

EMERYVILLE SUSTAINABLE TRANSPORTATION PLAN

ADOPTED MARCH 20, 2012

NELSON\NYGAARD



ACKNOWLEDGEMENTS

City Council

Jennifer West, Mayor
Kurt Brinkman, Vice Mayor
Jacqueline Asher
Ruth Atkin
Nora Davis
Ken Bukowski*
John Fricke*
Richard Kassis*

Planning Commission

Gail Donaldson, Chair
Frank Flores, Vice Chair
Lawrence C. "Buzz" Cardoza
Vanessa Kuemmerle
John Scheuerman
Steven Steinberg
Arthur Hoff*

* Former member

City Staff

Patrick O'Keeffe, City Manager
Charles S. Bryant, Director of Planning and Building
Diana Keena, Associate Planner, Project Manager
Karen Hemphill, Assistant to the City Manager
Maurice Kaufman, Director of Public Works
Deborah Diamond, General Plan Project Manager
Miroo Desai, Senior Planner
Arly Cassidy, Assistant Planner
Peter Schultze-Allen, Environmental Coordinator
Rasha Aweiss, Planning Intern
Patrick Race, Planning Intern
Rina Shah, Planning Intern
Lubaina Rangwala, Planning Intern
Andrew DiGirolamo, Planning Intern

Emeryville Transportation Management Association

Peter Oswald, Executive Director
Roni Hattrup, Assistant Director
Denise Pinkston, President
Geoff Sears, Vice President

AC Transit

Nathan Landau, Senior Planner

Capitol Corridor Joint Powers Authority

Hubert Hanrahan, Transportation Officer

Bay Area Rapid Transit

Duncan Watry, Senior Planner

Nelson\Nygaard Staff

Linda Rhine, Principal
Joey Goldman, Principal
Jeremy Nelson, Principal
Kevin Shively, Associate Project Planner
Paul Supawanich, Associate Project Planner
Anneka Imkamp, GIS Manager
Dave Jorns, Creative Services
Kevin Ottem, Creative Services

TABLE OF CONTENTS

Introduction	1
General Plan Transportation Goals.....	2
Sustainable Transportation Vision	2
Strategies	3
Transit Service	3
Transit Capital Improvements	6
Transit Information	9
Transportation Demand Management	11
Automobile Parking.....	13
Pedestrian Connectivity and Safety	15
Bicycle Connectivity and Safety	17
Wayfinding	19
Funding Sources	21

LIST OF TABLES

Table 1 Transit Service Strategies	4
Table 2 Transit Capital Improvement Strategies	6
Table 3 Transit Information Strategies.....	9
Table 4 Transportation Demand Management Strategies	11
Table 5 Automobile Parking Strategies	13
Table 6 Pedestrian Connectivity and Safety Strategies	15
Table 7 Bicycle Connectivity and Safety Strategies	17
Table 8 Wayfinding Strategies	19

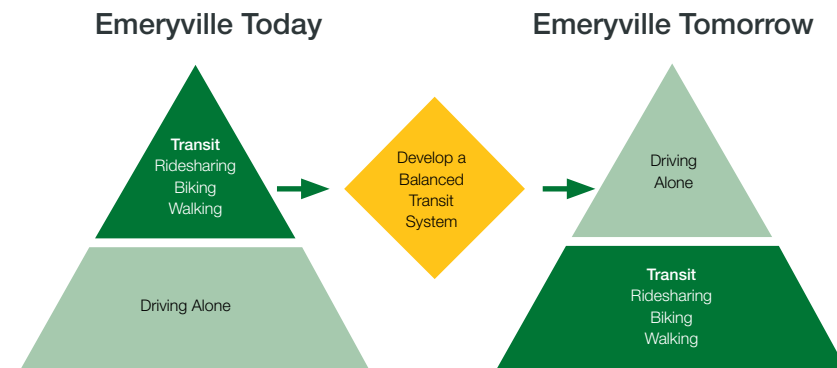
EMERYVILLE SUSTAINABLE TRANSPORTATION PLAN

Introduction

Over the past several decades, the City of Emeryville has undergone a dramatic transformation, evolving from an industrial past, to an employment and retail center in the San Francisco Bay Area, with significant new housing development as well. As the city has grown in population and jobs, there has been a significant increase in travel to, from and within Emeryville. With a majority of these trips being made by automobile, traffic volumes and congestion have increased dramatically, increasing travel times, frustration and transportation costs, and impacting quality of life for Emeryville residents, employees, and visitors.

Improving transportation is thus a high priority for the near and long-term future of Emeryville. Despite the priority given to travel by private automobile, and the amenities it offers, the City recognizes that future economic growth and stability, environmental sustainability, public health and social welfare, are dependent on a shift to a more balanced transportation system supportive of travel by public transit, walking, and bicycling as well as accommodating the automobile for select markets and regional trips. The overriding goal of this Sustainable Transportation Plan is to guide the future of Emeryville as it strives to achieve its vision of environmental sustainability and economic growth. The diagram in Figure 1-1 shows that the goal of this Report is to shift the emphasis from solo driving and the dominant car culture to a more balanced transportation system that encourages sustainable modes with a focus on moving people, not cars.

Figure 1-1 Shift toward Sustainable Transportation



The Emeryville Sustainable Transportation Background Report includes a much more detailed discussion of Emeryville’s current transportation conditions, needs, strategies and potential funding sources. The plan is a summary of the larger discussion in the background report.

