



El Cerrito

MEETING NOTICE AND AGENDA

DATE & TIME: Friday, September 25, 2015, 8:00 a.m. – 10:00 a.m.

Hercules

LOCATION: City of El Cerrito, Council Chambers
10890 San Pablo Avenue (at Manila Ave)
El Cerrito, California (Accessible by AC Transit #72, #72M and #72R)

Pinole

1. **Call to Order and Self-Introductions – Chair Sherry McCoy**
2. **Public Comment.** The public is welcome to address the Board on any item that is not listed on the agenda. *Please fill out a speaker card and hand it to staff.*

Richmond

CONSENT CALENDAR

San Pablo

3. **Minutes of July 24, 2015 Board Meeting.** (Attachment; Recommended Action: APPROVE)
4. **Monthly Update on WCCTAC Activities.** (Attachment; Recommended Action: Information Only)
5. **Financial Reports.** The reports show the Agency’s revenues and expenses for July and August 2015. (Attachment; Recommended Action: Information Only)
6. **Payment of Invoices over \$10,000.** WCCTAC paid two invoices from Parsons Brinkerhoff related to the West County High Capacity Transit Study for \$44,062 and \$56,716. (Recommended Action: Information Only)

Contra Costa County

AC Transit

REGULAR AGENDA ITEMS

BART

7. **West County High Capacity Transit Study Update.** The study is underway and the lead consultant, Parsons Brinckerhoff (PB), has developed several draft technical memos for the Board’s review. Andrea Glerum, a key member of the project team, will provide the Board with an overview of the work to date which includes: the development of draft goals and objectives, a draft communication and outreach plan, a summary and evaluation of prior studies, and a review of the existing and planned transportation network and land use conditions. (Leah Greenblat-WCCTAC Staff and Andrea Glerum-Parsons-Brinckerhoff; Attachments; Recommended Action: Provide feedback and APPROVE Goals and Objectives and Communication and Outreach Plan).

WestCAT

8. **WCCTAC Website Update.** WCCTAC created its current website in 2006, with some minor additional changes made in 2008. The firm of Moore, Iacofano, Goltsman (MIG), was contracted to work with staff update the site in September 2014. Staff brought an early version of the new site to the TAC for its feedback in April 2015. WCCTAC staff will present the new site to the Board and seek approval for activation. *(Danelle Carey-WCCTAC Staff; No Attachments; Recommended Action: APPROVE WCCTAC website for public launch).*
9. **Transportation Expenditure Plan (TEP) Update.** At the July 24, 2015 meeting, the WCCTAC Board approved a set of recommendations for projects and programs in a TEP to forward to CCTA. The Board asked that this subject be placed on the Board agenda routinely in order to keep Directors informed about the process. Staff will provide a status report on the development of the TEP since the previous WCCTAC Board meeting. *(John Nemeth-WCCTAC staff; No Attachments; Recommended Action: Information Update,).*

STANDING ITEMS

10. **Board and Staff Comments.**
 - a. Board Member Comments, Conference/Meeting Reports (AB 1234 Requirement), and Announcements
 - b. Report from CCTA Representatives *(Directors Abelson & Butt)*
 - c. Executive Director's Report
11. **Other Business.**
12. **General Information Items**
 - a. Letter to CCTA Exec. Director with July 24, 2015 Summary of Board Actions
 - b. Acronym List

CLOSED SESSION

13. **Public Employee Performance Evaluation**
(Pursuant to Gov. Code § 54957)
Title: Executive Director
14. **Conference with Labor Negotiators**
(Pursuant to Gov. Code § 54957.6)
Agency designated representative(s): Chair McCoy and Vice-Chair Abelson
Unrepresented employee: Executive Director, John Nemeth

RETURN TO OPEN SESSION

15. **Adjourn.** Next meeting is: October 23, 2015 @ 8:00 a.m.
*El Cerrito City Hall Council Chambers, located at
10890 San Pablo Avenue, El Cerrito*

- In compliance with the Americans with Disabilities Act of 1990, if you need special assistance to participate in the WCCTAC Board meeting, or if you need a copy of the agenda and/or agenda packet materials in an alternative format, please contact Valerie Jenkins at 510.210.5930 prior to the meeting.
- If you have special transportation requirements and would like to attend the meeting, please call the phone number above at least 48 hours in advance to make arrangements.
- Handouts provided at the meeting are available upon request and may also be viewed at WCCTAC's offices.
- Please refrain from wearing scented products to the meeting, as there may be attendees susceptible to environmental illnesses. Please also put cellular phones on silent mode during the meeting.
- A meeting sign-in sheet will be circulated at the meeting. Sign-in is optional.

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**West Contra Costa Transportation Advisory Committee
Board of Directors Meeting
Meeting Minutes: July 24, 2015**

MEMBERS PRESENT: Sherry McCoy, Chair (Hercules); Janet Abelson, Vice-Chair (El Cerrito); Tom Butt, (Richmond); Gayle McLaughlin (Richmond); Roy Swearingen (Pinole); Maureen Powers (WestCat); Rich Kinney (San Pablo); Zakhary Mallett (BART); John Gioia (County); Chris Peeples (AC Transit); Joe Wallace (AC Transit); Vinay Pimplé (Richmond).

STAFF PRESENT: John Nemeth, Joanna Pallock, Valerie Jenkins, Leah Greenblat, Ben Reyes (Legal Counsel)

ACTIONS LISTED BY: Valerie Jenkins

Meeting Called to Order: 8:00 AM

Public Comment: N/A

CONSENT CALENDAR

Motion by *Director Mallett*, to approve items #3-7 & 9-10. Seconded by *Director Gioia*.

Item #3. Minutes of June 26, 2015 Board Meeting.

Item #4. Monthly Update on WCCTAC Activities.

Item #5. Financial Reports for June 2015.

Item #6. Payment of Invoices over \$10,000.

Item #7. Revised Budget Summary Sheet.

Item #9. Measure J BART Funding.

Item #10. AC Transit and WestCAT's FY16 Claims for Measure J Additional Bus Service Enhancements.

ITEM/DISCUSSION	ACTION
Item #8 (moved from Consent Calendar) Office Space Lease	Motion by <i>Director Mallett</i>; Seconded by <i>Director Gioia</i>. <i>Approved Consent Calendar Item #8</i>
Item # 11 Draft Recommendation for the Transportation Expenditure Plan (TEP).	Original Motion by <i>Director Butt</i>; Seconded by <i>Director Gioia</i>; (7 yes; 3 no) <i>Motion passes</i> To forward the recommendations of the Ad Hoc Committee on the TEP to CCTA with minor changes. These changes include: 1) having flexibility in the High Capacity Transit category to allow funding of transit operations, including

	<p>local bus operations; 2) that there be greater performance standards in the local street maintenance funding category to focus on sidewalks and complete streets with more specific details to be determined.</p> <p>Substitute Motion by <i>Director Mallett</i>; Seconded by <i>Director Peeples</i>; Motion did not pass (7 no; 3 yes)</p> <p>To continue this item to a Special Meeting to be held by the first week of August 2015, that would solely involve this item for a comprehensive discussion.</p>
<p>Item #12 Draft Recommendation for the Regional Transportation Plan (RTP).</p>	<p>Motion by <i>Director Gioia</i>; Seconded by <i>Vice-Chair Abelson</i> Approved project list to provide to CCTA</p>
<p>Item #13 West County High Capacity Transit Study Update.</p>	<p>Moved to future meeting</p>
<p>Item #14 WCCTAC Website Update.</p>	<p>Moved to future meeting</p>

Meeting Adjourned: 10:00 AM

TO: WCCTAC Board

DATE: September 25, 2015

FR: John Nemeth, Executive Director

RE: Monthly Update on WCCTAC Activities – August and September

I-80 Smart Corridors (ICM) Update



The I-80 Smart Corridors team, made up of staff from Caltrans, CCTA, and consultants Kimley-Horn and Circlepoint, attended the September WCCTAC TAC meeting to provide an overall project update. TAC representative feedback included a request for a more detailed list of key dates and milestones. The project team will likely present an update to the WCCTAC Board at the October 2015 meeting. At present, system integration and testing continue and activation is now expected in early 2016.

Caltrans and its project partners are planning a ribbon cutting event for the opening. California Governor Jerry Brown and U.S. Secretary of Transportation Anthony Foxx will be invited to attend, along with key local and regional elected officials and representatives from partner agencies.

Transportation Expenditure Plan (TEP)

At the July 24, 2015 meeting, the WCCTAC Board approved (on a 7-3 vote) a set of funding recommendations for projects and programs in a Transportation Expenditure Plan (TEP). These recommendations, combined with the input from the other three Regional Transportation Planning Committees (RTPCs) are being reviewed by the Expenditure Plan Advisory Committee (EPAC), CCTA has also continued to expand outreach activities surrounding the TEP and recently conducted a new poll to gauge the current public support for a potential transportation sales tax measure. More detailed information on the TEP is included in the enclosed staff report.

West County High Capacity Transit Study

Over the summer, the consultant team for the West County High Capacity Transit Study made progress on several study deliverables. Working with staff, they also made progress on the development of a draft public outreach strategy. With input from WCCTAC Staff and the Study Management Group, the Consultant team developed a study fact sheet (a copy is included in the Board packet with the staff report) to serve as an outreach tool. WCCTAC staff also added information about the study on it's proposed new web site, as well as a link to the study's webpage.



In August and early September, WCCTAC staff and members of the consultant team met with West Contra Costa City Managers and their staff, as well as County staff, to discuss the study, review its progress to date, and solicit feedback. These sessions were insightful and informative. By reaching out to staff members early on, WCCTAC has improved its understanding of local issues and is better positioned to use each communities' public outreach tools and key contacts to connect with a broad range of the local citizenry.

At the September Board meeting, the project consultant from Parsons Brinkerhoff will present the work to date and seek input from the Board. Additional information about the study is available in the enclosed staff report.

Rumrill Boulevard Complete Street Study

The cities of San Pablo and Richmond continue to focus on improving multimodal access, safety, and connections along the Rumrill corridor by identifying needs and prioritizing improvements that will allow for more pedestrian, bicycle and transit trips. The third and final community workshop for the Rumrill Boulevard Complete Street Study, intended to gather input on proposed street design elements, was held on August 19 in San Pablo at the Lao Community Center. Over 50 people attended. WCCTAC staff have been serving on the Study's Technical Advisory Committee.



Youth Clipper Card

WCCTAC partnered with the West Contra Costa County Unified School District (WCCUSD) and AC Transit this spring to address the question of: ***How do we provide more youth with a discounted Youth Clipper card?***

The WCCTAC Board heard presentations earlier this year on the benefits of free bus passes for eligible WCCUSD students as part of the Student Bus Pass Program (SBPP). The Board raised questions about how WCCTAC can help students who are *not* enrolled in the free or reduced lunch program and therefore don't qualify for a pass. Staff also discussed the discounted Youth Clipper card but explained that it is hard to access due to the application guidelines requiring documentation on a student's age. The Board directed staff to pursue improvements to the application process.

In the Spring of 2015, WCCTAC began discussions with AC Transit staff on a demonstration campaign for WCCUSD students to expand access to the Youth Clipper card. This summer, AC Transit adopted two new policies to make access to the Youth Clipper card easier. The first policy allows WCCUSD to use student ID data to verify the date of birth for a qualified student. This change eliminates the need for parents to bring documentation

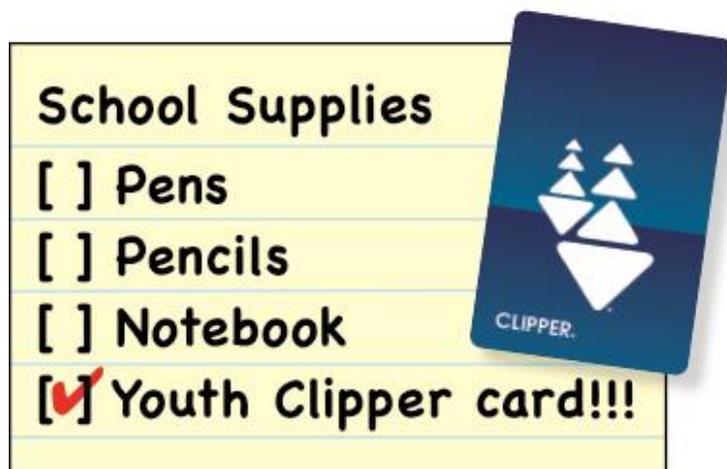
papers to Oakland to register. The second change created a process whereby a student is mailed an application at the start of the year and the student can turn in their application to the front office at their school.

AC Transit and WCCTAC's 511 Contra Costa program paid for the mailing of a letter and application (in English and Spanish) to every household with a middle and/or

high school student registered in the WCCUSD database. Over 14,000 mailings were sent the week before school started.

Also, AC Transit's Marketing Department recently began conducting an intensive campaign to get the word out to students on the benefits of the Youth Clipper card. "Street Teams", hired under contract with AC Transit, set up information tables at student orientations, Back to School Nights, and other events. Altogether, the Street Team staff attended over 20 events at local middle and high schools throughout the WCCUSD.

For more information on Clipper and AC Transit, visit www.actransit.org or call 511 (and say "AC Transit").



2015 “Pass 2 Class” Student Transit Ticket Program

On August 3, 2015, WCCTAC TDM staff rolled out the second year of the Pass 2 Class (P2C) Student Transit Ticket Program. The program offers students in West Contra Costa and John Swett School Districts the opportunity to “try transit” at no cost on AC Transit and WestCAT bus systems. To date, we have received 700 program applications. WCCTAC staff have also partnered with AC Transit and West Contra Costa Unified School District (WCCUSD) to develop a West County Youth Clipper campaign to encourage parents to allow their students to travel via public transit. This campaign will provide each P2C Applicant (AC Transit users only) with information on how to obtain a youth clipper card to take advantage of discounted fares. The P2C program is scheduled to accept student transit applications until October 7, 2015, or while supplies last. For more information visit, www.pass2class.org.



A vertical flyer for Contra Costa College's Guaranteed Ride Home program. On the left, a black vertical bar contains the text "CONTRA COSTA COLLEGE" in white. To the right, the CCC logo is at the top. Below it, the text "Guaranteed Ride Home" is displayed. Underneath are four icons: a person walking, a bicycle, a car, and a bus. The main text asks, "Do you walk, bicycle, carpool, or take public transit to campus, but worry about being stranded during an emergency?" and explains that the 511 Contra Costa's GRH program provides "commuter insurance" for alternative commuters. At the bottom is the "511 CONTRA COSTA" logo.

Contra Costa College Guaranteed Ride Home Program

Effective for the 2015-2016 school year, the TDM program launched a pilot Guaranteed Ride Home Program to full-time students (18 years or older) attending Contra Costa College. The program is also open to campus faculty and staff on an on-going basis. WCCTAC TDM Staff worked with the Associate Student Union (ASU) to coordinate outreach on the campus, and provided flyers (image left) to promote the program. The program will also be promoted during school events, via campus newsletters, and through e-blasts. Based on the performance of the program during FY 15/16, it could potentially be offered to other community colleges throughout Contra Costa County. To review program eligibility criteria visit: <http://511contracosta.org/guaranteed-ride-home/>.

San Pablo Town Hall on Seniors Issues (including Transportation)

The City of San Pablo hosted a morning town hall meeting on September 14, 2015 with Supervisor John Gioia, Assemblyman Tony Thurmond, and U.S. Congressman Mark DeSaulnier. With close to 150 seniors turning out to discuss issues related specifically to seniors, the panel



highlighted legislation being proposed in Sacramento that focuses on housing and transportation. Supervisor Gioia also explained the proposed Transportation Expenditure Plan (TEP) and the possibility of future funds to enhance transportation options for senior and disabled residents in West County.

The City of Richmond Electric Car Fair

The City of Richmond’s “National Drive Electric Week” included a one day community event at Civic Plaza on September 17th. The public was encouraged to come out and see some of the options in the growing field of electric vehicles. Interested residents could even test drive vehicles and look under the hood while conferring with automobile representatives.



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	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	14,327	273,691	14,327	259,364	0	259,364
41105. Workers Compensation	0	9,812	0	9,812	0	9,812
41200. PERS Retirement	0	37,956	0	37,956	0	37,956
41210. Pension Benefits	2,609	0	2,609	-2,609	0	-2,609
41310. Medical Insurance	0	43,610	0	43,610	0	43,610
41311. Retiree Healthcare	275	2,180	275	1,905	0	1,905
41400. Dental Insurance	0	4,362	0	4,362	0	4,362
41500. Vision Care	0	1,090	0	1,090	0	1,090
41800. LTD Insurance	0	127	0	127	0	127
41900. Medicare	158	3,725	158	3,567	0	3,567
41903. Employee Assistance Program	0	1,453	0	1,453	0	1,453
41904. Life Insurance	0	454	0	454	0	454
41911. Liability Insurance	0	4,055	0	4,055	0	4,055
Sub Total Salary and Benefits	17,370	382,515	17,370	365,145	0	365,145
Service and Supplies						
43500. Program Costs & Supplies	933	4,000	933	3,067	0	3,067
43501. Postage	0	500	0	500	0	500
43520. Copies/Printing/Shipping/Xerox	197	3,500	197	3,303	0	3,303
43530. Office Furn & Equip <\$5000	0	2,000	0	2,000	0	2,000
43600. Professional Services	1,486	50,250	1,486	48,764	0	48,764
43900. Rent/Building	1,055	16,124	1,055	15,069	0	15,069
44000. Special Department Expenses	12	11,800	12	11,788	0	11,788
44320. Training/Travel Staff	112	4,000	112	3,888	0	3,888
Sub Total Service and Supplies	3,795	92,174	3,795	88,379	0	88,379
Report Total :	21,165	474,689	21,165	453,524	0	453,524



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	8,650	217,335	8,650	208,685	0	208,685
41105. Workers Compensation	0	5,173	0	5,173	0	5,173
41200. PERS Retirement	0	43,208	0	43,208	0	43,208
41210. Pension Benefits	2,327	0	2,327	-2,327	0	-2,327
41310. Medical Insurance	0	47,926	0	47,926	0	47,926
41400. Dental Insurance	0	4,489	0	4,489	0	4,489
41500. Vision Care	0	1,141	0	1,141	0	1,141
41800. LTD Insurance	0	1,065	0	1,065	0	1,065
41900. Medicare	123	2,967	123	2,844	0	2,844
41903. Employee Assistance Program	0	1,217	0	1,217	0	1,217
41904. Life Insurance	0	457	0	457	0	457
41911. Liability Insurance	0	4,055	0	4,055	0	4,055
Sub Total Salary and Benefits	11,100	329,033	11,100	317,933	0	317,933
Service and Supplies						
43500. Program Costs & Supplies	13	6,500	13	6,487	0	6,487
43502. TDM Postage	0	7,123	0	7,123	0	7,123
43520. Copies/Printing/Shipping/Xerox	197	9,190	197	8,993	0	8,993
43600. Professional Services	2,022	61,844	2,022	59,822	0	59,822
43900. Rent/Building	1,055	22,452	1,055	21,397	0	21,397
44000. Special Department Expenses	2,032	169,974	2,032	167,942	0	167,942
44320. Training/Travel Staff	1,372	3,339	1,372	1,967	0	1,967
Sub Total Service and Supplies	6,691	280,422	6,691	273,731	0	273,731
Report Total :	17,791	609,455	17,791	591,664	0	591,664



