

MEMORANDUM - DRAFT

DATE September 3, 2019
TO WCCTAC and Kimley-Horn
FROM Charlie Knox and Carey Stone, PlaceWorks
SUBJECT Express Bus Implementation Plan - Community Outreach Round 2 Summary Report

Project Background

This memo provides a summary of Round 2 outreach efforts for the WCCTAC Express Bus Implementation Plan project. Round 2 outreach efforts focused on preferences among potential riders for express bus pick-up and drop-off locations and factors that would influence express bus ridership. Round 2 outreach began in April 2019 and concluded in July 2019.

This memo covers the following topics:

- Spreading the Word
- Public Input Channels
- Analysis of Round 2 Survey Results
- Conclusions and Recommendations

Spreading the Word

To ensure that the community was aware of the planning process, PlaceWorks created and/or updated the following items, as described below:

- Project Webpage and Other Websites
- Social Media Posts
- Round 2 Project Flyer
- Press Releases and News Articles

PROJECT WEBPAGE AND OTHER WEBSITES

PlaceWorks published the Express Bus Implementation Plan project webpage on the WCCTAC website in October 2018. The webpage provides information in both English and Spanish. The webpage includes the project timeline, a way to subscribe to the project mailing list, and online engagement tools, which are further described below. The webpage address is included on both the project flyer and postcard (the postcard was developed in Round 1), and people were encouraged to visit the webpage to find out more information about the project and WCCTAC as an organization. In April 2019, the webpage was updated for Round 2, including links to the Round 2 survey page and references to the home page.

PlaceWorks notified potential riders and interested parties about the webpage by posting on social media, passing out project flyers, and creating press releases, as well as through emails to the project mailing list, partner jurisdictions, neighborhood associations, and East Bay businesses.

In addition to updating the project webpage, the City of Hercules and UC Berkeley Parking and Transportation included information about the project on their websites.

SOCIAL MEDIA

PlaceWorks utilized paid advertising to announce the availability of the online surveys via three promoted Facebook posts. The promoted Facebook posts reached a total of 4,600 West Contra Costa County residents. Members of the project Technical Advisory Committee (TAC) were also asked to share the Facebook post using their social media accounts.

ROUND 2 PROJECT FLYER

PlaceWorks created a flyer, both in English and Spanish, to spread the word about potential express bus stop locations and to encourage people to take the Round 2 survey. The flyer, (Figure 1), was circulated via email, provided at 8.5"x11" in person to more than 40 businesses in Berkeley and Emeryville, handed out at the Richmond Juneteenth Festival, and distributed to Emerytech and Wareham offices in Emeryville. The flyer was also printed at 24"x36" to be easily visible at pop-up events.

PRESS RELEASES AND NEWS BLURB

Similar to Round 1, PlaceWorks created a press release and short news blurb to notify people about Round 2 outreach efforts and to encourage interested parties to take the online survey. The press release and news blurb were provided to:

- 15 news organizations
- City Manager newsletters at six cities, and one chamber of commerce
- 26 Richmond Neighborhood Councils
- WCCTAC Board, TAC, and interested parties

Appendix A lists each organization that received the press release and news blurb.



Figure 1 Round 2 Flyer

The following organizations posted an article about Round 2:

- El Cerrito City Manager’s Update and Facebook post
- City of Hercules City Manager’s B-Weekly Report
- City of Pinole City Manager’s Report
- City of San Pablo E-Newsletter
- City of Richmond City Manager’s Weekly Report
- Richmond Chamber of Commerce Newsletter
- Lawrence Berkeley National Laboratory Newsletter
- Front page article in the Richmond Post newspaper (Figure 2)

Public Input Channels

This section describes the various project outreach methods used to generate feedback:

- Online Engagement
- Pop-up Event
- Outreach to Local Businesses
- Employee Focus Groups

ONLINE ENGAGEMENT

For Round 2, PlaceWorks created a second online survey that asked respondents to identify their preferred origin and destination express bus stops among choices established after Round 1 in collaboration with the Technical Advisory Committee. PlaceWorks collected 798 surveys between May 3, 2019 and July 22, 2019. The survey was available in English and Spanish.

