

Special Meeting: East Bay Bus Rapid Transit Policy Steering Committee



AGENDA

Wednesday, April 30, 2014

10:00 a.m.

2nd Floor Board Room
1600 Franklin Street
Oakland, CA 94612

PSC Members:

AC Transit:

Director Elsa Ortiz, Chair
President Greg Harper
Director Joel Young

Alameda County (Ex Officio):

Supervisor Nate Miley

Metropolitan Transportation Commission/Caltrans:

District Director Bijan Sartipi

City of Oakland:

Councilmember Noel Gallo
Councilmember Rebecca Kaplan

City of San Leandro:

Councilmember Michael Gregory
Councilmember Pauline Cutter

1. Roll Call
2. Public Comment (two minutes are allowed for each speaker)
3. Chair's Report on pertinent actions of the AC Transit Board of Directors

Discussion Items:

4. Business Impact Mitigation Plan
 5. Parking Impact Mitigation Plan
 6. Confirm date and time of next meeting
 7. Future Agenda Items
 8. Adjournment
-

Pending List of Future Agenda Items:

- Update on station sponsorships [Further discussion continued to a future meeting]
- Discussion concerning the development of a transit pass incentive program and outreach to senior facilities regarding a bulk pass similar to the Eco Pass, but for the senior community. [Requested by Councilmember Kaplan]
- Discussion at the staff level and at the Policy Steering Committee of the trade-offs associated with the next level of engineering in the event there is not enough money in the budget to do everything that the cities want, i.e. mitigations, access issues, streetscape improvements, bulb-outs, etc. Decisions on trade-offs can be prioritized based on available funding. [Requested by Councilmember Kaplan]

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DOWNTOWN OAKLAND TO SAN LEANDRO

East Bay Bus Rapid Transit Project

Business Impact Mitigation Plan

April 30, 2014

Agenda Item 4



Plan Organization

- **Five (5) Sections**
 - **Business Impact Mitigation Fund**
 - **Methodology & Plan Development**
 - **Proposed Mitigations**
 - **Mitigation Implementation**
 - **Next Steps**

Business Impact Mitigation Fund

- The District has initially set aside \$2,165,000 to cover the cost of implementing the required mitigations in the Oakland sector and \$255,000 in the San Leandro sector. Combined, this represents approximately 2.5% of the project construction cost.
- Developed in a collaborative effort between AC Transit, City Partners and Community Stakeholders.
- Reflects District desire to promote stronger communities & sustained economic activities.
- Aligns with FTA regulations for grants governing federal funds.
- Compliant with Conditions of Approval.



Business Impact Mitigation Fund

Table 1 - Estimated Mitigation Impact Fund Allocations - Construction Impact Mitigations	Base Year Dollars
Site Specific Mitigations	
Impacts (To Parking) From Roadway Alignment And Geometry	
<i>Fruitvale and Elmhurst Parking Mitigation Lots / Fruitvale Bypass Project</i>	\$1,901,000
<i>Parking Space Relocation / Conversion</i>	\$164,000
Impacts From Station Placement/Installation	
<i>Advanced Utility Relocation</i>	\$3,000,000
<i>Mobilization</i>	\$66,000
Impacts Related To BRT Operational Requirements (TBD)	
Impacts Related To Infrastructure Improvements (TBD)	
Sub-Total -	\$5,131,000



Business Impact Mitigation Fund

Table 2A - Estimated Mitigation Impact Fund Allocations - Business Support Initiatives	Base Year Dollars
Business Support Initiatives - San Leandro	
Construction Impact Mitigations	
Corridor - Wide, Common Mitigations	
<i>Example - business way-finding signage, street sweeping, sidewalk washing, window washing (10 city blocks x \$4500 per block)</i>	\$45,000
Site Specific Mitigations - Impacts Related To BRT Operational Requirements	\$60,000
Special Circumstance Mitigations (Contingency)	\$30,000
Business / Community Services	
BRT Information Center	\$45,000
Ombudsman / Community Ambassador (36 months)	\$21,000
Public Information	\$22,000
Motorist Information	\$32,000
Sub-Total -	\$255,000



Business Impact Mitigation Fund

Table 2B - Estimated Mitigation Impact Fund Allocations - Business Support Initiatives	Base Year Dollars
Business Support Initiatives - Oakland	
Construction Impact Mitigations	
Corridor - Wide, Common Mitigations	
<i>Example - business way-finding signage, street sweeping, sidewalk washing, window washing (140 city blocks x \$4500 per block)</i>	\$630,000
Site Specific Mitigations - Impacts Related To BRT Operational Requirements	
<i>Driveway Closures</i>	\$245,000
Special Circumstance Mitigations (Contingency)	\$250,000
Business / Community Services	
BRT Information Center (funds obligated)	\$380,000
Ombudsman / Community Ambassador (36 months)	\$180,000
Public Information	\$210,000
Motorist Information	\$270,000
Sub-Total -	\$2,165,000