The recommended strategies in this plan are designed to reduce traffic congestion and to encourage the use of sustainable modes to create a multi-modal and balanced transportation network. The strategies reflect many current and ongoing activities of the City as well as new transportation alternative programs and services.

General Plan Transportation Goals

This Sustainable Transportation Plan will help to implement the General Plan transportation goals:

1. *A comprehensive transportation system*—A transportation system that is efficient, safe, removes barriers (e.g. accessibility near free-ways and rail lines), and optimizes travel by all modes.
2. *Universally accessible*—A transportation system that meets the needs of all segments of the population, including youth, seniors, persons with disabilities, and low-income households.
3. *Multi-modal*—A transportation system that eliminates the necessity of owning and/or driving personal vehicles because of the availability of convenient and accessible alternative modes of transportation.
4. *A walkable city*—A universally accessible, safe, pleasant, convenient, and integrated pedestrian system that provides links within the city and to surrounding communities, and reduces vehicular conflicts.
5. *A safe, comprehensive, and integrated bicycle system*—A system and support facilities throughout the city that encourage accessible bicycling for all community members.
6. *A safe, efficient, comprehensive, and integrated transit system*—A public transit system that allows for a reduction in automobile dependence for residents, employees, and visitors.
7. *A multi-functional street system*—A system that will ensure the safe and efficient movement of people, goods, and services and support a high quality of life and economic vitality.
8. *A balanced parking supply system*—Parking supply that balances economic development, livable neighborhoods, environmental and energy sustainability, and public safety, while reducing dependence on the automobile.
9. *Safe and efficient movement of goods*—Goods movement that supports commerce and industry while maintaining a high quality of life.
10. *An accessible functional harbor*—A harbor and marinas that are accessible to the rest of Emeryville and accommodate the needs of users.

11. *Transportation demand management strategies*—TDM strategies that decrease single-occupant automobile demand and reduce vehicle miles traveled.

Achieving these goals will help to implement the goals of AB32, which mandates reduction of greenhouse gas emissions, and SB375, which encourages dense, mixed use development near transit.

Sustainable Transportation Vision

This plan aims to achieve Emeryville's overall vision of having a transportation system that

1. *Reduces greenhouse gas emissions,*
2. *Moves the most people in the least space with the least energy, and*
3. *Promotes public health through exercise.*



Strategies

Employed residents of Emeryville have a lower commute drive-alone rate (57%) than average for the San Francisco Bay Area (68%). This is especially so for those residents who work in Emeryville. However, employees in Emeryville who live elsewhere have a higher drive-alone rate than the Bay Area average. Twenty-one percent of Emeryville residents take transit to work, while only 6.2% of Emeryville workers take transit to access their place of work in Emeryville.

The Strategies described below are intended to shift more Emeryville people, especially employees, toward sustainable transportation, and to provide a balanced system to support economic development. The better the transportation system is, the better the chances are of attracting and retaining businesses. Tables 1-8 list the strategies. The City will work with other potential players to carry out strategies.

Transit Service

The Emery Go-Round (operated by the Emeryville Transportation Management Association), AC Transit, Amtrak Capital Corridor commute trains, and BART connect Emeryville residents, workers, students and visitors to destinations in Emeryville, neighboring cities, the Bay Area and other parts of California.

This plan aims to find ways to provide cheaper, faster, better transit service to increase efficiency and convenience. People will use transit when it becomes cheaper and easier than driving a car.

The strategies in this plan are meant to achieve several objectives:

- *Provide direct service between high-ridership areas*
- *Facilitate connection within Emeryville and between Emeryville and neighboring cities*
- *Serve all of Emeryville*
- *Coordinate transit modes*

Specifically, transit needs to connect large concentrations of Emeryville residents directly to MacArthur BART station and downtown Berkeley, Oakland and San Francisco. More than half of Emeryville residents should be within a half-mile of service to these points.

Transit frequencies should be 15 minutes or less to BART and 20 minutes or less to downtown Oakland, Berkeley and San Francisco during peak periods. Off-peak service should be at least as frequent as 20 minutes to BART and 30 minutes to downtown Berkeley, Oakland and San Francisco.

Transit trip times should be 15 minutes or less to BART and 20 minutes or less to the three neighboring downtowns.

Emery Go-Round has service from within a half-mile of all Emeryville residents to BART. AC Transit connects Emeryville's residential concentrations to San Francisco, Oakland and Berkeley except Watergate. Planned AC Transit F bus stops on the freeway ramps (TS4 Details) would put a connection to downtown Berkeley and San Francisco within a half-mile of the eastern half of Watergate Condominiums. Frequencies are adequate except from the 64th areas to downtown Berkeley. Trip times are short enough except from the Christie area to BART, downtown Oakland, and downtown Berkeley.

Strategy TC12 is to study an enhanced link to Berkeley, Oakland and regional transit. This study could address the gaps in service from Emeryville's residential concentrations to downtown Oakland and Berkeley. The needs identified in the background report are service from Watergate to downtown Oakland, reduced trip time from west of the railroad tracks to downtown Oakland, and more frequent peak-period service from the Christie and Watergate areas to Berkeley.



