FINAL

WEST CONTRA COSTA TRANSIT ENHANCEMENT STRATEGIC PLAN

and

WEST CONTRA COSTA/ALBANY TRANSIT WAYFINDING PLAN

Prepared for:

WCCTAC

West Contra Costa Transportation Advisory Committee

October 2011

WCCTAC

TRANSIT ENHANCEMENT & WAYFINDING PLANS

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WCCTAC WORKING GROUP

City of El Cerrito — Yvetteh Ortiz
City of Hercules — Robert Reber
City of Pinole — Winston Rhodes
City of Richmond — Chad Smalley, Hector Rojas, Steven Tam
City of San Pablo — Kanwal Sandhu, Adele Ho
AC Transit — Nathan Landau, Puja Sarna, Aaron Priven
BART — Diedre Heitman
WestCAT — Rob Thompson
Contra Costa County — Jamar Stamps
MTC — Jay Stagi

CONSULTANT TEAM

Fehr & Peers
Bob Grandy (Project Manager)
Brooke DuBose (Deputy PM)
Matthew Ridgway
Meghan Mitman
Ellen Poling
Josh Peterman
Steve Rhyne
Carrie Carsell
Nikki Hervol
Nikki Foletta

Nelson/Nygaard
Linda Rhine
Joey Goldman

Studio L'Image
Sue Labouvie
Max Heim

Eisen Letunic
Niko Letunic

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The West Contra Costa Transportation Advisory Committee (WCCTAC) is one of four Regional Transportation Planning Committees in Contra Costa County. The Regional Transportation Planning Committees were created to manage the 1988 Measure C 1/2 cent transportation sales tax projects and programs, and its Extension, Measure J, approved by Contra Costa voters in 2004. In addition to managing revenues from Measures C and J, WCCTAC also administers the sub-regional transportation mitigation fee program (STMP), and participates in defining and implementing policies, programs and projects to improve local and regional transportation and air quality.

WCCTAC is governed by a Joint Exercise of Powers Agreement between the following member agencies: the cities of El Cerrito, Hercules, Pinole, Richmond, San Pablo; Contra Costa County; and the transit providers, AC Transit, BART, and WestCAT.

The Transit Enhancement Plan and Wayfinding Plan were funded by grants provided by the California Department of Transportation (Caltrans) and the Metropolitan Transportation Commission (MTC). The contents of this report reflect the views of the authors, who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the views of Caltrans or the MTC.

I. INTRODUCTION

The purpose of the West Contra Costa County Transit Enhancement and Wayfinding Plan is to generate increased transit ridership by identifying specific strategies that improve access to transit centers and routes. These strategies provide what is often referred to as the "first-mile" (access from home to transit) and "last-mile" (access from transit to work, school, etc.) solutions.

The Plan accomplishes this objective by establishing a list of transit improvement projects and programs in the following categories:

- Transit Center Improvements
- Transportation Demand Management (TDM) and Parking Strategies
- Pedestrian and Bicycle Access Improvements to the Transit Centers
- Pedestrian and Bicycle Wayfinding Signage to the Transit Centers

Eight study areas around existing or planned transit centers are addressed in this plan. The study areas include Priority Development Areas (PDA) that encompass the transit centers. Each of the locations is unique and has a customized set of strategies that respond to the individual station features, transit service profile, existing and potential transit markets, and the surrounding transportation network and land use characteristics.

The ultimate goal is for the Transit Enhancement Plan is to provide adequate detail and justification for WCCTAC and its member agencies to be well positioned to pursue grant funds that can be used to implement projects and programs that improve access to transit. New policies at the federal, state, and regional level have resulted in programs that promise to provide increased funding in the coming years for transit enhancement and wayfinding projects.

SUPPORT DOCUMENTS

Several documents, prepared throughout the course of developing this Plan, are also available to support future implementation.

- **Transit Toolbox** – a detailed description of the transit enhancement strategies and a matrix illustrating the purpose of various strategy types. This toolbox can be used by agency staff to support future grant proposals, project implementation activities, and future planning for transit centers and priority development areas in West County that are not included in this plan.
- **Grant Prioritization Matrix** – a matrix of all projects and programs described in the plan, with each ranked for a series of criteria that are frequently used for grant programs. The matrix also includes preliminary cost estimates. As new grant programs are released, the matrix can be used to identify the projects and programs that best meet the specific grant criteria.
- **35% Wayfinding Sign Plans** – concept level design plans that show the suggested location of pedestrian and bicycle signs along designated routes to the six existing transit centers.
- **Compendium of Technical Studies** – a collection of the deliverables submitted to the WCCTAC Working Group for this planning effort.
- **Shuttle Best Practices Report** - an assessment of five existing shuttle programs to support planning for future shuttles in West County. The report documents how the shuttles are operated, administered and funded, their marketing strategies, the challenges they faced and how they were addressed, and their evaluation methods and criteria.

II. STUDY LOCATIONS

This Plan identifies transit enhancement strategies for the following existing and proposed transit centers, as well as adjacent priority development areas and employment centers in West Contra Costa County. Transit wayfinding plans, which provide signage for pedestrians and cyclists along designated routes, are also provided for the six existing transit centers.

Figure 1 provides a summary of opportunities and challenges for the transit center locations. Figure 2 provides a similar oveview for the priority development areas.

RICHMOND BART STATION & CENTRAL RICHMOND PDA

The Richmond BART Station is part of a major intermodal transit hub within the Central Richmond PDA, which is served by AC Transit, Bay Area Rapid Transit (BART), Golden Gate Transit and Amtrak. The intermodal transit hub is a critical connection point for passengers traveling throughout the Bay Area, California, and destinations throughout the U.S. It is the only station that provides direct transfer between Amtrak and BART.

RICHMOND PARKWAY TRANSIT CENTER

The Richmond Parkway Transit Center (RPTC) is a Caltrans park-and-ride facility managed by AC Transit, which includes parking and a bus facility. The RPTC is located on the border between the City of Richmond and unincorporated County on Blume Drive at Richmond Parkway, northwest of the I-80 and immediately up the hill from the Hilltop Plaza Shopping Center. The facility serves bus transfers for routes serving Pinole and Hercules, as well as Richmond and other nearby communities.

RICHMOND FERRY TERMINAL (PROPOSED) & SOUTH RICHMOND PDA

A new ferry service from Richmond is planned to be reactivated by the San Francisco Bay Area Water Emergency Transportation Authority. This ferry service will provide 30-minute trips to San Francisco and will use the existing terminal and parking facilities at Ford Point. The land surrounding the proposed ferry terminal is the South Richmond PDA: a target of significant office and R&D (approximately 1.5 million square feet), residential (more than 1,900 units) and mixed-use development efforts. Richmond is planning parks, promenades and open spaces to support this forthcoming development.

EL CERRITO DEL NORTE BART STATION

The El Cerrito del Norte BART station is the most significant regional transportation hub in the WCCTAC area based on transit ridership. Convenient access to San Pablo Avenue and Interstate 80 make this transit facility the busiest location for bus transfers and automobile commuters to access BART services and the wide array of connecting bus services. The facility is located in the northern part of El Cerrito, on San Pablo Avenue between Cutting Boulevard and Hill Street. Dedicated parking lots extend as far north as Key Boulevard and Knott Avenue with a large parking garage near the corner of Hill and Liberty Streets. Intersections at San Pablo & Hill and San Pablo & Cutting are both signalized, affording good bus access into and out of the facility. Due to the station's location, bus routes and parking facilities, the station serves not only local residents in the area, but also persons residing throughout west Contra Costa County, as well as Solano, Napa, and Marin Counties.

EL CERRITO PLAZA BART STATION

El Cerrito Plaza is one of two BART stations in El Cerrito, and primarily serves southern El Cerrito, Albany and Kensington. The station is located between Central Avenue and Fairmount Avenue, east of Liberty Street, immediately to the north of the El Cerrito Plaza Shopping Center and 3 ½ blocks east of San Pablo Avenue. The station is surrounded by residential land uses to the north, east and west, and directly accessible from the Ohlone Greenway that runs underneath the elevated BART tracks. The Bay Trail is within walking and bicycling distance.

CONTRA COSTA COMMUNITY COLLEGE TRANSIT HUB, SAN PABLO

Contra Costa College Transit Center is located on the northwest side of the Contra Costa College (CCC) campus, off Campus Drive, in the City of San Pablo. Pedestrian access to the college is afforded via a pathway on the east side of the transit facility. Multifamily housing is immediately adjacent to the site on the west side. The facility exclusively serves buses, and provides both a location to access CCC, as well as a transfer point for local and regional AC Transit and WestCAT bus routes.

HERCULES TRANSIT CENTER & CENTRAL HERCULES PDA

The Hercules Transit Center is located between Highway 4 and Willow Avenue, east of Interstate 80. The facility was moved from its prior location on San Pablo Avenue between Sycamore Avenue and John Muir Parkway in August 2009, due to capacity constraints at the previous site. The facility is managed by BART, and thus individuals who pay to park at the facility receive a pass included in the parking rate that provides a bus ride to BART. The facility's proximity to I-80 allows for direct access to downtown San Francisco.

HERCULES INTERMODAL TRANSIT CENTER (PROPOSED) & HERCULES WATERFRONT DISTRICT

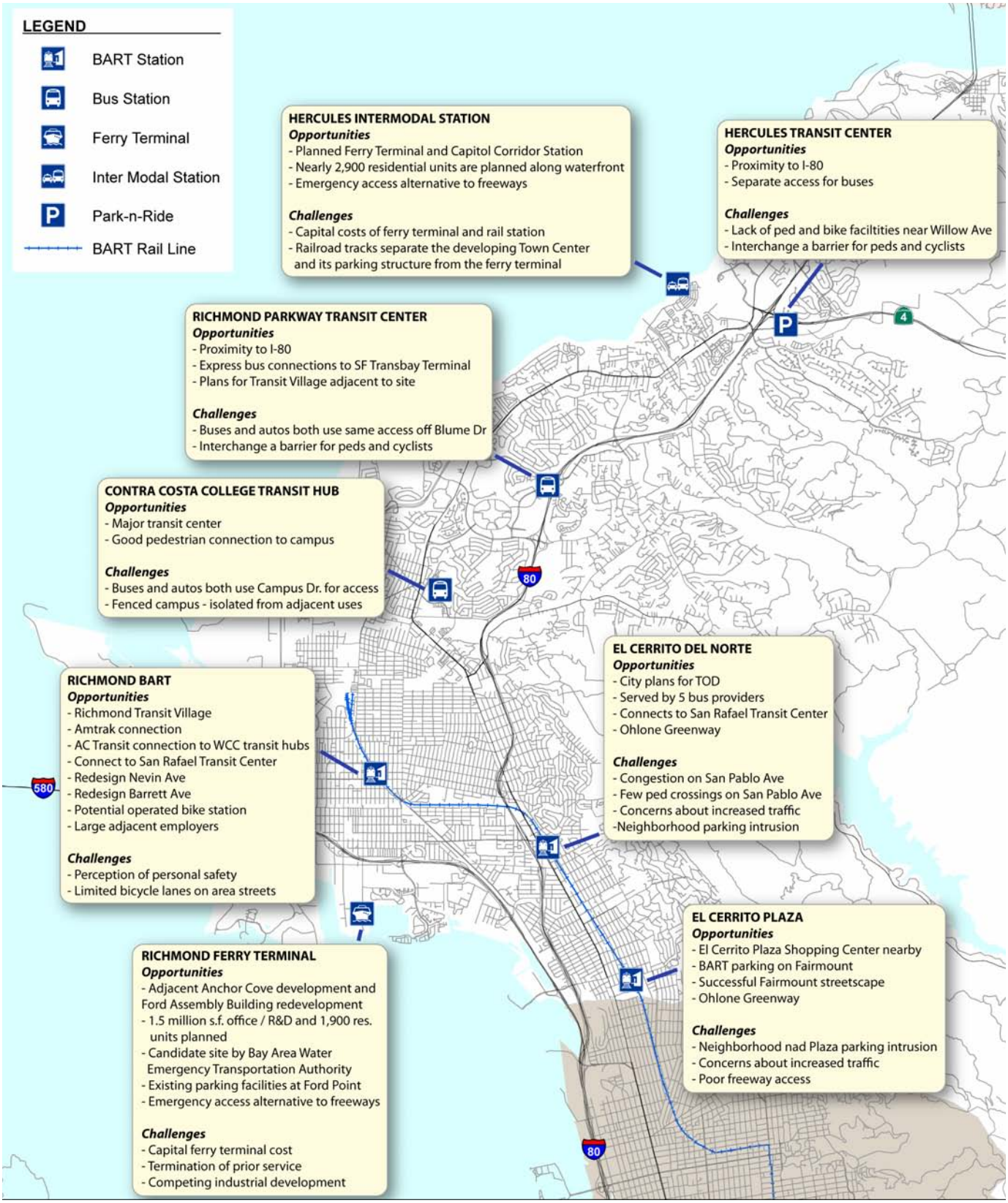
The proposed Hercules Intermodal Transit Center includes a new passenger train station on the existing Capitol Corridor line, a transit bus terminal, access roadways, completion of a one-mile segment of the San Francisco Bay Trail, and parking facilities. While future ferry service is planned for Hercules, the construction of a ferry terminal in San Pablo Bay is not proposed as part of this project. The project would serve commuters, visitors and recreational users who desire an alternative way to travel to and from the City of Hercules, San Francisco Bay and Sacramento area, to access employment, entertainment, and recreational destinations.

The Hercules Waterfront District is a new mixed-use district, located in West Contra Costa County on the eastern shore of the San Pablo Bay in the City of Hercules. The project site is approximately 167 acres and comprises five planning sub-areas, which are in various stages of entitlement and construction ranging from complete/built to anticipated.

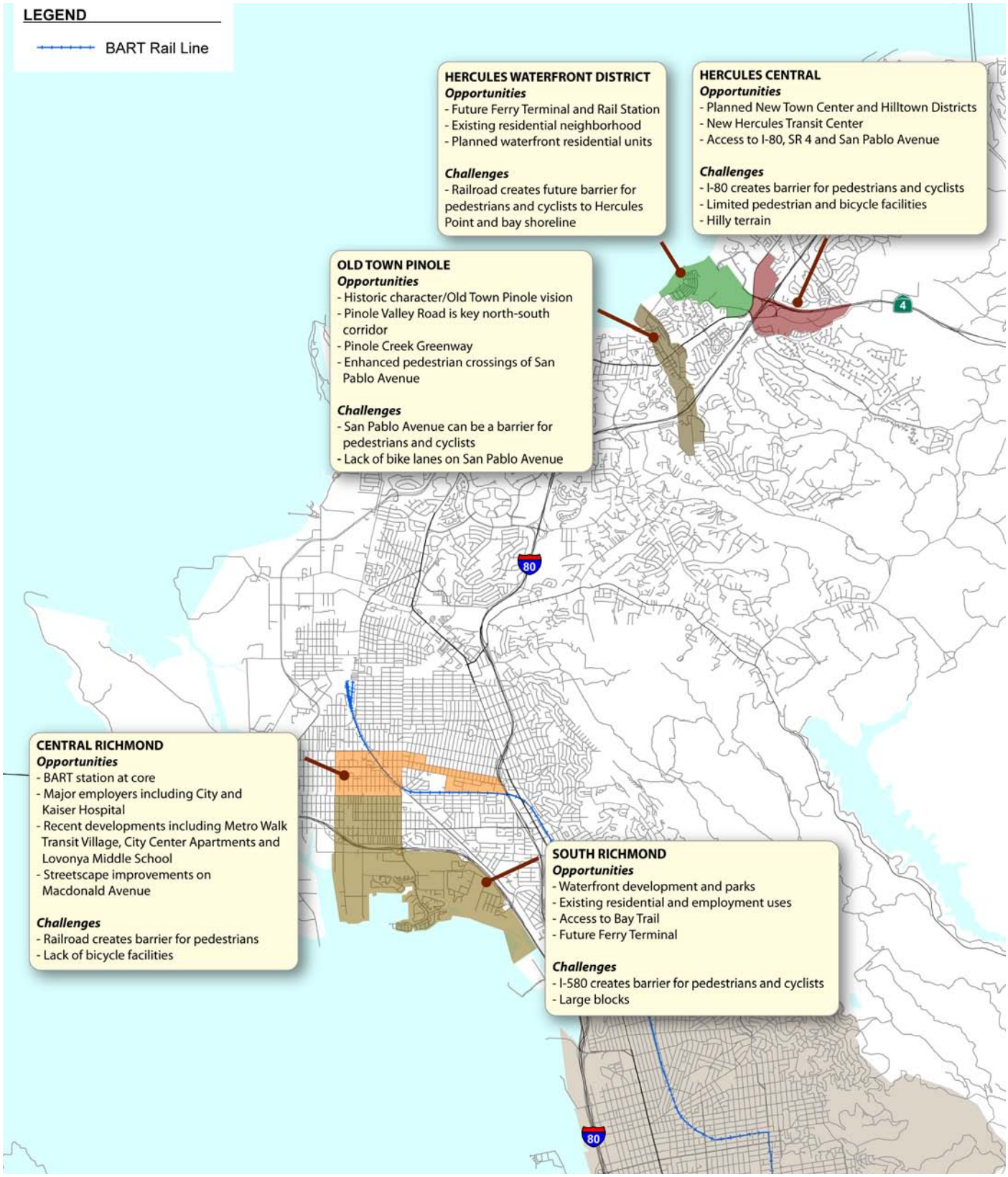
OLD TOWN PINOLE PDA

Old Town Pinole is the historic center of the City of Pinole. Tennant Avenue/Pinole Valley Road is the key north-south corridor, and intersects with San Pablo Avenue within the PDA. The Pinole Creek Greenway provides bicycle and pedestrian access to WestCAT transit stops in the area and the Bay Trail. Old Town Pinole still retains many historic buildings and is being preserved by the city as a historic area. The Old Town PDA Area also contains many of the city's most heavily used public facilities including its City Hall, Senior Ceter, Youth Center, the local post office branch, Collins Elementary School, the local library branch, and Pinole Valley High School.

