groups

- ◆ Ed Roberts Campus
- ◆ Day laborers (along Hearst Street)
- ◆ Harrison Street Shelter
- ◆ West Berkeley Family Practice
- ◆ New Light Senior Center
- ◆ Berkeley Adult School
- ◆ Berkeley Albany YMCA Head Start
- ◆ Cross Mutual Housing



OUTREACH STRATEGIES

Community Groups

- ◆ Berkeley Transportation Commission
- ◆ School Traffic Safety Committee
- ◆ South Berkeley Neighborhood Development Corporation
- ◆ West Berkeley Project Area Committee

A faint, light gray map of South and West Berkeley, California, serves as the background. It shows a network of streets, including major thoroughfares like Highway 101 and Highway 24, and various residential and commercial areas. The map is oriented with North at the top.

OUTREACH RESULTS

AC Transit

- ◆ Cost
- ◆ Experience at Bus Stops
- ◆ Frequency and On-time Arrival

A faint, light gray map of South and West Berkeley, California, serves as the background. It shows a network of streets, including major thoroughfares like San Francisco Avenue and University Avenue, and various residential blocks. The map is oriented with North at the top.

OUTREACH RESULTS

BART

- ◆ Cost
- ◆ Frequency
- ◆ Transfer and Total Trip Time

A faint, light gray map of South and West Berkeley, California, serves as the background. It shows a dense network of streets, including major thoroughfares like Highway 101 and Highway 24, and various residential and commercial areas. The map is oriented with North at the top.

OUTREACH RESULTS

Paratransit

- ◆ Reliability of service
- ◆ On-demand service

A faint, light gray map of South and West Berkeley, California, serves as the background. It shows a network of streets, including major thoroughfares like Highway 880 and Highway 92, and various residential streets. The map is oriented with North at the top.

OUTREACH RESULTS

Walking

- ◆ Speed of Traffic
- ◆ Personal Safety
- ◆ Street Lighting

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OUTREACH RESULTS

Bicycling

- ◆ Bicycle Theft and Vandalism
- ◆ Quality of Pavement
- ◆ Speed of Traffic
- ◆ Quality of Bike Routes

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PRIORITIZATION CRITERIA

- ◆ Community Support
- ◆ Transportation Benefits
- ◆ Financial
- ◆ Implementation

TRANSIT SOLUTIONS



BUS STOP ENHANCEMENTS

HIGH

Transit Project

NEED

More shelters and/or benches, more transit information & improved lighting at bus stops

(Insufficient lighting is a safety concern)

“Experience at bus stops” is second most severe issue for AC Transit riders

SOLUTIONS

1. Install **shelters and benches**
2. Install pedestrian scale **lighting** on key corridors.* If insufficient, install bus stop-based lighting.
3. Install **Guide-a-Ride** displays with maps and schedule info.



Shelters/benches: Can be installed at no cost to public agencies

Solar-powered lighting:

- \$700 - \$1,000 per stop (pole-mounted)
- \$2,600 - \$3,000 per shelter

Guide-a-Rides: \$85-\$385 each

AC Transit

BUS STOP ENHANCEMENTS



Gilman & 6th

San Pablo & Cedar

Currently no
shelters on 6th or 7th
Streets

Stuart & MLK

Sacramento & Ashby



Specific locations where shelters,
benches and/or improved lighting
was requested



0 0.25 0.5 Miles

South and West Berkeley

Long-term transit fare subsidy strategy:

LOW-INCOME FARE DISCOUNT

MEDIUM - HIGH

Transit Project

NEED

The cost of using AC Transit and BART was identified as the most severe issue affecting residents' use of transit

SOLUTION

Incorporate a low-income transit fare subsidy into the TransLink program

Target low-income individuals who are not eligible for existing discounted fares & are not receiving other transit subsidies



\$\$\$ - Expensive due to loss of fare revenue and program administration

Multiple Agencies

Short-term transit fare subsidy strategy:

MAXIMIZING ACCESSIBILITY OF EXISTING DISCOUNTS

Transit Project

NEED

The cost of using AC Transit and BART was identified as the most severe issue affecting residents' use of transit