Business Impact Mitigation Fund

Table 3 - Estimated Mitigation Impact Fund Allocations - Business Sustainability Programs - Oakland (TBD)	Base Year Dollars
Business/Merchant Technical Assistance Program (AC Transit)	
City of Oakland Business Interruption Fund	
City of Oakland Business Re-establishment Fund	
City of Oakland Thrive Fund	
Sub-Total -	

Methodology and Plan Development

Methodology (Four Key Elements)

- Identify type and cause of impact
- Determine likelihood & severity of impact
- Develop & implement mitigation activities
- Identify and deploy business support initiatives

Methodology and Plan Development

Type of Impacts (Positive and/or Adverse)

- Temporary
- Permanent

Causes of impacts

- Roadway Alignment
- Station Locations
- Infrastructure Improvements
- BRT Operational Requirements
- Construction Activities

Methodology and Plan Development

Identify impacts through on-going community engagement

- **2012 Spring Outreach Effort (*Direct communications with business Owners*)**
 - 11 businesses in San Antonio District (between 20th & 23rd Avenue)
- **2012 Summer Outreach Effort (*Community workshops*)**
 - 9 workshops (7 in Oakland and 2 in San Leandro)
- **2012 Winter Outreach Effort (*Project update presentations*)**
 - 10 project update presentations
- **2013 Spring Outreach Effort (*Project update presentations*)**
 - 10 project update presentations
- **2013 Winter Outreach Effort (*Merchant Interviews*)**
 - 165 merchant interviews

Methodology and Plan Development

Identify impacts through the Community Working Group (CWG) formed by the District and City partners to strengthen connections between the programmatic and technical elements related to development of the business and parking impact plans.

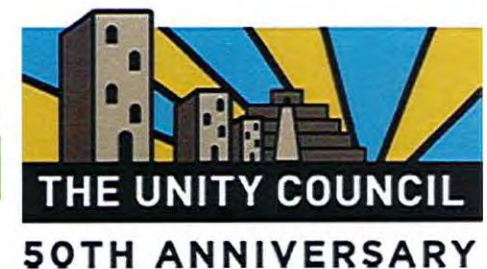


ALLEN TEMPLE BAPTIST CHURCH



**EAST BAY ASIAN LOCAL
DEVELOPMENT CORPORATION**

Building Healthy and Vibrant Neighborhoods



Methodology and Plan Development

Develop Mitigation Actions & Implementations

- **The mitigations comprise:**
 - Design revisions
 - Standard solutions to common impacts
 - Site-specific solutions
 - Business support
- **Mitigations will be implemented in phases:**
 - Mitigations for temporary impacts are based on industry standard best practices, municipal ordinance and permit requirements when applicable as well as location specific practicable solutions.
 - Permanent impacts will be mitigated through continued collaborative community engagement, joint solutions with agency partners, and best practices from BRT programs around the world.
 - Site-specific permanent impacts will be mitigated through an integrated process of the specific business, AC Transit and the applicable agency partner.

Proposed Mitigations

- **Design Phase**
 - **Parking Impact Mitigation Plan**

- **Construction Phase**
 - **Business Impact Mitigation Plan**

- **Business Support**
 - **Partnering Agencies will explore options for providing business support or sustainability services using economic redevelopment type services and initiatives.**

Proposed Mitigations

City of Oakland Business Sustainability Program

- As demonstrated in examples from other jurisdictions - a comprehensive, strategic and sufficiently-resourced Business Impact Mitigation Program is key to encourage ridership, assist in retaining current investment and business activity, and invite new investment and development along the BRT route.
- The ***Business Impact Mitigation Program*** must support current businesses along the route to ***prepare*** for the changes, ***survive*** construction and other impacts, and ***thrive*** in a new economic environment. While the BIM-P is being established to address the direct impacts from the BRT project, it can also be utilized as a foundation to develop a broader economic development strategy that sets a foundation for new investment and development.
- The City of Oakland and AC Transit have worked with the Community Outreach Advisory Group to better understand the needs of businesses along the route. The City has taken the lead in the development of the Business Sustainability Program, which will be coordinated within the overall business mitigation Program (Construction Mitigation, Parking Impact Mitigation).
- The **Business Sustainability Program** will have 4 major efforts that will be lead by the City of Oakland over 3 years. All efforts will be coordinated with AC Transit.