In addition to answering the set survey questions, participants also had the option of submitting an open-ended comment. Between February 22, 2019 and July 26, 2019, a total of 56 new comments were submitted, as listed in Appendix B.

POP-UP OUTREACH EVENTS

The purposes of the Round 2 pop-up events were to notify potential riders about the project, answer questions, and direct people to the online survey. Pop-up booth materials included the project postcard, 24"x36" versions of the project flyer, and giveaways such as reusable shopping bags, key chains, and pens donated by WCCTAC and pencils donated by WestCAT.



Figure 2 WCCTAC Richmond Post Article

The two Round 2 pop-up events occurred as follows:

- **Richmond Juneteenth Festival** (June 15, 2019). PlaceWorks staffed a booth at the Juneteenth Festival held by the City of Richmond, and discussed the project with over 60 people.
- **Hercules July 4th Event** (July 4, 2019). Council Member and WCCTAC Board Member, Chris Kelley, staffed a booth at the Hercules July 4th Event.

OUTREACH TO LOCAL BUSINESSES

In order to reach local businesses, PlaceWorks reached out to employers by phone, via email, and in person. Appendix C details the list of businesses contacted.

PlaceWorks visited 43 retail stores and businesses in West Berkeley and Emeryville to ask employers about the possibility of holding a focus group and distributing the Round 2 Outreach flyer. Multiple businesses, including Bay Street Mall, offered to distribute the outreach flyer, and REI allowed us to present at a morning huddle.

In addition, PlaceWorks coordinated with Chad Smalley, the Economic Development and Housing Manager for the City of Emeryville, to distribute the survey link to 300 businesses and request employers to host focus groups.

PlaceWorks also worked with Oakland Kaiser Permanente, Lawrence Berkeley National Laboratory (LBNL), and Salesforce to distribute an email with the survey link to their employees. The outreach undertaken by LBNL generated 97 survey responses of the 200 to 300 LBNL employees who live in West Contra Costa County.

EMPLOYEE FOCUS GROUPS

PlaceWorks held a total of three focus group meetings with:

- Novartis (Emeryville)
- Pixar (Emeryville)
- REI (Berkeley)

The purpose of the focus groups was to share information about the project and get feedback on the potential express bus stop locations. A summary of each meeting is below.

Novartis Meeting – May 10, 2019 10:00 AM to 11:00 AM

PlaceWorks and Kimley Horn staff met with six Novartis employees. Charlie Knox from PlaceWorks gave a short presentation and then facilitated a question and answer session. Employees were encouraged to take the survey on their mobile device or submit written comments.

Key takeaways:

- Novartis is moving offices closer to the Amtrak Station and Hollis Street. Accordingly, employees favor the potential express bus stop at 59th Street.

- An employee from Pinole stated that the express bus will need to be faster than driving.
- Participants asked about connections to the Richmond Ferry and Amtrak and agreed to seek interest from fellow employees and neighbors near their homes.

Pixar Meeting – May 10, 2019 12:00 PM to 1:00 PM

PlaceWorks, Kimley Horn, and WCCTAC staff met with eight Pixar employees. Charlie Knox from PlaceWorks gave a short presentation and then facilitated a question and answer session. Employees were encouraged to take the survey on their mobile device or submit written comments.

Key takeaways:

- Some employees consistently work late, sometimes leaving the office at midnight or later, which makes taking a bus difficult if no late service or alternative mode is provided.
- Several participants believe the bus should be less expensive than taking BART. Their perception is that since it isn't Transbay, it should be less than the cost of the WestCAT Lynx route.
- The office has free parking on-site, which makes switching to public transit challenging.
- Participants expressed enthusiasm about the possibility of the express bus being able to use the shoulder to bypass traffic and agreed to seek interest from fellow employees and neighbors near their homes.

REI Meeting – June 14, 2019 8:45 AM to 9:00 AM

PlaceWorks staff met approximately 20 employees during REI's morning staff meeting. Charlie Knox from PlaceWorks gave a short description about the project and then facilitated a question and answer session. Employees were encouraged to take the survey on their mobile device or from home.

Key takeaway:

- Employees expressed general excitement about the express bus service and agreed to seek interest from fellow employees and neighbors near their homes.