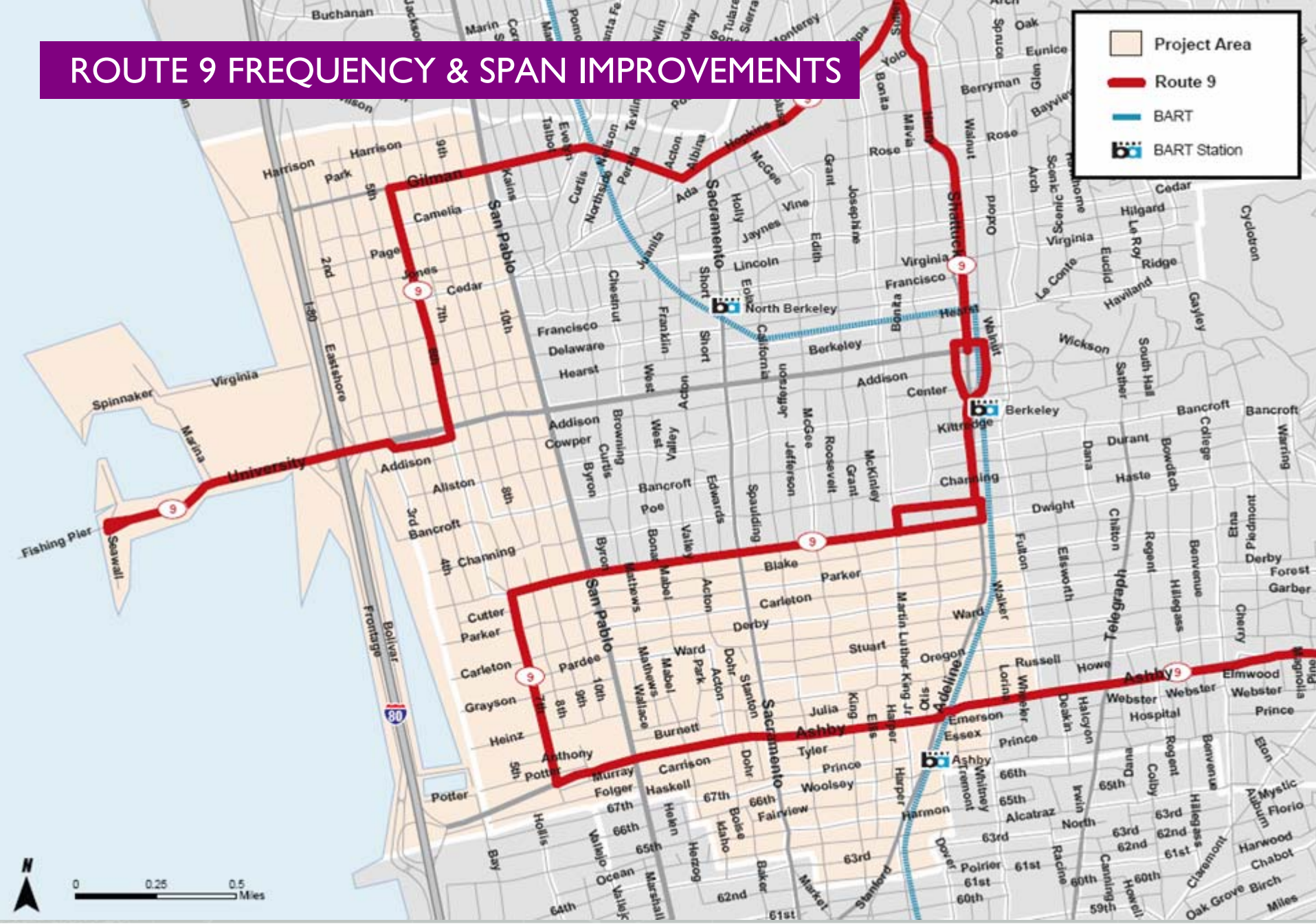
SOLUTIONS

1. Expand vending locations for BART and AC Transit discount tickets
2. Increase knowledge of existing discount fare programs
3. Expand opportunities for BART ticket refund, replacement and consolidation



AC Transit, BART,
community partners

ROUTE 9 FREQUENCY & SPAN IMPROVEMENTS



ROUTE 9 FREQUENCY & SPAN IMPROVEMENTS

MEDIUM - HIGH

Transit Project

NEED

Currently has 20-30 minute headways

Service ends at 9:00pm

Frequency improvements requested on Route 9 more than any other AC Transit route

SOLUTION

1. Reduce headways to 20 minutes (weekdays only)
2. Reduce headways to 15 minutes
3. Extend service until midnight, 7 days a week



