TransLink for Transit Oriented Development

Program Evaluation Results

Presented to: AC Transit

Presented by:

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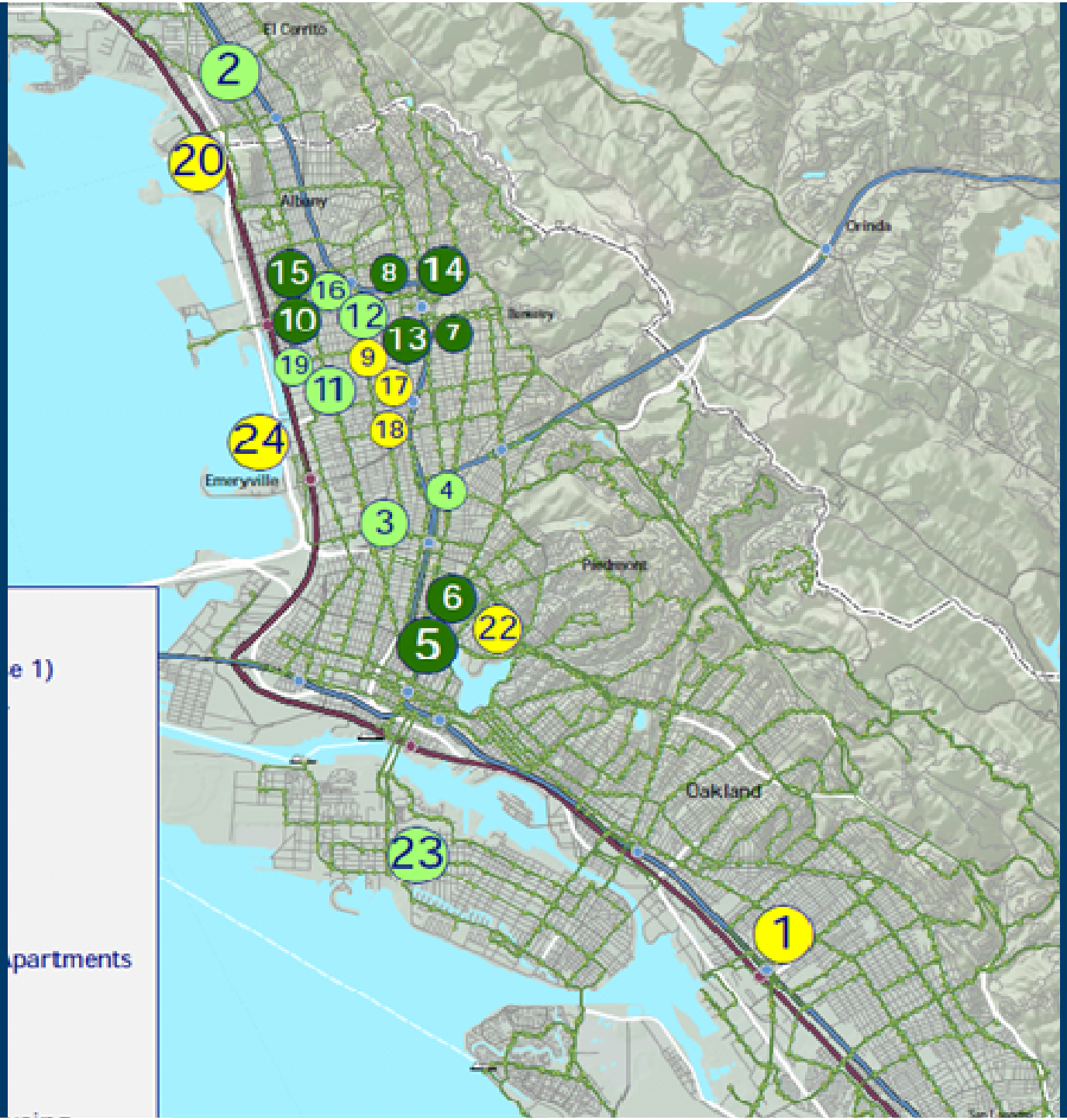
CAMBRIDGE SYSTEMATICS Transportation leadership you can trust.