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	0	10,000	0	10,000	0	10,000
Sub Total Salary and Benefits	0	10,000	0	10,000	0	10,000
Service and Supplies						
44000. Special Department Expenses	0	500,000	0	500,000	0	500,000
Sub Total Service and Supplies	0	500,000	0	500,000	0	500,000
Report Total :	0	510,000	0	510,000	0	510,000



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Service and Supplies						
44000. Special Department Expenses	0	1,065,000	0	1,065,000	0	1,065,000
Sub Total Service and Supplies	0	1,065,000	0	1,065,000	0	1,065,000
Report Total :	0	1,065,000	0	1,065,000	0	1,065,000



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	22,248	273,691	36,576	237,115	0	237,115
41002. Overtime	36	0	36	-36	0	-36
41105. Workers Compensation	0	9,812	0	9,812	0	9,812
41200. PERS Retirement	0	37,956	0	37,956	0	37,956
41210. Pension Benefits	2,462	0	5,071	-5,071	0	-5,071
41300. Healthcare	6,731	0	6,731	-6,731	0	-6,731
41310. Medical Insurance	0	43,610	0	43,610	0	43,610
41311. Retiree Healthcare	275	2,180	551	1,629	0	1,629
41400. Dental Insurance	0	4,362	0	4,362	0	4,362
41500. Vision Care	0	1,090	0	1,090	0	1,090
41800. LTD Insurance	0	127	0	127	0	127
41900. Medicare	316	3,725	474	3,251	0	3,251
41901. Other Insurances	11,775	0	11,775	-11,775	0	-11,775
41903. Employee Assistance Program	0	1,453	0	1,453	0	1,453
41904. Life Insurance	0	454	0	454	0	454
41911. Liability Insurance	0	4,055	0	4,055	0	4,055
Sub Total Salary and Benefits	43,845	382,515	61,215	321,300	0	321,300
Service and Supplies						
43500. Program Costs & Supplies	99	4,000	1,032	2,968	0	2,968
43501. Postage	0	500	0	500	0	500
43520. Copies/Printing/Shipping/Xerox	138	3,500	335	3,165	0	3,165
43530. Office Furn & Equip <\$5000	28	2,000	28	1,972	0	1,972
43600. Professional Services	1,659	50,250	3,145	47,105	0	47,105
43900. Rent/Building	727	16,124	1,782	14,342	0	14,342
44000. Special Department Expenses	1,131	11,800	1,143	10,657	0	10,657
44320. Training/Travel Staff	234	4,000	346	3,654	0	3,654
Sub Total Service and Supplies	4,016	92,174	7,811	84,363	0	84,363
Report Total :	47,861	474,689	69,026	405,663	0	405,663



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	17,301	217,335	25,951	191,384	0	191,384
41002. Overtime	143	0	143	-143	0	-143
41105. Workers Compensation	0	5,173	0	5,173	0	5,173
41200. PERS Retirement	0	43,208	0	43,208	0	43,208
41210. Pension Benefits	2,489	0	4,816	-4,816	0	-4,816
41300. Healthcare	4,995	0	4,995	-4,995	0	-4,995
41310. Medical Insurance	0	47,926	0	47,926	0	47,926
41400. Dental Insurance	0	4,489	0	4,489	0	4,489
41500. Vision Care	0	1,141	0	1,141	0	1,141
41800. LTD Insurance	0	1,065	0	1,065	0	1,065
41900. Medicare	247	2,967	370	2,597	0	2,597
41901. Other Insurances	3,798	0	3,798	-3,798	0	-3,798
41903. Employee Assistance Program	0	1,217	0	1,217	0	1,217
41904. Life Insurance	0	457	0	457	0	457
41911. Liability Insurance	0	4,055	0	4,055	0	4,055
Sub Total Salary and Benefits	28,973	329,033	40,073	288,960	0	288,960
Service and Supplies						
43500. Program Costs & Supplies	0	6,500	13	6,487	0	6,487
43502. TDM Postage	0	7,123	0	7,123	0	7,123
43520. Copies/Printing/Shipping/Xerox	138	9,190	335	8,855	0	8,855
43600. Professional Services	2,188	61,844	4,211	57,633	0	57,633
43900. Rent/Building	1,271	22,452	2,326	20,126	0	20,126
44000. Special Department Expenses	41,204	169,974	43,235	126,739	0	126,739
44320. Training/Travel Staff	0	3,339	1,372	1,967	0	1,967
Sub Total Service and Supplies	44,802	280,422	51,493	228,929	0	228,929
Report Total :	73,774	609,455	91,566	517,889	0	517,889



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Salary and Benefits						
41000. Salary	0	10,000	0	10,000	0	10,000
Sub Total Salary and Benefits	0	10,000	0	10,000	0	10,000
Service and Supplies						
44000. Special Department Expenses	0	500,000	0	500,000	0	500,000
Sub Total Service and Supplies	0	500,000	0	500,000	0	500,000
Report Total :	0	510,000	0	510,000	0	510,000



	Current Period Actuals	YTD Budget	YTD Actuals	YTD Variance	Encumbered Amount	Available Amount
Service and Supplies						
44000. Special Department Expenses	56,716	1,065,000	56,716	1,008,284	0	1,008,284
Sub Total Service and Supplies	56,716	1,065,000	56,716	1,008,284	0	1,008,284
Report Total :	56,716	1,065,000	56,716	1,008,284	0	1,008,284



TO: WCCTAC Board

DATE: September 25, 2015

FR: Leah Greenblat, Project Manager

RE: **West County High Capacity Transit Study Update**

REQUESTED ACTION

1. Provide comments on consultant presentation and draft Technical Memos:
 - #2 Goals and Objectives,
 - #3 Communications and Outreach Plan,
 - #4 Summary of Prior Studies,
 - #5 Existing and Planned Transportation Network
 - #6 Existing and Future Land Use Conditions

2. Approve the study's Goals and Objectives and Communications and Outreach Plan

BACKGROUND AND DISCUSSION

In 2014, the WCCTAC Board initiated the West County High Capacity Transit study to respond to increasing traffic congestion, to address existing and future transit needs, and to evaluate transit opportunities in West County. High-capacity transit is defined as services that provide substantially higher levels of passenger capacity with typically fewer stops and higher speeds than community-based or local services. The study is a long-standing WCCTAC priority that is included in the West County Action Plan and funded through a partnership with BART, CCA, and MTC.

Following a formal Request for Proposals selection process, WCCTAC selected Parsons Brinckerhoff (PB) to serve as the lead consult for the Study. The Board approved the consulting agreement at its March 2015 meeting. Rebecca Kohlstrand from PB serves as the study's Project Manager and leads a team of consultants. Due to scheduling conflicts, Ms. Kohlstrand is not available and Andrea Glerum, a key member of the PB consultant team, will present the work to date and solicit feedback at the September Board meeting.

To date, the consultant team has produced a number of key deliverables in the form of draft technical memos, which have focused on:

- goals and objectives;
- communications and outreach plan;
- summary of prior studies;
- existing and proposed transportation network; and
- existing and future land use

The WCCTAC TAC, as well as a Study Management Group composed of the transit operators and CCTA staff, have reviewed drafts of these documents and the consultant incorporated their feedback into the accompanying technical memos. Ms. Glerum will present an overview of these technical memos at the September WCCTAC Board meeting, while the full documents are included as attachments to this staff report.

WCCTAC staff and the consultant team are still finalizing details of the study's public outreach efforts. Attached to this staff report is a study fact sheet that will serve as a primary, introductory outreach document. Local agency staff have provided WCCTAC staff with a list of key contacts and stakeholders who will receive outreach information throughout the course of the study. The consultants are also preparing content for the study's website (www.WestCountyTransitStudy.com) where public outreach information, technical memos and other items related to the study will be available.

In the course of developing a list of key contacts and stakeholders, WCCTAC staff and members of the consultant team met with City and County management staff to brief them on the study's work to date and to solicit their input.

Some upcoming work items include: continued preparation for public outreach events, travel market analysis, evaluation criteria, and development of conceptual alternatives. These topics will be the subject of future presentations to the Board.

Attachments:

- a. West County High Capacity Transit Study Fact Sheet
- b. Draft Tech Memo #2 Goals and Objectives
- c. Draft Tech Memo #3 Communications and Outreach Plan
- d. Draft Tech Memo #4 Summary of Prior Studies
- e. Draft Tech Memo #5 Existing and Planned Transportation Network **
- f. Draft Tech Memo #6 Existing and Future Land Use Conditions **

** = Due to the size of the technical memos, these documents are not included in the online version of the staff report; however they are available on the study's website: <http://www.wcctac.org/downloads/>



WEST COUNTY HIGH-CAPACITY TRANSIT STUDY

In early 2015, we polled the public in west Contra Costa County to better understand their transportation priorities. West County residents favored more transit options and enhancements to existing transit services. They also supported extending transit service to more places in West County and bringing innovative alternatives to the heavily-used Interstate 80 (I-80) corridor.

The West Contra Costa Transportation Advisory Committee (WCCTAC) is pleased to invite public participation in a 15-month transit study that will examine a wide range of possible improvements.

STUDY OVERVIEW

The West County High-Capacity Transit Study will evaluate public transportation options and identify funding opportunities to expand transit service and access for the more than 250,000 residents of west Contra Costa County. The Study's final proposal will identify one or more projects to improve the quality and effectiveness of transit in West County, expand alternatives to driving on congested streets and highways, and improve regional air quality.

In addition to taking a fresh look at the origins and destinations of people who live or work in West County, the Study will examine how to encourage transit use and improve service in underserved communities.

WHAT IS HIGH-CAPACITY TRANSIT?

High-capacity transit provides substantially higher levels of passenger capacity, typically with fewer stops and higher speeds than local public bus services. It is the type of transit that people often use for their daily commute to work.

HIGH-CAPACITY TRANSIT CAN INCLUDE:

- Specialized bus services, including express buses and bus rapid transit;
- Light rail, similar to San Francisco's Muni Metro;
- BART;
- Commuter rail like Capitol Corridor (Amtrak);
- Ferry services;
- And other options.

STUDY SPONSORS AND PARTNERS



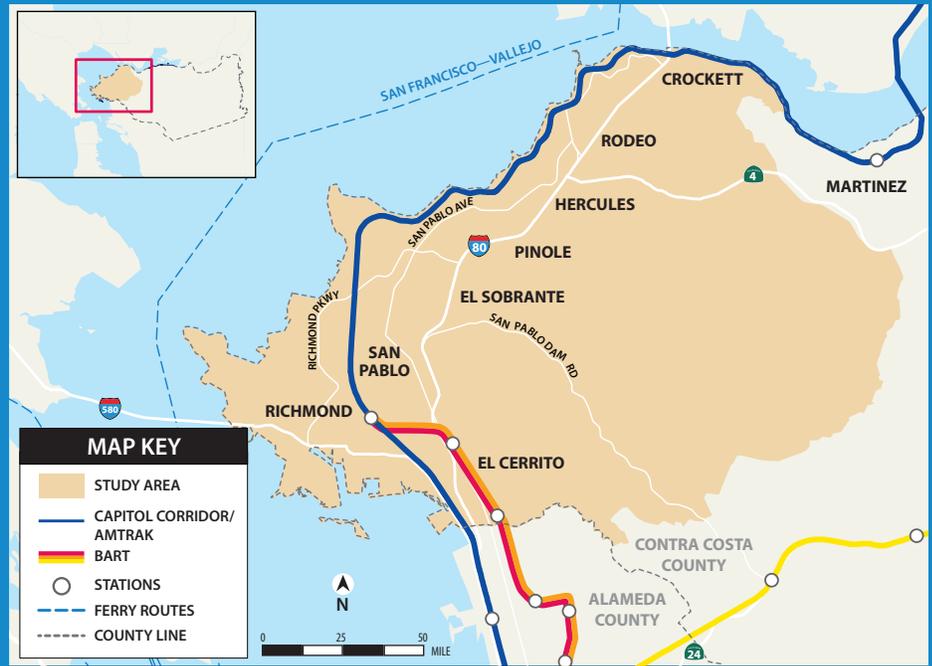
WCCTAC is an association of cities and transportation agencies in West County and one of four Regional Transportation Planning Committees in Contra Costa County. WCCTAC serves the residents of El Cerrito, Hercules, Pinole, Richmond, San Pablo, and unincorporated areas of West County. Find out more about WCCTAC at WCCTAC.org.



WHY IS WCCTAC CONDUCTING A HIGH-CAPACITY TRANSIT STUDY?

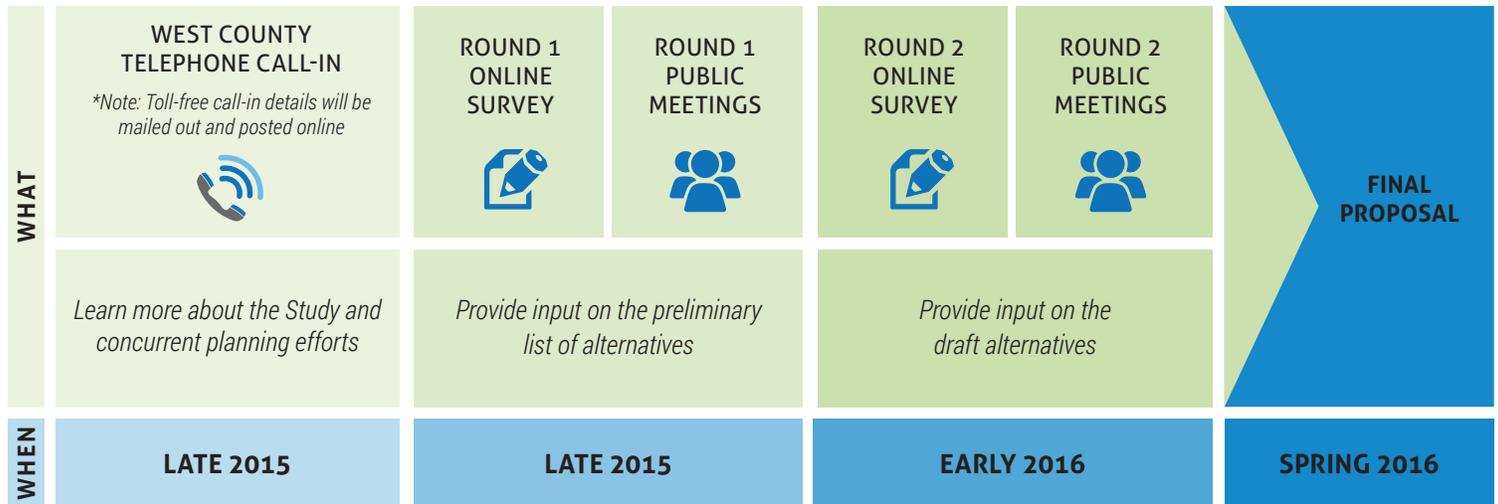
Westbound I-80 is one of the most congested corridors in the Bay Area, and the Richmond BART line often reaches full capacity during commute hours.

Expanded transit options and capacity would provide West County residents, including those located away from major corridors, with more convenient and comfortable access to employment centers in San Francisco, Oakland, Berkeley, and Emeryville, as well as the greater Bay Area job market.



YOUR COMMENTS COUNT

WCCTAC wants your input so your priorities are reflected in the transit options that move forward for further consideration.



FOR MORE INFORMATION

Visit WestCountyTransitStudy.com for more information about the Study and opportunities to provide input.

If you need language assistance services, please call (510) 464-6752.

통역이 필요하신 분은, 510-464-6752 로 문의하십시오.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.

Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.



West Contra Costa High-Capacity Study

FINAL TECHNICAL MEMORANDUM #2 Goals and Objectives

September 2015

**PARSONS
BRINCKERHOFF**

With
Kimley-Horn

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Acronyms and Abbreviations

ABAG	Association of Bay Area Governments
AC Transit	Alameda-Contra Costa Transit District
BART	Bay Area Rapid Transit
BRT	bus rapid transit
CCTA	Contra Costa Transportation Authority
HCT	high-capacity transit
I-580	Interstate 580
I-80	Interstate 80
I-880	Interstate 880
I-980	Interstate 980
LRT	light rail transit
MTC	Metropolitan Transportation Commission
RTPC	Regional Transportation Planning Committee
WCCTA or WestCAT	Western Contra Costa Transit Authority
WCCTAC	West Contra Costa Transportation Advisory Committee

1 INTRODUCTION

The West Contra Costa Transportation Advisory Committee (WCCTAC) recognizes the need to strategically respond to increasing traffic congestion and address future transit demand in the West County sub-region. The Interstate 80 (I-80) corridor is the primary interregional commute corridor through western Contra Costa County and is regarded as one of the most congested corridors in the San Francisco Bay Area. Travelers from within Contra Costa County and neighboring areas use this stretch of I-80 in West County to access both local and regional destinations, including destinations in Alameda and San Francisco counties as well as the Peninsula and South Bay to Sacramento and beyond. Traffic is routinely congested during peak commute hours in both directions, as well as during off-peak hours and weekends. Preliminary estimates indicate that work trips on the I-80 corridor are expected to increase by approximately 23 percent by 2040.¹ Additionally, the University of California plans to develop its site at the Richmond Field Station adjacent to Interstate 580 (I-580).

In an effort to reduce congestion and plan for future growth, WCCTAC is conducting the West County High-Capacity Transit Study to analyze multimodal high-capacity transit options and the associated costs and funding opportunities for the corridor. High-capacity transit (HCT) provides substantially higher levels of passenger capacity with typically fewer stops, higher speeds and more frequent service than community-based or local public bus services. This Goals and Objectives Technical Memorandum for the West County HCT Study will guide the study's development and assessment of potential HCT investments.

1.1 Background

WCCTAC is one of four regional transportation planning committees (RTPC) in Contra Costa County. The agency is charged with assessing the transportation needs of the West Contra Costa region, coordinating the actions of its members, and making policy and funding decisions regarding transportation issues. WCCTAC is governed by a Joint Exercise of Powers Agreement between the following member agencies: the Cities of El Cerrito, Hercules, Pinole, Richmond, and San Pablo; Contra Costa County; and the transit providers Alameda-Contra Costa Transit District (AC Transit), Bay Area Rapid Transit (BART), and Western Contra Costa Transit Authority (WestCAT). This study supports WCCTAC's vision of providing leadership, vision, and public policy development to create a comprehensive and cohesive transportation program that responds to the communities' present and future needs.

¹ Kittelson 2015, based on Contra Costa County Travel Demand Model

1.2 Study Area Context

West Contra Costa County is a distinctive sub-region within the Bay Area set between the San Francisco Bay and the East Bay hills. I-80, the primary vehicular route running north-south through this sub-region, has major regional significance to Bay Area commuters, and is considered one of the most congested freeway corridors in the region. San Pablo Avenue is a major arterial that runs parallel and functions as a possible alternative to I-80. It links each jurisdiction in West Contra Costa and is a key commercial thoroughfare for the sub-region. Interstate 580 (I-580), which runs perpendicular to I-80, connects travelers west to and from Marin County across the Richmond-San Rafael Bridge to I-80, and continues east through Alameda County and beyond.

The study area extends along the I-80 corridor, encompassing West Contra Costa County from the southern boundary at the Alameda County line north to the Carquinez Bridge and Solano County line. It essentially encompasses the Metropolitan Transportation Commission's (MTC) Superdistrict 20, which includes the Cities of El Cerrito, Hercules, Pinole, Richmond, and San Pablo as well as the unincorporated communities of Crockett, El Sobrante, and Rodeo. **Figure 1** displays a map of the core study area, which includes I-80 and I-580, Highway 4, as well as major surface streets including San Pablo Avenue and Richmond Parkway. The West County HCT Study will also include analysis of travel markets to the west of the study area along I-580, south along I-80 to Alameda County and the Bay Bridge, east along Highway 4, and north along I-80 across the Carquinez Bridge to Solano County.