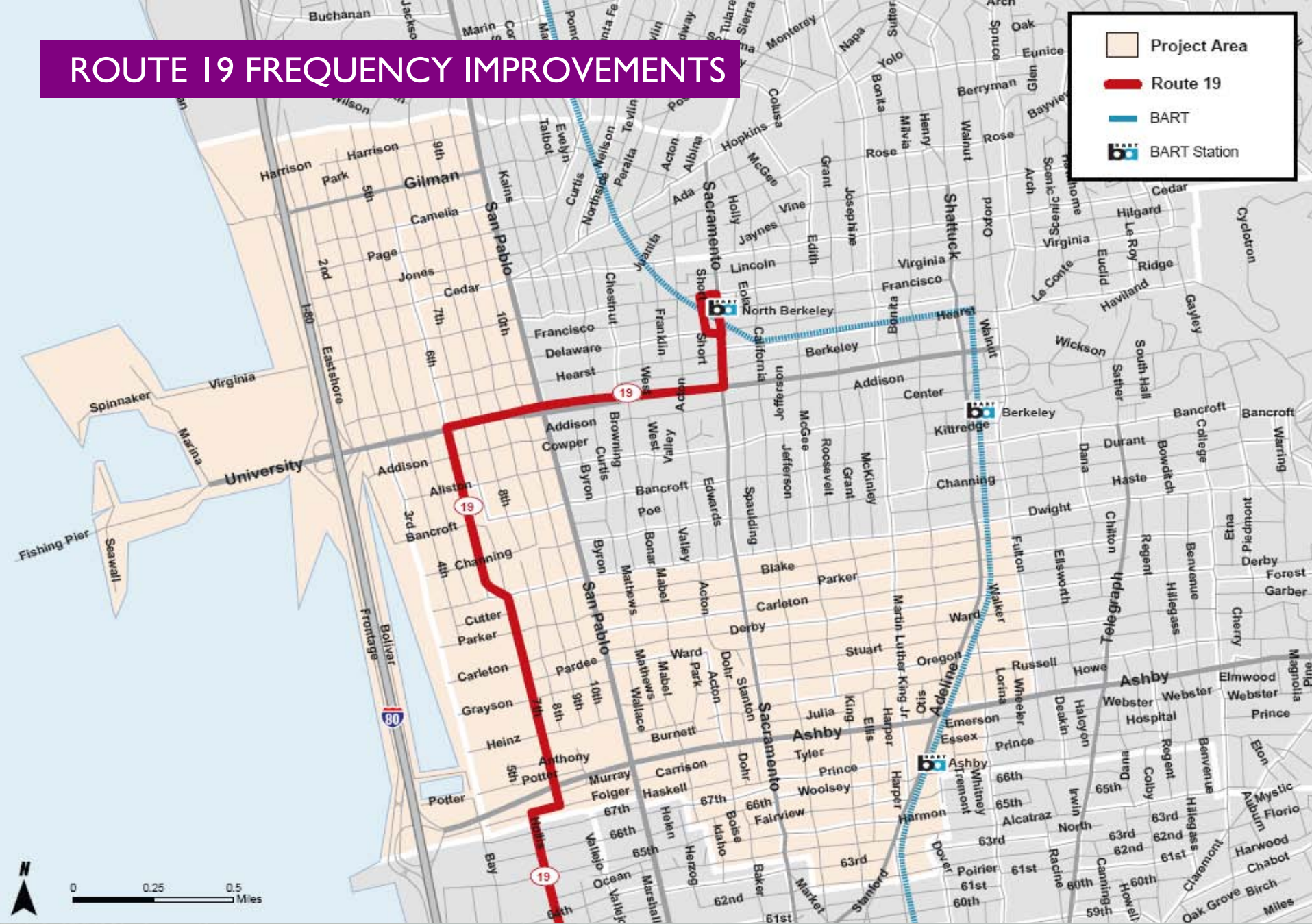
Option 1: \$663,000 per year
(\$550,000 net of farebox revenue)

Option 2: \$1.5M per year

Option 3: \$830,400 per year
(\$700,000 net of farebox revenue)

AC Transit

ROUTE 19 FREQUENCY IMPROVEMENTS



ROUTE 19 FREQUENCY IMPROVEMENTS

MEDIUM - HIGH

Transit Project

NEED

Currently has 30 minute headways

Important link to employment centers, retail centers, transportation connections

SOLUTION

Reduce headways from 30 minutes to 15 minutes:

Option 1: During weekday peaks only

Option 2: All day on weekdays

Option 3: All day seven days per week



Option 1: \$795,600 per year
(\$700,000 net of farebox revenue)

Option 2: \$1.7 M per year
(\$1.5M net of farebox revenue)

Option 3: \$2.5 M per year
(\$2.1M net of farebox revenue)

AC Transit

BART RICHMOND LINE FREQUENCY IMPROVEMENTS

- Project Area
- BART
- BART Station

North Berkeley
BART Station

Berkeley
BART
Station

Ashby
BART
Station

South and West Berkeley

BART RICHMOND LINE FREQUENCY IMPROVEMENTS

MEDIUM

Transit Project

NEED

Need for more frequent BART service to Ashby and North Berkeley

Frequency is second most “severe” issue for BART riders

SOLUTION

Reduce off-peak weekday headways and weekend headways (all day) from 20 minutes to 15 minutes



\$300,000 per year

BART

OTHER TRANSIT INFORMATION STRATEGIES

MEDIUM

Transit Project

NEED

Need easier access to printed schedules (not always available on buses)

Some riders unable to understand complex system maps and transit information

Need bilingual or multilingual transit information

SOLUTION

1. Ensure **consistent access to printed schedules** at key neighborhood locations
2. Create a comprehensive, multi-page **neighborhood transit brochure** (simplified maps)



Neighborhood transit brochure:
\$8,000 - \$10,000 to produce
\$1,500 - \$3,000 to print

Transit Agencies, City of Berkeley, Others?