El Cerrito
Albany
Orinda
Emeryville
Piedmont
Oakland
2
20
15
16
8
14
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12
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22
23
1

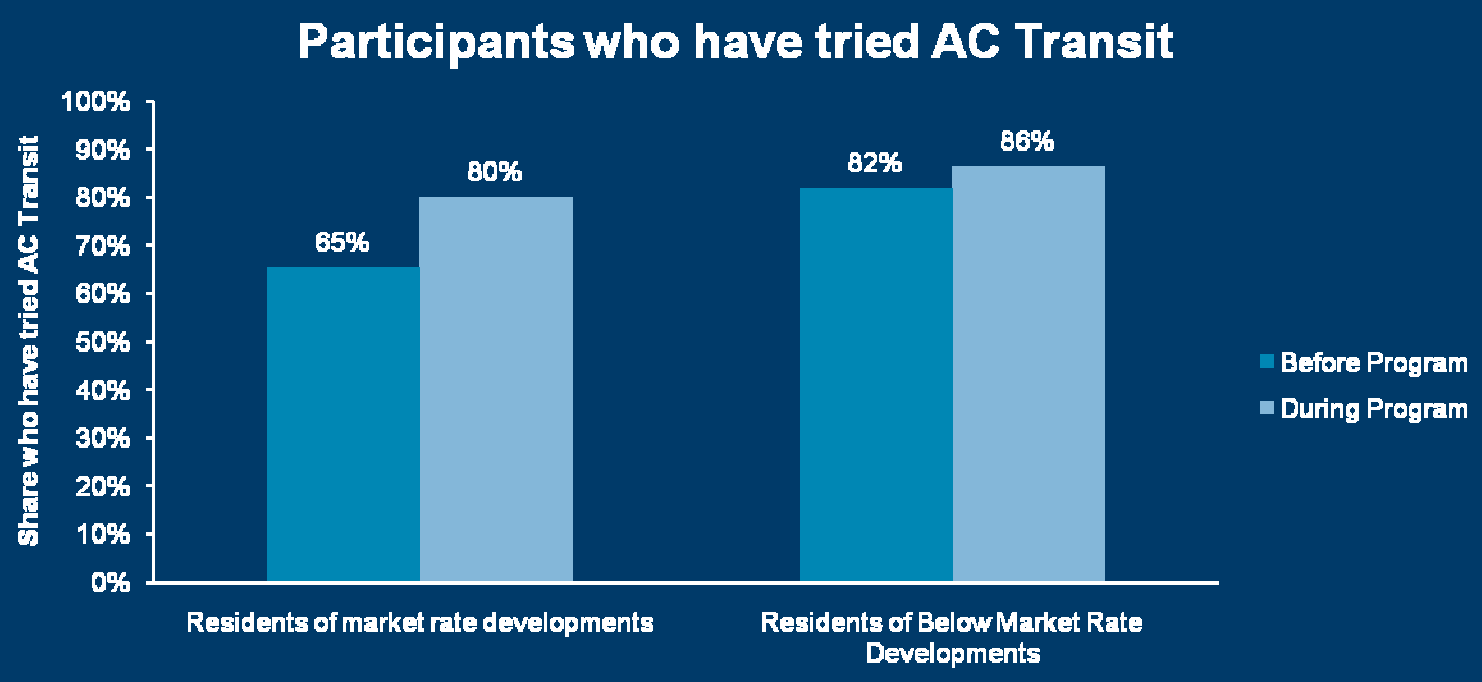
Marketing and outreach to each location

72
72R
802
72
802
15
NL
18
• Downtown Berkeley 18
SAN FRANCISCO NL
SAN FRANCISCO 800
1R
• Telegraph Ave
• UC Berkeley
• Downtown Berkeley
1 1R
851
1
• Upper Broadway
• College Ave - Rockridge
• California College of Art
• Elmwood 51
51
12
• Piedmont Ave 12
NL
• Whole Foods 11
11
Uptown
• Downtown Oakland
• City Hall/Federal Building
• Chinatown/Old Oakland
1 1R 15 18 51 72 72M 72R
• Oakland Museum
• Alameda County Courthouse
• Laney College
• Main Library
• International/14th
1 1R
• Downtown Berkeley 15
• North Berkeley 88
88
88
800
West St
Curtis St
W Grand Ave
Market St
Brush St
Castro St
San Pablo Ave
William St
19th St
20th St
21st St
23rd St
24th St
25th St
Broadway
Webster St
Waverly St
Harrison St
Grand Av
Lakeside Dr
17th St
15th St
14th St
13th St
12th St
11th St
Jefferson St
Clay St
Franklin St
980