Online Comment Forum

In Round 2, respondents could also submit comments online. A total of 56 online comments were submitted between February 22, 2019 and July 26, 2019. A summary of these comments, and their frequency, is as follows:

- General support for the express bus project (13)
- Request for express bus stops at BART stations (10)
 - El Cerrito Del Norte BART (2)
 - El Cerrito Plaza BART (2)
 - MacArthur BART (2)

- Martinez BART (2)
- Orinda BART (1)
- Walnut Creek BART (1)
- Requests for specific routes (18)
 - El Sobrante to UC Berkeley (1)
 - Hercules and Pinole to Downtown Berkeley (1)
 - Hercules to Oakland (5)
 - Hercules to San Francisco Financial District (1)
 - Marin County (1)
 - Oakland to West Berkeley (2)
 - Pinole to Downtown San Francisco (1)
 - Point Richmond to Emeryville and Jack London Square (1)
 - Rodeo to Oakland (1)
 - San Pablo Dam Road to San Francisco and Oakland (1)
 - San Pablo to Berkeley (1)
 - San Pablo to Oakland (2)
- Requests for specific stops (12)
 - El Sobrante (3)
 - Kaiser Oakland (3)
 - Kensington neighborhood (1)
 - LaMorinda/Walnut Creek area (1)
 - Pinole Valley Road at I-80 (1)
 - Regatta at Marina Bay Parkway (1)
 - San Francisco Airport (1)
 - San Pablo Avenue and Victoria Crescent (1)
- General comments (5)
 - Bike racks on buses (1)
 - Bus only lanes (1)
 - Disabled access (2)
 - NextBus real-time arrival app (1)

Analysis of Round 2 Survey Results

The purpose of the Round 2 survey was to seek input on preferred express bus pick-up and drop-off locations and to understand the factors that would influence express bus ridership.

PlaceWorks collected 798 surveys between May 3, 2019 and July 22, 2019. PlaceWorks performed two sets of analysis: (1) data from all survey respondents, and (2) only responses from West Contra Costa County (i.e., residents from San Pablo, Richmond, Pinole, Hercules, and unincorporated communities). West Contra Costa Commuters comprised 65 percent of all respondents. Since the majority of survey

respondents are from West Contra Costa County, the results did not change substantially between the two datasets and typically varied by only a few percentage points (1 to 5 percent). Accordingly, the following analysis only presents responses from the entire dataset.

The graphs below generally report the percent of the total responses and the total number of respondents by category shown as X % (X).

COMMUTE ORIGIN AND DESTINATION (QUESTIONS 1 AND 2)

Questions 1 and 2 asked where respondents live and the location of their place of employment/school. Figure 3 below illustrates the majority of respondents live in West Contra Costa County cities, primarily Richmond, Hercules, El Sobrante, Pinole, and El Cerrito. Respondents also live in communities in central and eastern Contra Costa County, as well as various Alameda County cities, San Francisco, and Napa, Solano, and Marin Counties, which are represented under the “Other” category.

Figure 3 Question 1: Place of Residence (772 Respondents)