AC TRANSIT WEEKEND TRANSFER WINDOW EXTENSION

MEDIUM

Transit Project

NEED

AC Transit's short transfer window (1.5 hours) contributes to high cost of transit

SOLUTION

Because Saturday and Sunday headways are longer on many AC Transit routes, extend transfer window on weekends to two hours



Cost estimate not available at this time (more analysis needed)

Lost fare revenue may be high due to large number of trips that involve transfers

AC Transit

BART TO BUS REAL-TIME ARRIVAL INFORMATION

LOW - MEDIUM

Transit Project

NEED

Need for more information supporting BART to bus transfers

Requests for real-time bus arrival information for routes serving BART stations

SOLUTION

Options under consideration:

Option 1: Install **NextBus kiosks** at BART stations

Option 2: Implement a **phone-based prediction service** that can be accessed via riders' cell phones or phones at stations



Real-time AC Transit bus arrival information at Fruitvale BART station

NextBus display: \$100,000-\$200,000, depending on number of buses/routes serving station

Phone prediction service: ?

AC Transit/BART

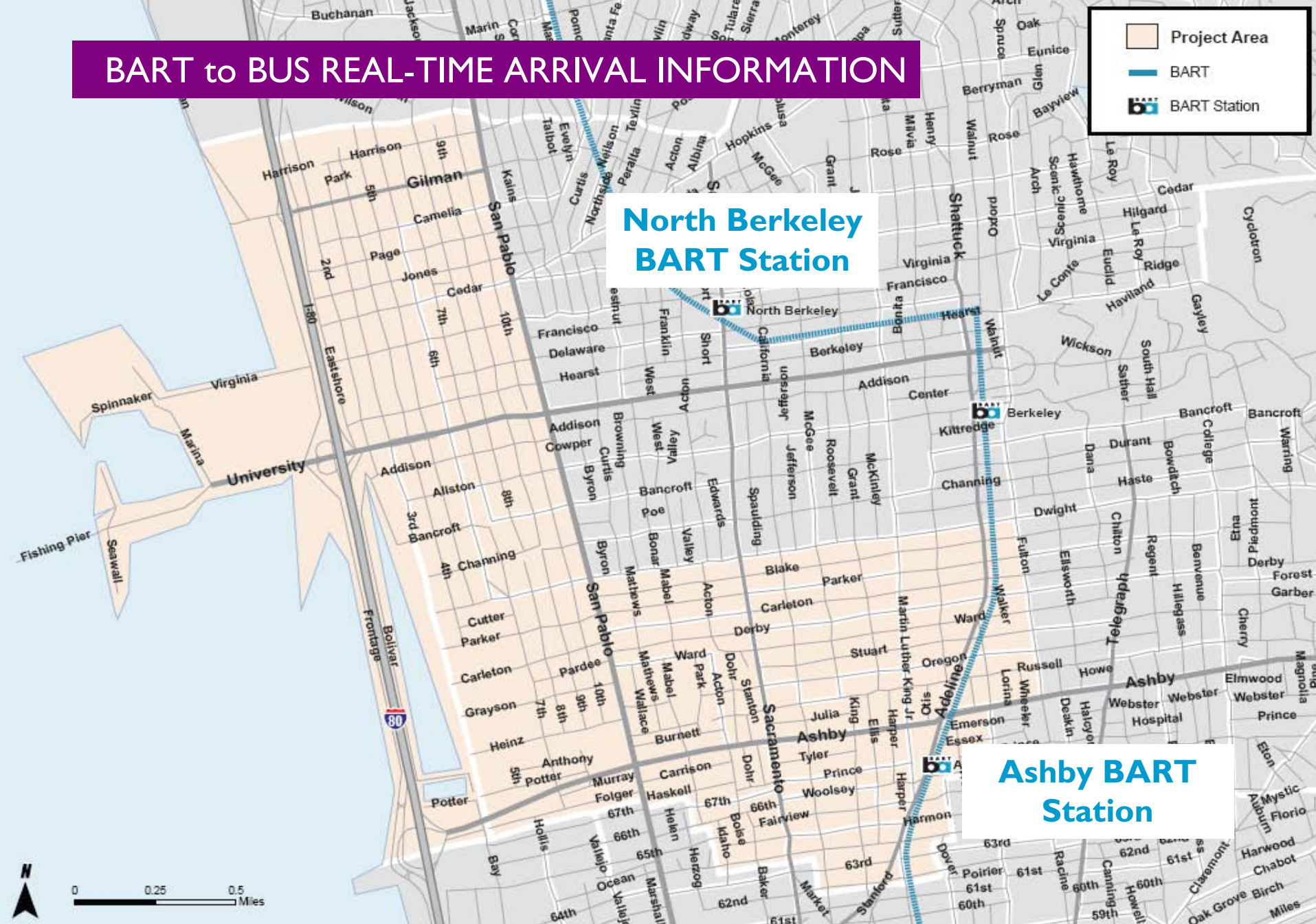
BART to BUS REAL-TIME ARRIVAL INFORMATION