Figure 1. Study Area



Source: Parsons Brinckerhoff, Kimley Horn, 2015

1.3 Study Purpose

The purpose of this study is to identify and evaluate the feasibility and effectiveness of HCT options in west Contra Costa County for WCCTAC's consideration. This will require understanding existing travel markets and future demand for HCT in the area as part of the larger regional transit network, identifying and evaluating HCT options, and assessing the costs and potential funding sources for these options. Central to the study purpose is providing WCCTAC with the analyses necessary to determine and advance the most promising HCT alternative(s). The study will consider multimodal transit options including, but not limited to: freeway-based express bus, bus rapid transit (BRT), light rail transit (LRT), extension of BART service, commuter rail improvements, and ferry service. Study findings will guide future planning, investment priorities and funding efforts for WCCTAC.

1.4 The Need for High-Capacity Transit Improvements

Within west Contra Costa, the I-80 corridor is routinely congested during peak commute hours, often in both directions, with the AM southbound (also known as the westbound) direction being the more primary commute. Severe congestion is also present during off-peak hours and weekends. While some trips originate or terminate within west Contra Costa County, much of the traffic results from trips to and from destinations outside the sub-county region that are just passing through (WCCTAC, 2014). High traffic volumes and congestion within the area restricts mobility for local residents, negatively impacts goods movement and commercial enterprises, and contributes to local pollution and greenhouse gas emissions.

HCT improvements in West County are needed to address increasingly unreliable travel times for transit trips made on the area's congested roadways and insufficient transit capacity to meet the demands of current and future travel within and through the area. Existing transit in West County, including AC Transit, WestCat and BART, is heavily utilized but directly serves a limited number of local residents and workplaces. Extending the reach of HCT would increase the number of regional travel options for West County and beyond.

2 GOALS AND OBJECTIVES

The goals and objectives of this study are informed by a review of relevant past studies, West County and countywide transportation goals and the need to address existing and future transportation problems. A multitude of studies were conducted in the past 20 years in an effort to address increasing congestion on the I-80 corridor. These studies include MTC's I-80 Corridor Study (1996) and Regional Rail Plan (2007), several studies from BART exploring extensions in West Contra Costa County, as well as other studies from WCCTAC, CCTA and countywide transit providers. These studies have consistent themes in highlighting the need to improve mobility in the corridor through convenient and reliable transit service, provide

alternatives to single-occupancy vehicles, encourage sustainable transit-oriented development, and reduce environmental impacts with respect to maintaining the quality of life in local communities.

In addition to past studies relevant to the I-80 corridor, a review of long-range plans, action plans, and vision plans from regional authorities was conducted to inform and establish a level of consistency when defining the goals and objectives specific to this study. Among these was the West County Action Plan for Routes of Regional Significance, which identifies ten overarching goals that guide West County's transportation planning efforts.² One of these goals is to improve and expand high-capacity transit, a long-standing policy goal of WCCTAC that provides the groundwork for the West County HCT study.

Also important in the formation of this study's goals and objectives were the vision and goals set out in Contra Costa Transportation Authority's (CCTA) 2014 Comprehensive Transportation Plan. Part of the vision includes the integration of all modes of transportation to meet the diverse needs of Contra Costa. CCTA's goals to realize this vision include supporting the efficient, safe, and reliable movement of people and goods using all available travel modes and expanding safe, convenient and affordable alternatives to the single-occupant vehicle.

The goals and objectives specific to this study are outlined as follows:

Goal 1: Increase transit ridership by providing efficient, frequent, and reliable service

- Objective 1a: Improve high-capacity transit service, travel times, and connections.
- Objective 1b: Improve access to existing and proposed transit hubs by all modes of transportation and increase the total number of trips taken by transit.

Goal 2: Improve connections between transit systems and services

- Objective 2a: Connect communities in the corridor to the regional transit network and other regional centers.
- Objective 2b: Provide user-friendly connections between regional and local transit services.

Goal 3: Expand transit in competitive corridors to new and underserved travel markets

- Objective 3a: Identify opportunities to match transit improvements with unmet and anticipated future needs in local, regional, and inter-regional markets.

Goal 4: Protect and enhance the environment and maintain a high quality of life

- Objective 4a: Avoid impacts to existing natural and cultural resources in the corridor.

² West County Action Plan for Routes of Regional Significance, WCCTAC, 2014.

- Objective 4b: Improve air quality and decrease greenhouse gas emissions by reducing reliance on single-occupant vehicles.
- Objective 4c: Reduce transportation energy demand (per vehicle mile of travel) by increasing the use of high-capacity transit.
- Objective 4d: Take into account risks related to sea level rise and the effects of climate change in the location and design of transit facilities.
- Objective 4e: Be consistent with local plans and policies.

Goal 5: Support sustainable urban growth

- Objective 5a: Support economic and transit-oriented development in the corridor to advance the regional Sustainable Communities Strategies and Priority Development Area policies that support them.
- Objective 5b: Support development of compact, mixed-use, and sustainable communities that can be served effectively by transit.

Goal 6: Provide equitable access for residents and businesses

- Objective 6a: Improve transit access to jobs, housing, education, and other regional resources for a broad cross-section of socio-economic groups, ethnicities, and household types, especially for transit-dependent populations.
- Objective 6b: Preserve mobility of people and goods throughout the corridor.

Goal 7: Make efficient use of public financial resources

- Objective 7a: Identify high-capacity transit investments that are cost-effective.
- Objective 7b: Seek public input on proposed transit investments.

These goals and objectives will serve as the framework for the study's development and evaluation of long-term HCT improvements.



West Contra Costa High-Capacity Study

FINAL TECHNICAL MEMORANDUM #3 Strategic Communications and Outreach Plan

September 2015

**PARSONS
BRINCKERHOFF**

With

**Circlepoint
Vallier Design**

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Acronyms and Abbreviations

CCTA	Contra Costa Transportation Authority
I-80	Interstate 80
ICM	Integrated Corridor Mobility project
TEP	Transportation Expenditure Plan
WCCTAC	West Contra Costa Transportation Advisory Committee
WCCTAC TAC	Technical Advisory Committee for West Contra Costa Transportation Advisory Committee

1 STRATEGIC COMMUNICATIONS AND OUTREACH PLAN

1.1 Purpose and Goal

Strategic communications will facilitate public input during the West Contra Costa High-Capacity Transit Study to strengthen its recommendations and help achieve broad regional support for the final proposed set of projects. The purpose of this Strategic Communications and Outreach Plan is to provide a communications “blueprint” for the activities that will educate and inform the public about the study and help garner broad public input during its development.

1.2 Approach

The communications activities will entail a multi-pronged approach to educate the public about the purpose of the study as well as to solicit public input at key milestones of its development:

- During the assessment phase, to understand what the public sees as transportation issues and where they would like to focus investments;
- To assist in the refinement of alternatives; and
- To provide feedback on the final recommendation for a transit investment.

As part of this multi-pronged approach, we will leverage the existing communications channels of partner agencies (through the Study Management Group), the WCCTAC Technical Advisory Committee (TAC), and the WCCTAC Board of Directors to broaden the scope of our outreach activities and to obtain public input from a broad cross-section of West County constituents. Coordination with these entities will also help to ensure clear, uniform, and consistent communications. We will also communicate directly with cities and community organizations throughout the process.

The communications activities are timed to coordinate with and leverage outreach activities by the Contra Costa Transportation Authority’s (CCTA) concurrent countywide Transportation Expenditure Plan (TEP) to maximize West County public participation and to ensure that these activities are complementary rather than competitive. Additionally, public input opportunities will be scheduled ahead of WCCTAC Board meetings so that an accurate summary of “what we heard” (public input) can be reported to the WCCTAC Board and inform their decisions regarding the study.

1.3 Messaging

Below is an overview of the key messaging that will educate the public about the study and to obtain public input.

1.3.1 Conceptual Messaging and Project Boilerplate

As a first step, the study team will develop conceptual messages that will be used to help educate and inform the public about the purpose and goals of the study as well as to identify the study area, development process and opportunities for public input, and other key study parameters. This will become the “boilerplate” message about the study that is applied to all informational and outreach materials, including the study’s dedicated website, fact sheets, e-blasts, the online survey, and public notice materials.

1.3.2 Messaging to Educate, Encourage Public Participation, and Focus Public Input

Detailed messaging will serve as a method of educating the public further about the study. It will be designed to spur public understanding about West County transportation and to motivate broad public participation to help identify a set of potential transit investments. Variations of this messaging will be used in discussions with key stakeholders (see Section 1.4), in introductory remarks at public workshops, the telephone town hall, and other public forums. It may also be used in electronic and print materials.

Below are preliminary messaging concepts.

1.3.2.1 To Educate

Providing context about the current and projected conditions for transit in West County will explain why WCCTAC is developing a plan for future high-capacity transit investments:

- A key element of West County congestion is the I-80 corridor, which is already at capacity. Travel forecasting shows congestion will increase along this corridor as well as other parts of West County. Since options for widening freeways and roadways are extremely limited, reducing travel times and accommodating future growth require more efficient use of the freeways, roadways, and other transportation facilities in the study area.
- Transit – especially transit that can move large numbers of people – is key to addressing the congestion. High-capacity transit – which includes services such as express buses, ferries, BART, inter-city or commuter rail, or Santa Clara County’s light rail – provides substantially higher levels of passenger capacity with typically fewer stops, higher speeds, and/or more frequent service than local public bus services. High-capacity transit is the type of transit that people often use for their daily commute to work.
- Historically, there has not been enough investment in transit to keep up with demand or future growth. The study is being conducted to plan for projected growth in West County and reduce its impacts on congestion.

1.3.2.2 To Encourage Public Participation

To help encourage broad public participation, the messaging will explain the longer-term desired outcomes and why public input is important:

- The study will identify, from a set of possible projects, one final proposal (or set of projects) that may be included in the 2016 Contra Costa County Sales Tax Measure. Since transit choices are made within the context of limited resources, WCCTAC needs public input to ensure that the highest-impact project will make it to the ballot.

1.3.2.3 To Help Focus and Obtain Meaningful Public Input

The public will be asked to provide input on these kinds of questions through the telephone town hall, online survey, and at public meetings:

- What kind of high-capacity transit improvements would you like to see in West County?
- How can WCCTAC and project partners make transit more convenient for you?
- Where do you need to get to that current commuter transit doesn't serve?
- How do we accommodate future changes in land use?

1.4 Direct Stakeholder Outreach

The purpose of stakeholder outreach is to inform key decision makers and community leaders about the purpose and benefit of the study and to identify key issues and concerns early on in the process. For this reason, the PB communications team will reach out to five city managers in West County, their staff, and WCCTAC TAC members early in the study development process, to request these groups' participation in the study and identify key issues, concerns, and desired study outcomes. Additionally, we will enlist their support in sharing project information with their own networks and constituencies and promoting public participation at public meetings, online surveys, and the telephone town hall. During the meetings, we will also inquire about interest groups that they recommend speaking with to confirm and augment the list of stakeholders, including with any groups that could help garner public participation and input in the study.

The resulting list of stakeholders will be brought to the WCCTAC TAC for review and approval prior to any public meetings. With WCCTAC approval, the expanded stakeholder list may include neighborhood organizations, environmental organizations, transportation advocacy organizations, multi-cultural communities, and others.

1.5 Key Considerations

1.5.1 Study Communications Challenges

We anticipate several potential study communications challenges. It will therefore be important to balance communications about the purpose and benefits of the study with communications underlining the realities of potential project costs, timelines for implementation, and other key factors. During the public involvement process, the study team will also need to clearly explain how the proposed alternatives were screened and the list of potential projects narrowed to engender public understanding and acceptance as the development of the study progresses.

- A large geographic area means not all West County commuters can be served by one transportation mode. Historically, there has been a lack of consensus in West County about the priorities for transit investment. The identified proposal (which could be a suite of projects) may be controversial.
- Communications must clearly outline the variety of options and define their diverse costs and benefits so as to minimize public confusion and/or concern about the multiplicity of options.
- It will be important to demonstrate that there will be tangible outcomes from the study.
- Solutions to congestion within the study area will need to account for both through travel and travel that begins or ends in West Contra Costa County.
- Study alternatives will need to be coordinated and be consistent with local jurisdictions' transportation planning efforts. For example:
 - Richmond leaders are concerned with a possible BART extension reducing service to the Richmond BART station.
 - Hercules leaders have their own plans for ferry and rail service.

1.5.2 Other Challenges

- A large geographic area presents challenges in getting the word out.
- The concurrent TEP process and implementation of the I-80 Integrated Corridor Mobility (ICM) project could confuse the public.

1.6 Key Target Audiences

Target audiences for the study's strategic communications and outreach are listed below. Communications to all audiences will include the request that audiences share information about the study with their own networks and/or constituents.

- WCCTAC Board, WCCTAC TAC, Study Management Group
- CCTA staff and decision-makers
- Elected officials and policy makers

- City Managers and staff in cities in the study area
- Commuters in West County
- Concerned citizens, grassroots and interest groups, and residents within West County who are not commuters
- Existing and potential transit riders

1.7 Key Communication Tools

The following outreach tools will serve to (a) inform the public about the study, (b) receive public input regarding the Study alternatives, (c) report back out to the public on input received, so as to maintain a high level of public awareness. The tools are listed in approximate chronological order.

- Project fact sheets
 - One fact sheet will be developed in advance of each round of meetings, for a total of two fact sheets. The fact sheets will provide an overview of the study goals, boundaries, and public input process, briefly describe the different transportation modes to be considered, and include an update of the study's status or progress.
 - Both fact sheets will include the project boilerplate, as described earlier.
- Project website
 - The project website will be a single page with information similar to the fact sheets.
 - In addition to being mailed/distributed through partner agencies and other channels, meeting notices and meeting materials will be posted here.
 - The website will also host two separate online surveys in conjunction with the two rounds of public workshops.
 - Additional content will also be made available for download from the site, such as technical memos or maps.
- Direct outreach to key stakeholders
 - Early in the study, the communications team will coordinate in-person meetings with City Managers and staff, including Public Works, Planning and Traffic Engineers, in one meeting with each City (i.e., El Cerrito, Hercules, Pinole, Richmond, and San Pablo) and one meeting with representatives of unincorporated areas in coordination with Supervisor Gioia's office, for six total meetings. The meetings will provide information about the project, approach, timeline, etc. A preliminary list of community stakeholders will be reviewed before each meeting and refined based on input received.
 - The communications team will coordinate outreach activities with the City staff outlined above as well as 511 Contra Costa, AC Transit, BART, Caltrans, Capitol Corridor, and WestCAT. These organizations will also provide input on the

preliminary list of community stakeholders and an inventory of agency communications tools for reaching transit riders, shuttle services, and other target audiences. These communications tools may include flyers for transit stations, electronic sign announcements at transit stations (if appropriate and supported by partner agencies), car cards for buses, and other communications vehicles.

- E-blasts/press releases, newsletter updates, and social media posts
 - E-blasts and social media and newsletter posts will be used to get the word out about the study and notify the public of upcoming opportunities to provide input (including online methods).
 - Pre-written materials will be provided to the WCCTAC Board and TAC members and partner agencies for review and redistribution through all channels available to them.
 - The communications team will also send a press release announcing each meeting to local news outlets no later than one week in advance of the meeting.
 - Quarterly e-blasts (and occasional updates directly to elected officials and key agency staff) regarding study details, progress, and preliminary conclusions will be sent to maintain public interest inbetween the two rounds of public meetings.
 - All e-blasts will be coordinated with the TEP outreach process.
- Direct mailer notice of telephone town hall
 - CCTA will cover the cost of a direct mailer to 50,000 households in West County that include registered voters. The notice will include the study boilerplate described above and the WCCTAC logo, emphasizing WCCTAC's role as a partner in the telephone town hall.

1.7.1 Communications Tools to Obtain Public Input

- telephone town hall in partnership with CCTA – November 12, 2015
 - To launch the public outreach process for the study and introduce the public to its purpose and objectives, the PB communications team will support WCCTAC with the co-hosting of a joint telephone town hall meeting with CCTA, provide logistical support and script development, and facilitate a dry run of the event..
 - The majority (approximately 40 minutes) of this 60-minute call-in meeting will be led by WCCTAC, with moderation by CCTA and messaging points provided by the communications team. John Nemeth will provide a brief introduction to WCCTAC and the study (scripted by the PB communications team in consultation with WCCTAC staff) and briefly present the high-level list of possible transit projects to be studied.

- Call-in participants would be invited to ask questions about the study and to participate in a series of short polls during the call, which will include multiple choice questions. Questions will be answered by either an elected official or WCCTAC staff.
- In the remaining time, the meeting moderator will thank the public for their input and suggestions, then segue into a high-level discussion, led by CCTA, of realistic financial constraints, priorities, and the TEP.
- The collaborative town hall would allow for greater public participation and place the High-Capacity Transit Study in the context of expanding transportation investments in Contra Costa County, encouraging voters to associate the study with real outcomes and to remain engaged throughout the study's duration.
- Messaging about upcoming opportunities for public input, including public meetings, online surveys, and other mechanisms, would be included at the end of the meeting.
- Standard vendor capabilities include performing real-time polling (multiple-choice questions), capturing and screening participant questions, capturing statistics/reporting, taping of the session (depending on vendor cost), etc. The vendor cost will be split between WCCTAC and CCTA.
- First round of meetings (two locations) – Mid-November to early December 2015
 - The first round will cover preliminary list of alternatives, travel market analysis, and study process. Both the preliminary list of four preferred alternatives, as well as the full list of eight alternatives, will be presented for public discussion.
 - The meeting format will be a hybrid open-house format with a presentation and then opportunity for participants to ask questions of project team members at displays of different modes. “Dot voting” and/or a written survey will provide an opportunity for interactive public input on both the public's preferred alternatives as well as the public's assessment of the preliminary list.
 - Meeting notices will include messaging that communicates, and makes relevant to people, the value of their participation, i.e., how their participation can change how people travel in West County. The PB communications team will draft a meeting plan that includes proposed stations (and content for each), the desired message or outcome for each station, and any hands-on or interactive activities to stimulate discussion and dialogue between members of the public and the project team.
 - Informational materials will include the project fact sheet, outlining study goals, boundaries, and overview of the development process/future opportunities for public input.
- Second round of meetings (two locations) – March/April 2016
 - The second round of meetings will focus on the analysis and evaluation of the four preferred alternatives and determination of the final proposal (set of projects) that will be carried forward for additional study.

- The meeting will have an open-house component at the beginning, but will follow a traditional format with a presentation and public question-and-answer session. A written survey will be distributed and collected to provide an opportunity for input on the selection of the preferred alternative.
- The second round of meetings will be held prior to a WCCTAC Board meeting so that the identified final proposal can be presented to the Board and submitted for approval in a timely manner.
- Online surveys
 - For each round of meetings, we will solicit input on preferred transportation modes and (potential) alternatives. Participants will rank their top three transportation preferences and provide pros/cons of each mode.
 - The online surveys will be similar to the written surveys available at the public meetings and will be online concurrently with the public meetings, so as to reach those who are not able to attend the meetings in person.
 - WCCTAC staff will review draft survey questions.
- Social media survey
 - A social media channel(s) identified by the Study Management Group, WCCTAC TAC, and WCCTAC Board will host a simple question about the alternatives and invite responses via social media.
 - Personal effort required to answer such a survey is very low, increasing the chances that people who do not (a) attend the town hall/meetings or (b) answer the online survey will provide input. While certain data, such as demographics, are not captured by a one-question survey, the intention is to capture a wide snapshot of what transit services can best meet travel needs among the followers of the identified social media channel(s). Responses will be compiled and provided to the technical team and WCCTAC for review.
- Translation and interpretation
 - Languages for materials to be translated into are Chinese, Korean, Spanish, and Vietnamese.
 - BART will provide translation and interpretation services for the project. All written materials to be translated will be provided to BART two weeks in advance of needing receipt of the translation. BART will be notified at least 72 hours in advance of any public meetings to provide interpretation services.