Table 1. Transit Service Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TS1	Add 40th/San Pablo Stops to Emery Go-Round Hollis Route	Short-Term	ETMA	Capital - Low Operating - Low	This would increase frequency and range of service to southern Triangle and San Pablo/40th hub.	ETMA has agreed to do this with next new schedule.	Emery Go-Round service, map and schedule
TS2	Optimize Emery Go-Round Routes- Restore Amtrak Stop on Shellmound, Consider Consolidating Stops	Short to Medium-Term	ETMA	Capital-Low Operating-Low	Consider consolidating stops that are close together where one stop has few riders, and there is not a reason for the extra stop, such as an older population, a major ETMA member, or an AC Transit stop.	The stop at Amtrak pedestrian bicycle bridge was closed during storm drain construction.	Emery Go-Round Service, map and Schedule
TS3	Provide an East-West Connection on Powell and Serve Northern San Pablo	Short-Term	ETMA	Capital-High Operating-Medium	Add route on 40th, San Pablo and Powell with Christie-Shellmound loop and San Pablo/Stanford stop at AC Transit stop.	ETMA staff has recommended if funding can be obtained	Capital Improvement Program
TS4	Modify AC Transit F Route To Better Connect North Bayfront and Towers to Downtown Berkeley and San Francisco; Publicize Local Fares on Transbay Routes	Medium to Long-Term	AC Transit, City of Emeryville	Capital - Low Operating - Medium	For F Route, consider stops at freeway ramps, fewer stops on 40th and Market, and loop into the Towers and onto San Francisco-only ramp south of Powell. Restore stop on Shellmound at Amtrak bridge. Publicize local fares on Transbay buses and City transit map.	Stops at ramps could be built soon. Loop into the Towers would require investigation. Stop on Shellmound at Amtrak bridge has been temporarily moved south to Christie/Shellmound.	City bus stop construction; AC Transit service, map and schedule
TS5	Expand Late-night AC Transit and Emery Go-Round Service	Medium to Long-Term	AC Transit, ETMA	Capital - High Operating - High	Medium-term extend Emery Go-Round service to midnight to match BART schedule. Long-term vision is extensive, frequent 24-hour transit.	Most AC Transit routes run to midnight; Emery Go-Round to 10pm.	AC Transit and Emery Go-Round service and schedules

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TS6	Expand and Maintain Paratransit for Senior and Disabled Residents; Match Drivers with Riders Needing Help	Short-Term	City of Emeryville	Capital-Low Operating-Low	Expand 8-To-Go hours, replace vans as needed, set up matching service for volunteer drivers providing through-the-door assistance.	8-To-Go is nearing capacity; vans are aging; some passengers need assistance at destinations.	Senior Center with grant funding
TS7	Work with State Legislators to Allow Non-Rail Passengers on Amtrak to San Francisco	Short-Term	City of Emeryville State Senator State Assembly Member Amtrak	Capital-Low Operating-Low	Amend Government Code Section 14035.55 to add Emeryville-San Francisco route to list of routes where State may fund Amtrak inter-city buses.	State law limits state funding of Amtrak inter-city buses to 3 routes far from private inter-city bus service.	Lobbying state legislators

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000



Transit Capital Improvements

Investments in public rights-of-way, rolling stock, maintenance facilities, bus stops, stations and tracks can improve transit service and access to transit. Collaboration among the City, transit agencies, neighboring cities, developers and citizens is often the most effective way to achieve these investments. The transit capital strategies in this plan seek to increase passenger comfort, transit speed, vehicle accessibility, and links to neighboring cities.

Table 2. Transit Capital Improvement Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TC1	Work with AC Transit on Design of F Bus Stops	Short-Term	City of Emeryville	Capital - Low to Medium Operating - Low	AC Transit needs to be involved in implementation of Powell Street Urban Design Plan to ensure buses can operate efficiently.	Approved but not funded. Phase I stops at freeway ramps could be created quickly.	Capital Improvement Program
TC2	Assist ETMA in Acquiring and Securing a Permanent Yard	Short-Term	City of Emeryville, ETMA	Capital - High Operating - Medium	The City could provide a site for lease or assist with purchase or improvements.	City is working with ETMA on acquiring a site for a yard.	Capital Improvement Program
TC3	Improve Emery Go-Round Access to MacArthur BART Station	Short-Term	BART, ETMA, Cities of Oakland and Emeryville	Capital - Medium to High Operating - Low	BART has redesigned station access in conjunction with transit-oriented development.	Construction of BART station renovation is expected in 2013.	BART construction project
TC4	Improve Signal Priority on Hollis Street for Emery Go-Round	Short-Term	City of Emeryville	Capital - Medium Operating - Low	Improve detection rates and install at more intersections.	Signal priority exists at some intersections; detection is imperfect.	Staff and consultant time and Capital Improvement Program
TC5	Include Ramps and Rear Doors on New Emery Go-Round Buses	Short to Medium-Term	ETMA	Capital - Low Operating - Low	Ramps make buses more accessible to wheelchairs and strollers. Rear doors alleviate crowding near front of bus.	Most recent bus has ramp and rear doors. ETMA will purchase new buses as funding becomes available.	ETMA bus purchases