TRANSIT CENTERS



PRIORITY DEVELOPMENT AREAS



III. COMMUNITY PARTICIPATION

One of the stated objectives of the transit enhancement and wayfinding plans was to engage the public in West County and Albany, both to inform them about the improvements being proposed under the plans and to solicit their input on these proposals and their ideas and suggestions for additional improvements.

The public outreach strategy for the plans consisted of the following elements:

1 Pedestrian and Bicycle Audits: after working with agency staff to identify preferred routes to the transit centers, walking and cycling audits were performed. These field surveys identified existing facilities, infrastructure "gaps", barriers, and candidate enhancement locations. Community members participated in several of the audits.

2 Employer Commute Coordinator Workshop: a meeting was held early in the study process with commute coordinators from numerous West County employers. The purpose of the meeting was to discuss barriers to transit use, the effectiveness of existing demand management strategies, new strategies that employers would like to explore further, and specific local transit center needs.

3 Project website: The website, at *WCAccessTransit.com*, contained all the project information of potential interest to the public. It included the lists and maps of improvements proposed for each of the transit centers and also the suggested design options for the wayfinding signs. The website also provided the details about the three community workshops (see below), a link to the online survey (also see below) and contact information for people with questions about the project.

WCAccessTransit.com
Project Website

4 Online survey: The survey, administered through SurveyMonkey, asked a number of questions about respondents' key demographic characteristics and general use of public transit. More to the survey's point, it asked people to indicate the main obstacles to accessing and using transit in West County and to identify the projects and strategies that would most help improve people's access to, and their experience at, transit centers. As an incentive to potential survey respondents, anyone who completed the survey was eligible to win a Clipper card worth $155 or one of three $60 cash prizes. The survey was taken by 105 people, though not everyone answered every question. Below are some highlights from the survey results:

- The main obstacles cited in accessing transit centers were: unsafe walking routes, due to either traffic or crime (48%), no or infrequent connecting buses or shuttles (39%), and unsafe bicycling routes (33%) (percentages exceed 100 because people could choose up to three responses).
- The top projects and strategies for helping people walk or bike to transit were: safer street crossings (71% thought "very important"), better street lighting (64%) and continuous sidewalks (64%); judged least important were nicer landscaping and streetscaping (30%) and wayfinding signs (34%).
- The strategies cited as most important at and immediately around transit hubs were: easier ways to get or pay for transit passes (57%), better-lit parking lots and garages (45%) and shuttles to and from

job sites (41%); least important were more or shared taxis (13%), carpool-only parking spaces (16%) and electronic signage indicating available parking spaces (23%).

- The amenities or conveniences cited as most important at transit hubs were: security upgrades (65%), cleaner stations (61%) and electronic signs with real-time information on transit times (60%); least important were vendors (13%) and nicer landscaping (29%).

5 **Community workshops:** Three evening workshops were held to hear directly from West County residents and transit passengers. At each workshop, the project team gave a slide presentation and staffed five stations, each dealing with the following topics: (1) project introduction and background; (2) strategies to improve access at transit hubs; (3) strategies to improve walking and bicycling to the hubs (including maps of proposed improvements); (4) transportation demand management (TDM) strategies; and, (5) wayfinding signage.

The posters showed, among other things, lists and maps of the proposed improvements for each of the transit centers; descriptions of proposed TDM strategies; and suggested design options for the wayfinding signs. Workshop attendees were encouraged to provide feedback on these by either writing comments directly on the posters or placing stickers to indicate the extent of their support for the various recommendations.

The dates and locations of the three workshops were:

- **May 16, Hercules City Hall:** This workshop was held in conjunction with a meeting of the city's Planning Commission. The workshop, including the presentation, focused on the proposed improvements for the Hercules and Old Town Pinole transit centers.
- **May 23, Richmond City Hall:** This workshop focused on the four transit hubs in Richmond and San Pablo: the planned ferry terminal in south Richmond, the Richmond BART station, the Richmond Parkway Transit Center and the Contra Costa College Transit Center.
- **May 24, El Cerrito City Hall:** The workshop focused on the proposed improvements at the two BART stations in El Cerrito.

To advertise the workshops, announcements were posted on the websites or social media channels of all nine WCCTAC member agencies; sent to community groups such as the East Bay Bicycle Coalition, Richmond Bicycle/ Pedestrian Advisory Committee and Albany Strollers and Rollers; and sent to media outlets such as the West County Times and El Cerrito Patch.

IV. TRANSPORTATION DEMAND MANAGEMENT & PARKING STRATEGIES

Transportation demand management (TDM) consists of programs and policies that seek to affect the travel choices people make – the mode, time and duration of trips. A large portion of traffic on our roadways is people driving their cars alone. Therefore, most demand management programs are designed to encourage people to travel by alternatives to the "single-occupant vehicle" (SOV), especially at peak hours when traffic is worst. Transportation Demand Management can include strategies such as incentives to use transit, to bike or to carpool, or providing alternatives such as car-share services that decrease the need for every individual to have a car. Another effective demand management strategy is managing the parking supply. The overall availability and price of parking affects the mode choices people make when deciding how to get places.

Transportation demand management can occur on multiple levels, with strategies appropriate for the region, the county and local jurisdictions, as well as individual employers or trip generators. Parking management is done at the city level: parking codes are a part of local zoning codes and parking management occurs primarily on local streets and roads and in city-owned public parking garages.

TDM EFFECTIVENESS

An important consideration for the effectiveness of a TDM program is the relationship between the TDM alternatives and the proposed transportation improvements and land use plans. TDM programs should be developed within the framework of overall planning for an area. From this perspective, the development of TDM programs should consist of complementary actions. For example, a ridesharing program can be more effective if some form of preferential treatment is provided (e.g., a high occupancy vehicle lane) or at the destination (e.g., preferential parking). A truly effective TDM program must consider how each TDM alternative and strategy complements one another.

Genentech, a major employer in South San Francisco, California, offers a $4 per day subsidy for all employees who do not drive to work. The incentive for not driving to work is part of an ambitious and comprehensive transportation demand management program that includes a 100% subsidy for employee public transit expenses. Since 2006, investments in TDM increased transit ridership from a 6.5% to a 22.9% mode share.

The City of Pleasanton, California, was an early adopter of parking cash-out. In 1994, the City began offering $2 per day to employees who used alternatives to driving alone to work. Before the program started, only 28 employees were using transportation alternatives. By 2004, surveys indicated that use of alternatives had more than doubled.

Any successful TDM program requires ongoing enforcement and evaluation. A Monitoring Plan is necessary for regular periodic evaluation to determine if a TDM Program is achieving the goal of reducing the number of drive alone trips or vehicle miles traveled (VMT). The monitoring program should be designed to provide information that will help improve and fine tune the TDM measures and will demonstrate the effectiveness of the program. There are two primary methods of measuring vehicle trips: surveys and cordon-counts. Surveys can yield the most robust data about

GreenTRIP is a certification program which rewards residential projects located in "infill" development areas that reduce vehicle trips. The program recently completed its pilot phase in which five new residential projects were awarded certification. The reduction in parking in one project allowed the developer to save $3.9 million in construction costs, allowing for construction of 30 more affordable units. The five GreenTRIP projects will distribute more than 2,000 subsidized transit passes.

travel behavior, but are somewhat labor intensive to administer and do not count actual trips. Cordon-counts count actual trips and are relatively inexpensive to conduct, but provide less information about travel behavior. A combination of surveys and cordon-counts may be the best approach to measure progress towards trip reduction goals. Cordon-counts could provide basic raw data about number of vehicle trips, especially for individual developments. Surveys could then supplement cordon counts to provide more detailed insight about travel behavior.

As discussed in the case studies in Appendix A, other regional agencies and private entities in the Bay Area have had success in supporting locally-driven TDM and parking reform efforts.

OVERVIEW OF TDM PROGRAMS

WCCTAC has implemented several transportation programs to reduce drive alone commuter traffic. In FY 2007/08, the WCCTAC 511 Contra Costa staff implemented a Countywide Guaranteed Ride Home Program and the West County Employer Outreach Program, in addition to other countywide and local programs. The Employer Based Trip Reduction (EBTR) program provides employers with assistance in developing specific programs to encourage employees to use alternative transportation modes. Services are provided to all employers in Contra Costa County, regardless of size, including multi-tenant property managers. Table 1 lists the current West County TDM programs.

TDM STRATEGIES

The following TDM strategies are recommended to promote transit usage and reduce vehicle traffic and parking demand both in and around the transit centers.

1 **Explore the feasibility of shuttle bus services to increase access to transit centers.** Shuttle services can function as an important first mile/last mile connector for transit centers and employment sites. As expressed in both the 2005 Commuter Survey and the recent Employer focus group, there is strong interest in making transit more accessible and convenient for commuters. The next step is to evaluate the feasibility of a new shuttle service or consolidate the existing shuttle services in the WCCTAC service area.

- **Establish a Shuttle Advisory Committee.** This can include members from WCCTAC, major employers, developers, AC Transit and WestCAT.
- **Explore opportunities to consolidate existing shuttle services.** As described in this report, there are currently four private shuttle services that connect BART with employment sites (Kaiser Richmond Shuttle, California Department of Public Health Shuttle, Richmond Field Station Shuttle, and the Orton Development Ford Point Shuttle). Consolidating shuttle services could enhance mobility for commuters, reduce costs for individual employers, and reduce traffic congestion at BART stations and the surrounding area.
- **Identify shuttle markets.** Identify potential shuttle markets, such as employment sites, colleges, and/or retail locations. Identify locations where connecting service to BART stations is limited or nonexistent. An evaluation of existing transit services including routing and schedules should be undertaken.
- **Develop a Shuttle Implementation Plan.** Identify gaps in service and explore where shuttles should be pursued This analysis should include a prioritization process for selecting locations where the conditions have the most promising potential for supporting a successful service.

TABLE 1: EXISTING WEST COUNTY TDM PROGRAMS	
Comprehensive Incentive Program	Countywide Carpool Incentive Program
	Transit Incentive Program
	SchoolPool and School Transit Program
	Countywide Vanpool Incentive Program
	Countywide Guaranteed Ride Home Program
Employer-Based Trip Reduction	511 Contra Costa Website
	Coordinating commuter campaigns
	Parking management programs
	Presentations to employer groups
	Employee Transportation Surveys
	Participation in Transportation / Health Fairs
	Workshops on telecommuting, car-sharing, & e-lockers
	On-site assessments of commuter alternative options
Countywide Bicycle Programs	Bike to Work Day
	Bicycle Parking Infrastructure
	Bicycle Commuter Assistance Program

2 **Take Steps to make it easier to pay for transit.** To further encourage employees to use transit, it is recommended that current transit incentives be expanded. There are several ways this could be accomplished:

- **Encourage/facilitate employers to sell transit passes on-site:** Several employers in West County, including Bio-Rad Labs, currently sell transit passes to their employees on-site. This reduces the time and confusion with purchasing a pass, and demonstrates employer support for using transit. This can be achieved by contacting the local transit agency to set-up an on-site transit pass outlet.
- **Subsidize transit passes:** Employees can be further encouraged to use transit by subsidizing the cost through a federal tax credit. Employee programs can allow employees to use pre-tax income to pay for commute expenses, which can reduce the cost of transit and vanpooling and thereby encourage their use. Employers can establish eligible pre-tax spending accounts for employees pursuant to Section 125 of the Internal Revenue code. The money an employee allocates to a spending account for commute expenses is not subject to federal, state, Social Security or Medicare taxes. Employees can allocate up to $1,380 annually to such spending accounts. Employers can establish this account in-house or through a vendor (e.g., Commuter Choice Program).
- **Universal Transit Passes:** AC Transit has an EasyPass program tailored to employers and colleges that offers a discounted group rate compared to regular AC Transit bus fares. The EasyPass works like an insurance plan by paying for a large group of program participants; the per-participant costs are shared. By sharing in the costs, all the group's participants have an opportunity to use their EasyPass–whether they're daily AC Transit riders, use the service occasionally, or use it for the first time. The EasyPass works in conjunction with the TransLink® regional fare card. WCCTAC can increase

1 Source: Interview with Becky Perry, Pleasanton Transportation Department. www.ci.pleasanton.ca.us/ (2010)

transit ridership and reduce citywide vehicle trips by requiring or encouraging employers to provide deeply discounted transit passes to employees. The EasyPass could also be implemented as part of Contra Costa College's TDM program. These "universal transit passes" have been shown to reduce traffic congestion, increase transit ridership, and reduce existing parking demand.

3 Encourage a broader implementation of Parking Cash-Out. A majority of commuters who drive to work today can park free of charge at work, which creates a strong incentive to drive to work alone. The 2005 Commuter Survey revealed that 77% of West Contra Costa County commuters drive to work alone. Parking cash-out is an alternative to directly pricing employee parking. California State Law requires employers with 50 or more employees that lease parking to "cash-out" parking subsidies for their employees; that is, to provide employees with the option of receiving cash or other non-taxable transportation benefits of equivalent value, in lieu of subsidized parking. This ensures that an equal transportation subsidy is provided to all employees who ride transit, carpool, vanpool, walk or bicycle to work. State law provides no means of enforcing compliance with this requirement, so enforcement is left up to local governments. Cities in the WCCTAC area can adopt a local ordinance requiring all employers with 10 or more employees to offer cash or other non-taxable transportation benefits in lieu of and equal to the value of subsidized parking to all employees who do not drive alone to work. As an enforcement mechanism, the ordinance should include a provision requiring that employers demonstrate, upon renewal of their business license, that they offer cash in lieu of free or subsidized parking at the workplace to all employees who use sustainable transportation for commuting to work.

The City of Pleasanton has a parking cash-out system called "pRide" that reimburses employees for using travel modes other than the single-occupant vehicle.[1] The City reimburses employees $2 a day ($1 if one-way). Participants register with the program, fill out a monthly log indicating which modes they used each day, and indicating any absences. This is reviewed by a manager, and then submitted to payroll. The reimbursement is added to the employee's paycheck as taxed income. Although the program is run on the honor system, where the employee simply states how they got to work, there are checks in place such as manager review of the log and verification of absences. Fraud appears to be minimal. This is supplemented by a pre-tax transit subsidy.

4 Expand Car-sharing. Car-sharing provides individuals with access to a fleet of shared vehicles, allowing them to avoid owning a car, or a second or third car. Car-sharing at the workplace allows employees to take transit, walk or cycle to work, since a car will be available for business meetings or errands during the day. Car-sharing can also be used by businesses and government organizations to replace their fleet vehicles.

El Cerrito Plaza currently has a pod for City Car Share, which allows cars to be parked and picked up at this location. Better signage and information about car-sharing is needed at this location to enhance its use. Other car-sharing pods can be tested at colleges, including Contra Costa College, since youth populations tend to be "early adopters" of new technology and have a desire to reduce their impact on the environment. El Cerrito del Norte Station is another location where car-sharing can be tested. Car-sharing is designed to work in concert with public transportation and helps address first mile/last mile gaps by facilitating transit access either on the home- or destination-end of a trip.

Source: Nelson\Nygaard

National car-sharing operators such as Flexcar and ZipCar, using telephone and Internet-based reservation systems, allow their members a hassle-free way to rent cars by the hour, with members receiving a single bill at the end of the month for all their usage. The shared cars are located at convenient neighborhood "pods". Several cities, including the City of Berkeley and Portland (OR), have helped establish a car-sharing program in their communities and reduced their own fleet costs by contracting out some portion of their vehicle fleet to a car sharing provider. In this arrangement, the City serves as an "anchor subscriber", which increases the feasibility of the car sharing operator and allows more vehicles to be made available to the public, especially on evening and weekend hours when usage by city employees is low.