Proposed Mitigations

City of Oakland Business Sustainability Program

- ***Business/Merchant Technical Assistance Program:*** Build resiliency/sustainability and minimize the need for business interruption and re-establishment support through on site counseling, training, technology and business management advice. AC Transit additional funding is requested.
- ***City of Oakland Business Interruption Fund:*** Assist eligible business from closing as a result of construction impacts. City to establish Fund for businesses with proven loss of sales. Criteria will be similar to City of Seattle. Oakland City Council will be asked to dedicate Community Development Block Grant (CDBG) funding. No AC Transit resources are requested.
- ***City of Oakland Business Re-establishment Fund:*** Assist businesses who cannot continue to sustain their operations along the BRT corridor despite efforts to address their particular needs through design or technical assistance programs. City will take lead to develop this Fund through private and other public sources. No AC Transit resources are requested.
- ***City of Oakland Thrive Fund:*** Assist existing businesses to prepare for the transit system benefits by offering expansion loans, façade and tenant improvements, and encourage new investment. No AC Transit resources are requested.





Mitigation Implementation

- **Mitigation matrix**
- **Mitigation scenarios**
- **Merchant directory**

Next Steps

- **Ongoing Mitigation Refinement customized for each construction package**
- **Unique business mitigations**
- **Business Support / Sustainability Services**



DOWNTOWN OAKLAND TO SAN LEANDRO

Points of Contact

Bus Rapid Transit Program

- **David Wilkins - Director**

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- **Rama Pochiraju – Sr. Project Manager**

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- **Aliza Gallo – City of Oakland, Economic Development Manager**

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- **Keith R. Cooke - Principal Engineer, City of San Leandro**

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DOWNTOWN OAKLAND TO SAN LEANDRO

East Bay Bus Rapid Transit Project

Parking Impact Mitigation Plan

April 30, 2014

Agenda Item 5



Overview of the Parking Impact Mitigation Plan

- How parking impacts are measured
- Types and causes of parking impacts
- Proposed parking mitigations
 - The corridor
 - Fruitvale
 - Elmhurst
 - San Antonio
- Graphic examples along the corridor,
 - Fruitvale Station, Oakland,
 - Georgia Way Station, San Leandro
- Parking Inventory and Policy Assessment along BRT corridor - City of Oakland
- Next Steps

How Parking Impacts are Measured

- The parking spaces were counted throughout the corridor using aerial photos
- The FEIS/R inventoried and analyzed parking supply and occupancy within the BRT project limits
 - The parking analysis in FEIS/R was done based on 3-block intervals.
 - With the commencement of design, parking impacts have been assessed on an individual block basis.
 - The FEIS/R utilized the Urban Land Institute methodology that parking is optimal in a given area when 15% of the parking spaces are available for parking (i.e., 85% of the spaces are occupied).
- Fruitvale and Elmhurst neighborhoods were identified as needing to create off-street parking lots to augment the parking supply after implementation of the BRT project

Types and Causes of Parking Impacts

- Position of stations at curb side and median locations
- Changes in traffic lane configurations to accommodate designated bus only lanes for BRT, station platforms and turn pockets
- Traffic lane transitions at intersections
- Bulb-outs and curb ramps at intersections for increased driver visibility and pedestrian safety

Proposed Parking Mitigations

- **Along the corridor**
 - Preserve existing parking as much as possible.
 - Relocate parking spaces in reasonable proximity to the displaced parking space.
 - Mitigate impacted existing parking spaces as follows:
 - Accessible parking spaces will be preserved or relocated on a one to one basis
 - Metered parking spaces will be preserved or relocated on a one to one basis
 - Commercial loading zones will be preserved or relocated on a one to one basis
 - Passenger loading zones will be preserved or relocated after verification of appropriate adjacent use
 - Controlled or time-limited parking spaces will be relocated in close proximity
 - Uncontrolled parking spaces will be preserved or relocated in close proximity