North Berkeley
BART Station

Ashby BART
Station

South and West Berkeley



PARATRANSIT AND OTHER SOLUTIONS



EXPAND BERKELEY PARATRANSIT SERVICES TAXI SCRIP PROGRAM

MEDIUM

Paratransit Project

NEED

Taxi Scrip and Van Voucher Programs have limited capacity for new registrants

Program's current income threshold (30% of Area Median Income) excludes a many low-income individuals

SOLUTION

Provide additional resources to Berkeley Paratransit Services

Raise income threshold for participation in the Taxi Scrip Program to 50% of Area Median Income

Target outreach to South and West Berkeley residents



\$360 for each new taxi scrip registrant; \$1000 for each new van voucher registrant

Additional funds for targeted outreach to South and West Berkeley residents

Berkeley Paratransit Services

SUBSIDIZED CAR SHARING

LOW - MEDIUM

Automobile Project

NEED

Need for multiple mobility options to complement transit service

Low-income individuals often face barriers to car share participation (poor credit history, lack of checking account, language barriers)

SOLUTION

Low income car share program that:

- Moves away from credit check and security deposit requirements
- Subsidizes application fees, deposits, usage charges



Cost to provide 100 participants with 15 hours and 50 miles per month of subsidized car share use:

One time costs: \$33,000

On-going usage costs (assuming 50% discount): \$55,200 per year

WALKING SOLUTIONS



IMPROVE PEDESTRIAN SIGNAL TIMING

HIGH

Pedestrian Project

NEED

Find it difficult to cross the street at signalized intersections.

Cannot make it across an intersection in allowed time.

SOLUTION

Re-time signals to allow longer walk time for pedestrians

Walking rate 2.5 to 3.5 feet/second

Intersections near elementary schools and social service centers.