Taxi at El Certito Plaza Transit Center
Source: Nelson\Nygaard

5 Explore Dynamic Ridesharing. Dynamic ridesharing is a system that facilitates the ability of drivers and passengers to make one-time ride matches close to their departure time, with sufficient convenience and flexibility to be used on a daily basis. It differs from traditional carpools in that it is designed to provide an instant "real-time" match of potential drivers and passengers traveling to and from the same area. Dynamic ridesharing can enhance access to BART stations, such as El Cerrito del Norte, where parking may be limited. New technologies are available to help introduce dynamic ridesharing to the WCCTAC area. For example, ZimRide is a model which provides some pre-screening for people looking to rideshare. ZimRide is a social-networking site that matches drivers and passengers on university campuses or at companies. Dynamic ridesharing could help fill the last mile gap from transit centers to employment sites or Contra Costa College.

6 Consider a Pilot Project with Taxis. Taxis provide on-demand door-to-door travel and are best for short-distance trips. For these reasons, taxis are an excellent first / last mile connector to bridge the gap between a transit station and a person's origin or destination. Providing additional taxis at transit centers or developing a taxi sharing program can assist passengers that have a common destination, such as from a transit station to downtown. Taxi sharing can be implemented near Richmond and El Cerrito Del Norte BART stations to provide better access to employment sites or downtown shopping areas. Taxi sharing allows passengers to pay lower fares for door-to-door journeys than they would if travelling alone. Sharing taxis results in fewer taxi trips overall, which reduces traffic congestion and pollution. Beginning in May 2009, New York taxi passengers were able to share rides under a pilot program approved by the New York City commission that regulates the city's 13,000 yellow cabs. The 12-month program outfitted 1,000 taxis with meters to allow for multiple fares and electronic signs showing their neighborhood destination. A similar pilot program could be an attractive alternative for passengers to and from their residential neighborhood to a BART station.

7 Promote Alternative Work Schedules. Alternative work schedules typically allow or force employees to start and/or leave work outside of peak hours. These strategies are often a part of a company's Trip Reduction or TDM program. These can include flextime and staggered shifts, enabling or mandating employees to arrive and leave at different times, or the compressed work week where employees work fewer but longer days, such as four 10-hour days each week (4/40), or 9-hour days with one day off every two weeks (9/80).

8 Move Toward Parking Technology to Manage On- and Off-Street Parking. Cities in West Contra Costa County can choose to adopt innovative parking management models. Curbside parking spaces are a neighborhood's most valuable parking resource and a critical indicator and determinant of the economic health of a place. Instead of maintaining minimum parking requirements in an attempt not to have to manage on-street parking, communities can actively manage on-street parking through tools such as parking pricing and residential parking permits, and use this as a base to determine how to manage off-street parking. New meter technologies can be critical to enable flexible-pricing strategies to help meet on-street performance-targets. These new "smart" meters can also provide payment flexibility for customers, improving the customer experience. Another method is to enhance parking is by electronic signs, occupancy tracking systems, and user interface devices to provide real-time pricing and occupancy data to motorists. This information can be conveyed to motorists once they are at their parking destination (via pole signs, wall signs, or on parking meters/facilities), when motorists are on their way to the parking destination (via cell phone or roadside signs), or even before the motorist has left the house (via the Internet). A parking system that conveys information regarding the availability and price of parking at various downtown locations will help motorists more quickly find parking in the vicinity of their ultimate destination. Transportation researchers have summarized studies and found that an average of 30% of traffic congestion is due to drivers circling the block for parking. However, parking technology is quite expensive. For example, upgrading all downtown single space meters to "smart" multi-space meters is a large one-time expense. Parking technology does not easily fall within current regional MTC funding programs, highlighting the need for local funding. However, most cities cannot fund this through their General Funds alone. County funding can be directed to local entities for purchase of new parking technologies and/or data collection they require to implement parking reforms.

9 Explore Shared Parking. Fundamental to the creation of thriving, compact mixed-use neighborhood is the creation of a shared parking environment. Shared parking can be used to supplement parking and would be desirable at El Cerrito Del Norte BART station or at the shopping center across the way from the Richmond Parkway Transit Center to increase supply. Shared parking can mean savings in daily vehicle trips and required parking spaces. For example, parking spaces can be efficiently shared between uses with differing peak hours, peak days, and peak seasons of parking demand (such as office, restaurant, retail and entertainment uses). Sharing parking to spread peak loads is desirable because it allows all-day parkers to use shopping center or movie theatre parking lots that have below-average demand or in some cases lots with shops that are temporarily vacant.

V. RICHMOND BART TRANSIT CENTER ENHANCEMENT STRATEGIES

Redevelopment is occurring in the surrounding area, with transit-oriented affordable housing developments on the south side (left). The subterranean design means patrons must travel down steps to access the primary transportation/ticketing concourse.

The Richmond BART Station is located between Macdonald and Barrett Avenues, along the Amtrak rail line in Richmond. Bus access to the facility is via Macdonald Avenue, where the bus bays are located. The Amtrak rail line and BART lines bisect the site at grade, and passage from the north side of the station to the south side of the station is via a tunnel, which serves as the fare payment area for BART, a ticket vending area for Amtrak, and information area for transit services in Richmond.

The facility is located in a redevelopment area, and adjacent to it, on the west side, the City of Richmond had constructed a new housing development, next to some commercial land uses along Macdonald Avenue. Bordering the north side of the station are predominately residential land uses. Unlike most of the other transit facilities in the WCCTAC area, the Richmond BART Station is not located adjacent to any major freeways or San Pablo Avenue, and thus is less of a bus service hub for regional routes than some of the other facilities, such as El Cerrito del Norte, Hercules, and Richmond Parkway.

ACCESS MODE

According to the 2008 BART Station Profile Study, the largest group of individuals accessing the station from home are arriving in an automobile, with 35% driving alone, 15% being dropped off, and three percent carpooling. Nearly one-quarter (24%) walk from home, while 21% access the facility using a bus. Bicycles account for two percent of BART users accessing the facility. No information is available specifically regarding how non-BART users are accessing the facility for bus or Amtrak trips only.

BUS SERVICES

AC Transit operates 15 bus routes that serve the station. BART operates both a Richmond - Millbrae service and a Richmond – Fremont service from this station. Four different Amtrak routes operate to/from this station, including the San Joaquin line, the Coast Starlight, Capitol Corridor, and California Zephyr. Golden Gate Transit operates Route 42, serving the San Rafael Transit Center.

TRANSIT CENTER - ISSUES & OPPORTUNITIES

Pedestrian access is good through the station, although passengers traversing from north to south (or vice versa) will need to walk up and down several sets of stairs or use elevators. An interior waiting area adjacent to the bus area provides comfortable indoor seating, a staffed ticket office, and public restrooms. This facility has a designated taxi waiting area on the south side, but some taxis will drop off patrons on the north side, and may pick up riders there too. With new transit-oriented development, more nearby residents will be able to walk to access the facility.

Parking at Richmond BART is limited, especially during ongoing construction of a new parking garage. Parking is currently managed as an assisted parking operation, and is only allowed on the north side of the BART station. There is no charge for parking at this facility. Richmond Station officially has 626 parking spaces, including five which are dedicated to people with disabilities. According to on-site parking staff, the lot currently reaches capacity midweek around 8:30 AM. The current construction will add 193 spaces in 2012, when the garage is completed.

With good on-site wayfinding, a clean interior, attractive grounds this facility offers a good level of amenity for rail and bus users. Operationally, there are some challenges for buses and very limited opportunities for expansion unless the north side is reconfigured to accommodate shuttles or other special services.

TRANSIT CENTER STRATEGIES

SERIES 100: RICHMOND BART STATION				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-CR-101	Passenger Waiting Area	Passenger Amenities	Improve and upgrade the bus waiting area with shelters, benches and attractive landscaping	$$
T-CR-102	Real-Time Information	Transit Information	Install real-time electronic information signs on buses and in bus waiting area. (Currently signs are limited to inside the Richmond the Redevelopment Office and BART and Amtrak platforms)	$$
T-CR-103	Improved Signage	Transit Information	Improve and upgrade signage within the BART station to include maps to view and brochures, maps and schedules for all transit agencies serving this station	$$
T-CR-104	Maintenance Enhancements	Passenger Amenities	Improve maintenance and cleanliness of bus waiting area by picking up trash, making repairs and ensuring adequate number of trash bins.	$
T-CR-105	Carpool-Only Parking Spaces	Parking Management	Dedicate spaces for carpoolers to promote shared rides to the overcrowded valet parking. Currently there are no spaces allocated for carpoolers.	$
T-CR-106	Bicycle Lockers	Bicycle Parking	Install upgraded safe and convenient bicycle lockers at the station.	$$
T-CR-107	Safety Cameras	Security Improvement	Safety Cameras	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES & OPPORTUNITIES

The station's location and surrounding land uses provide many opportunities to successfully enhance transit access. Currently, the pedestrian environment around the station area is variable. The station is surrounded by residential neighborhoods to the north and east, where there are few "eyes on the street" and personal safety is a concern. To the west are commercial and retail areas that are more active and are undergoing streetscape enhancements. Most pedestrians accessing the BART Station must cross Macdonald or Barrett Avenue, both wide arterials with fast moving vehicle traffic. Crossing enhancements at key intersections would improve traffic safety and access to the station.

Currently, there are few bicycle facilities that provide direct access to the station. New bike lanes were striped on short sections Nevin Avenue and Marina Way, and will provide more utility once connected to the larger bikeway network. The east-west Richmond Greenway, located south of the station, is an excellent resource that could be maximized for transit riders by providing enhanced north-south bicycle and pedestrian connections between the Greenway and the station.

Along with a major transit oriented development surrounding the station, the City's Redevelopment Agency has several streetscape improvement projects underway. Macdonald Avenue recently received significant pedestrian and transit stop improvements, and bicycle and pedestrian improvements were just completed by the Kaiser campus between Marina Way and Harbour Way.

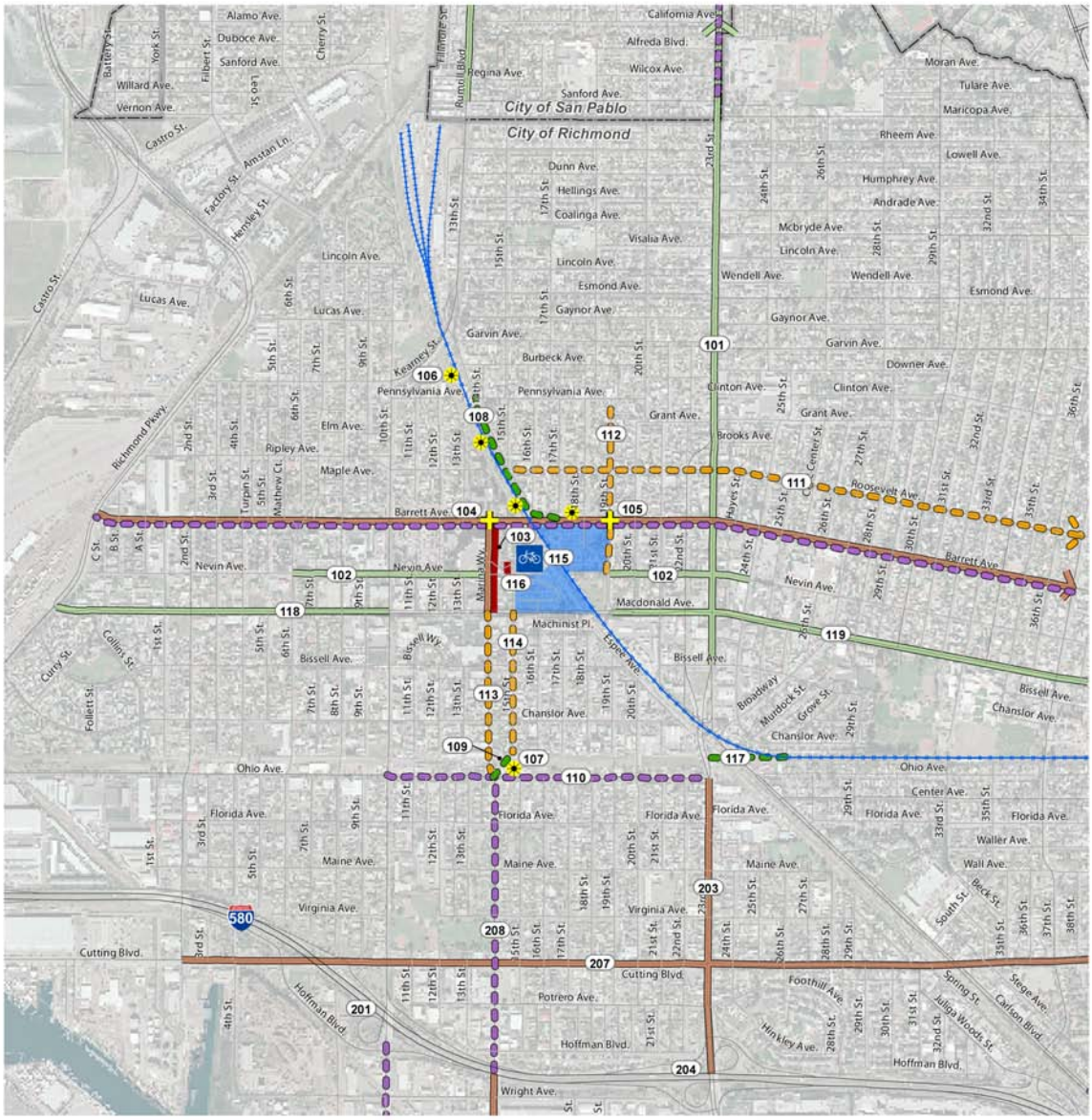
On the east side of the station, Nevin Avenue will soon undergo a complete reconstruction of the roadway into a bicycle boulevard with signal enhancements. The Barrett Avenue and 23rd Street projects, as well as the forthcoming Bicycle and Pedestrian Plans, identify a number of improvements that will further improve pedestrian and bicycling access to the station. Many of these forthcoming improvements do not yet have identified funding sources, and are included in the list of strategies.

PEDESTRIAN & BICYCLE STRATEGIES

SERIES 100: CENTRAL RICHMOND PDA & BART STATION					
Series #		**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
Ongoing Projects	N/A	Road Diet	Marina Way Road Diet	Barrett Avenue-MacDonald Avenue	$$
	N/A	Bike Lanes (Class II)	Barrett Avenue Bike Lanes	San Pablo Avenue- Garrard Avenue	$$
Proposed Projects	101	Streetscape Project	23rd Street Streetscape Improvements	Emeric Avenue-Bissell Avenue	$$$
	102	Streetscape Project	Nevin Avenue Streetscape Improvements	"24th Street-19th Street Harbour Way-6th Street"	$$$
	103	New Sidewalks	Planning & Design Study to Improve Sidewalks and ADA access on east side of Marina Way	Barrett Avenue-MacDonald Avenue	$
	104	Intersection Crossing Enhancements	Marina Way/Barrett Avenue Intersection Crossing Enhancements: Stripe crosswalk on east leg of Barrett Avenue	Marina Way/ Barrett Avenue	$
	105	Intersection Crossing Enhancements	19th Street/Barrett Avenue Intersection Crossing Enhancements: Provide crosswalk connection to proposed multi-use path to North Richmond	19th Street/ Barrett Avenue	$
	106	Street Lighting	Street Lighting along proposed multi-use pathway	Burbeck Avenue-Barrett Avenue	$$
	107	Street Lighting	Street Lighting on Richmond Greenway	16th Street-Marina Way	$
	108	Shared Use Path (Class I)	Class I Connector along Portola Avenue to Barrett Avenue	Pennsylvania Avenue-Barrett Avenue	$$
	109	Shared Use Path (Class I)	Richmond Greenway connection between 15th Street and Marina Way	15th Street-Marina Way	$
	110	Bike Lanes (Class II)	Ohio Avenue Class II bike lanes	23rd Street - 10th Street	$
	111	Bike Boulevard (Class III)	Roosevelt Avenue Class III Bike Boulevard	Wilson Avenue-15th Street	$$
	112	Bike Boulevard (Class III)	19th Street Class III Bike Boulevard	Pennsylvania Avenue-Nevin Avenue	$
	113	Bike Boulevard (Class III)	Marina Way Class III Bike Boulevard	MacDonald Avenue-Ohio Avenue	$
	114	Bike Route (Class III)	15th Street Class III bike route	MacDonald Avenue-Richmond Greenway	$
	115	Bike Station	Intermodal Transit Center Bike Station	Richmond Intermodal Transit Center	$
	116	Intersection Enhancement	Traffic Circle on Nevin Plaza	Nevin Plaza, Richmond Transit Village	$
	117	Shared Use Path (Class I)	Richmond Greenway connection	23rd Street/ Carlson Boulevard	$$$
	118	Streetscape Project	West Macdonald Avenue Streetscape Improvements	Harbor Way to Richmond Parkway	$$$
	119	Streetscape Project	Central Macdonald Avenue Streetscape Improvements	19th Street to 39th Street	$$$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

RICHMOND BART STATION: BICYCLE & PEDESTRIAN FACILITIES



LEGEND

- BART Rail Line
- Richmond BART Station

Proposed Pedestrian Facilities

- Intersection Crossing Enhancement
- Street Lighting
- Road Diet
- New Sidewalk
- Streetscape Project

Proposed Bicycle Facilities

- Class 1 Shared Use Path
- Class 2 Bike Lane
- Class 3 Bike Route/Boulevard
- Bike Station

N

NOT TO SCALE

VI. RICHMOND PARKWAY TRANSIT CENTER ENHANCEMENT STRATEGIES

The facility has the signage of a traditional freeway park-and-ride lot. It is primarily designed for automobile users and has good site circulation for cars and buses.