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West Contra Costa High-Capacity Transit Study

FINAL TECHNICAL MEMORANDUM #4 Summary and Evaluation of Prior Studies

September 2015

**PARSONS
BRINCKERHOFF**

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Acronyms and Abbreviations

AC Transit	Alameda-Contra Costa Transit District
Alameda CTC	Alameda County Transportation Commission
AT&SF	Atchison, Topeka and Santa Fe Railway
BART	Bay Area Rapid Transit
BNSF	Burlington Northern Santa Fe Railroad
BRT	Bus Rapid Transit
Caltrans	California Department of Transportation
CCTA	Contra Costa Transportation Authority
CCJPA	Capitol Corridor Joint Powers Authority
COA	Comprehensive Operations Analysis
CTP	Comprehensive Transportation Plan
DMU	Diesel Multiple Unit
EIR	Environmental Impact Review
HOV	High Occupancy Vehicle
I-80	Interstate 80
I-580	Interstate 580
LOS	Level of Service
LRT	Light Rail Transit
MTC	Metropolitan Transportation Commission
PDA	Priority Development Area
RM	Regional Measure
ROW	Right-of-way
RTP	Regional Transportation Plan
SRTP	Short-Range Transit Plan

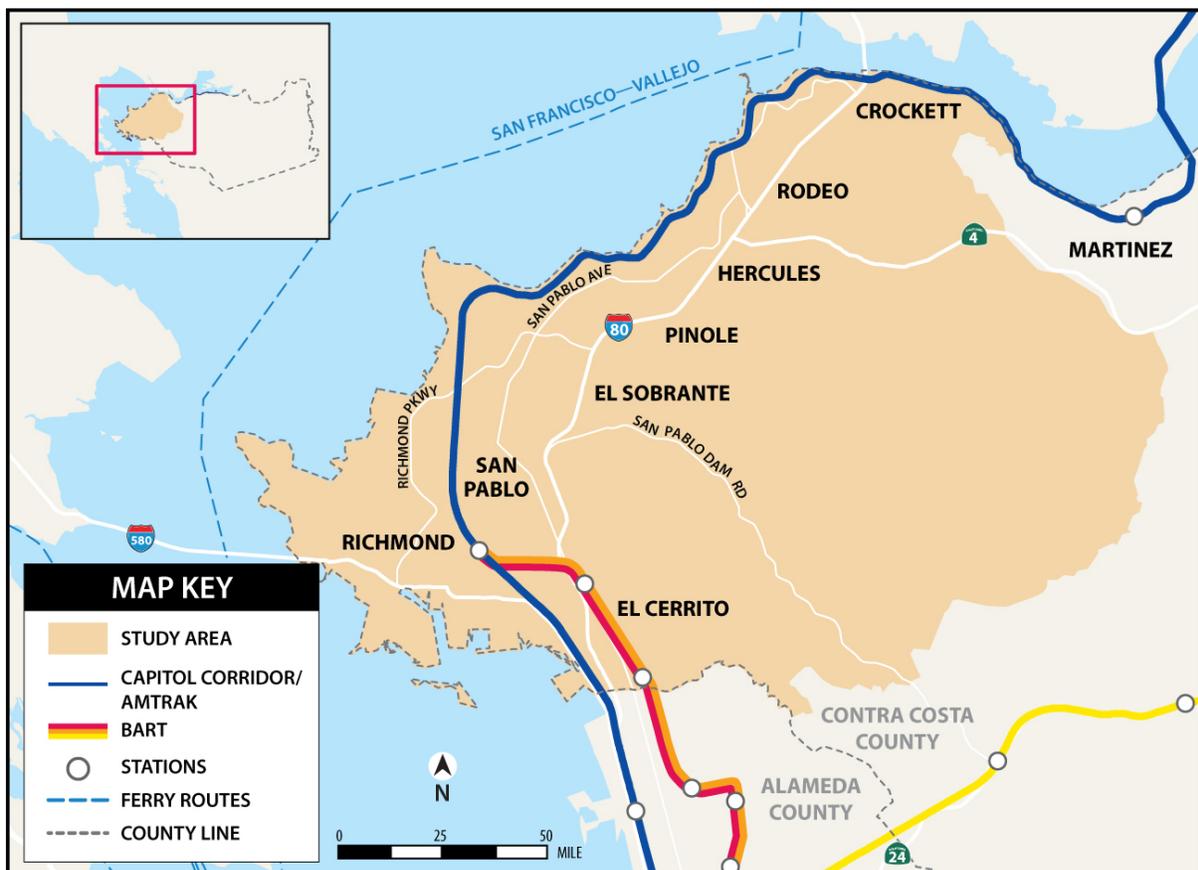
TOD	Transit-Oriented Development
TSP	Transit Signal Priority
TSP	Transit Sustainability Project
UPRR	Union Pacific Railroad
WCCTA	Western Contra Costa Transit Authority
WCCTAC	West Contra Costa Transportation Advisory Committee
WestCAT	Western Contra Costa Transit Authority Transit Service
WETA	Water Emergency Transportation Authority

1 INTRODUCTION

1.1 West Contra Costa County Transportation Setting

West Contra Costa County is a sub-region located in the Bay Area between the San Francisco Bay and the East Bay hills. It contains a mixture of residential and commercial development, with some notable heavy industrial land use. The study area is identified in **Figure 1**. The primary vehicular route through the County is Interstate 80 (I-80), which runs from the Carquinez Bridge to the Alameda County line and is considered one of the most congested corridors in the San Francisco Bay Area. San Pablo Avenue is the major arterial that runs north-south, parallel to I-80. It serves as an alternative to I-80 and is a major linkage of jurisdictions in West Contra Costa County. Interstate 580 (I-580) connects to I-80 in Richmond and provides an east-west connection between West Contra Costa County and Marin and Sonoma counties. Highway 4 (John Muir Parkway) provides an east-west connection into East Contra Costa County from Hercules to Concord and Pittsburg.

Figure 1: Study Area



Source: Parsons Brinckerhoff, Kimley Horn, 2015

West Contra Costa County is also served by several transit operators, including:

- Alameda-Contra Costa Transit District (AC Transit) provides numerous local and express bus services in West County and a Rapid bus service on San Pablo Avenue. San Pablo Avenue and MacDonald Avenue are the two main corridors served by AC Transit in West County.
- Bay Area Rapid Transit (BART) serves the southern portion of West Contra Costa County (West County) via the Richmond line. There are three BART stations in West County: El Cerrito Plaza, El Cerrito del Norte, and Richmond. The El Cerrito del Norte station has the highest ridership of all BART stations in Contra Costa County and, due to its proximity to I-80, serves as a major transit center providing connections from various bus services to BART. AC Transit, Golden Gate Transit, Fairfield-Suisun Transit, Soltrans, Vallejo Transit, and WestCAT all provide connections to BART at the El Cerrito del Norte BART station. AC Transit and Golden Gate Transit also provide connections to the Richmond BART/Amtrak station.
- The Capitol Corridor (Amtrak) commuter service runs from Auburn to San Jose and stops at the Richmond BART station in West Contra Costa. The Capitol Corridor service operates on the Union Pacific Railroad right-of-way (ROW).
- The Western Contra Costa Transit Authority (WestCAT) provides local bus service to the northern portion of West County to Crockett, Rodeo, Hercules, Pinole, and parts of El Sobrante. WestCAT also provides express bus service connecting Pinole and Hercules to the El Cerrito del Norte BART station and San Francisco.
- WETA is working with the City of Richmond to construct a new ferry terminal at the southern point of Ford Peninsula on the Richmond waterfront. The site is approximately 1.5 miles from downtown Richmond. Ferry service is expected to be operational by 2017.

1.2 Study Purpose

The purpose of the West Contra Costa High-Capacity Transit Study is to evaluate the feasibility and effectiveness of improving high-capacity transit service in the West Contra Costa County travel corridor, which includes I-80, San Pablo Avenue, and Capitol Corridor service on the Union Pacific railroad, extending from the Alameda County line to the vicinity of the Carquinez Bridge. This will require understanding travel markets and the demand for high-capacity transit in the corridor as part of the larger regional transit network, identifying the high-capacity transit options in West Contra Costa County, and understanding the costs and potential funding sources for these options.

For over 30 years, the region has been studying the opportunities for introducing high-capacity transit in West Contra Costa County due to growing congestion on I-80. The potential for a BART extension has been studied every decade, and consideration has also been given to new commuter rail service, expansion of Capitol Corridor service, express bus, and new ferry service. Each of these studies has shown the potential for capturing additional transit ridership. During the past 20 years, Capitol Corridor service has been expanded, new express bus services introduced, and ferry service to Vallejo initiated. With the exception of a study conducted by MTC in the mid-1990s, little consideration has been given to the integration of transit services and how modal options can complement each other to improve transit ridership and maximize linkages throughout the county.

The investments that have been made have not kept pace with demand as travel in the study area and the I-80 corridor has steadily grown. Congestion, as that experienced on I-80, is a positive indicator of the region's desirability and economic prosperity. It is evident that people want to live, work, and raise their families in the area. However, due to latent demand for travel, the ability to reduce congestion is limited. As such, the goal of the study is not to "end" congestion but to assess current conditions, identify future travel markets, and develop feasible alternatives that optimize existing resources. The study will focus on how to most effectively capture a larger share of the market on transit so as to reduce the impacts of growth.

The purpose of this study then is to look at these evaluations to gain an understanding of what has been considered in the past and to take a fresh look at multi-modal solutions to increase high-capacity transit in the West Contra Costa travel corridor.

High-capacity transit is defined as a service or system that provides substantially higher levels of passenger capacity, speed, and service frequency as compared to community-based or local bus services. Transit options that will be evaluated as part of this study include: freeway-based express bus, bus rapid transit, and/or light rail, extension of BART service, commuter rail improvements, and ferry service expansion. It is the type of transit that people often use for their daily commute to work.

1.3 Purpose of this Technical Memorandum

The purpose of this technical memorandum is to summarize prior studies that have been undertaken to address congestion in the study area. The information collected as part of this technical memorandum will be used to inform subsequent tasks.

The following studies were reviewed:

- AC Transit Major Corridors Study, in progress
- AC Transit Service Expansion Plan (formerly known as Comprehensive Operations Analysis), in progress

- BART West Contra Costa Extension Study, 1983
- BART West Contra Costa Extension Alignment Study, 1992
- BART Contra Costa-Solano Rail Feasibility Study, 2003
- BART Vision Plan, 2014
- Capitol Corridor Business Plan, 2014
- Capitol Corridor Vision Plan, 2014
- Contra Costa Transportation Authority (CCTA) Ferry Feasibility Study, 2014
- CCTA Express Bus Study, 2001
- Metropolitan Transportation Commission (MTC) I-80 Corridor Study, 1996
- MTC Regional Rail Plan, 2007
- WestCAT Short Range Transit Plan, 2013
- West Contra Costa Transportation Advisory Committee (WCCTAC) Additional West County Train Station Site Evaluation, 1999

In addition, a review of the General Plans of the cities of El Cerrito, Hercules, Pinole, San Pablo, and Richmond was conducted, along with a number of additional plans that fall within the study area.

2 REVIEW OF PRIOR STUDIES

The following section provides a brief description of each study and summarizes issues and findings that are relevant to the West Contra Costa High-Capacity Transit Study.

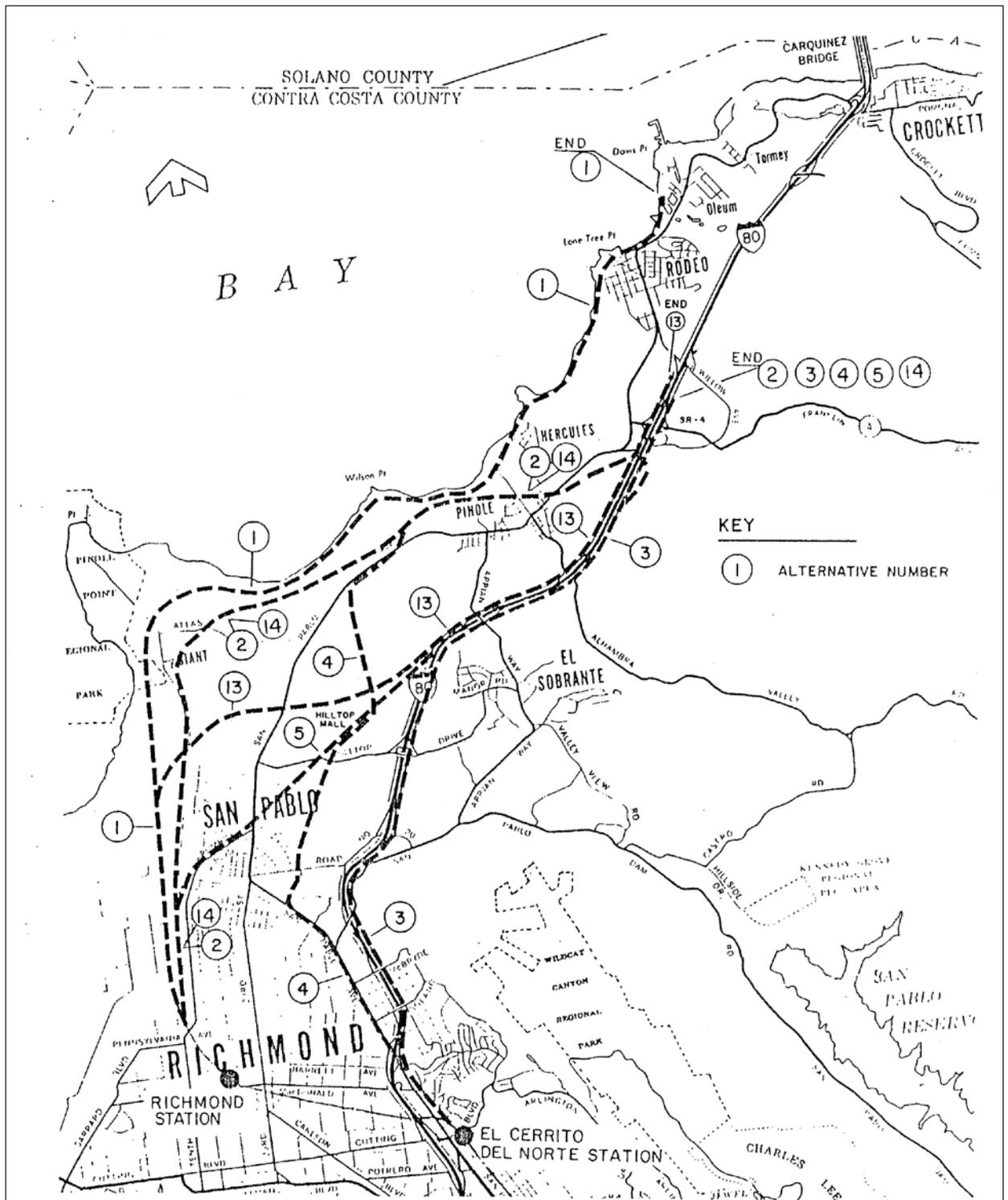
2.1 BART West Contra Costa Extension Study, 1983

The first regional study to evaluate options for high-capacity transit was the 1983 BART West Contra Costa Extension Study. This study evaluated 15 alternatives to extend BART's Richmond line into northwest Contra Costa County and was the first time that the BART Board looked at the feasibility of extending BART service further north in West Contra Costa County. The study looked at alignment options and station sites connecting via the Richmond or El Cerrito del Norte BART stations.

From the original 15 alternatives, seven were advanced as being the most promising and recommended to be advanced for further study. These alternatives are described below and illustrated in **Figure 2**:

- **Southern Pacific:** Extension directly north from Richmond BART station within the Southern Pacific ROW and following the bayfront with the potential for four stations. This alternative would require considerable amounts of aerial structures to avoid conflicts with utilities and spur tracks. At a total distance of 9.9 miles, this was the longest alternative by one mile.
- **Atchison, Topeka and Santa Fe Railway (AT&SF):** Extension directly north from Richmond BART station using the existing AT&SF ROW. This alternative would require additional ROW acquisition and dislocation of existing structures. This alternative included three stations.
- **Interstate 80:** Extension from El Cerrito del Norte BART station with the alignment paralleling the eastern side of I-80. Three potential stations were identified. This alternative would require extensive earth cuts and fill, aerial structures, some tunneling, and construction of a new yard. Under this alternative, train speeds would be limited due to the grades along the alignment. This alternative would also involve design complexities due to crossing the Hayward Fault on an aerial structure.
- **San Pablo Avenue:** Extension from El Cerrito del Norte BART station with an aerial structure down the median of San Pablo Avenue and four potential stations. The study considered this alternative as the most expensive of the seven alternatives since this option would require extensive tunneling near Hilltop Mall, aerial structures, and a new yard.
- **Rumrill/Hilltop/I-80:** Extension directly north from Richmond BART station with an aerial structure in the median of Rumrill Boulevard and extensive tunneling near Hilltop Mall. This alternative would result in four potential stations and had the shortest alignment length.
- **Hilltop/I-80:** Extension directly north from Richmond BART station requiring earth cuts and fills and some tunneling with four potential stations. This alternative would conflict with the I-80 high occupancy vehicle (HOV) lane project.
- **AT&SF Railway/I-80:** Extension directly north from Richmond BART station using the existing AT&SF ROW with additional ROW acquisition and dislocation of existing structures. This alternative would offer potential stations at three locations and would require construction of a new yard.

Figure 2: 1983 BART West Contra Costa Extension Study Alternatives for Consideration



Note:

- 1: Southern Pacific
- 2: AT&SF Railway
- 3: I-80

4: San Pablo Avenue

- 5: Rumrill/Hilltop/I-80
- 13: Hilltop/I-80
- 14: AT&SF Railway/I-80

Source: BART 1983 West Contra Costa Extension Study

Key findings of the study included:

- The vicinity of I-80 and State Route 4 was identified as a logical northern terminus. This area had sufficient undeveloped and relatively flat land for construction of a BART station and end-of-the-line train storage track, and future flexibility for a BART extension to the north or east.¹
- Extension north from the Richmond BART station was considered more advantageous than extension from the El Cerrito del Norte station, due to requirements for a new yard at the El Cerrito del Norte station.
- Extensions further north to either Crockett or Cummings Skyway were not considered to be advantageous when considering the added capital and operating costs versus the added ridership.
- Depending on the alternative, projected farebox recovery ranged from 23 to 43 percent.
- A shuttle service with passengers transferring at the end of the extension would result in substantial cost savings (\$2 million per year in 1983 dollars), but would have reduced patronage as compared to through service.
- Trade-offs would exist for capital costs initially invested and patronage or total benefit.