Total Cost \$140,000

One-time expenditure

City of Berkeley

IMPROVE PEDESTRIAN SIGNAL TIMING



6th at Hearst

6th at University

9th at University

Sacramento
at Dwight

Sacramento
at Ashby

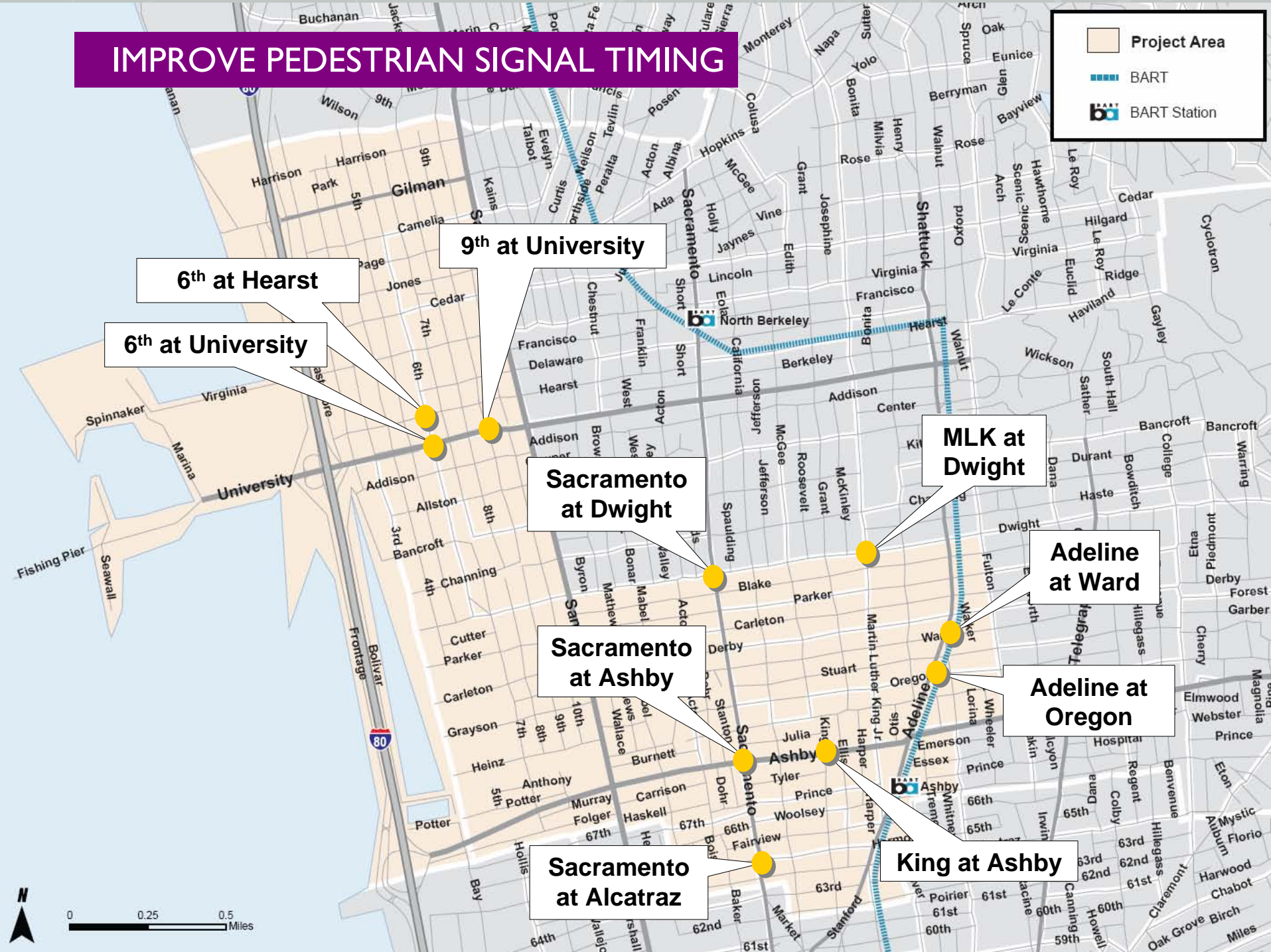
Sacramento
at Alcatraz

MLK at
Dwight

Adeline
at Ward

Adeline at
Oregon

King at Ashby



IMPROVE CROSSWALK VISIBILITY

MEDIUM-HIGH

Pedestrian Project

NEED

Find it difficult to cross arterial streets.

Do not feel safe crossing arterial streets.

SOLUTION

High-visibility crosswalks

Red curbs

Arterial streets

Unsignalized intersections



Total Cost \$150,000

Capital and Maintenance Costs

City of Berkeley

IMPROVE CROSSWALK VISIBILITY

-  Project Area
-  BART
-  BART Station

Gilman

San Pablo

University

Sacramento

MLK

Shattuck

Ashby

Adeline

0 0.25 0.5 Miles



BICYCLING SOLUTIONS



IMPROVE BICYCLE PARKING

HIGH

Bicycle Project

NEED

Feel that bike is in danger of being stolen or vandalized.