The Richmond Parkway Transit Center (RPTC) is a Caltrans park-and-ride facility managed by AC Transit, which includes parking and a bus facility. The RPTC is located on Blume Drive at Richmond Parkway, northwest of the I-80 and immediately up the hill from the Hilltop Plaza Shopping Center. The facility serves bus transfers for routes serving Pinole and Hercules, as well as Richmond and other nearby communities.

ACCESS MODE

Information is not available about how transit users access the facility. Although a significant proportion of bus users are making transfers between buses, many express bus riders are arriving by automobile and parking in the lot or are being dropped off. This site and adjacent areas have been considered for new transit-oriented development, which could significantly boost foot traffic. The surrounding development is not especially pedestrian-supportive, with wide boulevards, freeway crossings, traffic operating at high speeds, and hilly terrain.

BUS SERVICES

This transit facility is served by AC Transit and WestCAT buses. AC Transit operates six bus routes that serve the transit center, including routes that connect to each of the three BART stations addressed in this Plan. WestCAT operates five bus routes that serve the transit center, including two that connect to the El Cerrito del Norte BART station.

TRANSIT CENTER - ISSUES & OPPORTUNITIES

The facility maximizes its capacity fairly well, with a compact bus loading area and several self-parking lots. Maneuverability for buses is good, although some auto conflicts occur primarily due to congestion in the lot, much of it a result of passenger cars queuing to pick up casual carpoolers. Plans are underway to add up to five additional bus bays as part of a facility upgrade, which also includes new parking.

Pedestrian access is fair. Crosswalks and sidewalks exist off-site at major street intersections, but the bus facility is effectively in the center of the parking lot. The security guard provides some transit information but is not officially a transit information specialist. Shelters are limited, but the security guard will sometimes allow patrons to wait inside the security booth during intense cold and rain. Plans are underway to build public restrooms and a maintenance service area as part of a facility upgrade.

Persons who park at the facility pay a $3 daily fee – cash or credit/debit card – using one of the machines on site. RPTC has 206 parking spaces, including six which are dedicated to people with disabilities. The lot is usually filled to capacity on weekdays. Plans are underway to construct a four-level parking facility that would increase the lot's capacity to approximately 660 spaces.

This facility has no dedicated taxi waiting areas or bicycle racks. Due to the site's proximity to regional shopping centers and the Social Security Administration, opportunities exist for a local shuttle, a car share facility/pod, a taxi stand, and improved wayfinding to nearby destinations. Multimodal connections could be improved with the installation of bicycle racks at this location.

TRANSIT CENTER STRATEGIES

SERIES 300: RICHMOND PARKWAY TRANSIT CENTER				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-RP-301	Additional Parking Capacity	Enhanced Parking	Increase the supply of parking from the existing 206 spaces.	$$$
T-RP-302	Improved passenger waiting area	Passenger Amenities	Improve waiting area with benches, bus shelters and landscaping. Provide restrooms for public use.	$$
T-RP-303	Dedicated passenger drop-off area	Internal Circulation	Provide for dedicated passenger drop-off area for casual carpoolers to reduce traffic congestion and provide for safe pick-up	$
T-RP-304	Real-Time Information	Transit Information	Install real-time electronic information signs at all bus stops	$$
T-RP-305	Directional Signage	Freeway/Street Signage	Install Sign on I-80 to direct motorists to the RPTC.	$
T-RP-306	Shared Parking	Parking Management	Explore shared parking at Hilltop Plaza to enhance capacity prior to and during construction of upgraded facility	$
T-RP-307	Bicycle Lockers	Bicycle Parking	Provide bicycle parking spaces and lockers.	$
T-RP-308	Kiosk/Shop	Passenger Amenities	Encourage on-site vendor /shop to provide coffee, snacks and other vendor amenities	$
T-RP-309	Signal Timing	Transit Signal Priority/ Bus Priority Treatment	Shane Drive/Hilltop Drive Transit/Bus Signal Priority Treatment	$$
T-RP-310	Signal Timing	Transit Signal Priority/ Bus Priority Treatment	Blume Drive/Klose Way Transit/Bus Signal Priority Treatment	$$
T-RP-311	Transit Access	Access Improvements	Consolidate WesCAT and AC Transit hubs at the Hilltop Mall	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES & OPPORTUNITIES

The Richmond Parkway Transit Center (RPTC) is a Caltrans park-and-ride facility managed by AC Transit, which includes parking and a bus facility. The RPTC is located on the border between the City of Richmond and unincorporated County on Blume Drive at Richmond Parkway, northwest of the I-80 and immediately up the hill from the Hilltop Plaza Shopping Center. The surrounding areas were developed primarily for vehicle access, and are defined by wide, high speed arterial roads, large surface parking lots, and traditional suburban residential neighborhoods with limited street connectivity. As a result, there is little pedestrian and bicycle activity, and transit riders primarily drive to the RPTC.

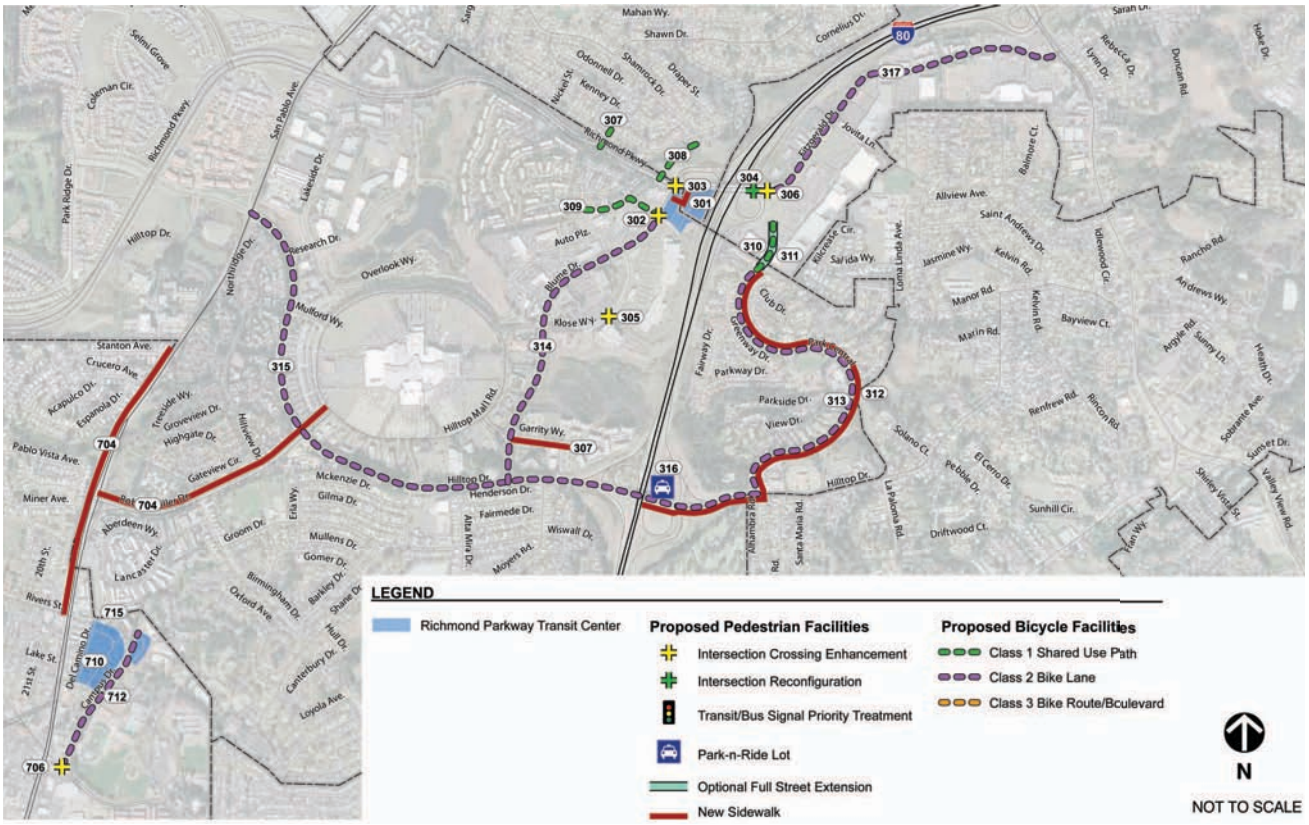
There are multiple opportunities to improve pedestrian and bicycle connections between surrounding residential neighborhoods and the RPTC via existing informal pathways and potential easements between properties. Crossing enhancements at the adjacent freeway interchanges, along Blume Drive and the Richmond parkway would also improve pedestrian access from surrounding areas. In addition, planned Class II bike lanes along Blume Drive and Robert Miller Drive will provide key bicycle access to the RPTC. Such improvements will help knit adjacent land uses together and contribute to a more comfortable environment for both pedestrians and bicyclists.

PEDESTRIAN & BICYCLE STRATEGIES

SERIES 300: RICHMOND PARKWAY TRANSIT CENTER				
Series #	**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
301	New Sidewalks	Blume Dr/Richmond Pkwy Sidewalk improvements	Blume Drive/ Richmond Parkway	$
302	Intersection Crossing Enhancements	New Crossing at the west and south side of Transit Center	Blume Drive -South side of Transit Center	$
303	Intersection Crossing Enhancements	I-80/ Blume Drive Interchange Improvements	I-80/ Blume Drive	$
305	Intersection Reconfiguration	I-80/Fitzgerald Drive Interchange Improvements	I-80/Fitzgerald Drive	$
306	Intersection Crossing Enhancements	Klose Way Crosswalk enhancements	Klose Way	$
307	Improve Sidewalks	Improve sidewalks along Garrity Way	Blume Dr-East end of Garrity Way	$
308	Shared Use Path (Class I)	New Class I Connection from Richmond Pwky to O'Donnell Drive/ Flannery Road	Flannery Road/ O'Donnell Drive-Richmond Pkwy	$
309	Shared Use Path (Class I)	New Class I Connection from Richmond Pwky to Shamrock Drive	Shamrock Dr-Richmond Pkwy	$
310	Shared Use Path (Class I)	New Class I Connection from Blume Drive/ Transit Center to Sierra Ridge Avenue	Blume Drive/Transit Center-Sierra Ridge Avenue	$$
311	Shared Use Path (Class I)	Class I Connection from Park Central to Fitzgerald Dr	Park Central to Shopping Mall/ Fitzgerald Dr	$$
312	Full Street Extension	Optional full street extension from Park Central to Fitzgerald Dr	Park Central to Shopping Mall/ Fitzgerald Dr	$
313	New Sidewalks	New sidewalks along Park Central and along Hilltop Drive from Park Central and Interchange	Park Central/ Park Central St to Hilltop Drive/I-80	$$$
314	Bike Lanes (Class II)	Park Central Class II bike lanes	Park Central Street-Hilltop Drive	$
315	Bike Lanes (Class II)	Blume Drive Class II bike lanes	Richmond Parkway-Hilltop Drive	$
316	Bike Lanes (Class II)	Hilltop Drive Class II bike lanes	I80 interchange-San Pablo Avenue	$
317	Transit Signal Priority/Bus Priority Treatment	Park & Ride lot pedestrian enhancements	Park & Ride lot at I80/Hilltop Drive Intersection	$
318	Bike Lanes (Class II)	Fitzgerald Drive Class II bike lanes	I-80 Interchange-Appian Way	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

RICHMOND PARKWAY TRANSIT CENTER: BICYCLING & PEDESTRIAN FACILITIES



VII. EL CERRITO DEL NORTE TRANSIT CENTER ENHANCEMENT STRATEGIES

Source: BART

The El Cerrito del Norte BART station is the most significant regional transportation hub in the WCCTAC area. Convenient access to San Pablo Avenue and Interstate 80 make this transit facility the preferred location for bus transfers and automobile commuters to access BART services and the wide array of connecting bus services. The facility is located in the northern part of El Cerrito, on San Pablo Avenue between Cutting Boulevard and Hill Street. BART parking lots extend as far north as Key Boulevard and Knott Avenue with a large parking garage near the corner of Hill and Liberty Streets. Intersections at San Pablo & Hill and San Pablo & Cutting are both signalized, affording good bus access into and out of the facility. Due to the station's location, bus routes and parking facilities, the station serves not only local residents in the area, but also persons residing throughout west Contra Costa County, as well as Solano, Napa, and Marin Counties.

ACCESS MODE

According to the BART Travel survey, 61% of BART riders access the station (from home origins) via a car (44% drive alone, and park, 7% carpool and park, and 10% are dropped off). Twenty-two percent of BART users take the bus to the station, while 13% walk. The mode share for bicycles is 3%.

BUS SERVICES

In addition to BART service, this transit facility is served by buses operated by AC Transit and WestCAT, as well as Fairfield and Suisun Transit (FAST), Golden Gate Transit (GGT), Napa VINE, and Vallejo Transit (Baylink). AC Transit operates 12 buses that serve the BART station. WestCAT operates three buses that serve the transit center. Golden Gate Transit operates two buses that connect to San Rafael. The remaining transit providers operate one bus route that serves the transit center.

TRANSIT CENTER - ISSUES & OPPORTUNITIES

Congested conditions at the intersections of San Pablo Avenue/Hill Street and San Pablo Avenue/Cutting Boulevard are an obstacle for bus access and egress to the station. The bus facility has three different boarding platforms: one on the east side of the station, and two on the west side of the station. Of these two, one is immediately curbside to the BART station and the other is a long sheltered median what requires bus riders to cross one lane of bus-only traffic. Bus bays are large, but some operations at the facility are constrained, primarily due to a lack of dedicated layover space during peak hours. Almost all of the bus bays are marked by a sign indicating the transit agencies and routes service the stop. Only a few of the transit agencies have route maps posted.

El Cerrito del Norte Station features good pedestrian access within the station area, and easy access to neighborhood streets and the businesses along San Pablo Avenue. Access between the parking areas and the station are fairly direct, although some routings for people with disabilities are less direct. The main pedestrian walkway between the BART station and San Pablo Avenue runs through the center of the front parking lot, which leads pedestrians to a mid-block location on San Pablo Avenue. Many pedestrians attempt to Jaywalk across San Pablo Avenue at this location rather than walking to an adjacent signalized intersection. All of the bus stops have shelters and benches.

Although the station features more than 2,100 parking spaces, parking at El Cerrito del Norte is constrained, and the lot generally fills on weekdays by about 7:30 AM. Parking facilities include surface lots, with approximately 880 spaces and a multilevel parking garage with approximately 1,200 spaces. Parking occupies a substantial portion of the transit facility area. BART's paid parking program is in effect at this station. There is a $1.00 daily parking charge, or a monthly parking permit is available. Of the total parking spaces, 122 are monthly permit spaces. Thirty-two of the spaces are dedicated for carpools, all of which, if unoccupied, are available for the general public after 10:00. Parking on adjacent residential streets is limited to four hours without a residential parking permit.

The facility has bicycle lockers and racks and is adjacent to the Ohlone Greenway. There is also a passenger drop-off kiss-ride area, which is shared by shuttle services in a fairly constrained area. A taxi stand is available, with capacity for us to three taxis at one time.