Proposed Parking Mitigations Continued

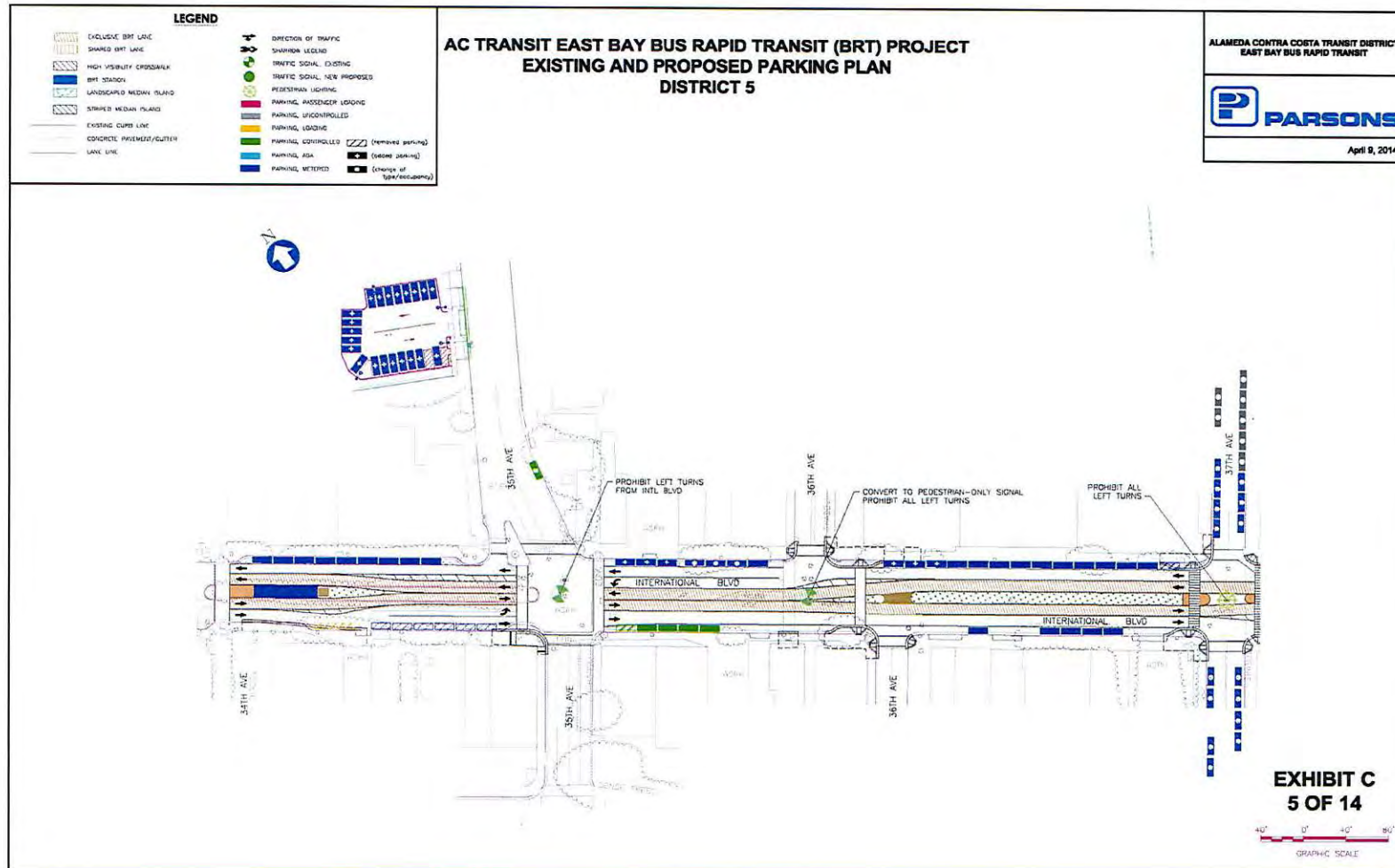
- **Fruitvale**
 - Total of 13 parking spaces required to meet the 85% occupancy level. The proposed parking lot will provide 21 parking spaces.
- **Elmhurst**
 - No parking mitigations required to meet the 85% occupancy level.
 - City of Oakland COA requires a community parking lot. To comply with COA a minimum of 12 parking space parking lot is recommended. The proposed lot will provide 16 parking spaces.
- **San Antonio**
 - No parking mitigations required to meet the 85% occupancy level.
 - City of Oakland COA requires additional parking spaces to be located or created. The proposed design converts 8 parallel parking spaces to 16 angled spaces on 20th Avenue.