Following the completion of the 1983 study, a preferred alignment from the existing Richmond BART station through the City of San Pablo, under the Hilltop Mall area, and along the western side of I-80 to the vicinity of the City of Crockett was adopted by the BART Board.²

2.2 BART West Contra Costa Extension Alignment Study, 1992

The 1992 West Contra Costa Extension Alignment Study evaluated potential rail transit alternatives within the I-80 corridor for transit alignments and station sites in West Contra Costa County and limited portions of Solano County. The 1992 study reexamined the feasibility of rail extensions previously identified in the 1983 West Contra Costa Alignment Study and was initiated due to major changes in land use, population, and growing travel demand in the region. BART was also interested in undertaking a more detailed analysis of the alignments that were evaluated in the 1983 study and in assessing the potential for light rail transit (LRT) as an alternative to conventional BART technology. Initial screening for this study evaluated six grade-separated heavy rail alignments, three corridor-long LRT alignments, and two existing railroads for commuter rail service.

¹ A BART park-and-ride facility has been developed at this location.

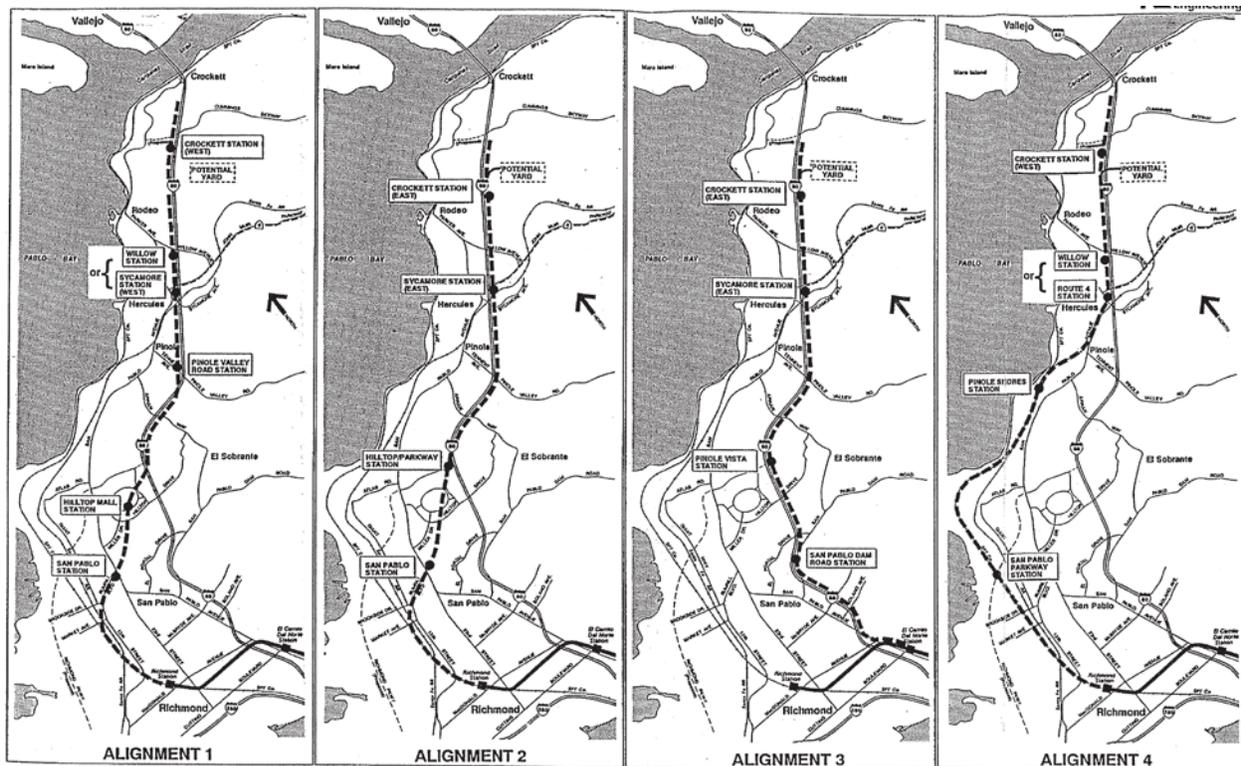
² BART, West Contra Costa Extension Alignment Study, 1992

The initial screening found:

- Southern Pacific and AT&SF railroad alignments were determined unsuitable for high-speed heavy rail transit, such as BART, due to the curvature of the ROW in West Contra Costa County.
- Building LRT along San Pablo Avenue would require additional ROW and major reconstruction.

From the initial study, four heavy rail alternatives that would allow for an extension of BART trackage and a potential future extension into Solano County across the Carquinez Strait were advanced (see **Figure 3**).

Figure 3: 1992 BART West Contra Costa Extension Alignment Study Alternatives



Source: BART 1992 West Contra Costa Extension Alignment Study

The study found that for the four alternatives:

- Alignment 1 ranked moderate for travel measures (e.g., passenger numbers, travel time, relief of I-80, tight curves, and staging) category, but poorly in terms of cost and impact.
- Alignment 2 had the highest ranking for travel measures and moderate relative capital costs.
- Alignment 3 ranked moderate for travel measures, cost, and impact.

- Alignment 4 ranked low for travel measures and moderate in terms of cost and impact. Alignment 4 was also found to be the least costly of the four alternatives.

Major findings of the study included:

- A BART extension could generate significant patronage.
- Due to the rolling terrain in the study corridor all alternatives would require significant amounts of guideway on structures to maintain acceptable grades.
- Screening studies identified two principal corridor routes:
 - Along the San Pablo Bay shore (route of the Southern Pacific Railroad mainline)
 - Along I-80
- Operation of commuter rail such as LRT may be an interim approach to providing heavy rail transit in the corridor and may help develop a market for rail transit. The analysis found that extending the LRT to the northern portion of the corridor would result in longer travel times and, thus, make LRT less effective than a standard commuter rail facility.

The study did not recommend a preferred alternative but provided information about the options for a new rail alignment within the I-80 corridor and outlined the next steps to take to further advance the development of a transit solution for this corridor.

2.3 MTC I-80 Corridor Study, 1996

The MTC I-80 Corridor Study was undertaken as a joint effort between Alameda, Contra Costa, and Solano counties, MTC, California Department of Transportation (Caltrans), and multiple transit agencies providing service in the I-80 corridor. The I-80 Corridor Study advanced a long-term strategy and investment plan to improve mobility within this corridor. The study looked not only at integrated transportation solutions, but also at a framework for integrating land use and transportation projects in the corridor. The study corridor extended from downtown Oakland to the Solano/Yolo county line near Davis.

The worst congestion levels in the corridor at that time, as today, occurred between the Bay Bridge and Pinole Valley Road in Contra Costa County. In addition, trucks constituted between seven to 12 percent or more of daily traffic volumes in the heavily traveled parts of the corridor.

The study analyzed 10 project alternatives that were designed to capture the full range of improvements for the corridor:

- **Alternative 1** – Projects in the 1994 Regional Transportation Plan (RTP).

- **Alternative 2** – Ramp metering in the Alameda County and Contra Costa County portions of the I-80 corridor.
- **Alternative 3** – Express bus service improvements within and from Solano County and an HOV extension through Vallejo.
- **Alternative 4** – Commuter rail service from Dixon to Oakland with feeder service to the rail stations and a West Oakland intermodal station connection to BART.
- **Alternative 5** – HOV lanes and a high level of express bus service throughout the corridor and light rail service on San Pablo Avenue in Contra Costa and Alameda counties.
- **Alternative 6** – High level of commuter rail service. Light rail service would be implemented on San Pablo Avenue and HOV lanes would be implemented throughout Fairfield and Vacaville.
- **Alternative 7** – High levels of express bus service and high levels of commuter rail service.
- **Alternative 8** – BART extension to Vallejo.
- **Alternative 9** – Major express bus service from Solano County and expansion of AC Transit express bus service between Contra Costa and Alameda counties and San Francisco.
- **Alternative 10** – BART extension to Hercules and RTP projects.

The study noted that express bus and commuter rail services, combined with a phased extension of the I-80 HOV lane, would offer a cost-effective and financially feasible strategy for providing rapid transit, increasing transit ridership, and managing congestion in the corridor. The study noted that express bus and commuter rail improvements do not attract as many new riders as a BART extension and were considered to be less costly than a BART extension alternative to address the demand for high quality transit service in the corridor.

Based on the alternatives analysis, the study recommended several transit service improvements:

- Operate ferry service between Vallejo and San Francisco (three/four round trips during peak periods).
- Operate express bus service throughout the corridor on the HOV network, providing direct service into San Francisco and connecting with BART in the I-80 and I-680 corridors.

- Provide three daily commute period roundtrips on the Capitol Corridor rail service between Sacramento and the greater Bay Area.
- Improve access to and within the Richmond and El Cerrito del Norte BART stations to accommodate increased feeder and express buses serving these stations—and rely on BART’s current plans to increase its capacity by reducing headways.
- Maintain and expand the feeder bus network to bring people to corridor rail stations and provide local bus service to operate between corridor communities.³

The complete I-80 Corridor Investment Plan, as recommended by this study, is shown in **Figure 4**.

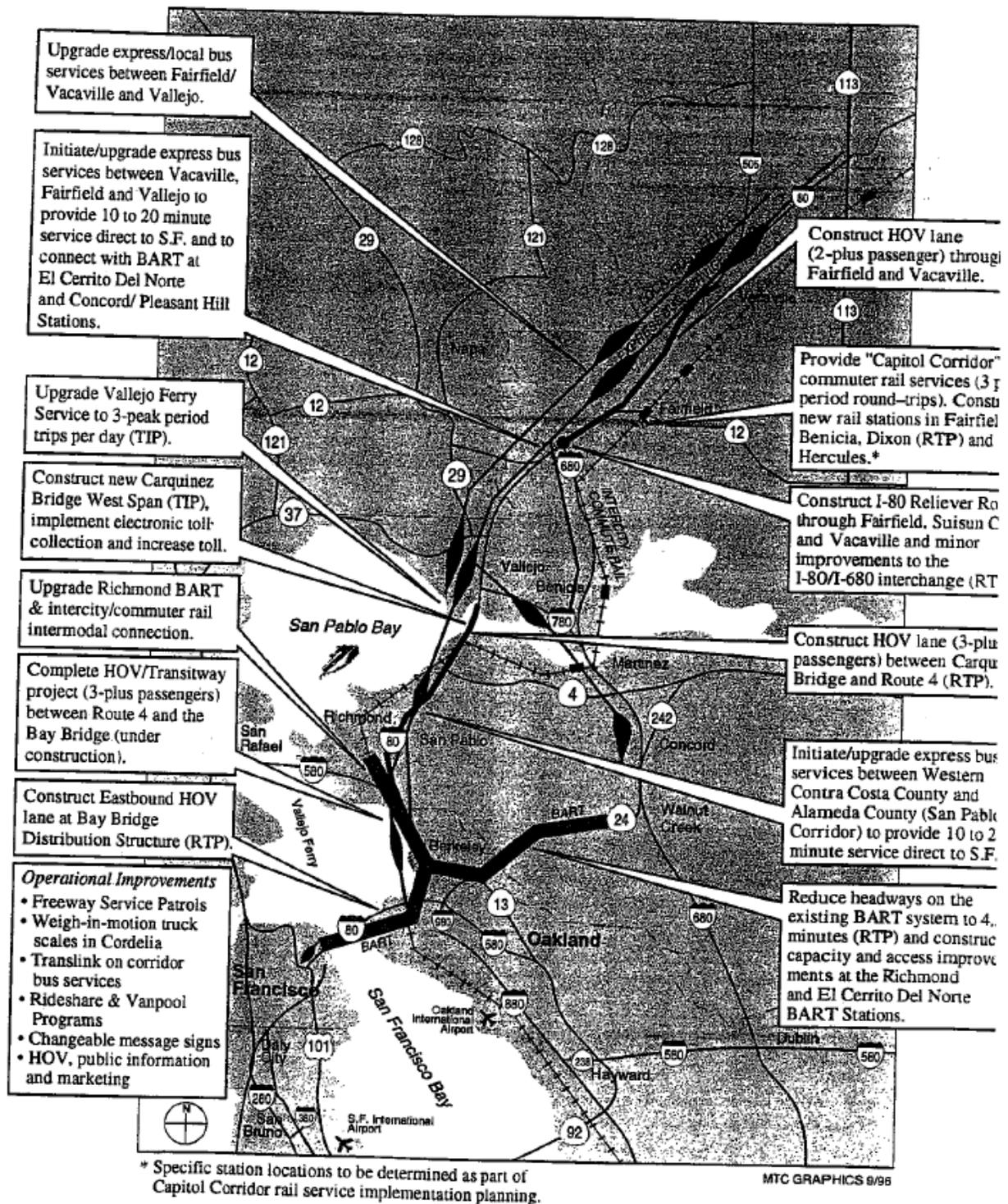
Since the completion of this study, WestCAT has implemented increased feeder bus service to the El Cerrito del Norte BART station. There are also several WCCTA express bus lines that travel on the HOV lanes on the I-80 corridor, including the JX and JPX express routes, Lynx TransBay service and the Route J service.⁴ The JX provides service between the Hercules Transit Center and the El Cerrito del Norte BART station. The JPX provides service between the Hercules Transit Center, Pinole and the El Cerrito del Norte BART station. In addition, the San Francisco Bay Ferry provides year-round weekday and weekend service between Vallejo and the terminals at the San Francisco Ferry Building and Pier 41.⁵

³ MTC, Interstate 80 Corridor Study Summary Report, Available: www.wcctac.org/wp-content/uploads/2015/01/MTC-I-80-Corridor-Study-11-20-1996.pdf

⁴ Western Contra Costa Transit Authority, Short Range Transit Plan, Available: <http://westcat.org/administration/srtp.html>

⁵ WETA, Vallejo Ferry Service, Available: <https://sanfranciscobayferry.com/route/sffb/vallejo>

Figure 4: Interstate 80 Corridor Investment Plan



Source: MTC, 1996 I-80 Corridor Study

2.4 WCCTAC Additional West County Train Station Site Evaluation, 1999

The 1999 Additional West County Train Station Site Evaluation was undertaken by WCCTAC in response to concerns that previous studies and outcomes of those studies had not yet fully addressed the transportation needs of West Contra Costa County and that additional study was necessary to consider rail opportunities, specifically potential new Capitol Corridor station sites. This study evaluated two candidate Capitol Corridor Station sites in Hercules and Rodeo to address concerns with I-80 congestion and the lack of rail transit service to West County. A previous proposal to extend BART from Richmond to the vicinity of Hilltop Mall never came to fruition due to the high cost and lack of available funding.

The proposed Hercules station site is located along San Pablo Bay and west of Refugio Creek, while the proposed Rodeo station site is located within the East Bay Regional Park District south of John Street. The stations were evaluated based on criteria developed to conform to the Capitol Corridor Joint Powers Authority's (CCJPA) Policy on Train Station and WCCTAC requirements, which include: travel measures, site design measures, land use/environmental considerations, institutional viability, and cost measures.

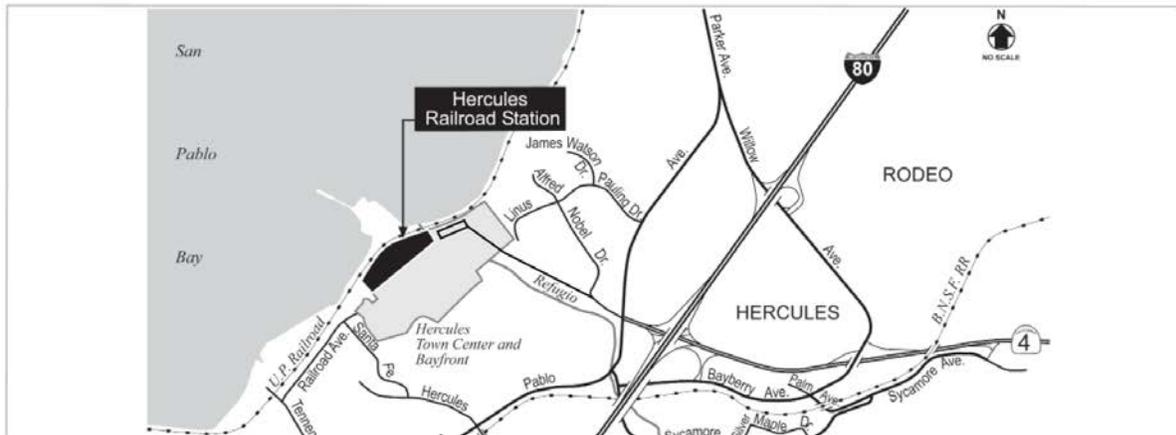
The proposed station in Hercules rated higher in every category except for cost, including:

- **Travel measures.** The proposed Hercules station was projected to have a higher increase in population than Rodeo, and the surrounding area had more development potential. Although both sites had equal automobile market share and are located a mile or less from I-80, the Hercules site was anticipated to have a pedestrian market area more than three times larger than the expected pedestrian market in Rodeo and more existing bus service near the proposed station site. The projected ridership for Hercules was 900 passengers per month, while Rodeo was 700 passengers per month.
- **Site design measures.** Although both sites met the site design requirements outlined in CCJPA's Policy on Train Stations and would have minimal traffic impacts, the Rodeo station site would require acquisition of private property. In addition, the surrounding property of the Rodeo site was mostly developed which limited expansion. In contrast, the Hercules site was then vacant and the property owner had agreed to accommodate the train station.
- **Land use/environmental considerations.** The proposed Hercules rail station was compatible with the intensity of development proposed for the surrounding region, Lower Refugio Valley. The study also acknowledged that Hercules had no parkland impacts (whereas the Rodeo site was located partially on parkland) and would not be subject to the federal Section 4(f) process.

- **Institutional viability.** The study concluded that the Hercules site had a greater potential to obtain state funding because of higher ridership projections, the advanced status of plans for development adjacent to the proposed site, and financial commitments from the City of Hercules. The Hercules station site also had joint development potential since the City of Hercules had completed approvals for a Specific Plan and Environmental Impact Report (EIR) for a town center project that included the train station.
- **Cost measures.** The Hercules site would have higher capital costs because of necessary track modifications, while the operating costs of both sites would be about the same.⁶

The study recommended that the West Contra Costa train station be located at the Hercules site, illustrated in **Figure 5**. Since the study was completed, significant progress has been made. Preliminary studies, environmental clearance, design, and ROW acquisition are completed, and the station is currently under construction, with an estimated completion in summer 2017.⁷

Figure 5: Hercules Capitol Corridor Station Site



Source: CCTA, Hercules Rail Station Fact Sheet

2.5 CCTA Express Bus Study, 2001

The Express Bus Study undertaken by CCTA in 2001 was initiated in response to concerns regarding the ongoing difficulty of long distance transit trips in Contra Costa County. Longer-distance trips required long travel times and transfers rather than a fast, single-mode trip. The integration of express bus service using the HOV lane network was a viable option to explore as a way of expanding high-level transit service.

⁶ WCCTAC, Additional West County Train Station Site Evaluation, Available: www.wcctac.org/wp-content/uploads/2015/01/WCCTAC-Additional-West-County-Train-Station-Site-Evaluation-5-1999.pdf

⁷ CCTA, Hercules Rail Station Fact Sheet, Available: www.ccta.net/resources/detail/24/2

The 2001 Express Bus Study provided an integrated express bus plan for Contra Costa County and proposed several new or expanded express bus routes intended to supplement existing services. The plan described a basic scenario, which was planned to be operational by 2007, and an enhanced scenario for 2020, which builds on the basic scenario. **Figure 6** illustrates the proposed bus service in the I-80 corridor.