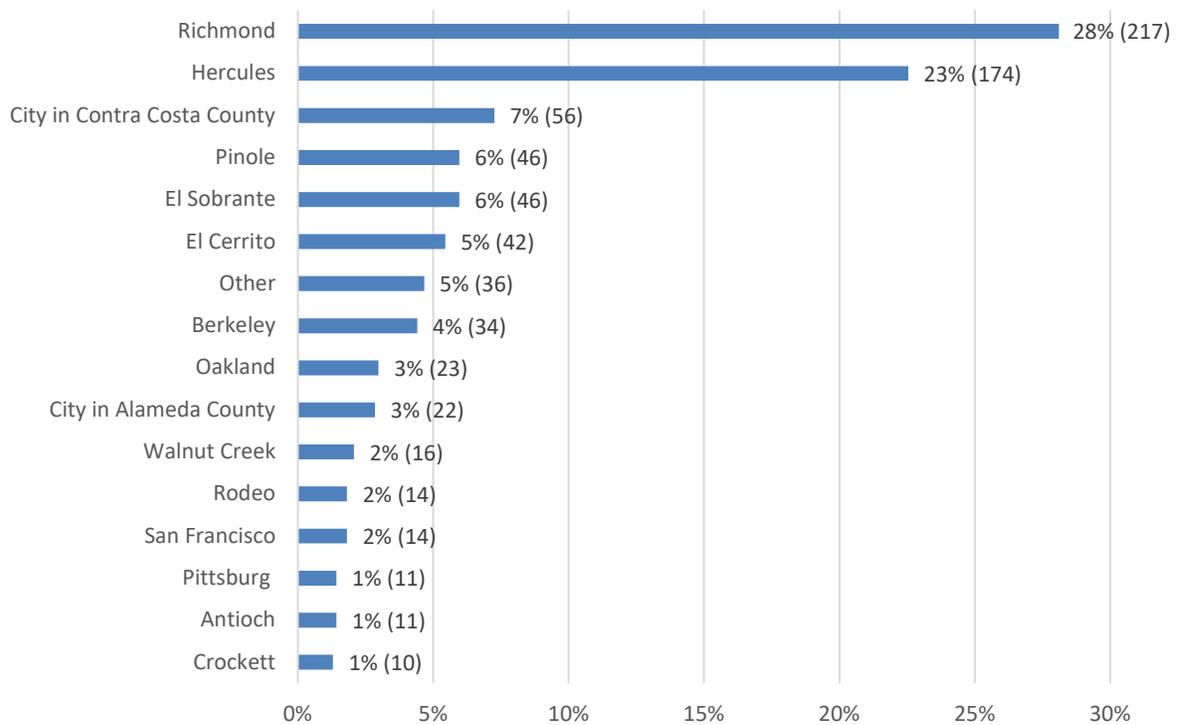
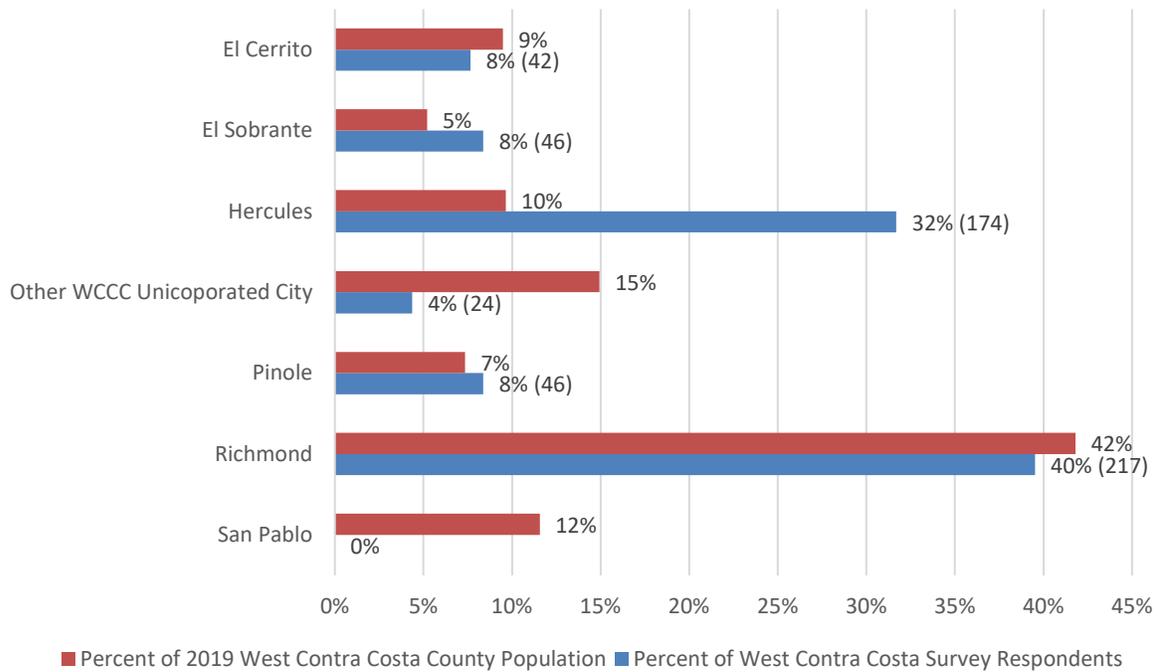