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TC6	Consider Bus-Only Lanes on Hollis Street	Short to Medium-Term	City of Emeryville, ETMA	Capital - Medium Operating - Low	Conduct a block-by-block traffic engineering feasibility study and on-street geometry addressing intersections and parking.	General Plan calls for study. North Hollis Parking Plan includes peak hour bus-only lanes.	Capital Improvement Program
TC7	Install Shelters, Benches and Trash Bins at Bus Stops	Short to Medium-Term	City of Emeryville	Capital - High Operating - Medium	Tie improvements to ridership; See background report Figures 2-19 and 2-20	Traffic Impact Fee, Pedestrian-Bicycle Plan will address this.	Capital Improvement Program
TC8	Engineer Streets to Help Buses Through Congestion	Short to Medium-Term	City of Emeryville, ETMA, AC Transit	Capital - Medium Operating - Low	This could include queue jump lanes, bus bulbs, parking limits and/or HOV lanes. Focus on I-80 NB/ Powell, Powell/Christie, Shellmound/Ohlone, Powell/Hollis, 40th/ Horton, 40th/San Pablo, 65th/Shellmound.	General Plan policy T-P-30 calls for transit mobility study focusing on bus lanes.	Capital Improvement Program
TC9	Expand Signal Priority on San Pablo Avenue to Local AC Transit Buses	Medium to Long-Term	AC Transit, City of Emeryville, Caltrans	Capital - Medium to High Operating - Low to Medium	This requires transponders on the local buses. This would work best with other cities.	AC Transit 72 Rapid buses have signal priority; locals do not.	AC Transit bus improvements
TC10	Improve 40th/San Pablo Bus Hub with Shelters, Signs and Information Kiosk	Medium to Long-Term	City of Emeryville, AC Transit, ETMA, Caltrans	Capital - Medium Operating - Low	Follow up on study by AC Transit to create a coherent transit center similar to 20th Street Uptown Transit Center in Oakland.	AC Transit study identifies transit hub improvements, but they are unfunded.	Capital Improvement Program
TC11	Consider One-lane Bus-only Bridge over Railroad Tracks on 64th or 65th Street	Long-Term	City of Emeryville	Capital - High Operating - Medium	Bridge would eliminate 10-minute delays, enabling Emery Go-Round to cross. Study feasibility; if desired amend General Plan. Bus could control signal and/or gate.	Whole-street bridge was rejected during General Plan process.	Capital Improvement Program

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TC12	Study Enhanced Link to Berkeley, Oakland, BART, Amtrak and AC Transit	Short-Term	Cities of Emeryville, Berkeley and Oakland; BART, Amtrak, AC Transit	Study: Capital - Low Operating - Low Implementing: Capital - High Operating - High	Study which mode would provide the highest level of service for the lowest operating cost. Aim to provide frequent service between Emeryville's residential concentrations (Watergate, Christie/65th, Hollis/65th, San Pablo/40th and future Shellmound/Christie) to downtown Berkeley, downtown Oakland, and downtown San Francisco.	Stakeholders, General Plan Policy T-P-40 and the ETMA have called for exploring feasibility of streetcar or other fixed guideway system to BART.	Grant-funded planning process, feasibility study and possibly Capital Improvement Program



Transit Information

Letting people know about transit options can increase ridership and enhance connections among systems. The transit information strategies in this plan show how Emeryville could provide multi-modal information, transit providers could improve electronic media and track ridership, and BART could add “Emeryville” to the MacArthur station name to clearly identify it as the stop serving Emeryville.

Table 3. Transit Information Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TI1	Add BART Stop Location to Emery Go-Round Website	Short-Term	ETMA	Capital - Low Operating - Low	Add location of Emery Go-Round shuttle stop at MacArthur BART station to Emery Go-Round website.	ETMA has agreed to add BART stop location to website.	ETMA website change
TI2	Develop an Emery Go-Round Smart Phone Application	Short-Term	ETMA	Capital - Low Operating - Low	A smart phone application would make Emery Go-Round information available while people are en route.	The ETMA is considering developing a smart phone application.	ETMA project
TI3	Add Emery Go-Round Signs and Displays	Short-Term	ETMA	Capital - Low Operating - Low	Post schedule at BART stop, continue to add NextBus displays at businesses and add route signs to all sides of buses.	ETMA can post schedule; NextBus display will be included in BART station renovation. Route signs will be on new buses.	ETMA program
TI4	Provide Off-site Amtrak Arrival Information	Short to Medium-Term	Amtrak, Public Market, City of Emeryville	Capital-Low Operating-Low	Amtrak could put a train arrivals display in the Public Market.	Pedestrian-bicycle bridge connects Public Market to Amtrak station. Capital Corridor staff agrees with idea.	Could be part of a new “Green Living Room” at Public Market or in food court
TI5	Create an Emeryville Transit Map (Paper and Web) and Coordinate Marketing	Short to Medium-Term	City of Emeryville, AC Transit, ETMA, Amtrak, BART	Capital - Low Operating - Low	A multi-system map of the area within 3 miles of Emeryville would facilitate inter-system transfers. The maps should advertise local fares for East Bay trips on Transbay buses.	AC Transit base map is available online; Emery Go-Round routes could be drawn on part of it.	Staff time and printing

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
T16	Include Automatic Passenger Counters on New Emery Go-Round Buses	Short to Medium-Term	ETMA	Capital - Low Operating - Low	Include counters on new buses as they are purchased. This will provide data for route and schedule optimization.	Recently purchased buses have automatic counters.	ETMA bus purchases
T17	Work with BART to Add "Emeryville" to the MacArthur Station Name	Short-Term	City of Emeryville, BART, ETMA, City of Oakland	Capital - Medium Operating - Low	General Plan Policy T-P-41 is to advocate to rename the station "North Oakland/Emeryville". Other possibilities are "MacArthur/Emeryville" and "Temescal/Emeryville".	City has obtained BART guidelines and application form. MacArthur Transit Village is nearing construction.	City application to BART and Capital Improvement Program



Transportation Demand Management

To reduce solo driving and vehicle miles traveled, the City, developers, employers, retailers and transit providers will need to offer incentives for sharing vehicles and using other modes. The transportation demand management strategies in this plan include accommodating carpools and car sharing, promoting transit passes and commuter checks, and exploring sharing of bicycles and delivery service.