In the proposed basic scenario, bus operators would introduce improved services from Martinez that would also serve residents in West Contra Costa County, including:

- A new service connecting Martinez, Hercules, Pinole and El Sobrante residents with the San Francisco Transbay Transit Terminal.
- A new service operating during the commute period that would provide linkages for residents of Martinez, Hercules, Pinole and El Sobrante to West Berkeley and Emeryville.

In the enhanced scenario, several express bus services were proposed:

- A regularly scheduled, all-day, frequent express bus service that would connect Vallejo with the El Cerrito del Norte BART. This route would stop at locations along the I-80 corridor, and the stops would be designed to allow buses to enter and exit the median HOV lanes with minimum delay.
- A limited-stop, all-day service on a parallel arterial, San Pablo Avenue, would also operate in this corridor. This service would be extended to connect with the all-day express bus services on I-80. The proposed San Pablo Avenue route would be extended on San Pablo Avenue north of the Hilltop area, ending at the Hercules transfer point.
- All-day services would be expanded by commuter express services that would operate during peak hours, providing linkages from Martinez, the Pinole/Hercules area, and Solano County communities to areas such as Berkeley/Emeryville and the Transbay Transit Terminal.

According to the study, these proposed express bus services cannot be successful without complementary infrastructure investments. The opening of the HOV lane on I-80 increased the popularity of park-and-ride lots significantly, which subsequently created a shortage of spaces. In the enhanced scenario, a major parking expansion is proposed at Hilltop/Richmond Parkway and the Hercules areas. In addition, HOV ramps at El Cerrito del Norte heading to and from the north and at Richmond Parkway headed to and from the south are also proposed for the enhanced scenario. These ramps would increase the reliability of travel times for buses.

In order to implement a successful express bus system, the study provided guidance on how to implement the recommendations discussed above:

- Form an express bus working group to address institutional issues.
- Develop a common bus stop design to establish a connected, coordinated transit system throughout the county.
- Integrate with local jurisdiction planning and project development.
- Develop a pro-active funding plan that outlines the amount of funding necessary to implement the integrated express bus program in the event funding opportunities arise.
- Gain field insights (including the opportunities and challenges associated with express bus operations) by riding express buses.⁸

Currently, there are express bus services in West County that were implemented to serve the markets noted above, though not all of the recommended measures have been put in place. The Lynx bus provides service to the San Francisco Transbay Transit Center from the Hercules Transit Center. Connections to the Lynx bus are provided at the Transit Center via the 30Z from Martinez, and the J, JX, and JPX, which operate on San Pablo Avenue or I-80. The J, JX, and the JPX also provide direct connections to the El Cerrito del Norte BART station. From Vallejo the 80 provides all day service to the El Cerrito del Norte BART station. Limited stop service (the J line) is in place on San Pablo Avenue connecting from the Hilltop Mall to the Hercules Transit Center. To date, there are no direct express bus services to the West Berkeley and Emeryville area.

2.6 BART Contra Costa-Solano Rail Feasibility Study, 2003

The BART Contra Costa-Solano Rail Feasibility Study was undertaken to look at options for providing congestion relief from the “unrelenting” congestion on I-80 and to address projected growth. The study evaluated options for operating passenger rail on existing railroad rights-of-way to provide a commute alternative along the I-80 corridor for residents of Solano and Contra Costa counties. The study examined a short-term option (integration of commuter rail service serving the Bay Area trips with intercity service along the existing Capitol Corridor route

⁸ CCTA, Contra Costa Express Bus Study, Available: <http://ccta.net/resources/detail/50/1>

from Solano County using the Capitol Corridor vehicles) and long-term options (local passenger rail service from Hercules to Richmond along either the Union Pacific Railroad [UPRR] or the Burlington Northern and Santa Fe [BNSF] ROW using railroad diesel multiple unit [DMU] technology).⁹ For this study, it was assumed that both the short- and long-term options would connect with the Richmond BART station.

The 2003 BART study projected that the I-80 corridor would be severely congested during peak hours. It also found that existing and future conditions would include:

- Population and employment growth in the I-80 corridor.
- Commute trends existing at the time of the study would likely continue.
- Investment in highway and transit systems may not meet population and employment growth.
- Congestion on I-80 may worsen.
- Rail assets exist that may provide alternatives for commuters (though these assets will require infrastructure and capacity improvements to be used for passenger service).

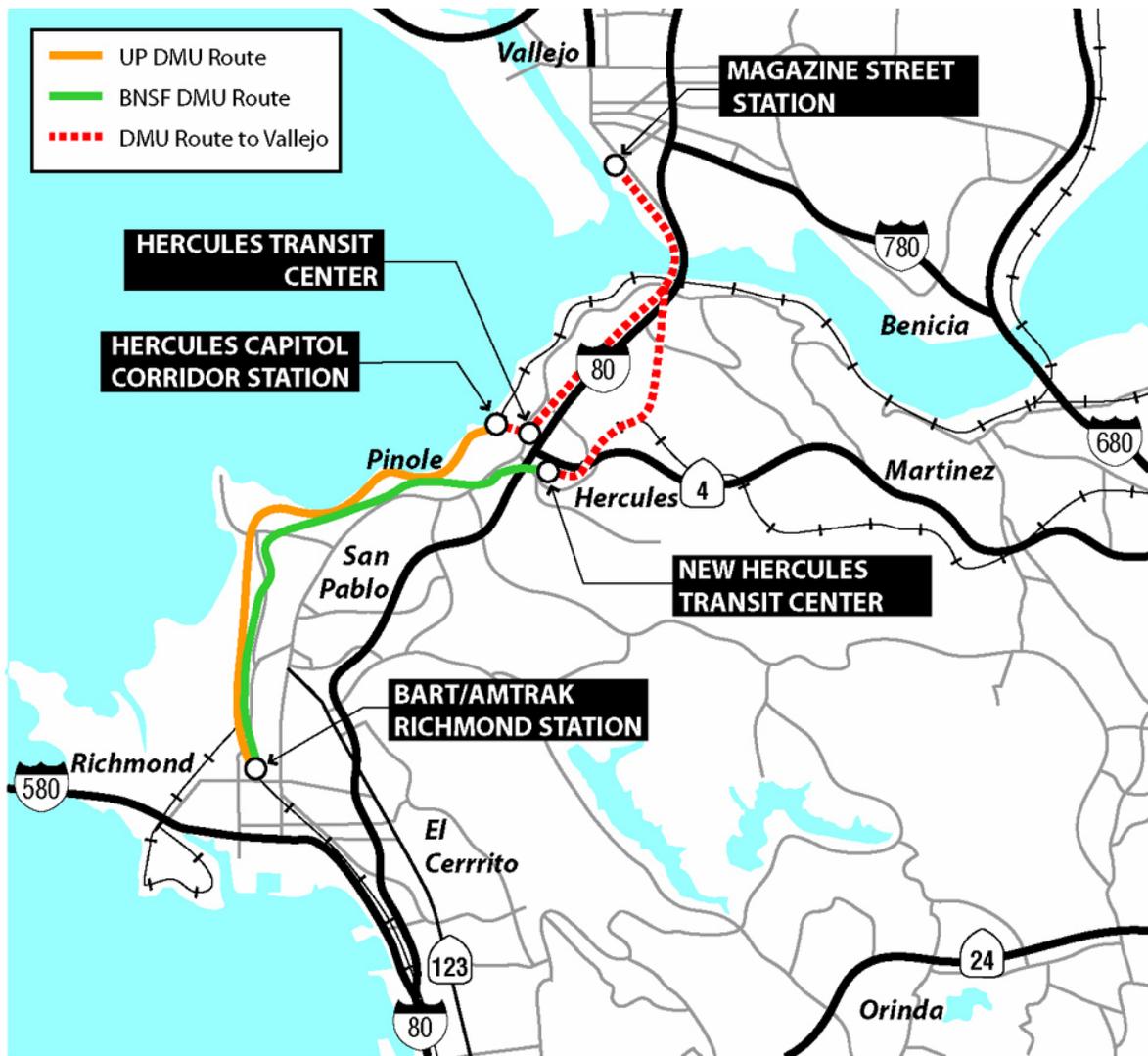
The 2003 study found that station sites with the best potential for transit-oriented development (TOD) were Market Avenue (on both UPRR and BNSF alignments), Richmond Parkway (both alignments), Montara Bay, Pinole Shores, Tennent Avenue, and a proposed Hercules Capitol Corridor station. The 2003 study found three viable alignments in the West Contra Costa area:

- Alternative 1: Railroad DMU technology on the BNSF alignment between the Richmond BART station and a proposed new Hercules Transit Center east of I-80.
- Alternative 2: Railroad DMU technology on the UPRR alignment between Richmond BART station and the proposed Hercules Capitol Corridor Station.
- Alternative 7: Same alignment as Alternative 2 but using “light” DMU technology.

Figure 7 shows the potential alignment and station locations identified in the 2003 study.

⁹ A DMU is a self-propelled, diesel-powered rail passenger car arranged either for independent operation or for simultaneous operation with other similar cars, when connected to form a train.

Figure 7: 2003 Potential DMU Extensions and Stations



Source: BART 2003 Contra Costa-Solano Rail Feasibility Study

The 2003 study also presented the following findings related to the long-term rail study:

- Ridership projections from Richmond to Hercules demonstrate a viable service.
- A possible extension of rail service to Vallejo could have a positive impact in the reduction of congestion.
- The study corridor shows strong TOD potential and local jurisdictions willing to develop along TOD principles.

- DMU options provide lower cost rail alternatives with a substantial level of service for West Contra Costa County residents.¹⁰

To date, no extension of the eastern segment of the Richmond BART line has occurred. The current BART Vision Plan, outlined below, still identified the potential for a future BART extension in this corridor.

2.7 MTC Regional Rail Plan, 2007

The purpose of the 2007 Regional Rail Plan was to develop a new comprehensive vision for a Bay Area regional rail network. This study encompassed the entire region and identified rail connections to a statewide network, including the planned California High-Speed Rail network. The intent was to identify a region-wide system of rail improvements and expansions to guide investment decisions; create a safe, fast, reliable, and integrated passenger and rail network to address the projected growth in transportation demand; and enhance the economic vitality of Northern California, while minimizing the impact on the environment.

The Regional Rail Plan identified two alternatives for regional rail without high-speed rail to address congestion in the I-80 Corridor:

- **Alternative 1** – Develop the UPRR/Capitol Corridor line between Oakland and Sacramento with a range of capacity and operational improvements and recommended a BART extension to North Hercules. This alternative expanded the UPRR/Capitol Corridor line from three to four main tracks. The BNSF freight line, which currently connects to the UPRR line in Richmond, opposes passenger traffic since this line is a critical freight connection to the Port of Oakland.
- **Alternative 2** – Provide separate passenger-only tracks within the UPRR ROW to support the operation of lightweight passenger equipment. This alternative also revised the alignment north of Hercules to follow the I-80 corridor across a new Carquinez Bridge at Vallejo and continue on to reconnect with the UPRR line near Cordelia.

The plan recommended Alternative 1 as more favorable, with potential for local passenger services on the expanded UPRR line. The plan states that implementation of separate passenger-only tracks for lightweight equipment in Alternative 2 conflicts with UPRR policies and the long-range plan for the Capitol Corridor, whereas Alternative 1 is able to yield significant service improvements using standard equipment shared with freight.

Although the plan acknowledges that the cost of the BART extension to North Hercules would make the total cost of Alternative 1 similar to Alternative 2, the shared operation of freight

¹⁰ BART, Contra Costa-Solano Rail Feasibility Study, 2003

trackage and expansion to four tracks would provide enough track capacity to provide overlay services such as wBART, which would operate on conventional rail.¹¹

2.8 WestCAT Short Range Transit Plan, 2013

The 2013 Short Range Transit Plan (SRTP) is a planning tool to guide WestCAT's future investments and to maintain and develop its transit services. SRTPs are updated on a regular basis and are done within the context of more comprehensive long-range plans. WestCAT's SRTP recognized that I-80 is the most congested freeway in the San Francisco Bay Area and emphasized the need to explore more cost-effective and cost-efficient modes of travel that would divert traffic on I-80 and relieve congestion, which it noted would be more economical than a BART extension. The SRTP mentioned several existing initiatives that are focused on I-80 congestion relief include:

- **HOV lanes** – I-80 has HOV lanes in place, and there are several WestCAT express bus services and local routes that utilize the HOV lanes, including the JX express bus service and the Route J service, which both travel between the Hercules Transit Center and the El Cerrito del Norte BART station. The HOV lanes have created significant potential for express bus or bus-only ROW.
- **Increase in bus service to BART stations** – In response to growing congestion on I-80, WestCAT implemented increased feeder bus service in 2004 to the El Cerrito del Norte BART station and ridership has increased by over 50 percent since then.
- **I-80 Integrated Corridor Mobility Project** – Alameda County Transportation Commission's (Alameda CTC) I-80 Integrated Corridor Mobility Project is an intelligent transportation system project that is currently underway to address congestion issues within this corridor. The project recommends metering lights on all on-ramps in WestCAT's service area to increase mobility and improve traffic flow.
- **WestCAT Lynx.** WestCAT Lynx is a transbay service that was implemented in September 2005 and provides service between Rodeo/Hercules and the Financial District in San Francisco on weekdays during commute hours. The transbay service was implemented as a result of two studies: the Contra Costa Express Bus Study and the Bay Area Regional Express Bus Study. In 2010, WestCAT added limited midday service to this route to address the implementation of a charge for crossing the Bay Bridge in a carpool and for riders who needed to return from San Francisco during the day.¹²

¹¹ MTC, San Francisco Bay Area Regional Rail Plan, Available: http://www.mtc.ca.gov/library/pub/25533_1.pdf

¹² Western Contra Costa Transit Authority, Short Range Transit Plan, Available: <http://westcat.org/administration/srtp.html>

2.9 BART Vision Plan, 2014

Currently under development, the BART Vision Plan is intended to be a comprehensive look at the next round of BART investments for the region weighing improvements to the existing core system, state of good repair, and potential new service extensions. The purpose of the plan is to engage the public and stakeholders and advise the BART Board regarding future investments to the BART system. The five critical elements to the future BART system as presented to the Board were:

- “Big 3 Essential Investments”
 - Railcars
 - Hayward Maintenance Complex
 - Train Control System Modernization
- State of Good Repair
- Capacity
- Stations Program
- Expansion projects
 - Infill stations
 - New corridors

The following potential projects in the West Contra Costa County area were presented to the BART Board in June 2014. **Figures 8 through 10** identify the location of these potential projects:

- Eastshore/Capitol Corridor Overlay – Extending DMU service from Lake Merritt BART station to Richmond BART station along the east bay shoreline and continuing north to Hercules
- wBART extending along the I-80 corridor from the Richmond BART station to Hercules
- Infill Station at Richmond/I-80

Figure 8: Possible Future Study Corridor for Eastshore DMU



Source: BART 2014. BART Vision Update Presentation to the BART Board

Figure 9: wBART Possible Future Study Corridor



Source: BART 2014. BART Vision Update Presentation to the BART Board

Figure 10: Possible Future Infill Station Study



Source: BART 2014. BART Vision Update Presentation to the BART Board

2.10 Capitol Corridor Vision Plan Update, 2014

The Capitol Corridor Vision Plan was the initial mapping of the long-term investment strategy to transform the Capitol Corridor into a modern electrified railroad built to international standards and capable of top speeds of 150 miles per hour. The Vision Plan focused on both short-term and long-term improvements and extended beyond the limits of West Contra Costa County.

In the short term, the Vision Plan was focused on service-expansion projects that the agency had been pursuing since 2005. These short-term projects, which included rail infrastructure improvements to facilitate increasing the number of round trips between Oakland and San Jose from seven to 11 trips, were envisioned to be under construction or completed in the next 10 years.

In the long-term, the Vision Plan identified major capital investments for further study. According to the plan, the section of the Capitol Corridor from Richmond to Suisun/Fairfield was one of the most challenging areas to speed up transit times and protect from sea-level rise due to its indirect route and the large number of curves that slow trains significantly through this part of the corridor. **Figure 11** shows proposed alternatives for improving this portion of the corridor. From the existing alignment on the UPRR, the alignment would join the BNSF Stockton Subdivision just north of Richmond to provide a more direct route to the north. Three alternative alignments in the northern segment described in the Vision Plan included:

- **Improve Existing Alignment Alternative** – This alternative would reconnect with the existing UPRR ROW just north of the City of Hercules. Under this alternative, curves

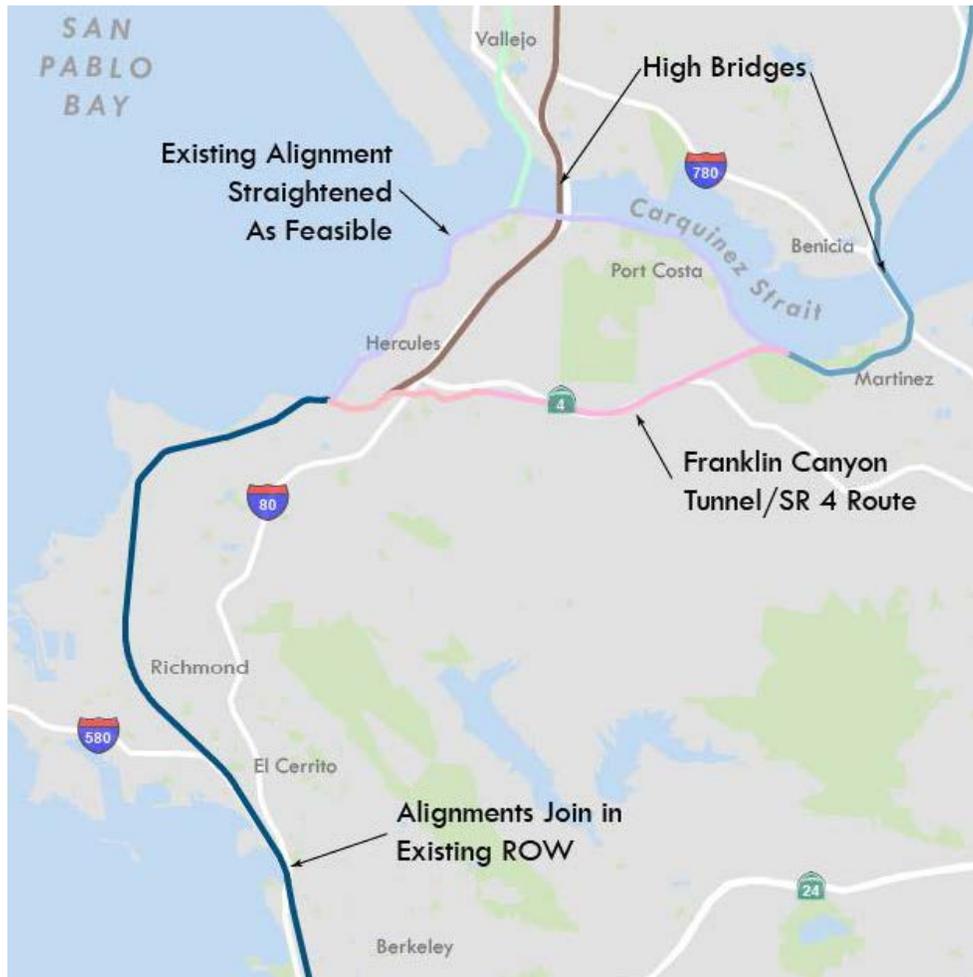
would be flattened and raised to protect against rising water levels using cut and cover engineering methods. This alternative would be one of the least expensive because it would require no tunneling or ROW acquisition but would require significant time and money to analyze and mitigate potential environmental impacts and to secure permits.