TRANSIT CENTER STRATEGIES

SERIES 400: EL CERRITO DEL NORTE BART STATION				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-DN-401	Shared Parking	Parking Management	Explore shared parking at adjacent development site, empty lot at Cutting at NE side of San Pablo to enhance capacity; could be updated as part of master redesign plan	$
T-DN-402	Electronic parking inventory system	Parking Management	Install electronic system to enable passengers to identify available parking spaces without driving through structure and lots (online, electronic signs, mobile phone based, etc)	$$
T-DN-403	Dedicated bus layover spaces	Internal Circulation	Dedicate and assign bus layover spaces for each transit agency	$
T-DN-404	Uniform signage for all bus bays and shuttles stops	Bus Signage	Improve signage at all bus bays and shuttle service pick-up and drop off locations	$
T-DN-405	Real-Time Information	Transit Information	Install electronic signage announcing real time arrival and departure information	$
T-DN-406	Additional Transit Information	Transit Information	Regularly refill and stock transit information brochures at station for passengers to take with them	$
T-DN-407	Paratransit Bay	Internal Circulation	Relocate paratransit bay closer to the BART entrance for easier access and to improve safety for consumers	$
T-DN-408	Security Enhancements	Passenger Amenities	Upgrade lighting and install cameras and emergency telephone to increase safety and security in garage and bus waiting area	$$
T-DN-409	Bus Shelters and Benches	Passenger Amenities	Install new benches and shelters to protect passengers from inclement weather and to create a comfortable waiting area	$$
T-DN-410	Maintenance Enhancements	Passenger Amenities	Improve maintenance and cleanliness of station by increasing the frequency and ensuring adequate number of bins	$
T-DN-411	Landscaping	Station Aesthetics	Upgrade the landscaping in and around the station	$$
T-DN-412	Bicycle Lockers	Bicycle Parking	Install upgraded safe and convenient bicycle lockers at the station.	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES & OPPORTUNITIES

The El Cerrito del Norte BART station is the most significant regional transportation hub in the WCCTAC area. The facility is located in the northern part of El Cerrito, on San Pablo Avenue between Cutting Boulevard and Hill Street. Pedestrian and bicycle access to this BART Station is the lowest of the three West County stations, with 13 percent walking and three percent bicycling to the station. The Ohlone Greenway, which runs along the BART ROW, serves as the primary pedestrian and bicycle access route.

To the east side of the station are the hilly residential neighborhoods of El Cerrito. The grades are a deterrent to bicycling, although the City has identified multiple bikeways that will connect to the Ohlone Greenway and station area. The residential streets are relatively narrow with low speed traffic and provide comfortable pedestrian access to the station. Spot improvements to nearby intersections will further facilitate pedestrian access.

On the west side of the station are two I-80 interchanges and several major arterials including San Pablo Avenue, Cutting Boulevard and Potrero Avenue, which provide access to commercial areas and residential neighborhoods in Richmond. These wide, heavily trafficked streets are challenging for both pedestrians and bicyclists. The San Pablo Avenue Streetscape Plan addresses several traffic safety issues, and the proposal to connect the Ohlone and Richmond Greenways will further improve access to the Del Norte station.

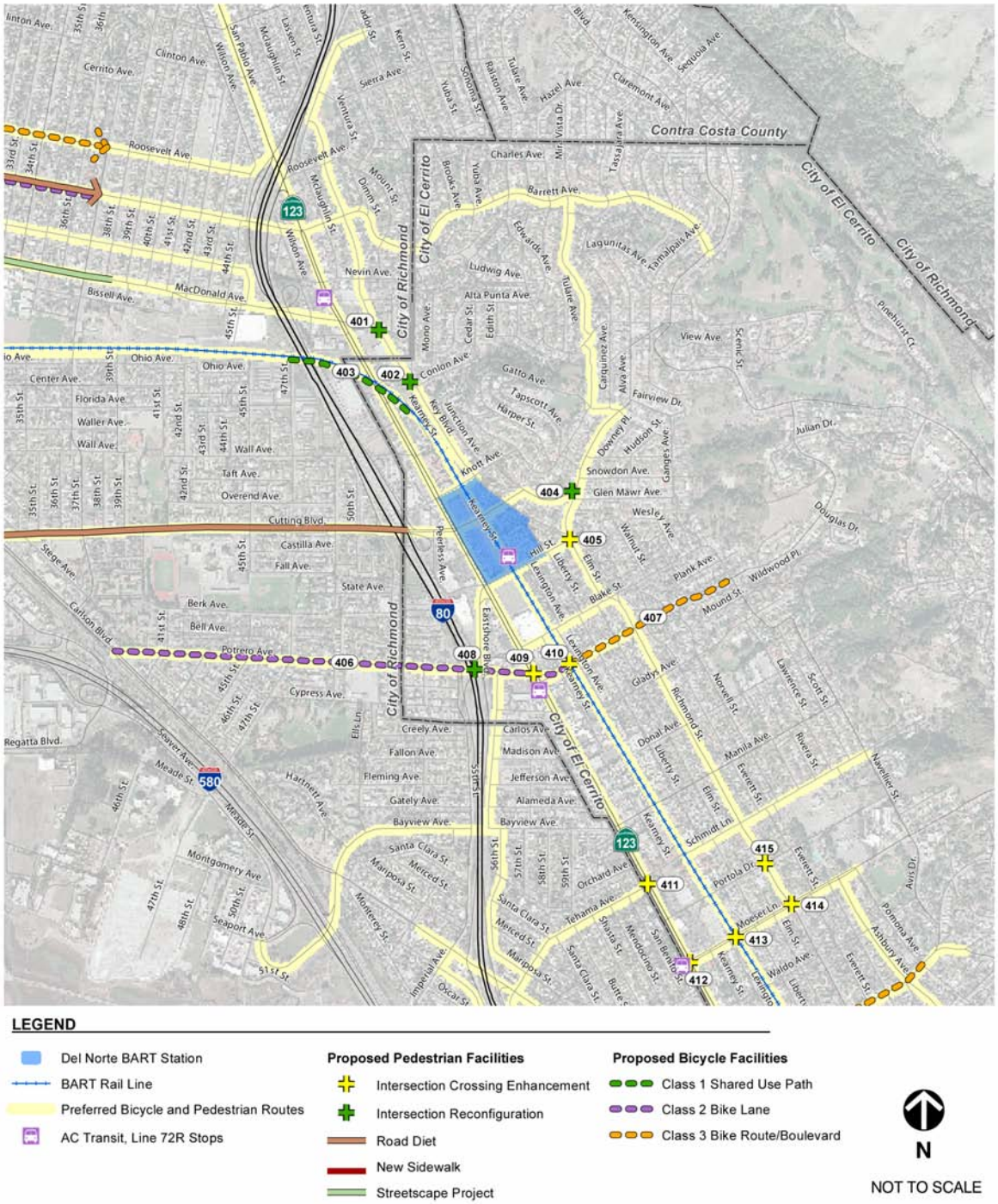
PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 400: EL CERRITO DEL NORTE BART STATION

Series #		Strategy Type	Description	Limits (N-S or E-W)	Cost*
Ongoing Projects	N/A	Crossing Enhancement	Ohlone Greenway Crossings: In-pavement Flashers	Ohlone Greenway	
Proposed Projects	401	Intersection Reconfiguration	Key Boulevard/MacDonald Avenue Intersection Reconfiguration	Key Boulevard/MacDonald Avenue	$
	402	Intersection Reconfiguration	Key Boulevard/ Conlon Avenue Intersection Reconfiguration	Key Boulevard/ Conlon Avenue/ Ohlone Greenway entrance	$
	403	Mid-block Crossing Enhancement	Richmond Greenway-Ohlone Greenway mid-block crossing connection	San Pablo Avenue	$$$
	404	Intersection Reconfiguration & Crossing Enhancements	Elm Street/ Cutting Boulevard Intersection Reconfiguration & Crossing Enhancements	Elm Street/ Cutting Boulevard	$
	405	Intersection Crossing Enhancements	Elm St/Hill St/Key Blvd Intersection Crossing Enhancements	Elm St/Hill St/Key Boulevard	$
	406	Bike Lanes (Class II)	Potrero Avenue Class II bike lanes	Ohlone Greenway-Carlson Boulevard	$
	407	Bike Route/Boulevard (Class III)	Potrero Avenue Class III bike route/ boulevard	Navellier Street-Ohlone Greenway	$
	408	Intersection Reconfiguration	I-80/Potrero Avenue Intersection Reconfiguration	I-80/Potrero Avenue	$
	409	Intersection Crossing Enhancements	Potrero Avenue/ San Pablo Avenue Intersection Crossing Enhancements	Potrero Avenue/ San Pablo Avenue, Rapid bus stop	$
	410	Intersection Crossing Enhancements	Potrero Avenue/ Kearny Avenue/ Ohlone Greenway Intersection Crossing Enhancements	Potrero Avenue/ Kearny Avenue/ Ohlone Greenway	$
	411	Intersection Crossing Enhancements	San Pablo Avenue/Tehama Avenue/ Schmidt Avenue Intersection Crossing Enhancements	San Pablo Avenue/Tehama Avenue/ Schmidt Avenue	$
	412	Intersection Crossing Enhancements	San Pablo Avenue/Moeser Ln Intersection Crossing Enhancements	San Pablo Avenue/Moeser Lane	$
	413	Intersection Crossing Enhancements	Ohlone Greenway/Moeser Lane Intersection Crossing Enhancements	Ohlone Greenway/Moeser Lane	$
	414	Intersection Crossing Enhancements	Richmond St/Moeser Lane Intersection Crossing Enhancements	Richmond St/Moeser Lane	$
	415	Intersection Crossing Enhancements	Richmond St/Portola Dr Intersection Crossing Enhancements	Richmond St/Portola Drive	$
	416	Mi-block Crossing Enhancements	San Pablo Mid-Block Crossing Study	San Pablo Avenue	$
	417	Neighborhood Connections	El Cerrito Pathway Connections Study	Various	$
	418	TOD Improvements	Del Norte TOD Infrastructure Improvements	Del Norte BART Station TOD	
	419	Intersection Crossing Enhancement	Ohlone Greenway	Crossing at Cutting Boulevard	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

EL CERRITO DEL NORTE BART STATION: BICYCLE & PEDESTRIAN FACILITIES



VIII. EL CERRITO PLAZA TRANSIT CENTER ENHANCEMENT STRATEGIES

Bicycle racks under the BART platform area and bike lockers alongside the Ohlone Greenway.

El Cerrito Plaza BART is located in southern El Cerrito, serving as a transit hub for Albany, Kensington, the Richmond Annex neighborhood, and the southern portion of the city of El Cerrito. The station is located between Central Avenue and Fairmount Avenue, east of Liberty Street, immediately to the north of the El Cerrito Plaza Shopping Center and 3 ½ blocks east of San Pablo Avenue. The station is surrounded by residential land uses to the north, east and west, and is on the Ohlone Greenway bicycle trail that runs underneath the elevated BART tracks.

ACCESS MODE

According to the BART Travel survey, 43% of BART riders walk to the station, 6% bicycle, 31% drive alone or in a carpool, 7% are dropped off, and only 1% use a bus.

TRANSIT SERVICES

The station is served by BART trains, operating on the Richmond Line, AC Transit buses, and the University of California, Berkeley Richmond Field Station Shuttle.

TRANSIT CENTER - ISSUES & OPPORTUNITIES

Operationally, this facility works well for buses which have good access, appropriate turning radii, and ample space in the bus bays. There is significant additional capacity at this facility for more bus or shuttle service if the need arises in the future with several unused bays and additional layover space. El Cerrito Plaza Station has generally very good pedestrian access in the station area. The station environment is pleasant with landscaped areas and numerous benches on-site as well as adjacent to the station. Bus stops along the side of the facility have a limited canopy, high above at the roof of the building, while the building affords shelter for most of the other stops.

El Cerrito Plaza has 747 parking spaces for automobiles and eight for motorcycles. Fifty-nine of the spaces are dedicated for carpools, all of which, if unoccupied, are available for SOV parking after 10:00 AM. BART estimates the parking lot is filled to capacity at approximately 7:50 AM. Parking at El Cerrito Plaza is in surface lots and on-street only. On-street parking is limited to four hours, except for residents with neighborhood parking decals, and on the station side of Central and Liberty where no signage indicates any parking restrictions. There are also no parking time limits on the station side on Richmond Street and Fairmount Avenue.

As a multimodal facility, El Cerrito Plaza provides access to rail and buses, but also taxis, bicycles, car sharing. The station has a taxi stand immediately adjacent to the BART entrance and bicycle parking is all within a short distance of buses and BART. Located along the Ohlone Greenway, this station has 48 bicycle lockers. El Cerrito Plaza is a pod for City Car Share, meaning that cars can be parked and picked up at the location. Signage and information, about how to register and use the program, is limited.

TRANSIT CENTER STRATEGIES

SERIES 500: EL CERRITO PLAZA STATION				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-ECP-501	Improved Signage	Transit Information	Improve station area map and signage within the station. Install new panels with transit information	$$
T-ECP-502	Improved Signage	Transit Information	Install signs about transit services on San Pablo Avenue	$
T-ECP-503	Maintenance Enhancements	Passenger Amenities	Improve maintenance and cleanliness of station by increasing the frequency and ensuring adequate number of bins	$
T-ECP-504	Relocation of Drop-Off Area	Internal Circulation	Relocate drop-off area for people with mobility devices to be closer to station entrance and bus stops and to increase safety.	$
T-ECP-505	Electronic parking inventory system	Parking Management	Install electronic system to enable passengers to identify available parking spaces without driving through lots (online, electronic signs, mobile phone based, etc)	$$
T-ECP-506	Bicycle Lockers	Bicycle Parking	Install upgraded safe and convenient bicycle lockers at the station.	$
T-ECP-507	Station Access	Pedestrian Access	Explore opportunities to improve linkage/pedestrian access to El Cerrito Shopping Center	$
T-ECP-508	Improved Signage	Transit Information	Next Bus signs are difficult to see (tucked into roof of bus shelter). Relocate NextBus time information signs at Rapid bus stops	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES & OPPORTUNITIES

With close to half of all transit passengers arriving by foot or bicycle, El Cerrito Plaza has the most significant pedestrian and bicycle access mode share (43 percent and six percent respectively) of all the transit centers in West County. The station is located between Central Avenue and Fairmount Avenue, east of Liberty Street, immediately to the north of the El Cerrito Plaza Shopping Center and 3 ½ blocks east of San Pablo Avenue. The station is surrounded by residential land uses to the north, east and west, and directly accessible from the Ohlone Greenway that runs underneath the elevated BART tracks. The Bay Trail is also within walking and bicycling distance.

Many of the surrounding residential areas are easily accessible by walking or bicycling, however San Pablo Avenue, Carlson Boulevard, Central Avenue and the I-80 and I-580 interchange are major barriers. In particular, streets identified as desirable walking and bicycling routes cross these arterials and interchanges at locations with few pedestrian and bicycle amenities. Several key intersections would benefit from signal control, enhanced crosswalks, and ADA accessible curbs and pedestrian push buttons. In addition, access improvements to existing and proposed trails and pathways will further encourage bicycle and pedestrian access to the station. The forthcoming Albany Active Transportation Plan and Richmond Bicycle Master Plan, and El Cerrito Circulation Plan for Pedestrian and Bicycles identify many of these opportunities.

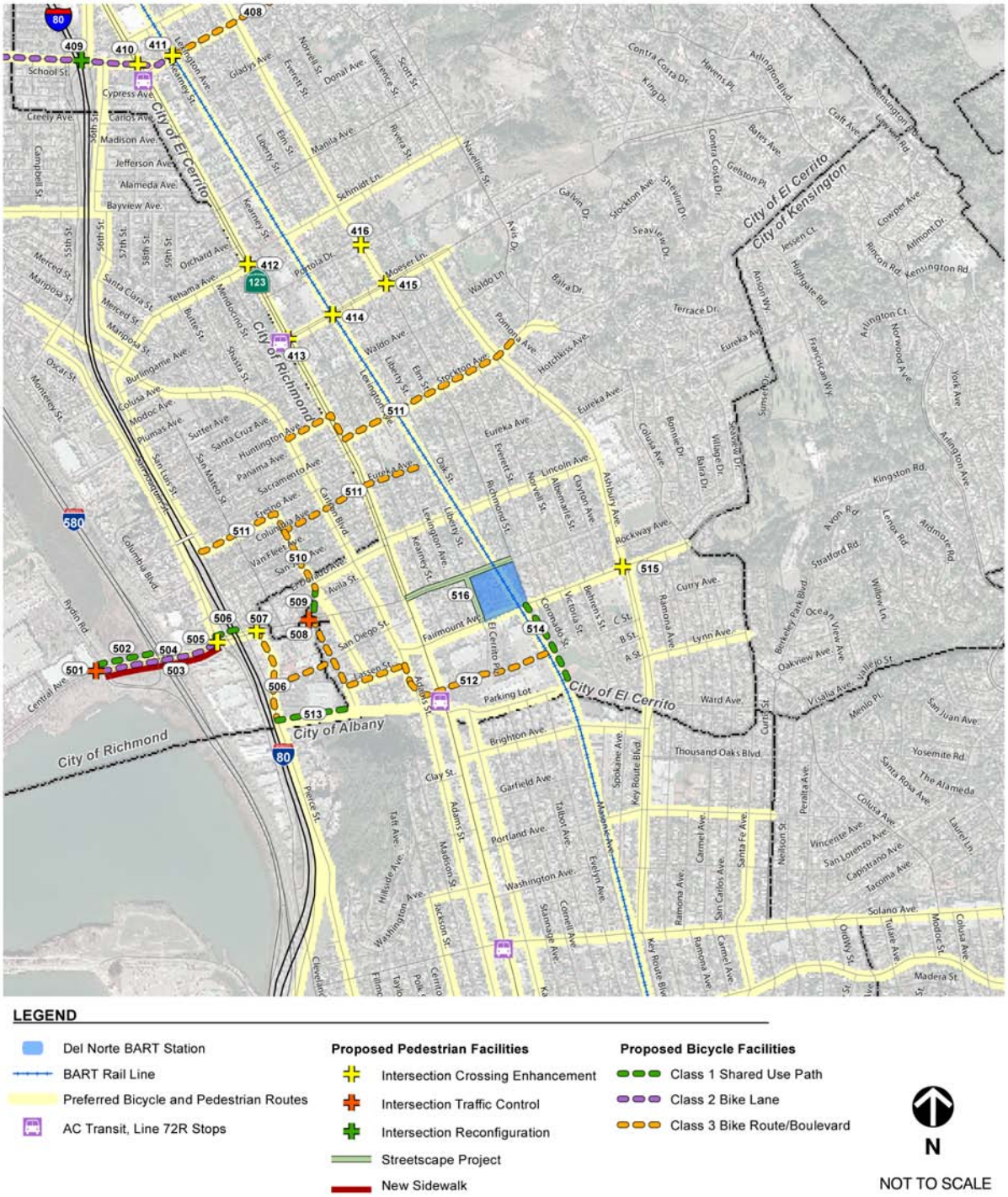
Existing sidewalks and street trees immediately around the BART station are in need of repair. The City of El Cerrito and BART have secured funding to make these improvements.

PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 500: EL CERRITO PLAZA STATION				
Series #	**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
501	"Intersection Traffic Control Crossing enhancements"	Central Avenue/ Rydin Road Intersection Traffic Control & Crossing Enhancements	Central Avenue/ Rydin Road	$$
502	Shared Use Path (Class I)	Central Avenue Class I Shared Use Path to NB Bay Trail along hillside	I-580/Central Avenue Overpass-Rydin Road	$
503	New sidewalks	Widen sidewalk on I-580/ Central Avenue overpass	I-580/ Central Avenue Overpass	$
504	Class II bike lanes	Class II bike lanes on I-580/ Central Avenue overpass	I-580/ Central Avenue Overpass	$
505	Intersection Crossing Enhancements	Central Avenue/ San Joaquin Street/ I-80 WB off-ramp Intersection Crossing Enhancements	Central Avenue/ San Joaquin Street/ I-80 WB off-ramp	$
506	Shared Use Path (Class I)	Class I Shared Use Path along south side of underpass along Central Avenue	San Luis Street-San Joaquin Street	$
507	Intersection Crossing Enhancements	Central Avenue/ Pierce Street/ I-80 EB off-ramp I Intersection Crossing Enhancements	Central Avenue/ Pierce Street/ I-80 EB off-ramp	$
508	Intersection Traffic Control	Central Avenue/ Belmont Avenue Intersection Traffic Control: HAWK signal	Central Avenue/ Belmont Avenue	$
509	Shared Use Path (Class I)	Class I Connection from Central Avenue to Santa Clara Street via Central Park	Central Park	$
510	Bike Route/Boulevard (Class III)	Huntington Avenue/ Stockton Avenue Class III bike route	Pomona Avenue-Carlson Boulevard	$
511	Bike Route/Boulevard (Class III)	Fresno Avenue/ Eureka Avenue/ Santa Clara Street Class III bike route	Fresno Avenue-El Dorado Street, Liberty Street-San Luis Street	$
512	Bike Route/Boulevard (Class III)	San Luis Street/ San Diego Street/ Santa Clara Street,/ Lassen Street Class III bike route	Central Avenue-Lassen Street, Ohlone Greenway-San Luis St	$
513	Class I Pathway	Bay Trail Connection along Cerrito Creek alignment	Cerrito Creek	$$
514	Class I Pathway	Ohlone Greenway Improvements	Fairmount Avenue - Albany City Limits	$$
515	Intersection Crossing Enhancements	Fairmount / Ashbury Intersection Safety Improvements	Fairmount/ Ashbury Avenue	$$
516	Streetscape Improvements	Central Ave/ Liberty Street Streetscape Improvements	Central Ave/ Liberty Street	$$$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

EL CERRITO PLAZA STATION: BICYCLE & PEDESTRIAN FACILITIES



IX. HERCULES TRANSIT CENTER & INTERMODAL TRANSIT CENTER ENHANCEMENT STRATEGIES

The built facility has an attractive design and is marked by a BART sign near the entrance.

The Hercules Transit Center is located between Highway 4 (John Muir Parkway) and Willow Avenue, east of Interstate 80. The facility was moved from its prior location on San Pablo Avenue between Sycamore Avenue and John Muir Parkway in August 2009, due to capacity constraints at the previous site. The facility is managed by BART, and thus individuals who pay to park at the facility receive a pass included in the parking rate that provides a bus ride to BART (or other locations in the region). The facility's proximity to I-80 allows for direct access to downtown San Francisco.

The facility serves bus transfers for routes serving Hercules, Crockett, Martinez and Pinole, as well as regional destinations.

ACCESS MODE

This surrounding area is developing, with new multifamily and single-family housing, retail and offices, which have the potential for some foot and bicycle traffic to/from the facility. Currently, most of the adjacent land is vacant or has low density development.

TRANSIT SERVICES

This transit facility is served by 11 WestCAT routes. This includes the Lynx route that connects to the San Francisco Transbay Terminal, three routes that connect to the El Cerrito del Norte BART station, one route that connects to the Martinez Capitol Corridor station, and one route that connects to the Contra Costa Community College. The remaining routes connect the Transit Center to Hercules, Rodeo, and Crockett.

TRANSIT CENTER - ISSUES & OPPORTUNITIES

Maneuverability for buses is excellent, with separate bus and auto circulation. Bus bays are large, and the facility has capacity for additional service in the future. Each bus bay is marked with a sign, but there is no overall information on making trips using multiple routes and no route maps.

A pedestrian and bicycle path links the Hercules Transit Center with the old transit facility on the west side of I-80. The facility has a designated area for casual carpoolers/traffic to queue and drop-off or pick-up passengers.

Although ample parking is currently available at this facility, parking payment policies make it difficult for non-regular users to park in this lot. A $3.00 per day parking fee is required on weekdays (no fee on weekends), and the fee includes two one way trip vouchers good for travel on WestCAT local and Express routes (except Lynx). In order to purchase a parking pass, an individual must go on-line before leaving home to purchase a daily parking permit so her or she can print it and bring it to the facility. Users may also purchase a monthly permit, and a monthly permit hang-tag is mailed, along with 31 day WestCAT pass. It is possible to purchase a pass upon arrival at the facility only by mobile phone. Individuals must first register

on a website to set up their credit card information and then can dial the number from the lot. There is an annual fee for using this service, and the park-by-phone program does not include the bus passes.

The facility has bicycle lockers and racks immediately adjacent to the parking lot. It also features a passenger drop-off area and a signed carpool waiting area that allows for drivers to pick up casual carpoolers. This facility has no dedicated taxi waiting areas.

TRANSIT CENTER STRATEGIES

SERIES 600: HERCULES TRANSIT CENTER				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-H-601	Real-Time Information	Transit Information	Four real time signs have been installed but have not been activated because of issues with vendor. Activate real time information signs at Hercules Transit Center	$
T-H-602	Information Kiosk	Transit Information	Install transit maps, parking information, transfer to BART and other information in sheltered area	$$
T-H-603	Restrooms	Passenger Amenities	Install restrooms for waiting passengers	$$
T-H-604	Passenger Amenities	Passenger Amenities	Install telephone, snacks and other vendor amenities	$
T-H-605	On-Site Parking Payment System	Parking Strategies	Develop parking payment system that allows for same day on-site cash and credit card purchases	$
T-H-606	Preferential Parking	Parking Strategies	Provide preferential parking for carpooling, carsharing and motorcycles	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES AND OPPORTUNITIES

The Hercules Transit Center is located between Highway 4 (John Muir Parkway) and Willow Avenue, east of Interstate 80. The facility's proximity to these major roadways facilitate bus transit and vehicle access to the site, but the area is challenging to navigate by bicycle or on foot. Future plans for the surrounding area include a mixed use, in-fill development that will generate more pedestrian and bicycle activity. In the near-term, the City of Hercules is moving forward with the Willow Avenue Roadway Widening project, which will build new sidewalks and bike lanes that will provide direct access to the Transit Center. Additional sidewalk improvements and pathway facilities should be considered to connect surrounding residential neighborhoods on the north side of Hwy 4 and south side of Willow Avenue.

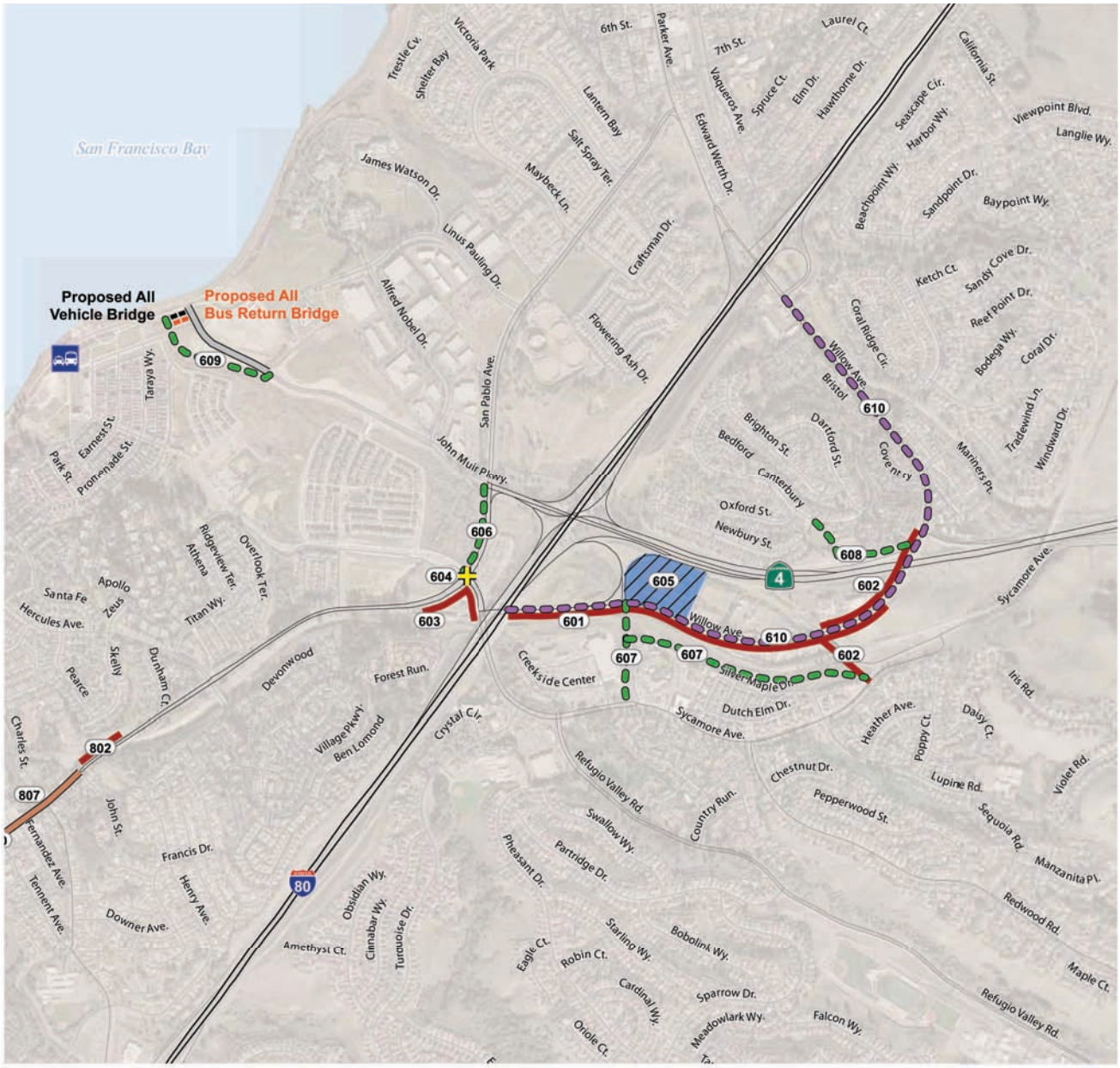
The proposed Hercules Intermodal Transit Center will be located at the center of the Hercules Waterfront District, a new mixed-use district in the City of Hercules. The project site is approximately 167 acres and comprises five planning sub-areas which will be entitled and constructed in phases. The District has been developed to be walkable and bikeable, with low speed, narrow streets with good street connectivity. A planned multi-use path along the John Muir Parkway will provide a connection between the ferry terminal and points east. In addition, a "boardwalk" pathway along the west side of San Pablo Avenue will provide a physically separated pedestrian and bicycle facility to Central Hercules.

PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 600: HERCULES TRANSIT CENTER				
Series #	**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
601	New Sidewalks, Bike Lanes (Class II)	Willow Avenue Roadway Widening	I-80 Interchange-Palm Avenue	$$
602	New Sidewalks	Palm Avenue and Willow Avenue Sidewalk Improvements	Sycamore Avenue-Willow Avenue	$$
603	New Sidewalks or Class I pathway	Sycamore Avenue Sidewalk Improvements	South corner of the San Pablo Avenue/ Sycamore Avenue intersection	$
604	Intersection Crossing Enhancements	San Pablo Avenue/Sycamore Avenue Intersection Crossing Enhancements	San Pablo Avenue/ Sycamore Avenue intersection	$
605	ADA Access Improvements	Transit Center ADA Access Improvements	Perimeter of Transit Center	$
606	Shared Use Path (Class I)	San Pablo Avenue Class I Boardwalk	Sycamore Avenue-John Muir Pkwy	$$
607	Shared Use Path (Class I)	Class I pathway connection between City Hall, residential neighborhoods and Town Center	Palm Avenue-Civic Drive	$$
608	Shared Use Path (Class I)	Foxboro Park Pathway connection	Newbury Street	$$
609	Shared Use Path (Class I)	New Class I Shared Use Path Connector from west end of John Muir Pwky to Bayfront Boulevard	West end of John Muir Pkwy-Bayfront Boulevard	$$$
610	Bike Lane (Class II)	Willow Avenue Class II bike lane	Cambridge - Palm Avenue	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

HERCULES TRANSIT CENTER: BICYCLE & PEDESTRIAN FACILITIES



LEGEND

- Hercules Transit Center
- Hercules Intermodal Station

Proposed Pedestrian Facilities

- Intersection Crossing Enhancement
- Road Diet
- Extension
- New Sidewalk
- Streetscape Project
- ADA Access Improvements

Proposed Bicycle Facilities

- Class 1 Shared Use Path
- Class 2 Bike Lane
- Class 3 Bike Route/Boulevard

N

NOT TO SCALE

X. CONTRA COSTA COMMUNITY COLLEGE TRANSIT CENTER ENHANCEMENT STRATEGIES

A bus rider walks onto the CCC campus with a service animal. Campus building are accessed via a path from the transit center.

Contra Costa College Transit Center is located on the northwest side of the Contra Costa College (CCC) campus, off Campus Drive. Pedestrian access to the college is afforded via a pathway on the east side of the transit facility. Multifamily housing is immediately adjacent to the site on the west side. The facility exclusively serves buses, and provides both a location to access CCC, as well as a transfer point for between local and regional bus routes.

ACCESS MODE

Information is not available about how transit users access the facility. Although a significant proportion of bus users are making transfers between buses, most others are walking or being dropped off. No on-site parking is available at this facility.

TRANSIT SERVICES

This transit facility is served by AC Transit and WestCAT buses. AC Transit serves the facility with 11 bus routes. This includes Rapidbus Route 72R, two routes that connect to the El Cerrito del Norte BART station, one route that connects to the Richmond BART station, and one route that connects to the Richmond Parkway Transit Center. WestCAT serves the facility with one route that connects to the Hercules Transit Center.

TRANSIT CENTER - ISSUES AND OPPORTUNITIES

The station environment is quiet with trees, benches and shelters distributed throughout the large area. This facility is tucked away behind the campus and other than college students and staff, was observed to have very few local residents accessing it. For signalized access into and out of the transit center area at San Pablo Avenue, buses must follow College Lane.

The center has significant capacity, especially with some of the routes operating at limited headways and during limited service hours. Buses can maneuver unencumbered around the waiting areas and many buses move through the area at high speeds. No directories exist to point to users to specific bus stop locations, although all of the bus bays are marked by signs.

Pedestrian access is good to the CCC campus. With a few stairs under a campus archway leading down to the transit center, bus users with mobility aids are routes along a more circuitous path that passes by the one transit center restroom, marked “Reserved for AC Transit Employees Only.”