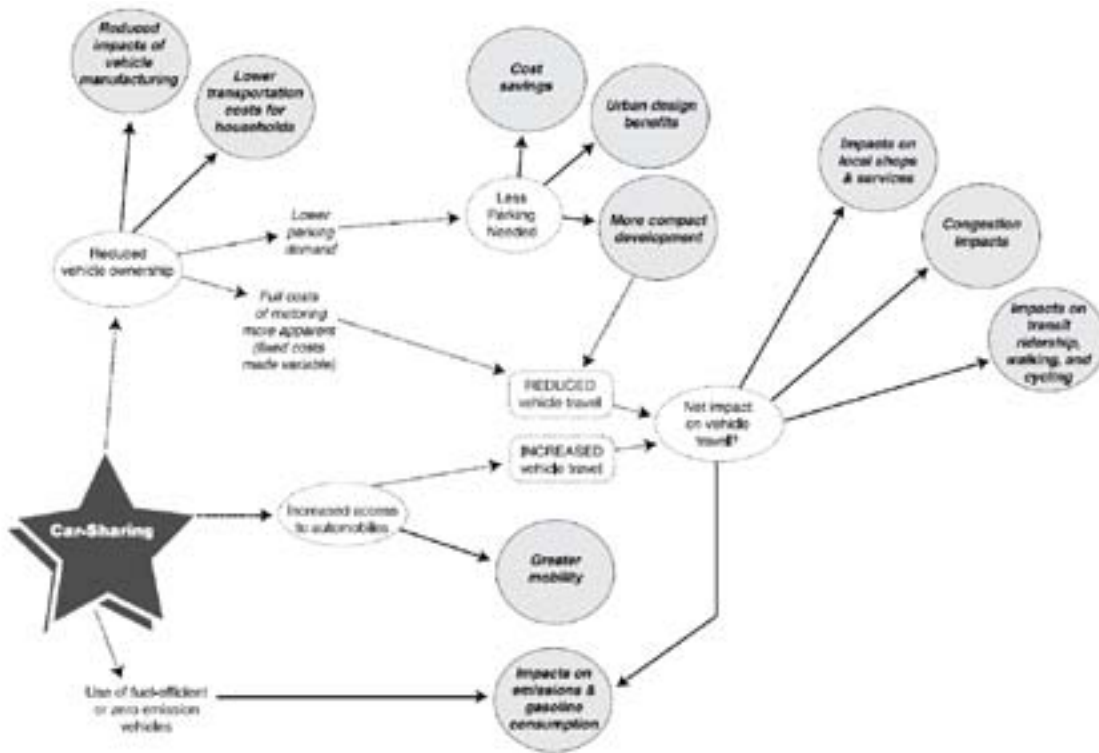
Table 4. Transportation Demand Management Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TD1	Expand Casual Carpool Sites and Promote Casual Carpooling	Short-Term	City of Emeryville and casual carpool riders	Capital - Low Operating - Low	Move Christie carpool area to immediately north of the bus stop in front of Avenue 64. Designate Peninsula carpool parking if residential permit parking at Watergate Condos and 2-hour parking at parks are established.	Casual carpools exist on the Peninsula and on Christie Avenue. Christie carpool sign is in block south of bus stop where bus stop was originally located .	Staff time, Transportation Committee and City Council Actions
TD2	Expand and Incentivize Carsharing Programs	Short-Term	City of Emeryville, carshare companies, and developers	Capital - Low Operating - Low	Encourage new pods, help market carshare, explore using carshare to reduce City fleet, establish in new development to mitigate traffic impacts.	There are several carshare pods in Emeryville.	Operating budget, Planning Commission conditions of approval of development projects
TD3	Promote AC Transit EasyPass Program	Short-Term	City of Emeryville, AC Transit and Private Developers	Capital - No Cost Operating - Low	Connect employers, schools, apartment owners and homeowners associations with AC Transit, reduce parking requirements, make it a condition of approval, and/or grant bonus points.	EasyPass program is available to any group with at least 100 members.	Operating budget, Planning Commission conditions of approval

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
TD4	Use Commuter Checks for Bonus Points or Condition of Approval in Employer Projects	Short-Term	City of Emeryville, Workplace Developers	Capital - Low Operating - Low	When employers build or expand facilities, commuter checks can be added as part of the planning approval process.	Commuter check companies provide this service.	Planning Commission review of employer development projects
TD5	Explore Employer and Public Bicycle Sharing	Short to Medium-Term	City of Emeryville, ETMA, Employers	Capital - Low to Medium Operating - Low to Medium	Provide bicycles for City staff day use, encourage more employers to do so, and explore public bicycle sharing with ETMA.	Pixar and Clif Bar have employee bicycles. ETMA has public bikeshare proposal.	Capital Improvement Program, operating budget, staff time
TD6	Explore Consolidated Home Delivery Service for High-Volume Retailers	Short to Medium-Term	ETMA, major retailers	Capital - Low Operating - Medium	ETMA could discuss among its membership. Review of insurance and liability issues may be involved.	Large retailers provide information about delivery service.	Potential ETMA project



Automobile Parking

City parking policies can increase the relative attractiveness of alternatives to driving alone, support alternatives to fossil-fuel vehicles, and improve availability of short-term parking to serve shops and restaurants. The automobile parking strategies in this plan take the form of development regulations and financial incentives.