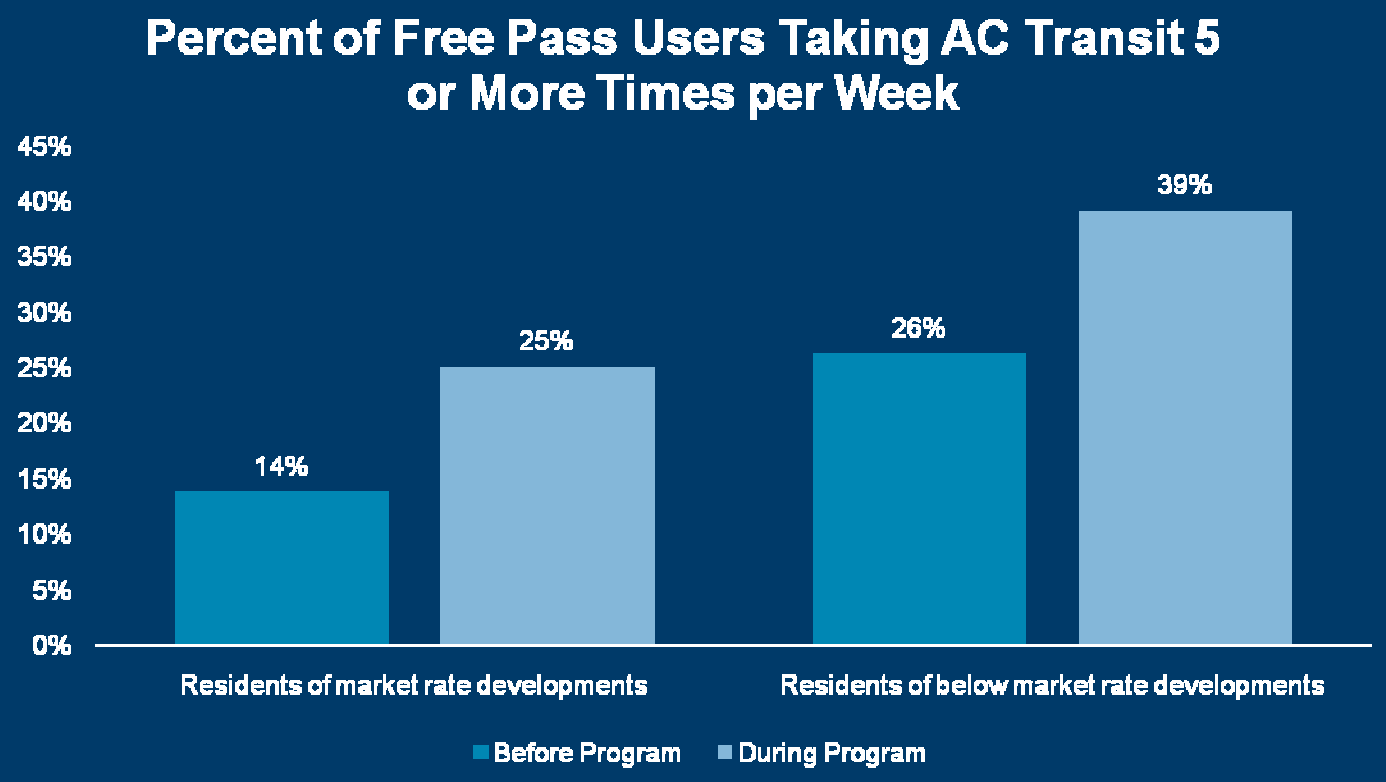
Key Interests

- Building transit ridership
- Reducing vehicle miles of travel and greenhouse gasses
- Increasing accessibility for low income
- Evaluate response to TransLink cards
- Estimate short term and longer term impacts
- Learn lessons for next steps