- **Franklin Canyon Tunnels Alternative** – This alternative would follow the BNSF alignment, turning inland at Hercules to follow Highway 4 in Franklin Canyon via a 1.3-mile tunnel. This alignment would include a station at the Hercules Transit Center, rather than the Hercules New Town Center. After following Highway 4 for nearly two miles, the alignment would enter another 2.7-mile tunnel before reconnecting with the existing alignment in Martinez. To reach a high-level crossing running parallel to the Benicia-Martinez Bridge, the route would rise for 1.9 miles through Martinez on an elevated guideway in the existing ROW. On the north side of the Carquinez Strait, the route would tunnel under I-680 to rejoin the existing ROW.
- **Vallejo Alternative** – This alternative would follow the BNSF Stockton Subdivision for 4.5 miles before transitioning to an elevated or at-grade alignment down the center of the I-80 ROW through Vallejo and the Jameson and American canyons. This alternative would connect back to the existing alignment in Suisun City via the California Northern ROW and would require a complete reconstruction of a segment of I-80. Another Vallejo alternative would pass through the heart of the city via an existing, extremely constrained rail ROW. Both of these options were viewed by the plan as unlikely for reasons of both cost and impact.

The plan identifies the alignment parallel to the existing crossing, between the twin spans of the Benicia-Martinez (I-680) auto bridge as the most promising alternative for a new, more reliable high-level crossing of the Carquinez Strait. A new bridge could connect at its southern end to the existing alignment, rather than along a new I-80 alignment through Vallejo as required for the Vallejo alternative.¹³

¹³ Capitol Corridor Joint Powers Authority 2014 Capitol Corridor Vision Plan Update Final Version

Figure 11: Alternatives for Improvement along the Capitol Corridor in West Contra Costa County



Source: Capitol Corridor Joint Powers Authority 2014 Vision plan Update Final Version

2.11 CCTA Financial Feasibility of Contra Costa Ferry Service, 2014

The purpose of the CCTA Financial Feasibility of Contra Costa County Ferry Service report from 2014 was to assess the financial implications of the ferry services that had been proposed over the past decade in Contra Costa County to determine which services were the most viable for implementation and to guide future investment priorities. The report presented a feasibility analysis of four direct service ferry lines in Contra Costa County (Richmond, Hercules, Martinez, and Antioch) to help guide future planning and investment priorities. Financial feasibility was defined as generating revenues that equal or exceed costs.

The Water Emergency Transportation Authority (WETA) operates San Francisco Bay ferry service routes, and planning is underway for additional ferry service, including the routes analyzed in this report. It noted that WETA faces financial constraints associated with its key

revenue source (Bay Area bridge toll funding, Regional Measure [RM] 1 and RM2) and would need to find new or increased funding sources to sustain or improve its ferry service. Policy decisions related to allocation of funding sources affect the feasibility of expanding service to Contra Costa County.

WETA targets a minimum 40 percent farebox revenue recovery ratio, and according to the report, Richmond is the only service that would meet this criterion. The Richmond service would have strong ridership potential because the service route to San Francisco is relatively short and therefore the operating cost per passenger trip is lower compared to the other routes. During the first year of service, Richmond was projected to have more than 250,000 trips, resulting in a 45 percent farebox revenue recovery ratio. The service would only require one vessel, which would reduce operating costs significantly, and the existing docking facilities and deep water access means the Richmond terminal would have relatively low capital costs. Capital costs were estimated between \$8 million and \$12 million, and the purchase of two new vessels (one for daily service and one spare) would cost an estimated \$34 million.

The study found the three other services to be infeasible given WETA's minimum farebox recovery target, unless each city would be able to identify additional revenue (i.e., state, regional, and/or local funding) to fund operating costs not covered by the farebox revenue:

- The Hercules service was projected to have 100,600 trips during the first year of service, resulting in a farebox revenue recovery rate of 14 percent. Initial capital costs would range from \$20 million to \$35 million and the purchase of three new vessels (two for daily service and one spare) would cost an estimated \$51 million.

A major constraint identified for the Hercules service is that dredging would need to occur in order for conventional floating ferry vessels to reach the Hercules ferry terminal. A two-mile channel would need to be dredged, and maintenance dredging would be required every two to three years.

- The Martinez service was projected to have 70,000 trips during the first year of service, resulting in a farebox revenue recovery rate of 12 percent. Initial capital costs would range from \$14 million to \$19 million and the purchase of three new vessels (two for daily service and one spare) would cost an estimated \$51 million.
- The Antioch service was projected to have 67,000 trips during the first year of service, resulting in a farebox revenue recovery percentage of 19 percent. Initial capital costs would range from \$6 million to \$37 million and the purchase of three new vessels (two for daily service and one spare) would cost an estimated \$51 million.

The study recognized that service routes could be combined into an interlined route to realize operating efficiencies (reducing the number of vessels and crews required systemwide). But the

length of the trip would increase, which could affect ridership demand. For the interlined routes Martinez-Hercules, Antioch-Martinez, and Antioch-Martinez-Hercules, additional non-farebox revenue would be required since none of the services meet WETA's minimum farebox revenue recovery target.

The study recommended several areas for further analysis that have not been studied or fully evaluated as part of the report, including various vessel technologies, potential role of the ferry system as part of Contra Costa County's emergency response plan, developing infrastructure to provide transit and/or weekend/evening service, and the potential economic impacts of ferry service.¹⁴

Since completion of this study, WETA proposed to establish a new ferry route between the existing San Francisco Ferry Terminal and a new ferry terminal located on the Ford Peninsula in the City of Richmond.¹⁵ The WETA Board of Directors approved a cooperative agreement with CCTA and the City of Richmond to provide an operating subsidy for the proposed Richmond ferry service. WETA will now begin the process of securing funding for purchase of two ferry vessels. The Richmond ferry service is expected to be fully operational by 2018.¹⁶

2.12 AC Transit Major Corridors Study

AC Transit is undertaking an evaluation of its 10 highest ridership corridors within Alameda and Contra Costa counties to determine the potential for priority capital investments to transit operations and improve service. The Major Corridors Study's final report, which will include short-term (2020) and long-term (2040) recommendations, is currently under development and scheduled to be completed in mid-2016.

The San Pablo Avenue/Macdonald Avenue corridor that serves both Alameda County and West Contra Costa County is included as part of the study. Initial recommendations from the study include Bus Rapid Transit (BRT) infrastructure improvements on this corridor, which corresponds with transit improvements proposed on San Pablo Avenue in CCTA's Countywide Comprehensive Transportation Plan.¹⁷

¹⁴ CCTA, Financial Feasibility of Contra Costa Ferry Service, 2015-2024, Available: <http://ccta.net/about/download/53a87c424d21b.pdf>

¹⁵ WETA, Richmond Ferry Terminal Project, Available: <http://sanfranciscobayferry.com/weta/richmond-ferry-terminal-project>

¹⁶ WETA, WETA Approves Richmond Ferry Funding, Available: <http://sanfranciscobayferry.com/weta-approves-richmond-ferry-funding>

¹⁷ AC Transit, Staff Report: Update on Contra Costa Countywide Comprehensive Transportation Plan, Available: www.actransit.org/wp-content/uploads/board_memos/14-261%20Contra%20Costa%20Transportation%20Plan.pdf

2.13 AC Transit Service Expansion Plan

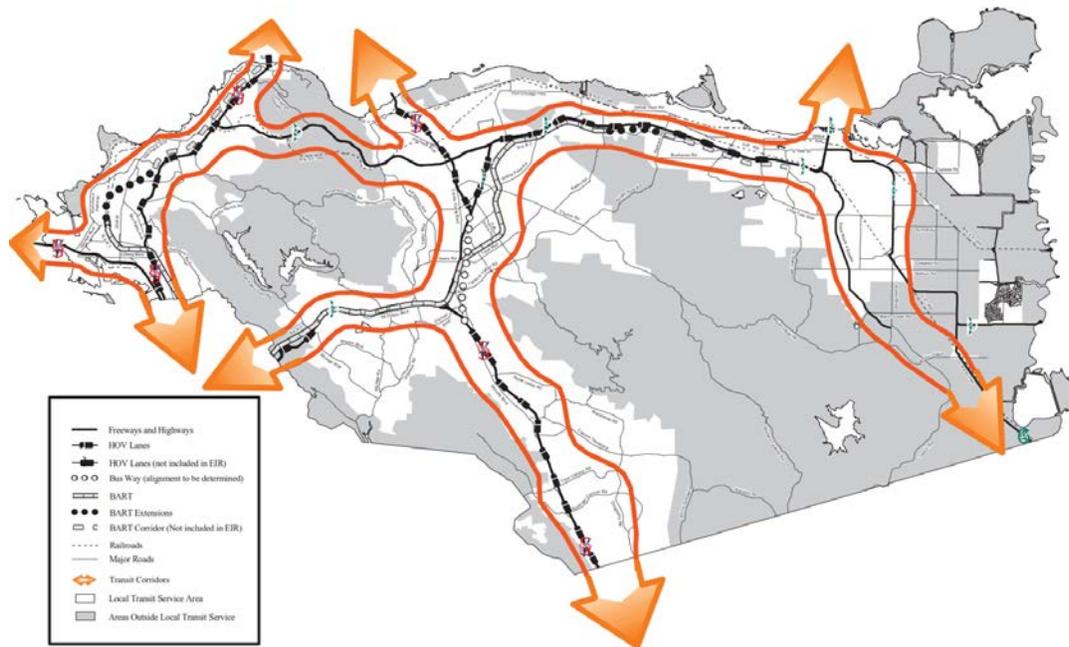
Currently in progress, AC Transit's Service Expansion Plan (formerly Comprehensive Operations Analysis) examines all of the District's routes and schedules to look for opportunities to provide more effective and efficient service for the next five years. Initial recommendations on the San Pablo Avenue/Macdonald Avenue include more frequent service on Lines 72 and 72M which travel on San Pablo Avenue. The plan's recommendations have gone through two rounds of public meetings, and final recommendations are anticipated in fall 2015.

2.14 General Plans

Six General Plans were reviewed as part of this task. However, none made specific recommendations related to the study area. The following summarizes the six plans' Circulation Elements:

- **Contra Costa County General Plan, 2005-2020** (adopted 2005): The Transportation and Circulation Element of the County's General Plan made reference to a future BART extension in West County to Hilltop Mall. It also discussed the Transit Network Plan (see **Figure 12**) that had the intent to establish transit corridors along the county's freeways and lay the foundation for a future express bus service, rail transit service, and/or HOV facilities.¹⁸

Figure 12: Transit Network Plan in Contra Costa County General Plan



Source: *Contra Costa County General Plan, 2005*

¹⁸ Contra Costa County General Plan (2005-2020), Chapter 5, <http://www.co.contra-costa.ca.us/4732/General-Plan>

- **City of El Cerrito General Plan** (adopted 1999): The Circulation Element of El Cerrito’s General Plan described the necessary services, facilities, and capital improvements to facilitate the movement of automobile and trucks, pedestrians, transit, bicycle, and emergency transportation. Significant growth was forecasted for El Cerrito arterials, and the Circulation Element proposed several infrastructure improvements, including signalization and additional right-turn lanes, to attain the citywide goal of Level of Service (LOS) D or better.¹⁹
- **City of Hercules General Plan** (adopted 1998): The Circulation Element of the City of Hercules General Plan addressed the movement of people and commodities and local planning for scenic highways in the city. The Plan summarized existing conditions related to traffic circulation, scenic routes, public transit, and other transportation facilities, and established citywide traffic service standards for basic routes in Hercules. In addition, the Plan recommended potential circulation improvements to help alleviate some of the future congestion identified for intersections that do not meet the city’s LOS goals. The main deficiency identified in Hercules at the time was located on San Pablo Avenue.²⁰
- **City of Pinole General Plan** (adopted 2010): The Circulation Element of the City of Pinole General Plan addressed regional traffic congestion, traffic impacts on neighborhoods, public transit, trails and parking by analyzing data related to existing and future conditions of the transportation system to inform the development of goals, policies and actions to address transportation needs. Pinole identified I-80 as a route of regional significance, along with San Pablo Avenue and Appian Way. Forecasted growth in the San Francisco Bay Area and Sacramento region was expected to increase demand on the I-80 corridor. To address this, the city chose to adopt policies to enhance bicycle, pedestrian, and public transit options to increase circulation.²¹
- **City of Richmond General Plan 2030** (adopted 2012): The Circulation Element of the City of Richmond General Plan addressed the physical circulation network in Richmond by identifying a set of goals, policies, and implementing actions to guide the management of the transportation system. Richmond used a place-based approach to circulation planning, which was a place-based classification system (i.e., multi-use trail, residential street, neighborhood street, community activity street, community connector street, regional connector street, freeways) tailored to surrounding land use,

¹⁹ City of El Cerrito, General Plan, Chapter 5: Transportation and Circulation, Available: www.el-cerrito.org/DocumentView.aspx?DID=1368

²⁰ City of Hercules, 1998 General Plan, Circulation Element, Available: www.ci.hercules.ca.us/index.aspx?page=196

²¹ City of Pinole, General Plan, Chapter 7: Circulation, Available: www.ci.pinole.ca.us/planning/docs/City_of_Pinole_General_Plan_12.2010-Chapter7.pdf

street function, and desired character rather than the standard vehicular capacity-based hierarchy for streets (i.e., freeways, arterials, collectors, local roadways). This classification approach was envisioned to enable the City to create a more balanced street environment.

A key finding from the Circulation Element was that Richmond has an extensive transportation system that provides users with a wide range of options to meet diverse needs, but ongoing maintenance, safety, and efficiency improvements are needed as new development puts additional pressure on existing infrastructure.²²

- **City of San Pablo General Plan 2030** (adopted 2011): San Pablo's transportation planning process consists of a three pronged approach: transportation policies and programs are based on land use planning, the city's planning efforts are integrated with CCTA and Caltrans, and existing roadways are improved on an ongoing basis to accommodate future travel demand. These three strategies were developed to help San Pablo optimize the performance of its transportation system. The policies and actions identified in the Circulation Element of the General Plan incorporated Complete Streets principles to guide the development of a transportation network that accommodates the needs of all users, including transit users, pedestrians, bicyclists, and motor vehicles.²³

2.15 Additional Relevant Studies

The following studies that are relevant to the study area were also reviewed. Those that examined Complete Streets were guided by the principle that streets should be designed, operated, and maintained to be safely accessed and used by all individuals on all types of modes. While there is no template for Complete Streets, tools include sidewalks, special bus lanes, bike lanes, comfortable and accessible transit stops, frequent and safe crossing opportunities, median islands, accessible pedestrian signals, curb extensions, narrower travel lanes, and others.²⁴

- **CCTA, Countywide Comprehensive Transportation Plan (CTP), Contra Costa Transportation Authority:** The in-progress CTP, identifies projects, programs, and policies to be funded through the county's sales tax. CCTA's 2014 update of the CTP includes projects exclusively within Contra Costa County as well as those within the study area. The projects cover both capital and operational needs, such as access and

²² City of Richmond, General Plan, Element 4: Circulation, Available: www.ci.richmond.ca.us/DocumentCenter/Home/View/8810

²³ City of San Pablo, General Plan, Chapter 5: Circulation, Available: www.sanpabloca.gov/gp2030

²⁴ National Complete Streets Coalition web page, <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/factsheets/#benefits>

amenities, roadway and streetscape improvements, calming and safety measures, bicycle and pedestrian improvements, ferry service, BART service, parking, vehicle replacement and security, information system upgrades, and regional express bus service. The CTP includes some of the largest projects, such as the I-80/San Pablo Dam Road Interchange Upgrade and Improvement, to the smallest projects, such as the Ohlone Greenway Wayfinding project.

- **South Richmond Transportation Connectivity Plan, City of Richmond:** This in-progress plan aims to address deficiencies in the local and regional transportation network in South Richmond by working with the community and other stakeholders to develop recommendations to enhance multimodal connections. The plan will focus on the anticipated demand on the current road network, transit service, and alternative modes, such as shuttles and car-sharing.²⁵ The plan’s study area includes the San Pablo Avenue/Macdonald Avenue corridor.
- **San Pablo Avenue Complete Streets Study, Cities of Richmond and San Pablo:** The study identified and prioritized roadway modifications for multimodal access and safety on San Pablo Avenue between Hilltop Drive to the north and Rivers Street to the south. Proposed changes consisted of continuous bicycle lanes through intersections, enhanced crosswalks, new corner bulb-outs, and increased signage.²⁶ These proposed changes are located in the San Pablo Avenue/Macdonald Avenue corridor.
- **Livable Corridors Project, City of Richmond:** The Livable Corridors Project focused on three commercial corridors in the city, including Macdonald Avenue and San Pablo Avenue between the San Pablo/Richmond border. A draft memorandum (May 2012) recommended three alternatives be further evaluated: four lanes with median; four lanes with Class III bicycle lanes to include “green super sharrows;” and four lanes with Class II bicycle lanes. The draft memorandum acknowledged that the green super sharrows could present conflicts between bicyclists and buses. The draft memo also evaluated road diet alternatives on San Pablo Avenue but did not recommend them because of impacts to traffic and transit. The project also considered converting travel lanes on Macdonald Avenue west of Harbor Way into public space, wider sidewalks, and improved transit stops.²⁷
- **San Pablo Avenue Specific Plan, City of San Pablo:** Adopted in 2011, this specific plan identified an informal transit hub next to Contra Costa College off of San Pablo Avenue, with multiple bus lines stopping between Rumrill Boulevard and El Portal Drive. The plan

²⁵ City of Richmond, South Richmond Transportation Connectivity Plan web page, www.ci.richmond.ca.us/srtcp

²⁶ Cities of San Pablo and Richmond, 2013, Final Report for the San Pablo Avenue Complete Streets Study, www.dot.ca.gov/hq/tpp/offices/ocp/dist4/fy11-12/SanPabloFinalReport.pdf

²⁷ City of Richmond, Livable Corridors Project web page, www.ci.richmond.ca.us/index.aspx?NID=2532

contained policies to work with AC Transit and WestCAT to establish one station of consolidated bus stops and enhanced amenities.²⁸

- **San Pablo Avenue Specific Plan and Complete Streets, City of El Cerrito and Richmond:** The plan area of this Specific Plan for San Pablo Avenue includes parcels in both El Cerrito and Richmond with the length of San Pablo Avenue from Baxter Creek Gateway Park near the intersection of San Pablo and Macdonald Avenues in the north to the City of El Cerrito's border with the City of Albany. The purpose of this plan was to articulate a vision for the future of San Pablo Avenue, identify improvements, and adopt context-sensitive regulations that could be applied along the length of the plan area and to adjacent areas. The Complete Streets element of the plan sought to create a well-connected, safe, and accessible multimodal transportation network that balanced the needs of all users and encouraged mode shift to increase pedestrians, cyclists, and transit users through a set of objectives, policies, and implementation measures. The El Cerrito City Council adopted the EIR for the San Pablo Avenue Specific Plan in September 2014.²⁹
- **Three Corridors Specific Plan, City of Pinole:** The Three Corridors Specific Plan identified economic and revitalization opportunities within three commercial corridors in the City of Pinole that are designated as Priority Development Areas (PDAs): San Pablo Avenue, Pinole Valley Road, and Appian Way. To support these economic and revitalization opportunities, the Plan identified a set of policies to address persistent truck congestion, traffic calming, bicycle facilities, parking and transit issues.