Parking Inventory and Policy Assessment - City of Oakland

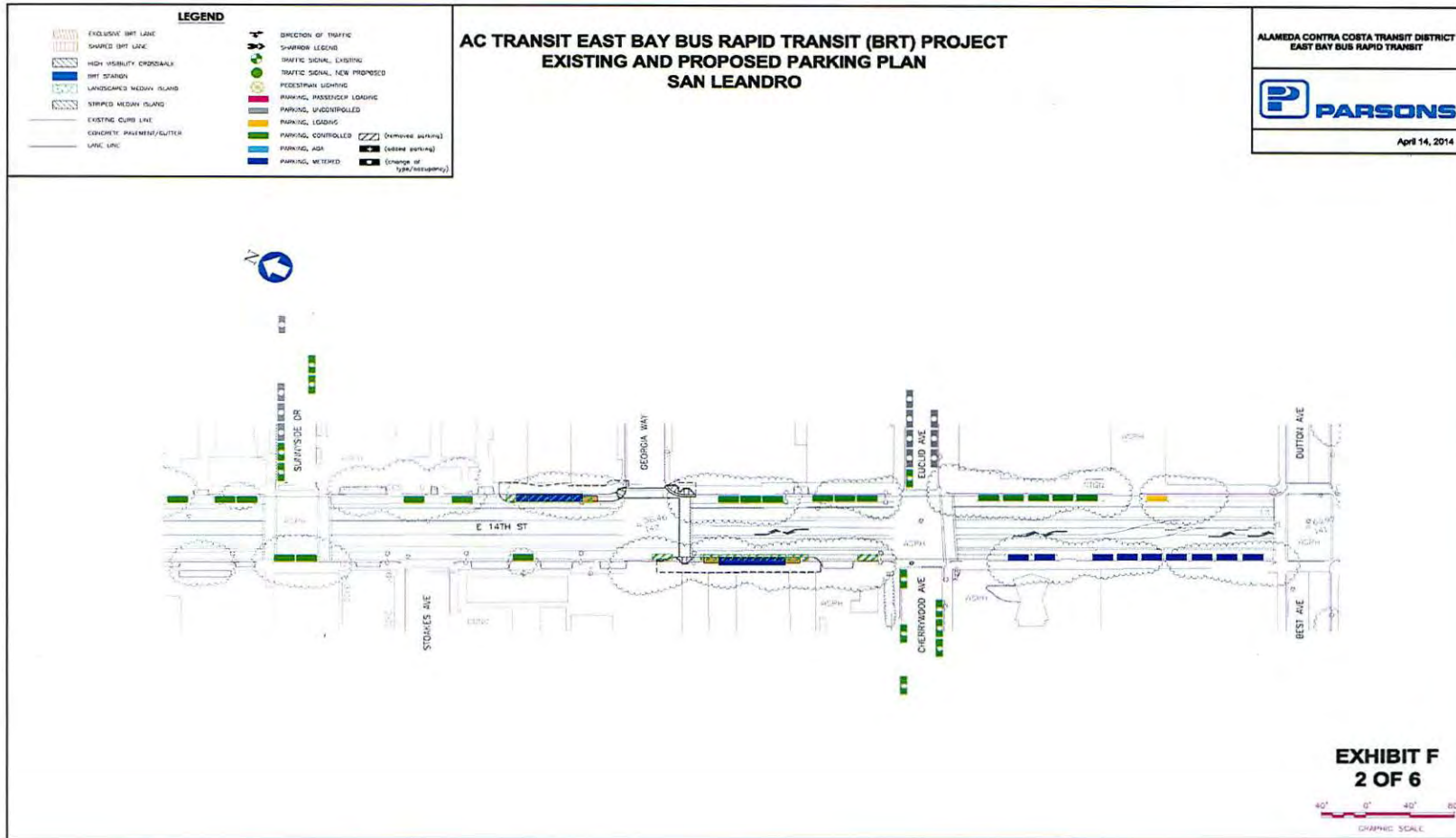
The City of Oakland is preparing an independent inventory and policy assessment of the parking along the BRT corridor. This assessment will compliment the Parking Impact Mitigation Plan by first checking the accuracy of the PIM Plan. The City will also have additional and current parking information available that will assist transportation planners with the task of optimizing parking and/or controls along the BRT corridor. This joint effort will maximize the relocation of parking spaces that will best serve the needs of the community.



Fruitvale Station



Georgia Way Stations (NB & SB)



Next Steps

- May 16, 2014, Interagency Team to release a second draft BIM/PIM-P
- June 13, 2014, Interagency Team to release a third draft BIM/PIM-P
- July 31, 2014, Interagency Team to release a fourth revised draft BIM/PIM-P.
- By July 31, 2014 The City will complete an independent Parking Operations Study to validate ACT's draft PIM-P and to establish new complimentary parking rules for the BRT corridor.

Points of Contact Bus Rapid Transit Program

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