Table 5. Automobile Parking Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
AP1	Reduce and/or Incentivize Parking In-Lieu Fee	Short-Term	City of Emeryville	Capital - None Operating - Low	Reduce fee, permit annual payments, and/or limit parking variances.	Zoning Ordinance Update will have flexible standards.	Zoning Ordinance Update
AP2	Incentivize or Mandate Shared Parking	Short-Term	City of Emeryville	Capital - Low Operating - Low	Allow proximate day and evening uses to meet requirements with the same parking facilities.	Shared parking is allowed if parking is available in perpetuity.	Zoning Ordinance Update
AP3	Provide Electric Vehicle Charging Circuits for Residential Parking	Short-Term	City of Emeryville	Capital - Low Operating - Low	Require dedicated 120-volt and 240-volt circuits in new residential projects to accommodate smaller and larger electric vehicles.	Zoning Ordinance allows Planning Commission to require. Enhanced requirements will be addressed in Zoning Ordinance Update.	Zoning Ordinance Update
AP4	Consider Uniform Parking Stall Sizes	Short-Term	City of Emeryville	Capital - Low Operating - Low	Compared to majority standard stalls, uniform stalls would save space. Consider allowing in garages case by case.	Zoning Ordinance allows 60% compact stalls. Update will address this question.	Zoning Ordinance Update
AP5	Locate Pedestrian Walkway Access and Bicycle Parking Closer to Occupied Spaces in Buildings than Auto Parking	Short-Term	City of Emeryville	Capital - Low Operating - Low	Require developers to locate motor vehicle parking farther from residential units and other habitable spaces than bicycle parking and doors to sidewalks and paths, except parking for persons with disabilities.	Zoning Ordinance requires bicycle parking to be closer to building entrance than motor vehicle parking. Building Code requires handicap parking to be near building entrances.	Zoning Ordinance Update and Design Guidelines

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
AP6	Reduce Parking Minimums; Establish Maximums	Short to Medium-Term	City of Emeryville	Capital - None Operating - Low	General Plan Policy T-P-52 calls for reducing minimums and setting maximum.	Zoning Committee is considering allowing more than maximum or less than minimum with Use Permit.	Zoning Ordinance Update
AP7	Unbundle Parking from Commercial and Residential Lease/Sale Agreements	Short to Medium-Term	City of Emeryville	Capital - None Operating - Low	Implement General Plan Policy T-P-59 by requiring separation of parking costs in lease and sale agreements.	Some unbundling is occurring in Emeryville.	Zoning Ordinance Update
AP8	Require Employers to "Cash-Out" Parking Subsidies	Short to Medium-Term	City of Emeryville	Capital - None Operating - Low	General Plan Policy T-P-53 encourages cash-out. The City could enforce the state parking cash-out law and expand requirements to businesses with 10-50 employees.	State law has no enforcement method, applies to 50+ workers where employer leases parking.	Ordinance requiring affidavit with business license renewal
AP9	Manage Public Parking Prices To Ensure Availability	Medium-Term	City of Emeryville	Capital - Low to Medium Operating - Low	Implementing General Plan policy T-P-51, the City has adopted a parking pricing plan for the North Hollis area.	Council postponed implementation until the economy improves.	Ordinance amendment defining when parking meters will be installed
AP10	Consider a "Residents-Plus" Parking Permit Program	Medium-Term	City of Emeryville	Capital - Low Operating - Low	Limit residential permits to 85% occupancy and sell non-residential permits up to 90% at market rate.	Permit parking includes businesses in permit area.	Amendment to parking permit program allowing sale of permits to people outside of permit area
AP11	Consider Establishing Parking Benefit Districts	Medium-Term	City of Emeryville	Capital - Low Operating - Low	Such districts would implement General Plan Policy T-P-55, dedicating a portion of revenues to the area where they were collected.	Parking revenues currently go to the General Fund.	Operating budget

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

Pedestrian Connectivity and Safety

The City will need to work with community groups, Caltrans and the railroad to create and improve pedestrian infrastructure, enrich the pedestrian environment, and establish pedestrian programs. The pedestrian connectivity and safety strategies in this plan address street design, safety improvements and programs, amenities, signal timing, maintenance, and overcoming barriers.

Table 6. Pedestrian Connectivity and Safety Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
PC1	Consider Defining and Reviewing Pedestrian Facility Maintenance Protocol	Short-Term	City of Emeryville	Capital - No Cost Operating - Low	Set standard for complaint response time. Review frequency of cleaning sidewalks, method of identifying damage, and speed of repair.	Public Works responds to complaints on a priority basis.	Staff time, Public Works Committee and City Council actions
PC2	Utilize Reporting Technology for System Monitoring	Short-Term	City of Emeryville	Capital - Low Operating - Low	Online tools and smart phone applications could help the public monitor pedestrian infrastructure.	Problems can be reported on the City website.	Staff and consultant time
PC3	Enhance Pedestrian Facilities with Crossing Treatments and Amenities	Short to Medium-Term	City of Emeryville	Capital - Medium Operating - Medium	Enhancements could include curb cuts, crosswalk markings, trees, plants, benches, trash bins and lighting.	Americans with Disability Act Plan and Pedestrian and Bicycle Plan identify some of the needs.	Capital Improvement Program
PC4	Establish Pedestrian Programs	Short to Medium-Term	City of Emeryville and local community groups	Capital - No Cost Operating - Low	Pedestrian programs could include safety walks, temporary street closures for festivals or farmers markets, recreational walks, area walking tours, and safety presentations.	Farmers Markets have closed streets one afternoon per week.	Staff time and materials
PC5	Repurpose Some On-Street Parking Spaces for Pedestrian Amenities	Short to Medium-Term	City of Emeryville	Capital - Low Operating - Low	Some parking spaces could be used for semi-permanent amenities such as parklets, sidewalk cafes or bicycle parking.	Transportation Committee has reviewed application for sidewalk café in parking lane.	Transportation Committee, encroachment and sidewalk café permits