3 CONCLUSION

Numerous studies have identified the need to relieve congestion in West Contra Costa County and have proposed strategies to provide this relief. While implementation for some projects are moving forward from a few of these studies, such as the Richmond ferry service and express bus service expansion, most of these studies have not resulted in major transit investments.

The prior studies reviewed in this technical memorandum considered a range of transportation modes for relieving congestion in West County, including additional bus, commuter, and rail service, consolidating existing bus service, BART extensions, and ferry service. But there is little consideration given for the integration of transit services and how these modal options can complement each other to improve transit ridership and maximize linkages throughout the county. The I-80 Corridor Study prepared by MTC is the only study that attempted to capture

²⁸ City of San Pablo, San Pablo Avenue Specific Plan web page, www.ci.san-pablo.ca.us/index.aspx?NID=1203

²⁹ City of El Cerrito, San Pablo Avenue Specific Plan web page, www.el-cerrito.org/index.aspx?nid=396

the full range of potential improvements to the corridor by including express bus, commuter rail, light rail, and two BART extensions in its analysis of 10 project alternatives.

Although this High-Capacity Transit study focuses on examining transit options, proposed express bus services cannot be successful without complementary infrastructure investments. Multiple studies have identified the efficiencies that can result from combining express bus service and I-80 HOV lanes and ramps to provide rapid transit and manage congestion cost-effectively. The Express Bus Study prepared by CCTA proposed HOV ramps to increase the reliability of travel times for buses, in addition to the expansion of parking facilities at park-and-ride lots to address the shortage of spaces created by their increasing popularity.

Further analysis might also explore how the cost of each transit option compares to each other and to the benefits each option is anticipated to provide. A BART extension, for example, was proposed in five studies. While an extension attracts high ridership, it may cost significantly more than express bus or commuter rail improvements. The cost of options will need to be weighed against the potential gains in riders. For example, since I-80 already has HOV lanes in place, there is significant potential for express bus or bus-only ROW on the freeway. However, if new on- and off-ramps are required, this could increase the cost of express bus services. These are important considerations for identifying the right investments.

Another area for consideration is how improvements can be phased in over time, starting with lower cost alternatives and building up transit ridership over time, to a point where the ridership benefits are more in line with the costs of a major investment.

Funding is a key gap in these studies. Funding costly capital investments in a constrained funding environment is challenging. While many of the proposed investments have the potential to make large impacts on the current congestion in the I-80 corridor, a clear funding plan needs to be in place to generate the momentum for implementation.

The High-Capacity Transit Study will build on these prior studies by developing a practical and feasible approach to address continued growth and congestion in the I-80 corridor cost-effectively and comprehensively and to build public consensus for a path forward.

4 NEXT STEPS

The existing transportation conditions in the study area are currently being compiled and an assessment of the land use and travel demand markets undertaken. This information combined with our understanding of the past studies that have been completed or are underway, will provide the basis upon which the development of alternative investment strategies will be initiated.

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TO: WCCTAC Board

DATE: September 25, 2015

FR: Danelle Carey, TDM Program Manager

RE: WCCTAC Website Update

REQUESTED ACTION

APPROVE activation of the updated WCCTAC website.

BACKGROUND AND DISCUSSION

In March 2014, WCCTAC staff began an evaluation of its existing website and identified areas for improvement. A website update project was then budgeted for Fiscal Year 2015. Website consultant, Moore Iacofano Goltsman (MIG), was secured through an agreement in September 2014 with an estimated project cost of \$9,800.

In October 2014, discussion began with the Technical Advisory Committee (TAC) to address the strengths and weaknesses of the current website and to create an improvement plan. With feedback from the TAC and staff input, the website was restructured, a new template was created, the content and organization was updated, and interactive features were added.

One of the advantages of the new website is that MIG's *townsquare* software will allow WCCTAC staff to directly update and modify the website without MIG's assistance. This will be more cost-effective and provide more thorough and timely information to the public. At present, WCCTAC must use website consultants to make changes other than uploading routine content.

At the April, 2015 TAC meeting, staff provided an overview and an alpha test of the draft version of the website. Minor adjustments were requested by the TAC and a final version of the website was prepared. The site will go live following Board concurrence.

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TO: WCCTAC Board

DATE: September 25, 2015

FR: John Nemeth, Executive Director

RE: Transportation Expenditure Plan (TEP) Update

REQUESTED ACTION

None. Information only.

BACKGROUND AND DISCUSSION

At the July 24, 2015 meeting, the WCCTAC Board approved (on a 7-3 vote) a set of funding recommendations for projects and programs in a Transportation Expenditure Plan (TEP). The WCCTAC Board also requested that staff bring this subject back routinely in order to keep Directors informed about the overall TEP development process.

This report includes two attachments provided by CCTA: a graphic representation of the process for development of a TEP (Attachment A), and an updated schedule for the TEP (Attachment B).

Expenditure Plan Advisory Committee

To obtain feedback on the TEP, the CCTA Board established the Expenditure Plan Advisory Committee (EPAC) in May 2015. The EPAC is comprised of a variety of stakeholders, including: business and labor organizations, taxpayer groups, environmental groups, and transportation advocacates. This Committee has now met three times (June 3, August 11, September 14), has received briefings from groups like the Public Managers Association and transit operators, and has reviewed recommendations from the four Regional Transportation Planning Committees (RTPCs). The EPAC will develop its own recommendations for the CCTA Board which are expected by the end of October.

To date, the group has not focused on the details of proposed funding splits for specific transportation categories. Rather, it's been focused on broader policy themes. The EPAC has expressed: a desire for accountability and transparency in a future measure, the need to be forward-thinking and flexible given technological change, and an interest in multi-jurisdictional cooperation across boundaries and service areas. The Committee has also discussed some specific topics such as: mobility management for senior/disabled transportation, the Growth Management Program (GMP) that's part of Measure J, and the possibility of some funding in a future measure being incentive-based rather than formula driven.

Additional Outreach Efforts

In addition to soliciting feedback from the EPAC, CCTA is seeking input directly from the public. They have engaged the firm of Grey-Bowen-Scott to implement a Public Education and Outreach Plan, in consultation with CCTA staff. Some outreach activities include: online information and surveys, focus groups, public meetings, and telephone town hall meetings. The telephone town hall meeting for West County has been scheduled for November 12, 2015. This event will also seek input on the West County High Capacity Transit Study.

New Polling Information

To supplement public outreach, CCTA is also using public opinion research. EMC Research, a sub-consultant to Grey-Bowen-Scott, recently conducted a survey for CCTA of 800 likely 2016 voters in Contra Costa County to test their willingness to support a potential new sales tax measure. In this new survey, a ½ cent sales tax received 72% support, even when a separate BART measure was also included on a theoretical ballot. This level of support was slightly higher than in two prior polls which both showed 68% support. This new polling information was presented to both the County Supervisors and the Transportation Authority Board.

Next Steps for WCCTAC

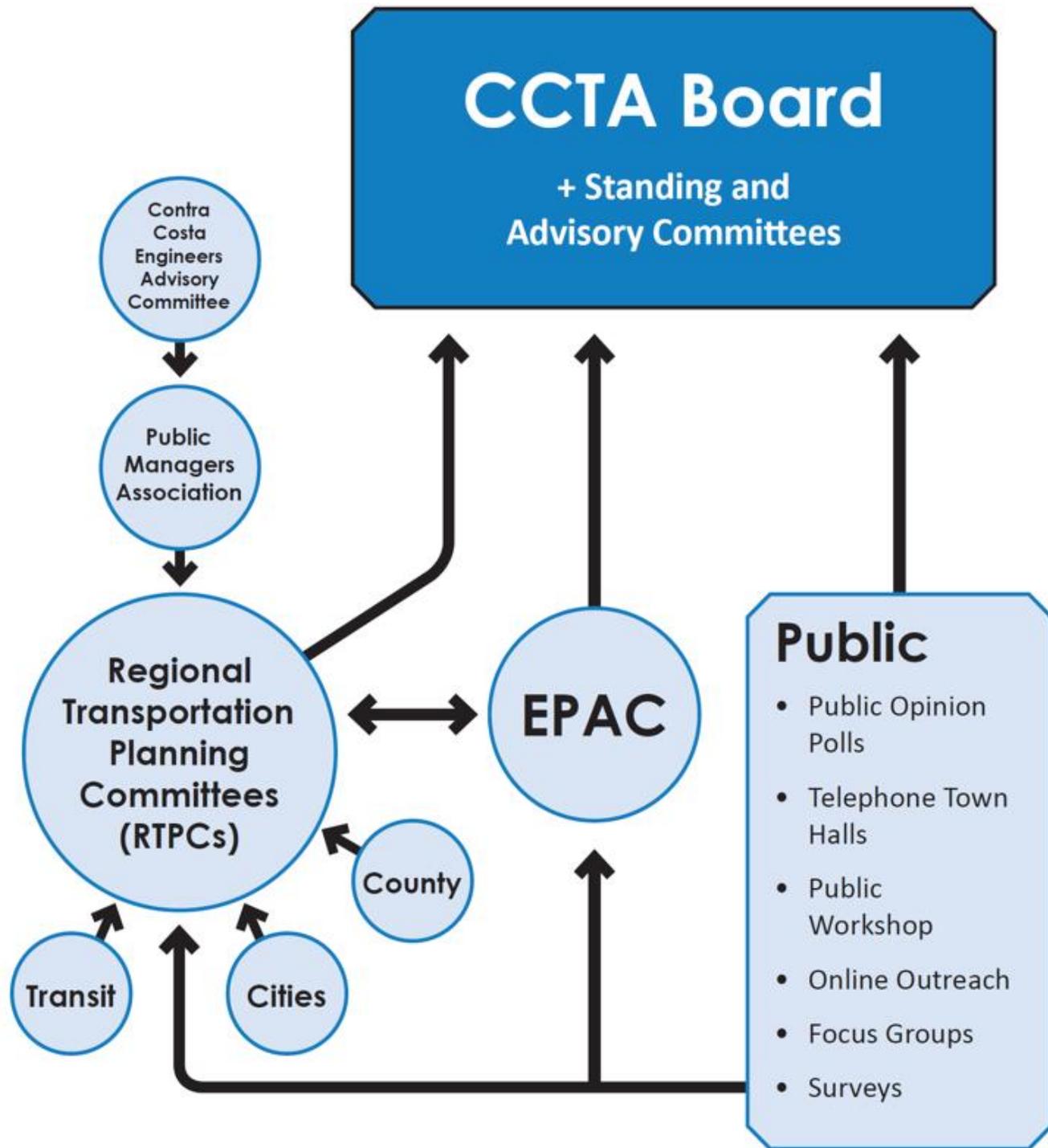
Based on the schedule established by CCTA, its Board will consider approval of a “Discussion Draft” of the TEP at its November meeting. The WCCTAC Board will be asked to provide feedback on the CCTA’s draft, most likely at its December 11, 2015 Board meeting. According to CCTA staff, WCCTAC can modify its TEP recommendations sooner, if desired.

Given interest by both transit operators and the WCCTAC Board, staff has invited three transit providers (AC Transit, BART, & WestCAT) to make presentations to the WCCTAC Board at the upcoming October meeting. These presentations are expected to outline future transit funding needs (both capital and operating) and how those needs relate to what is currently being proposed in the TEP.

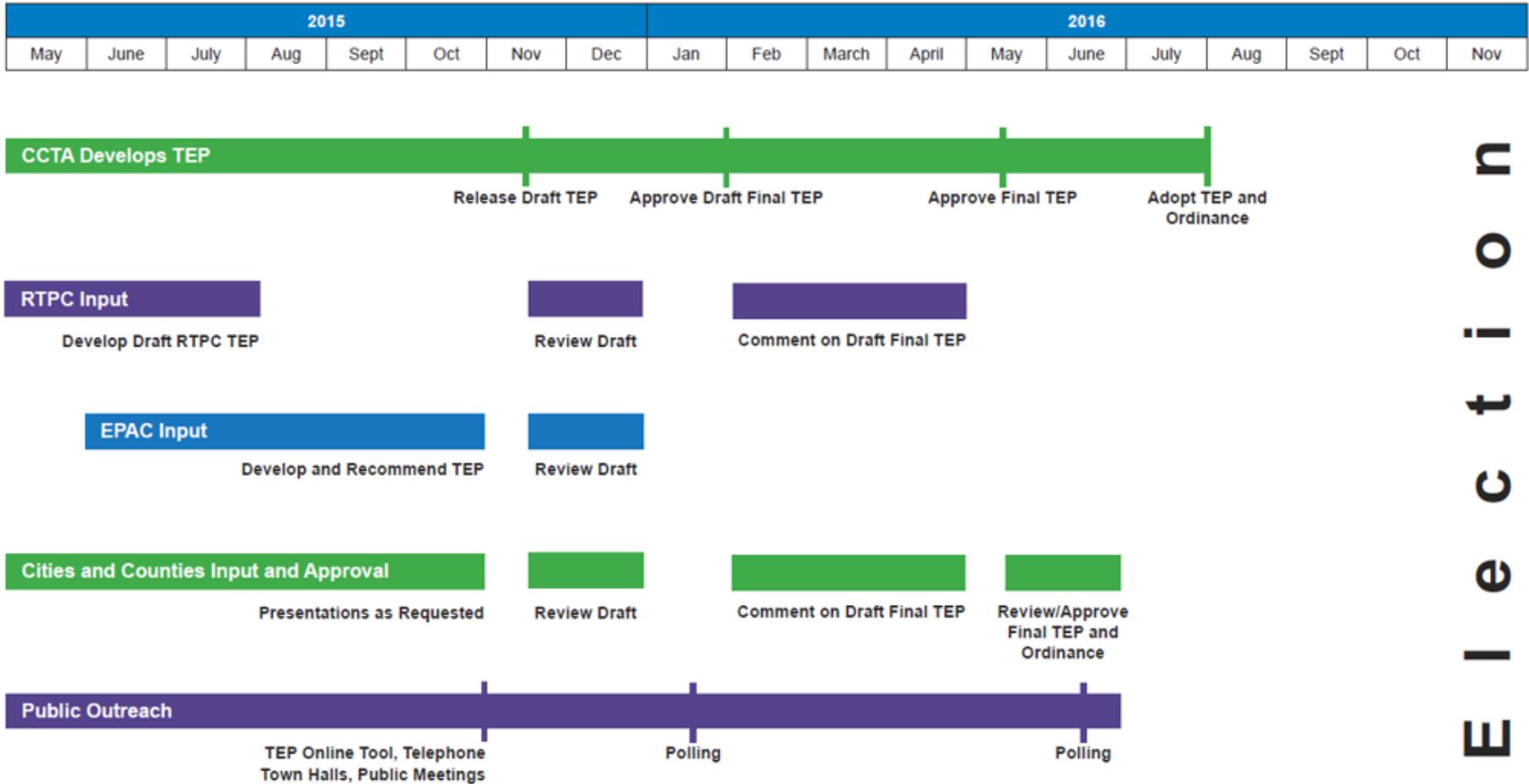
Attachments:

- A. Graphic of the TEP Process – provided by CCTA
- B. Newest TEP Schedule – provided by CCTA

Partner and
Stakeholder
Involvement



TEP Development Schedule



Election



WCCTAC

West Contra Costa Transportation Advisory Committee

El Cerrito

July 27, 2015

Hercules

Mr. Randell Iwasaki, Executive Director
Contra Costa Transportation Authority
2999 Oak Road, Suite 100
Walnut Creek CA 94597

Pinole

RE: WCCTAC Board Meeting Summary

Dear Randy:

Richmond

The WCCTAC Board, at its July 24, 2015 meeting, took the following actions that may be of interest to CCTA:

San Pablo

1. Approved claim forms from WestCAT and AC Transit for FY-16 Measure J 19b funds to operate service in West County.

Contra Costa
County

2. Approved a one-year lease for a small amount of adjacent office space for use by the TDM program, as well as possible TAC meetings and similarly sized meetings. Board meetings will continue to be held at El Cerrito City Hall.

AC Transit

3. Approved an allocation of funds from Measure J Program 10 to fund improvements at the Hercules Park and Ride facility (also referred as the Hercules Transit Center) in the amount of \$275,000.

BART

4. Approved a proposed list of projects and programs for the Transportation Expenditure Plan (TEP), to forward to CCTA.

WestCAT

5. Approved a list of projects in West County for the Regional Transportation Plan (RTP) update, to forward to CCTA and ultimately MTC.

Sincerely,



John Nemeth
Executive Director

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ACRONYM LIST. Below are acronyms frequently utilized in WCCTAC communications.

ABAG: Association of Bay Area Governments
ACCMA: Alameda County Congestion Management Agency (now the ACTC)
ACTC: Alameda County Transportation Commission (formerly ACCMA)
ADA: Americans with Disabilities Act
APC: Administration and Projects Committee (CCTA)
ATP: Active Transportation Program
BAAQMD: Bay Area Air Quality Management District
BATA: Bay Area Toll Authority
BCDC: Bay Conservation and Development Commission
Caltrans: California Department of Transportation
CCTA: Contra Costa Transportation Authority
CEQA: California Environmental Quality Act
CMAs: Congestion Management Agencies
CMAQ: Congestion Management and Air Quality
CMIA: Corridor Mobility Improvement Account (Prop 1B bond fund)
CMP: Congestion Management Program
CTP: Contra Costa Countywide Comprehensive Transportation Plan
CSMP: Corridor System Management Plan
CTC: California Transportation Commission
CTPL: Comprehensive Transportation Project List
DEIR: Draft Environmental Impact Report
EBRPD: East Bay Regional Park District
EIR: Environmental Impact Report
EIS: Environmental Impact Statement
EVP: Emergency Vehicle Preemption (traffic signals)
FHWA: Federal Highway Administration
FTA: Federal Transit Administration
FY: Fiscal Year
HOV: High Occupancy Vehicle Lane
ICM: Integrated Corridor Mobility
ITC or HITC: Hercules Intermodal Transit Center
ITS: Intelligent Transportations System
LOS: Level of Service (traffic)
MOU: Memorandum of Understanding
MPO: Metropolitan Planning Organization
MTC: Metropolitan Transportation Commission
MTSO: Multi-Modal Transportation Service Objective
NEPA: National Environmental Policy Act

O&M: Operations and Maintenance
OBAG: One Bay Area Grant
PAC: Policy Advisory Committee
PBTF- Pedestrian, Bicycle and Trail Facilities
PC: Planning Committee (CCTA)
PDA: Priority Development Areas
PSR: Project Study Report (Caltrans)
RHNA: Regional Housing Needs Allocation (ABAG)
RPTC: Richmond Parkway Transit Center
RTIP: Regional Transportation Improvement Program
RTP: Regional Transportation Plan
RTPC: Regional Transportation Planning Committee
SCS: Sustainable Communities Strategy
SHPO: State Historic and Preservation Office
SOV: Single Occupant Vehicle
STA: State Transit Assistance
STARS: Sustainable Transportation Analysis & Rating System
STIP: State Transportation Improvement Program
SWAT: Regional Transportation Planning Committee for Southwest County
TAC: Technical Advisory Committee
TCC: Technical Coordinating Committee (CCTA)
TDA: Transit Development Act funds
TDM: Transportation Demand Management
TFCA: Transportation Fund for Clean Air
TEP: Transportation Expenditure Plan
TLC: Transportation for Livable Communities
TOD: Transit Oriented Development
TRANSPAC: Regional Transportation Planning Committee for Central County
TRANSPLAN: Regional Transportation Planning Committee for East County
TSP: Transit Signal Priority (traffic signals and buses)
VMT: Vehicle Miles Traveled
WCCTAC: West County Costa Transportation Advisory Committee