This transit facility is not designed as a park-and-ride. To park on campus, individuals must purchase a daily parking permit ($3.00) or a term-length parking pass. Parking is allowed on Campus Drive for individuals with a parking permit.

TRANSIT CENTER STRATEGIES

SERIES 700: CONTRA COSTA COLLEGE TRANSIT HUB				
Series #	**Description**	**Strategy Type**	**Detailed Recommendations**	**Cost***
T-CCC-701	Enhance maintenance of Transit Hub	Passenger Amenities	Maintain and upgrade station facilities and amenities	$
T-CCC-702	Improved directional signage	Transit Information	Install directional signage on campus to make it easier for passengers to identify their bus stop	$
T-CCC-703	Real-Time Information	Transit Information	Install electronic signage announcing real time arrival and departure information	$
T-CCC-704	Dedicated "kiss and ride" drop-off area	Internal Circulation	Designate a dedicated area for dropping off auto passengers	$
T-CCC-705	Reconfiguration of bus circulation	Internal Circulation	Shift layover spaces to outer island; drop off at college entrance pathway and rearranging other bay assignments	$
T-CCC-706	Passenger amenities	Passenger Amenities	Install telephone, coffee, snacks and other vendor amenities	$
T-CCC-707	Upgrade security	Passenger Amenities	Update lighting and install cameras and emergency telephone and assure campus police presence	$$
T-CCC-708	Restrooms	Passenger Amenities	Install restrooms for waiting passengers	$
T-CCC-709	Transit Information on College Website	Transit Information	Enhance information on the College Website. Existing link provides route numbers only without maps, links to transit agencies, tel numbers or websites for more information.	$
T-CCC-710	Bus Transit stop relocation	Access Improvements	Move NB San Pablo Avenue bus stop to far side of the intersection	$
T-CCC-713	Signal Timing	Intersection Traffic Control, Intersection Crossing Enhancements	Consider pedestrian and transit actuated signals and further improve pedestrian crossing. El Portal Drive/ Mission Bell Drive Intersection Traffic Control & Crossing Enhancements	$$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PEDESTRIAN AND BICYCLE ACCESS - ISSUES AND OPPORTUNITIES

Contra Costa College Transit Center is located on the northwest side of the Contra Costa College (CCC) campus, between Campus Drive and San Pablo Avenue, in the City of San Pablo. Access to the Transit Center is defined by major roadways on each side: San Pablo Avenue to the west, Robert Miller Drive to the north, El Portal Drive to the south, and I-80 to the west. These major roadways have heavy, fast moving traffic and are challenging areas to walk and bicycle. The City of San Pablo has several planned projects to improve pedestrian and bicycle travel in these areas, including the El Portal Drive Streetscape Plan and the 23rd Street Streetscape project.

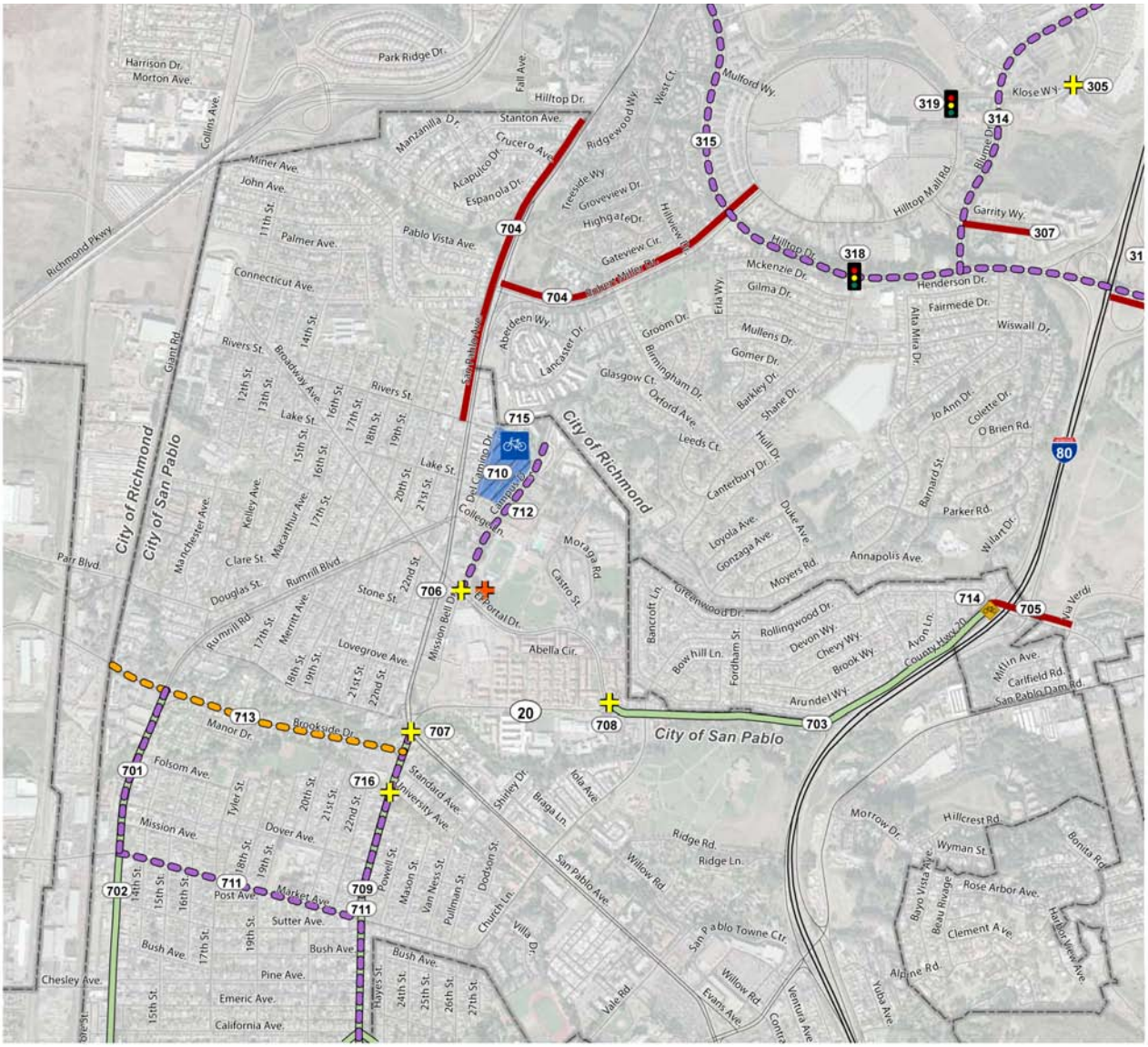
Beyond these streets, San Pablo's residential neighborhoods are comfortable environments to walk and bicycle. These areas would benefit from dedicated bikeway facilities (as identified in the San Pablo General Plan - Circulation Element) and improved pedestrian treatments at arterial crossings.

PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 700: CONTRA COSTA COLLEGE TRANSIT HUB				
Series #	**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
701	"Streetscape Project Class II bike lanes"	Rumrill Boulevard Streetscape Improvements & bike lanes	Brookside Drive -Market Drive	$
702	Streetscape Project	Rumrill Boulevard Streetscape Project	Market Dr-Costa Avenue	$$
703	Streetscape Project	El Portal Drive Streetscape Project	Church Lane/I-80 Interchange	$$
704	New Sidewalks	San Pablo Avenue and Robert Miller Drive Sidewalk Installation	River Street-Stanton Avenue; San Pablo Avenue-Hilltop Drive	$$$
705	New Sidewalks	El Portal Drive New Sidewalk Installation	I-80 Underpass	$
706	Intersection Traffic Control, Intersection Crossing Enhancements	El Portal Drive/Mission Bell Drive Intersection Traffic Control & Crossing Enhancements	Portal Drive/Mission Bell Drive Intersection	$
707	Sidewalk Enhancements	San Pablo Avenue/23rd Street sidewalk enhancements	San Pablo Avenue/23rd Street	$$$
708	Intersection Crossing Enhancements & bus shelters	El Portal Drive/ Church Lane intersection Crossing Enhancements	El Portal Drive/ Church Lane	$
709	"Road Diet Class II bike lanes"	23rd Street Road Diet with bike lanes	Brookside Drive-Costa Avenue	$
710	ADA Access Improvements	Contra Costa College Transit Hub ADA Access Improvements	Transit Hub	$
711	Bike Lane (Class II)	Market Avenue Class II bike lanes	Rumrill Boulevard/ Giant Road-Church Lane	$
712	Bike Lane (Class II)	Mission Bell Drive Class II bike lanes	El Portal Drive-Campus Drive	$
713	Bike Route/Boulevard (Class III)	Brookside Drive Class III bike route/ boulevard	23rd Street-Giant Road	$
714	Bicycle Signage	Rollingwood Drive/I-80 Intersection Bicycle Signage	Rollingwood Drive/I-80 Intersection	$
715	Bike Parking	Contra Costa College Transit Hub Bike Parking	Transit Hub	$
716	Intersection Crossing Enhancement	23rd Street/ University Avenue crossing enhancement	23rd Street/ University Avenue	$

* Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

CONTRA COSTA COLLEGE TRANSIT HUB: BICYCLE & PEDESTRIAN FACILITIES



LEGEND

- BART Rail Line
- Contra Costa College Transit Hub

Proposed Pedestrian Facilities

- Intersection Crossing Enhancement
- Intersection Traffic Control
- Transit/Bus Signal Priority Treatment
- Bike Sign
- Road Diet
- New Sidewalk
- Streetscape Project

Proposed Bicycle Facilities

- Class 1 Shared Use Path
- Class 2 Bike Lane
- Class 3 Bike Route/Boulevard
- Bike Parking
- ADA Access Improvements

N

NOT TO SCALE

XI. SOUTH RICHMOND PRIORITY DEVELOPMENT AREA TRANSIT ENHANCEMENT STRATEGIES

PEDESTRIAN AND BICYCLE ACCESS - ISSUES AND OPPORTUNITIES

The proposed Richmond Ferry Terminal will be located within Marina Bay, adjacent to Ford Point. The land surrounding the proposed ferry terminal is the South Richmond PDA which is bound by the waterfront, I-580 and 23rd Street. This PDA is a target of significant office and R&D (approximately 1.5 million square feet), residential (more than 1900 units) and mixed-use development efforts. Richmond is planning parks, promenades and open spaces to support this forthcoming development.

The clustering of trip generators surrounding the proposed ferry terminal, including multiple activity centers, will be a strong anchor for transit use. Another important factor is the quality of pedestrian access to transit stops from residential and employment developments. Creating a pedestrian-friendly environment within a quarter-mile from the ferry and bus stops is important because many people walk to and from the stops. A friendly pedestrian environment helps to attract ridership and enhance safety and should be considered when bus stops are installed. (See Appendix A -Connectivity to Transit).

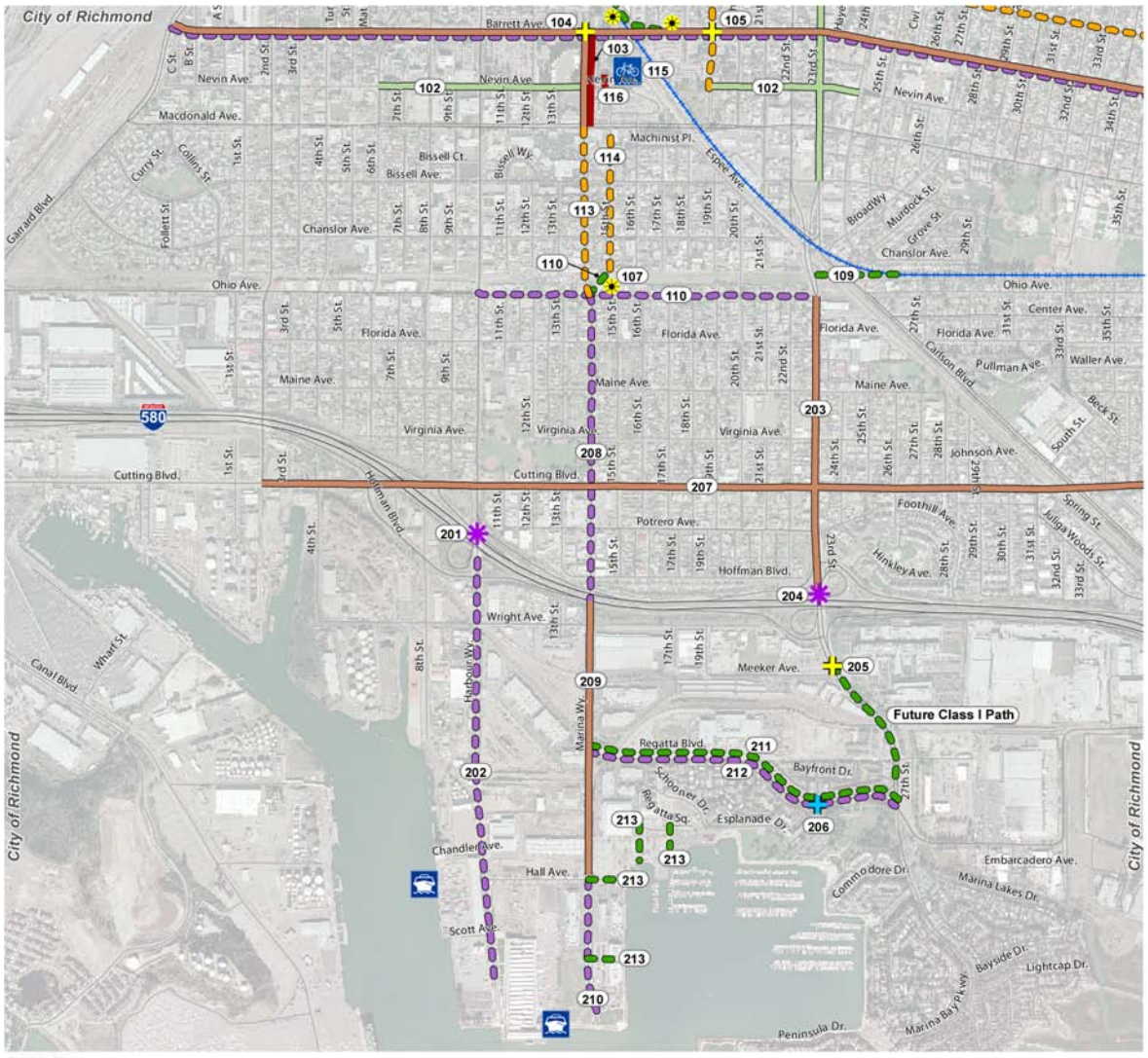
The Bay Trail provides direct pedestrian and bicycle access to the proposed ferry site, and will serve as an important route for ferry passengers traveling to adjacent neighborhoods. Other primary bicycle and pedestrian access points to the ferry terminal will be along Harbour Way, Marina Way and South 23rd Street/ Marina Bay Parkway. These roadways were originally built to accommodate major shipping and industrial uses along the waterfront that no longer exist. Today, these streets are much wider than needed to serve planned vehicle traffic. As identified in the forthcoming Richmond Bicycle and Pedestrian Plans, there are many opportunities to improve pedestrian and bicycle access along these streets to connect transit users between Central and South Richmond. Traffic safety treatments at the I-580 interchanges will be critical to encouraging bicycle and pedestrian trips to the proposed ferry Terminal.

PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 200: SOUTH RICHMOND PDA & PLANNED FERRY TERMINAL				
Series #	**Strategy Type**	**Description**	**Limits (N-S or E-W)**	**Cost***
201	Interchange Improvements	I580/Harbour Way Interchange Improvements	I-580/Harbour Way	$$
202	Bike Lanes (Class II)	Harbour Way Class II bike lanes	Potrero Avenue-Scott Avenue	$
203	Road Diet	23rd Street Road Diet	Ohio Avenue-Potrero Avenue	$$$
204	Interchange Improvements	I-580/Marina Bay Parkway Interchange Improvements	I-580/Marina Bay Parkway	$$
205	Intersection Reconfiguration	Marina Bay Pkwy/Meeker Avenue Intersection Reconfiguration	Marina Bay Parkway/Meeker Avenue	$
206	Mid-block Crossing Enhancements	Regatta Blvd Mid-block Crossing Enhancements		$
207	Road Diet	Cutting Boulevard Road Diet	I-80-1st Street	$$$
208	Bike Lanes (Class II)	Marina Way Class II bike lanes	Ohio Avenue-Wright Avenue	$
209	Road Diet/Bike Lanes	Marina Way Road Diet & Class II bike lanes	Wright Avenue-Hall Avenue	$
210	Bike Lanes (Class II)	Marina Way Class II bike lanes	Hall Avenue-Southerly terminus of Marina Way	$
211	Shared Use Path (Class I)	Regatta Blvd Class I Shared Use Path improvements	Marina Bay Parkway-Marina Way	$
212	Bike Lanes (Class II)	Regatta Blvd Class II bike lanes	Marina Bay Parkway-Marina Way	$
213	Shared Use Path (Class I)	Future Connections to Ferry Terminal	To be determined	$$

*Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

RICHMOND FERRY TERMINAL: BICYCLE & PEDESTRIAN FACILITIES



LEGEND

- BART Rail Line
- Potential Site for Future Ferry Terminal

Proposed Pedestrian Facilities

- Interchange Improvement
- Intersection Crossing Enhancement
- Intersection Reconfiguration
- Mid-Block Crossing Enhancement
- Street Lighting
- Road Diet
- New Sidewalk
- Streetscape Project

Proposed Bicycle Facilities

- Class 1 Shared Use Path
- Class 2 Bike Lane
- Class 3 Bike Route/Boulevard
- Bike Station

N

NOT TO SCALE

XII. OLD TOWN PINOLE PRIORITY DEVELOPMENT AREA TRANSIT ENHANCEMENT STRATEGIES

PEDESTRIAN AND BICYCLE ACCESS - ISSUES AND OPPORTUNITIES

The Old Town Priority Development Area (PDA) consists of 150 acres located in the central business district of Pinole, at the intersection of San Pablo Avenue and Pinole Valley Road. The primary transit service in Old Town Pinole is provided by WestCAT.