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
PC6	Improve and Activate the Pedestrian Environment on Powell Street Under I-80	Short to Long-Term	City of Emeryville	Capital - High Operating - Low	Implement the Powell Street Urban Design Plan, Phases I-III, and consider poetry, and art made of lights.	Powell Street Urban Design Plan is approved but not funded. It will improve access to the Peninsula and marinas.	Capital Improvement Program
PC7	Build Pedestrian-bicycle Bridges over the Railroad Tracks and Freeway	Short to Long-Term	City of Emeryville	Capital - High Operating - Medium	Build South Bayfront bridge over tracks between Bay and Horton Streets, and I-80 Bridge between LaCoste/65th Street and Frontage Road. Both are in General Plan.	South Bayfront Bridge construction drawings are completed. I-80 bridge project is seeking funding.	Redevelopment, Regional Transportation Plan
PC8	Reduce Pedestrian Wait at Signals	Medium-Term	City of Emeryville	Capital - Medium Operating - Low	Provide walk light if pedestrian arrives near beginning of green, two walks per cycle, or walk without button.	Emeryville's signals all require pedestrians to push a button.	Staff and consultant time
PC9	Develop Street Design Manual Incorporating "Complete Streets" Concept	Medium-Term	City of Emeryville	Capital - Low Operating - Low	Incorporate AC Transit Designing with Transit and Congress for New Urbanism Context-Sensitive Design. General Plan Policy T-P-2 calls for complete streets.	Emeryville has Design Guidelines but not a manual for designing streets for all modes.	Staff and consultant time
PC10	Improve Crosswalks and Sidewalks and Install Countdown Signals	Medium to Long-Term	City of Emeryville	Capital - High Operating - Low	Prioritize on San Pablo Avenue, wherever pedestrian counts are high or safety issues exist, and at Bus Stops.	Pedestrian and Bicycle Plan will address this. City received grant for San Pablo crossings.	Capital Improvement Program
PC11	Work with Caltrans and Railroad to Plant and Maintain Buffer Land	Medium to Long-Term	City of Emeryville, Caltrans, Union Pacific Railroad	Capital - Low Operating - Low	Propose agreements allowing the City to plant and maintain Caltrans and railroad property near sidewalks.	Currently, each agency maintains its own land.	Staff and contractor time, Capital Improvement Program

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

Bicycle Connectivity and Safety

Improving streets for cyclists and providing more and better bicycle parking requires the efforts of the City, transit providers and businesses. The bicycle connectivity and safety strategies in this plan aim to reduce motor vehicle speeds on bicycle boulevards, improve intersection crossings for cyclists, increase public and private bicycle parking, and establish bicycle stations.

Table 7. Bicycle Connectivity and Safety Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
BC1	Reduce Speed Limits on Bicycle Boulevards	Short-Term	City of Emeryville	Capital - Low Operating - Low	Bicycle Boulevards should have lower speed limits than Transit Streets and Connector Streets.	Pedestrian and Bicycle Plan will recommend this.	Ordinance, signs, and enforcement
BC2	Install Bicycle Boxes and Advanced Stop Bars	Short to Medium-Term	City of Emeryville	Capital - Low to Medium depending on deployment Operating - Low	Signs, brochures and a web page could be used to inform cyclists and drivers about the purpose and use of these improvements.	Pedestrian and Bicycle Plan will address this.	Capital Improvement Program
BC3	Expand Public and Employee Bicycle Parking	Short to Medium-Term	City of Emeryville	Capital - Low to Medium depending on deployment Operating - Low	General Plan Policy T-P-24 calls for bicycle parking. The City could provide on-street parking for shopping, schools and city facilities, and long-term parking for its employees.	City provides on-street bicycle racks on request, does not provide secure employee parking.	Staff time and regional funding, Capital Improvement Program
BC4	Provide Land Use Specific Bicycle Parking Standards	Short to Medium-Term	City of Emeryville	Capital - None Operating - Low	Consider more secure temporary bicycle parking for shoppers, diners and movie-goers, such as bicycle lockers or valet bicycle parking.	Zoning Ordinance Update will address this question.	Zoning Ordinance Update
BC5	Improve Intersection Crossings of Bikeways and Busy Streets	Short to Medium-Term	City of Emeryville	Capital - Medium to High depending on specific sites Operating - Low	Ensure bicycle paths, lanes and routes have good accommodations for crossing high-volume or high-speed roadways.	Pedestrian and Bicycle Plan will address Bicycle Boulevard crossings.	Capital Improvement Program