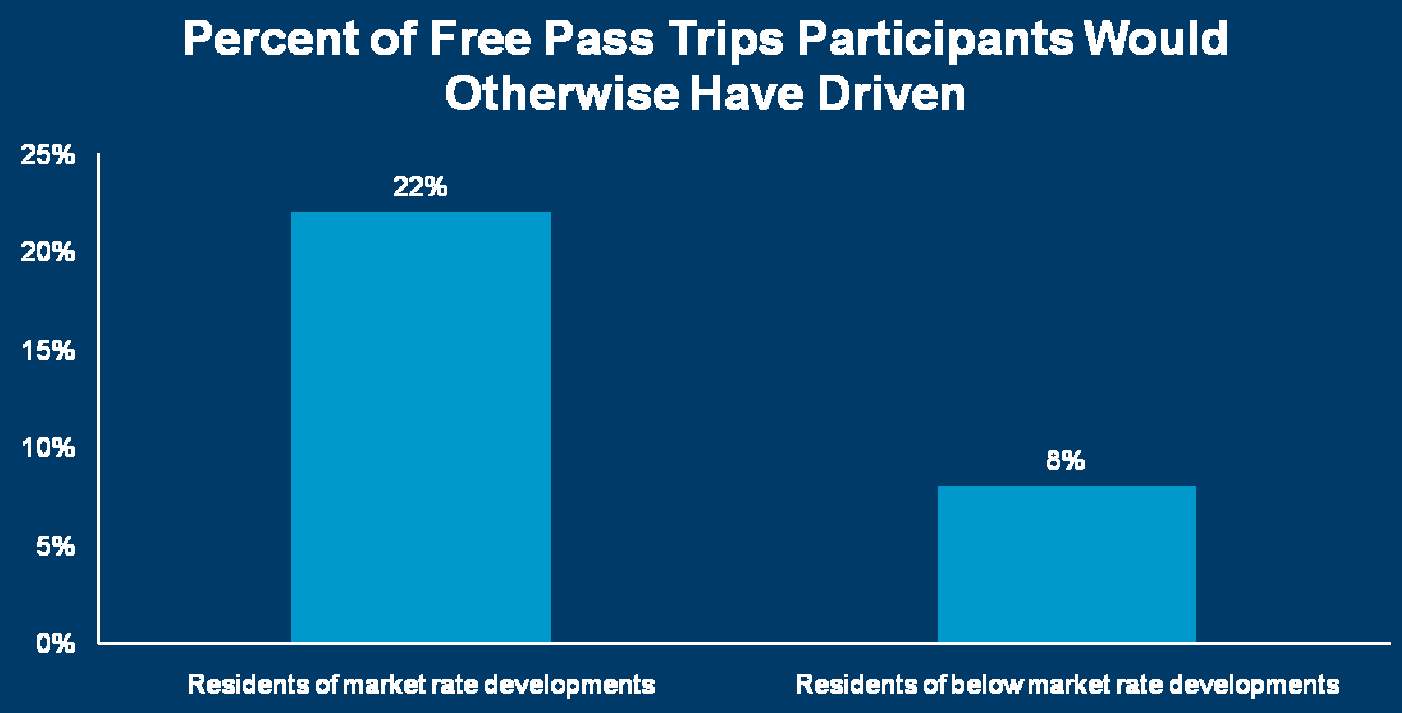
T4T Created New Transit Users



T4T Increased Transit Usage



T4T Reduced Automobile Trips



T4T reduced greenhouse gases

- Reduction of ~ 1 automobile trip per week per participant
- Reduction of ~9 pounds of CO2 per week per participant
- Reduction is ~ 4% of average GHG emissions per person from transportation sources
- Cost of ~ 47 cents per pound of reduced CO2