SOLUTION

Improved bicycle parking

Ashby and North Berkeley BART stations

New e-lockers

Retrofit existing metal lockers



Total Cost \$115,000

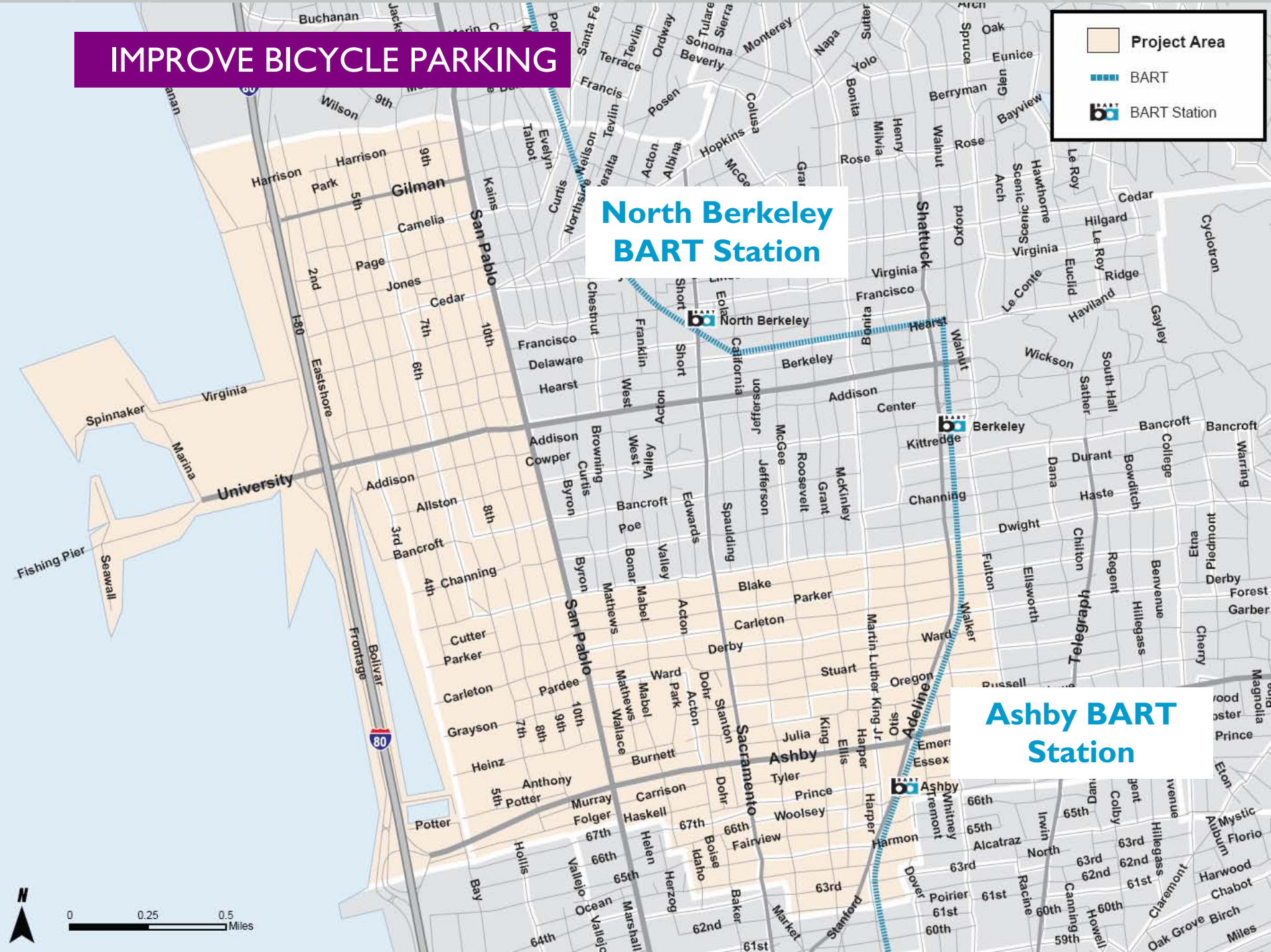
BART

IMPROVE BICYCLE PARKING

North Berkeley BART Station

Ashby BART Station

- Project Area
- BART
- BART Station



PROMOTION OF BICYCLE BOULEVARDS

MEDIUM-HIGH

Bicycle Project

NEED

Do not feel safe riding on arterial streets.

Not aware of bicycle boulevard network.

SOLUTION

Advertisement campaign to inform and educate cyclists on how to use boulevard network.

Multi-lingual

Bus shelters, displays newspapers



Total Cost \$10 to 20k

City of Berkeley

AC Transit

Advertising Vendor

IMPROVE BICYCLE CROSSING

MEDIUM

Bicycle Project

NEED

Do not feel safe crossing busy arterial streets.

Find it difficult to cross busy arterial streets.

SOLUTION

Bike-activated traffic signal

Bicycle Boulevards

Crossing arterial streets

Channing as model



Total Cost \$400 to 500k

High Capital Cost

City of Berkeley

IMPROVE BICYCLE CROSSING



Channing at San Pablo

Channing at 6th



INSTALL SHARROWS

MEDIUM

Bicycle Project

NEED

Feel that drivers are not aware of cyclists on the road.

Feel unsafe in approach to traffic circles.