A variety of factors impact one's decision to use transit, including the distance and time to make the trip, the condition of sidewalk or bicycle path for accessing transit, traffic volumes and speeds, and one's ability to navigate within the surrounding environment. In general, stop placement can impact transit performance by determining how transit relates to traffic. Some stop placements make it easier for transit to merge back into traffic after stopping, reducing delays and increasing safety. A stop location should optimize both traffic and transit. (See Appendix B - Bus Stop Guidelines).

The Central Business District has a distinct identity, and has been developed to be walkable. San Pablo Avenue is a barrier for pedestrians and cyclists. Gaps in sidewalks along San Pablo Avenue make it challenging for pedestrians to travel along the routes as well. To enhance connections to the San Francisco Bay Trail, the City of Pinole is developing a shared use path. Completion of this path, to Class 1 standards, and the provision of enhanced crossings of San Pablo Avenue will significantly improve access to the Bay Trail from Old Town Pinole and the rest of the community.

Intersection crossing enhancements along Pinole Valley Road at Interstate 80 and at Pinole Valley High School would improve pedestrian access in these areas. The Pinole Valley Road/Ramona Street intersection is the primary signalized access to Pinole Valley High School. Improvements include pedestrian crossing enhancements and the addition of a southbound left turn lane at the intersection so that WestCAT buses serving the campus, which turn left onto Ramona Street to return back to I-80, can do so without extreme delays. Suggested locations for bus stop enhancements on San Pablo Avenue are also identified.

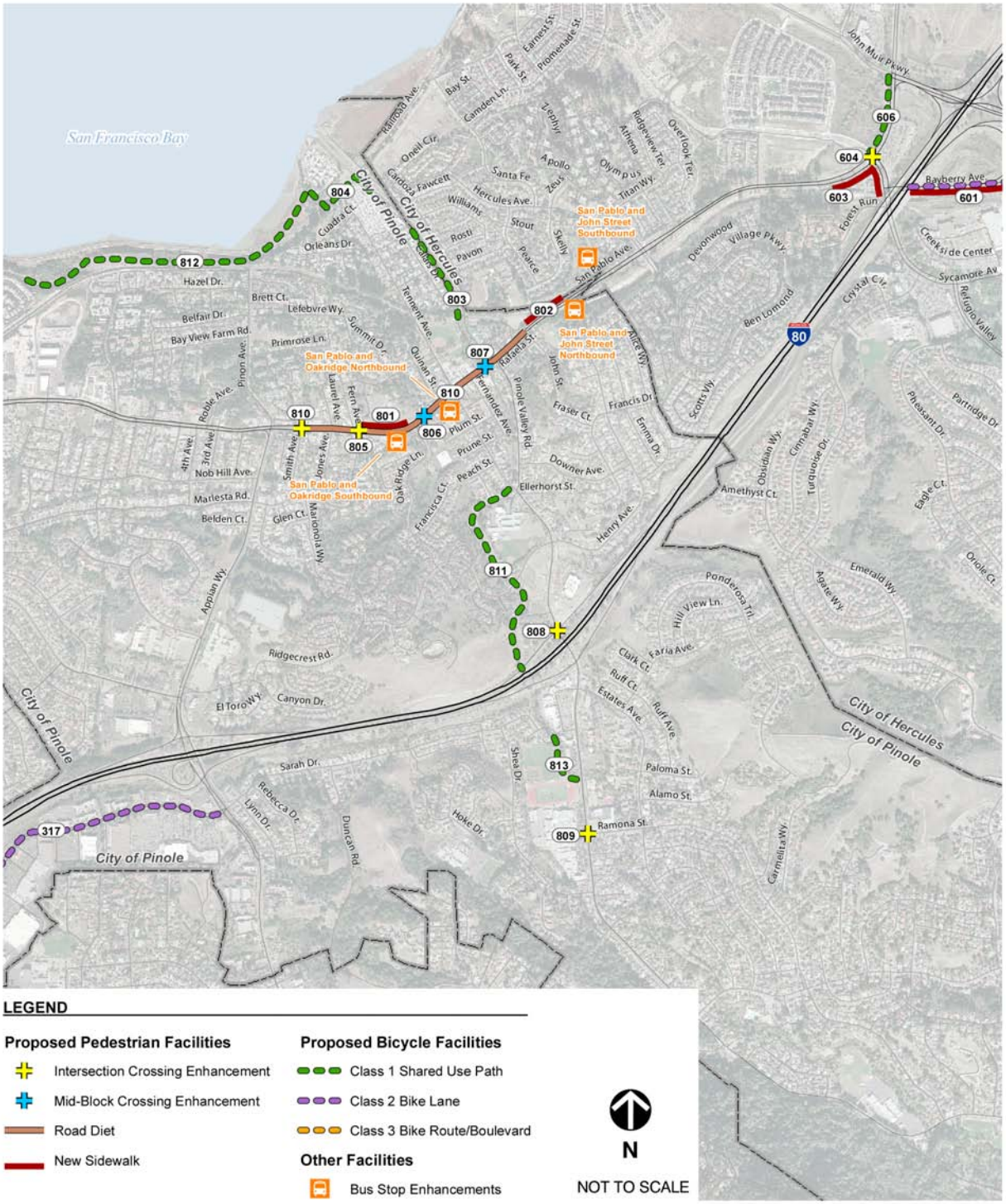
PEDESTRIAN AND BICYCLE STRATEGIES

SERIES 800: OLD TOWN PINOLE

Series #	Strategy Type	Description	Limits (N-S or E-W)	Cost*
801	New Sidewalk	Shale Hill Sidewalk Gap Closure Project	Oak Ridge Road-Alvarez Avenue	$$$
802	New Sidewalk	Railroad Bridge Sidewalk Gap Closure Project	John Street-Hercules Avenue	$$
803	Shared Use Path (Class 1)	Widen Creek Trail	Orleans Drive to just south of Railroad overpass	$$
804	Shared Use Path (Class 1)	New Connection from Creek Trail to Bay Trail	Railroad Avenue/creek trail to Tennent Avenue and across UP rail at-grade crossing	$$
805	Intersection Reconfiguration	San Pablo Avenue/Alvarez Avenue Intersection Reconfiguration	San Pablo Avenue/Alvarez Avenue	$
806	Mid-block Crossing Enhancement	San Pablo Avenue Mid-Block Crossing Connection #1	Oak Ridge Road-Quinan Street	$
807	Mid-block Crossing Enhancement	San Pablo Avenue Mid-Block Crossing Connection #2	Fernandez Avenue-Pinole Valley Road	$
808	Intersection Crossing Enhancement	Pinole Valley Road/westbound I-80 ramp Intersection Crossing Enhancement	Pinole Valley Road/westbound I-80 ramp	$
809	Intersection Crossing Enhancement	Pinole Valley Road/Ramona Street Intersection Crossing Enhancement	Pinole Valley Road/Ramona Street	$
810	Road Diet	San Pablo Avenue Road Diet	Appian Way to John Street	$$$
811	Shared Use Path (Class 1)	Widen Pinole Creek Trail	Tennant Avenue to WB I-80 ramp	$$
812	Shared Use Path (Class 1)	San Francisco Bay Trail Extension	Pinole Shore to Bay Front Park	$$$
813	Shared Use Path (Class 1)	Widen Pinole Creek Trail	Pinole Valley Shopping Center to Pinole Valley HS	$$

*Capital Cost Estimate: $ - Less than $250K; $$ - Between $250K and $1M; $$$ - Over $1M

PINOLE PDA: BICYCLE & PEDESTRIAN FACILITIES



XIII. TRANSIT WAYFINDING PLAN

PHOTOSIMULATION - BICYCLE SIGN FOR BICYCLE BOULEVARDS

PHOTOSIMULATION - PEDESTRIAN SIGN FOR COMMERCIAL DISTRICTS

The purpose of the Transit Wayfinding Plan is to provide enhanced signing for pedestrians and bicyclists to and from six major transit centers in West Contra Costa County. A successful wayfinding system provides integrated, consistent, and user-friendly information to confirm that chosen routes are efficient, safe, and ultimately lead directly to the desired destination.

Seven different sign types are identified for the wayfinding plan. This includes three sign types for pedestrians, three sign types for cyclists, and one special map display sign at all transit centers.

Pedestrian Sign Types

- Pedestrian Sign for Commercial Districts – P1
- Pedestrian Sign for Residential/Secondary Streets – P2
- Pedestrian Sign at Transit Center Destination – P3

Bicycle Sign Types

- Bicycle Sign for Off-Street Path – B1
- Bicycle Sign for Bicycle Boulevards – B2
- Bicycle Sign for On-Street Routes – B3

Special Transit Center Sign Type

- Transit Information Display (Map Kiosk) – M1

The pedestrian and bicycle wayfinding signs will include the following characteristics:

Local Identity Elements

- Provide space for local or city identify

Wayfinding

- Destinations: Support transit centers, other major local destinations
- Symbols: Support symbols for Transit Centers and Rapid Bus Stops, other established symbols
- Distance: Distance-to-destination information, in 1/10 mile units
- Maps: Transit Information Display maps at all transit centers
- City Logo: Locate on top of sign
- Visibility: Facing should be reflective, so signs are visible at night

Conformity with Other Signs

- Bicycle route signs (Oakland adaptation of MUTCD standard)
- Bicycle boulevard signs (Berkeley, Emeryville examples)
- Bicycle greenway/trail signs (El Cerrito example)

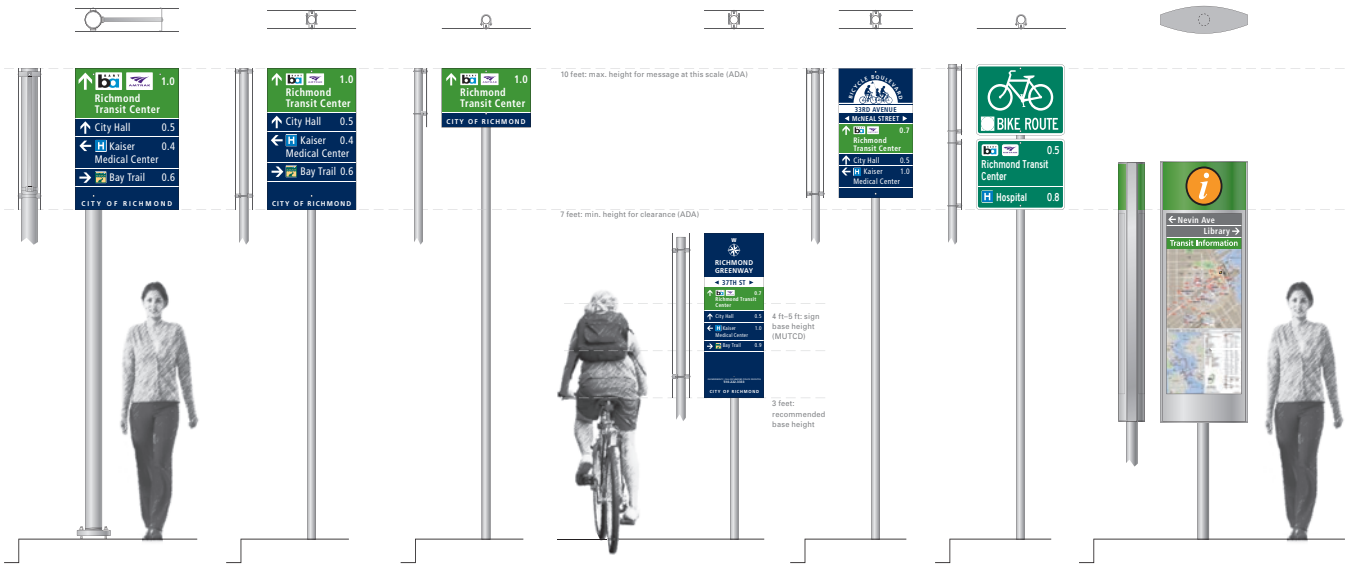
Other Elements

- Avoid use of abbreviations, unless widely accepted
- Signs should be easy to maintain and update

The above characteristics describe the wayfinding approach and principles. Sign details and exact locations will be determined when grant funding is obtained to prepare final design documents. Signs may be single-sided or double-sided, depending on function and physical factors such as mounting requirements. Sign details that will be determined in the final design stage include the design and location of city logos, the transit centers and destinations to be included, sign sizes, font and letter size, and mounting protocol.

Vehicular signage, specifically, is not considered part of the wayfinding program.

WCCTAC Signage Project Sign Types



P1
Pedestrian Wayfinding
Commercial Districts
28 x 36
2-sided (2 panels)
2 colors + retroreflective white + color logos

P2
Pedestrian Wayfinding
Residential Streets
24 x 36
2-sided (2 panels)
2 colors + retroreflective white + color logos

P3
Pedestrian Wayfinding
Transit Destination Only
24 x 15 (shown; may need to be 24 x 18)
1-sided (1 panel)
2 colors + retroreflective white + color logos

B1
Bike/Ped Wayfinding
Off-Street Path
16 x 42
2-sided (2 panels)
2 colors + retroreflective white + color logos

B2
Bicycle Wayfinding
Bicycle Boulevards
20 x 33
2-sided (2 panels)
2 colors + retroreflective white + color logos

B3
Bicycle Wayfinding
On-Street Routes
24 x 18 (vertical dimension of lower panel may vary)
1-sided (2 panels)
1 color + retroreflective white + color logos

M1
Map Kiosk (Transit Information)
Transit Centers
2-sided
Identical to MTC standard

XIV. NEXT STEPS

This Transit Enhancement and Wayfinding Plan provides the list of improvement strategies and tools to support efforts by WCCTAC and Member Agency staff to pursue federal, state, regional, and local funds to implement the recommended projects and programs.

FUTURE GRANT OPPORTUNITIES

As noted in Section 1, a Grant Prioritization Matrix was developed in conjunction with this Plan. The purpose of the matrix is to provide a database of projects and programs, rated against a series of criteria that are frequently used for grant programs, so that agency staff can develop a list of projects that are targeted to new grant programs and their specific criteria as they are released. The matrix also provides preliminary cost estimates for each strategy. The following evaluation criteria are assessed for each strategy.

- Public Support: Level of public support, as indicated during the community outreach process
- Transit Ridership: Expected degree to which the improvement may increase transit use
- Safety: Located in area with high frequency of accidents, area with perceived safety concerns
- Development Catalyst: Located in proximity to previously approved or planned transit-oriented development projects
- Funding Commitment: Level of local funding that can serve as match for grant
- Capital Cost: Cost to construct physical improvements or purchase equipment to implement the strategy
- Operating Cost: Cost to provide ongoing operations of a proposed strategy
- Major Implementation Constraints: Need for major right-of-way acquisition, high costs, environmental issues, etc

METHODOLOGY FOR FUTURE TRANSIT CENTER AND PDA TRANSIT ACCESS ASSESSMENTS

The purpose of future Transit Access Assessments is to identify strategies that facilitate the “first-mile” and “last-mile” access to transit. This is accomplished by identifying the needs and then developing a program of transit enhancement projects, which are physical or functional elements that are complementary to transit services, but do not entail the provision of actual transit service. The projects or strategies can include infrastructure improvements to support walking and cycling, bus access enhancements, parking management strategies, and travel demand management measures such as carpooling, vanpooling, or shuttles.

The following eight steps are recommended for a Transit Access Assessment. A memorandum that describes a suggested approach for each of these steps can be obtained from WCCTAC staff.

1. Identify Study Location
2. Obtain Relevant Data
3. Review Best Practice Documents
4. Conduct a Kick-off Meeting
5. Perform Field Surveys
6. Summarize Major Constraints and Opportunities
7. Identify Preliminary Transit Enhancement Strategies
8. Conduct Outreach Meetings
9. Refine Strategies and Prepare Technical Report