T4T Created Longer Term Transit Users

Familiarity with system and schedule

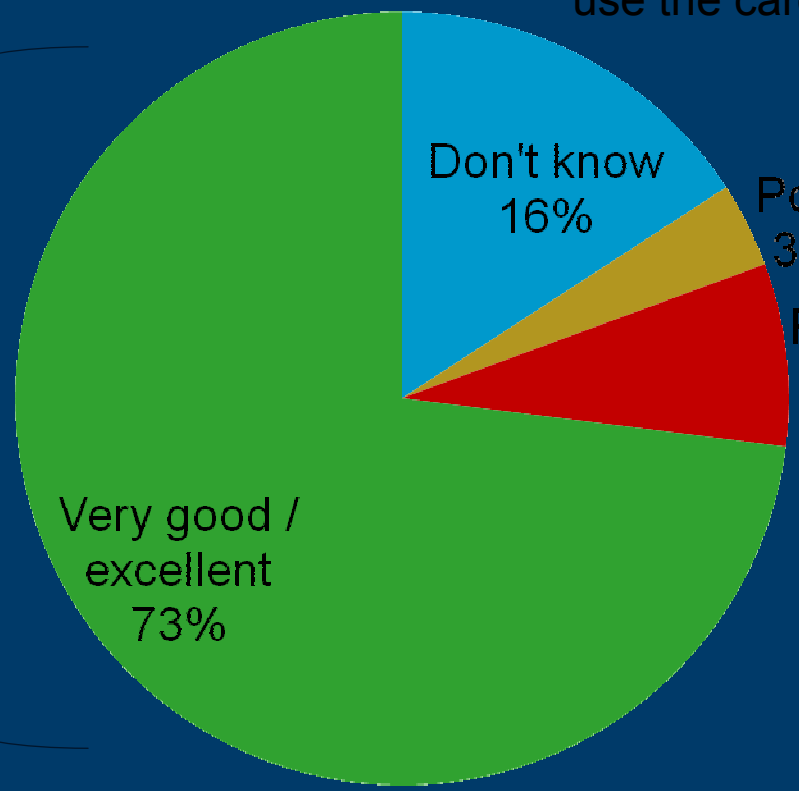
Convenience of TransLink card

Strongest new market –
25-34 year olds, and 35-44 year olds,
in market rate housing

T4T Created New TransLink Users

One-quarter of the participants in market rate housing added their own funds to their TransLink® cards after the completion of the free

Overall Program Satisfaction



Most in this group did not use the card

100% experienced technical difficulties

70 % experienced technical difficulties

26 % of this group experienced technical difficulties

Conclusions

- T4T was a success in attracting new riders
- The largest increase in new riders came from market rate residents; more of these also left their cars behind
- One quarter of market rate riders continued by putting their own money onto the TransLink cards after free period
- Pass programs can stabilize income for transit agencies
- Importance of increased marketing to help riders overcome "don't know" barriers -- "try it, you'll like it"

Conclusions (continued)

- T4T is an effective program for the right locations, i.e., those with transit capacity and potential new transit riders
- Strong positive response of residence to combination of marketing, customized information, convenient cards and free passes
- AC Transit is a leader in developing and marketing pass programs, especially the combination of college, employer and residential programs
- Implementation of further steps will be strengthened by the participation of multiple partners

Implementation Options

Transit agencies

- Programs funded by transit agencies may be most cost effective by focusing on strong focused marketing, short term free passes may be component

- Long term funding may require alternative funding approach (cities, employers, development managers)

- Transit agencies can work with cities, developers, employers and colleges to promote pass programs (as AC Transit is demonstrating)

- Pass programs can provide more stable funding for transit operations

Cities and Residential Developers

- Cities can create programs that allow, require, or incentivize universal transit passes in lieu of some parking
- Developers seeking to reduce the expense of building parking can offer transit passes in lieu of some parking
- Transit passes tied to parking reductions should be long term and monitored
- Berkeley is working on an expedited “green path” approval process, including universal transit passes
- Could be used as implementation tool for climate actions plans

Employers

- Employers can offer pre-tax parking cash-out or transit passes to employees that save money for both employers and employee
- Some cities have commuter benefit ordinances (SF, Berkeley and Richmond) that can tie to universal passes
- Current programs by AC Transit for city employees in the City of Alameda and Berkeley are effective models

Colleges and Universities

- Pass programs can be used in a package of TDMs to effectively reduce costs for parking, as demonstrated in a model program by UC San Diego
- Pass programs can be wrapped into student fees, as demonstrated at UC Berkeley
- Pass programs for colleges and universities should consider staff and faculty, in addition to students, to have a greater impact on local congestion, parking demand and VMT/GHG, as AC Transit has already done with UC Berkeley Bear Pass

County / Regional Agencies

- MTC could work with transit agencies to determine if additional pilot projects promoting the new Clipper card would be useful
- MTC/ABAG could develop a monitoring program to track cities, transit agencies, employers, housing developments and colleges that offer universal pass programs, focusing on the priority development areas, and offer technical assistance.
- Congestion Management Agencies could monitor and offer technical support for transit pass programs sponsored by cities, developers, employers or transit agencies in their jurisdiction, potentially through the “TPLUS” program funded by MTC.