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
BC6	Consider Color-Filled Bicycle Lanes	Short to Medium-Term	City of Emeryville	Capital - Low Operating - Low	Color-filled bicycle lanes show cyclists' paths of travel. Green is used in several cities.	Pedestrian and Bicycle Plan toolkit will include this.	Pedestrian and Bicycle Plan Implementation - pavement or paint
BC7	Consider installing Bicycle-Only Signal Phases with Signal Actuators	Medium-Term	City of Emeryville	Capital - Low to Medium depending on deployment Operating - Low	This is used where a high volume of cyclists (but not motor vehicles) crosses a high volume of motor vehicles.	Pedestrian and Bicycle Plan will address this.	Capital Improvement Program
BC8	Establish Bicycle Stations at Emeryville's Transit Hubs and Shopping Areas	Short to Medium-Term	City of Emeryville, Amtrak, AC Transit, Bay Street Center	Capital - Low to Medium depending on deployment Operating - Low	Prioritize bicycle stations at Amtrak, San Pablo/40th and Bay Street Center.	Transit Center plans show a bicycle station.	Transit Center, Capital Improvement Program, Bay Street Center
BC9	Work with BART to Create a Bicycle Station at the MacArthur BART Station	Medium to Long-Term	City of Emeryville, BART	Capital - Low Operating - Medium	Current renovation will add bicycle parking; a bicycle station could be a future step.	BART station renovation will expand bicycle parking. Station access study lists bike station as a Tier (Phase) 3 project.	Potential BART program
BC10	Consider Diverters and Other Traffic Calming Devices on Bicycle Boulevards	Medium to Long-Term	City of Emeryville	Capital - Medium to High depending on specific sites Operating - Low to Medium	Diverters, chokers, speed humps, mechanical bollards or forced right turns reduce traffic volume and speed.	Pedestrian and Bicycle Plan will address this.	Capital Improvement Program

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

Wayfinding

By posting good signs, maps and art, the City, transit providers and adjacent cities can make it easier for people to connect to transit and to walk and cycle to new destinations. Signs scaled and located for passengers, pedestrians and cyclists can help people find trails, detours, transit transfer points, destinations and borders. Maps and boundary markers can help people orient themselves.

Table 8. Wayfinding Strategies

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
WF1	Install Bay Trail Signs on Entire Bay Trail	Short-Term	City of Emeryville	Capital - None Operating - Low	Install signs along entire Bay Trail route, especially at parks, marinas and intersections.	Association of Bay Area Governments has offered free signs.	Staff time
WF2	Provide Maps and Displays in Bus Shelters	Short to Medium-Term	City of Emeryville, ETMA, AC Transit	Capital - Low Operating - Low to Medium	Include transit system maps, walking maps and real-time bus arrival displays.	72 rapid stop has real-time arrival display.	Capital Improvement Program
WF3	Install Signs and Markings Consistent with Neighboring Cities	Medium to Long-Term	City of Emeryville	Capital - Medium Operating - Low	Bicycle and pedestrian signs should match Berkeley and Oakland. Destinations should include shopping areas, parks, schools, and public buildings.	Bicycle Boulevard signs match Berkeley. Some bicycle route signs match Oakland.	Capital Improvement Program
WF4	Install Neighborhood Walking Maps for Pedestrians	Medium to Long-Term	City of Emeryville	Capital - Low Operating - Low	Prioritize walking maps at transit hubs and in pedestrian priority zones.	Emeryville currently has no walking maps.	Capital Improvement Program
WF5	Mark Gateways with Art and Continue Signs Across Borders	Short to Medium-Term	Cities of Emeryville, Oakland and Berkeley	Capital - Medium to High Operating - Low to Medium	Coordinate with neighboring cities for consistent bike route signage along routes that cross borders.	Public Art Committee is considering public art for gateways.	Public Art Fee, staff time

1 Timeframe: Long-Term = 10 years or more, Medium-Term = 5–10 years and Short-Term = 5 years or less

2 Costs: One-time Capital Costs: High = Over \$1 million, Medium = \$500,000 - \$999,999 and Low = Less than \$500,000
Ongoing Annual Operating Costs: High = Over \$500,000, Medium = \$250,000 - \$499,000 and Low = Less than \$250,000

#	Strategy	Timeframe ¹	Potential Players	Cost Considerations ²	Strategy Details	Current Status	Implementation Method
WF6	Require Well Signed Construction Detours with Advance Notice for Cyclists and Pedestrians	Short-Term	City of Emeryville	Capital - Low Operating - Low	Set standards for pedestrian and bicycle detours, including signs several blocks away. Pedestrian detours should be accessible to persons with disabilities.	Caltrans auto detour standards suffice for bicycles; pedestrian detours are assessed case by case.	Encroachment permit requirements
WF7	Participate in Design of Emery Go-Round Wayfinding at BART Station	Short-Term	BART, ETMA, Cities of Oakland and Emeryville	Capital - Low Operating - Low	Work with BART, ETMA and Oakland to design signs to the shuttle stop in the BART Station.	Wayfinding signs are planned but not designed yet, as part of BART station and plaza renovation.	Staff time



Funding Sources

Potential funding sources are available at the community, county, region, state and federal level.

Local sources include the property-based business improvement district that funds the Emery Go-Round (newly served members would add funding), public-private partnerships especially in development projects, developers who could be required to provide on-site facilities in their projects, merchants who could contribute advertising and equipment for pilot projects, employers who help fund projects that benefit their employees, developers who pay a traffic impact fee, and the Public Art Fund which funds bus shelters.

County and regional sources include Measure B county-wide sales tax, the Alameda county vehicle registration fee, Bay Area Air Quality Management District shuttle and bicycle facility programs, and the Metropolitan Transportation Commission's One Bay Area Grant program focusing bicycle, pedestrian and transit funding on Priority Development Areas around transit.

State and federal sources include Caltrans Division of Local Assistance which allocates funding from various federal and state sources, Federal Transit Administration bus and bus facilities grants, and Federal Highway Administration Transportation Enhancement Activities including bicycle and pedestrian projects.

These programs are discussed in more detail in the Background Report.