SOLUTION

Install Sharrows

Class II.5 bikeways

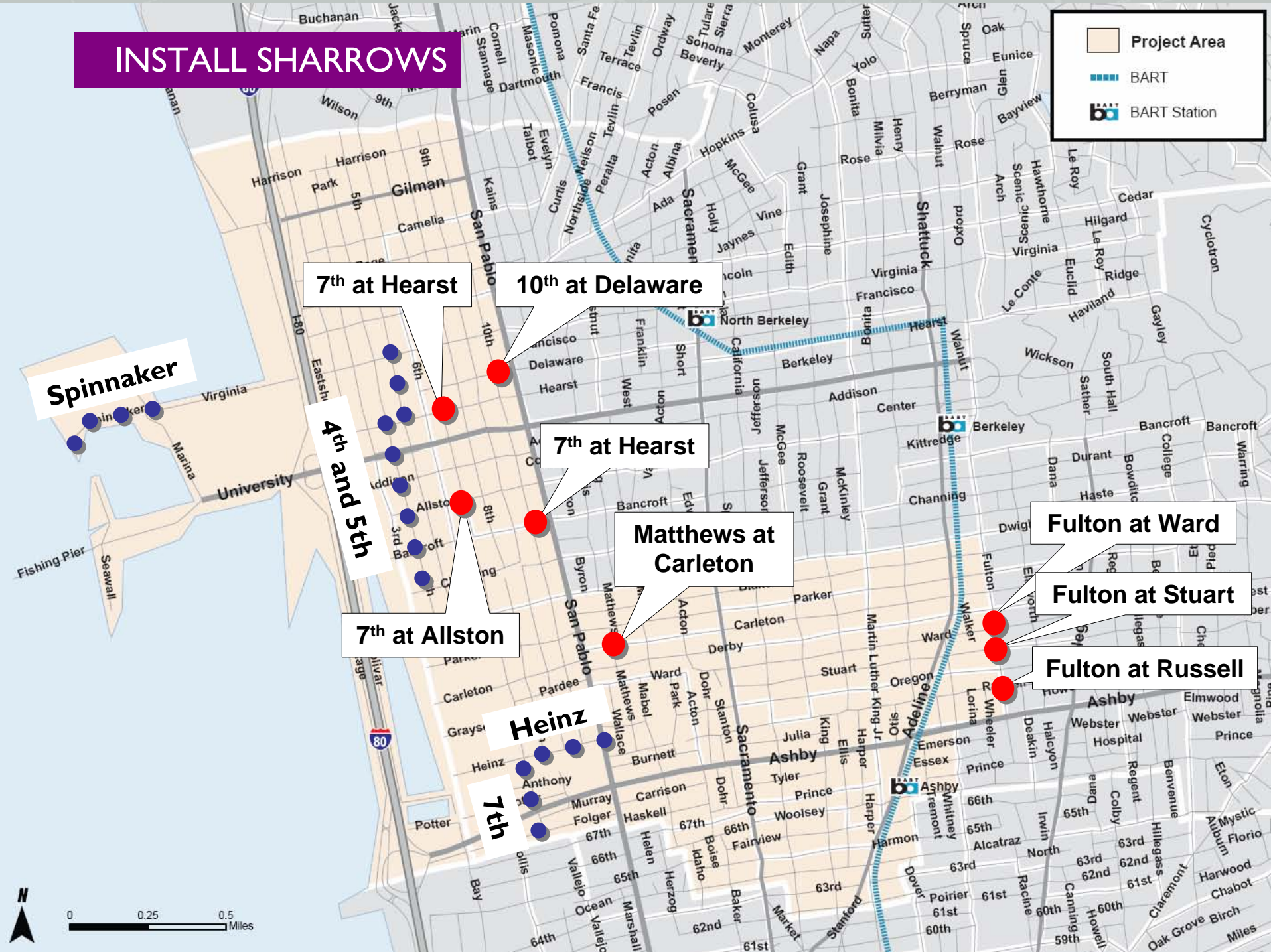
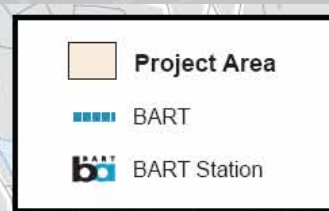
Approaches to traffic circles



Total Cost \$30,000

City of Berkeley

INSTALL SHARROWS



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COMMENT AND DISCUSSION

- ◆ COMMENTS ON PROJECTS?
- ◆ COMMENTS ON PRIORITIES?
- ◆ WHAT'S MISSING?

SUMMARY LIST OF PROJECTS

Transit, Paratransit, Other

- ◆ Bus Stop Enhancements **H**
- ◆ Route 9 Frequency/Span Improvements **M-H**
- ◆ Route 19 Frequency Improvements **M-H**
- ◆ BART Richmond Line Freq. Improv. **M**
- ◆ Transit Information Strategies **M**
- ◆ Low-Income Fare Discount **M-H**
- ◆ AC Transit Transfer Extension on Weekends **M**
- ◆ BART to bus Real-Time Arrival Information **L-M**
- ◆ Expand Taxi Scrip Program **M**
- ◆ Subsidize Car Sharing **L-M**

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SUMMARY LIST OF PROJECTS

Walking and Bicycling

- ◆ Improve Pedestrian Signal Timing **H**
- ◆ Improve Bicycle Parking **H**
- ◆ Improve Crosswalk Visibility **M-H**
- ◆ Promotion of Bicycle Boulevards **M-H**
- ◆ Improve Bicycle Crossings **M**
- ◆ Install Sharrows **M**