Figure 4 reports the proportion of West Contra Costa County survey respondents compared to the 2019 West Contra Costa County population. The Round 2 survey was generally successful in securing survey responses in similar proportion to the 2019 West Contra Costa County population distribution for El Cerrito, Pinole, and Richmond. However, the Round 2 survey received more responses from residents of Hercules (32 percent) compared to the proportion of the 2019 Hercules population in West Contra Costa County (10 percent), in part due to complementary outreach by the City of Hercules. There were no survey respondents from San Pablo whose residents comprised 12 percent of the 2019 West Contra Costa County population.

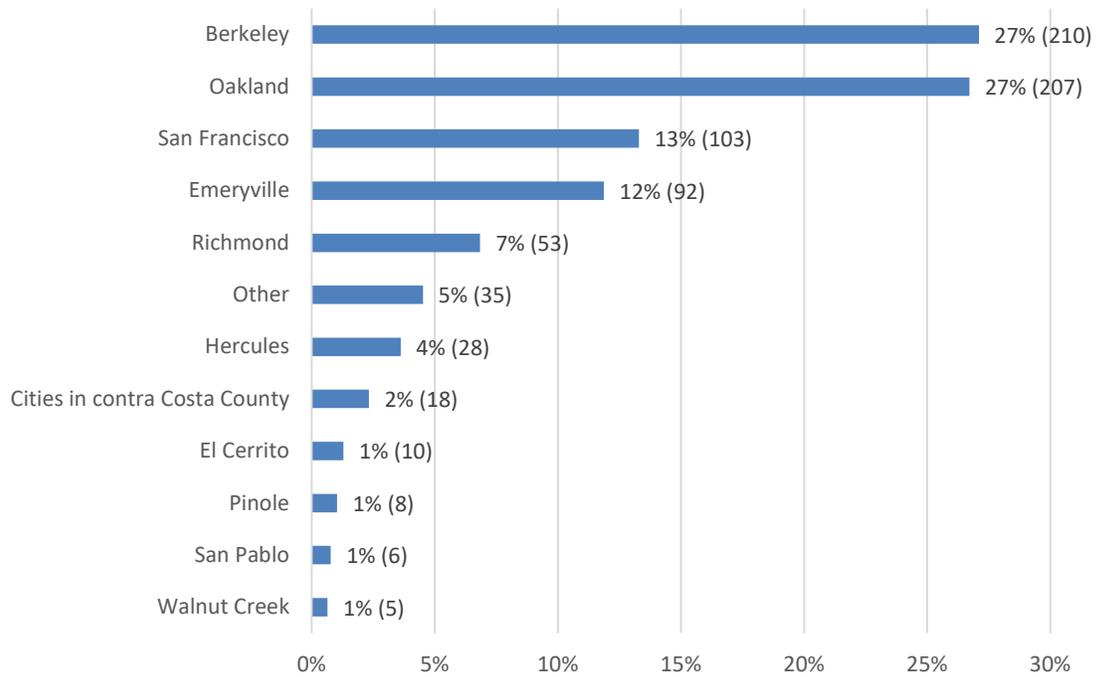
Figure 4 Proportion of West Contra County Respondents Compared to 2019 West Contra Costa County Population



Source: Data source for 2019 West Contra Costa County population is the California Department of Finance.

Figure 5 illustrates the majority of respondents (79 percent) work in Berkeley, Oakland, San Francisco, and Emeryville.

Figure 5 Question 2: Place of Employment (775 Respondents)



COMMUTE ARRIVAL AND DEPARTURE TIMES (QUESTIONS 3 AND 4)

Questions 3 and 4 asked what time respondents arrive and leave work or school. Figure 6 shows that the largest cohort of respondents (46 percent) arrive to work or school between 8:00 AM and 9:00 AM, with roughly 34 percent arriving between 6:00 AM and 8:00 AM and 13 percent arriving between 9:00 AM and 10:00 AM.

Figure 6 Question 3: Commute Arrival Time (770 Respondents)

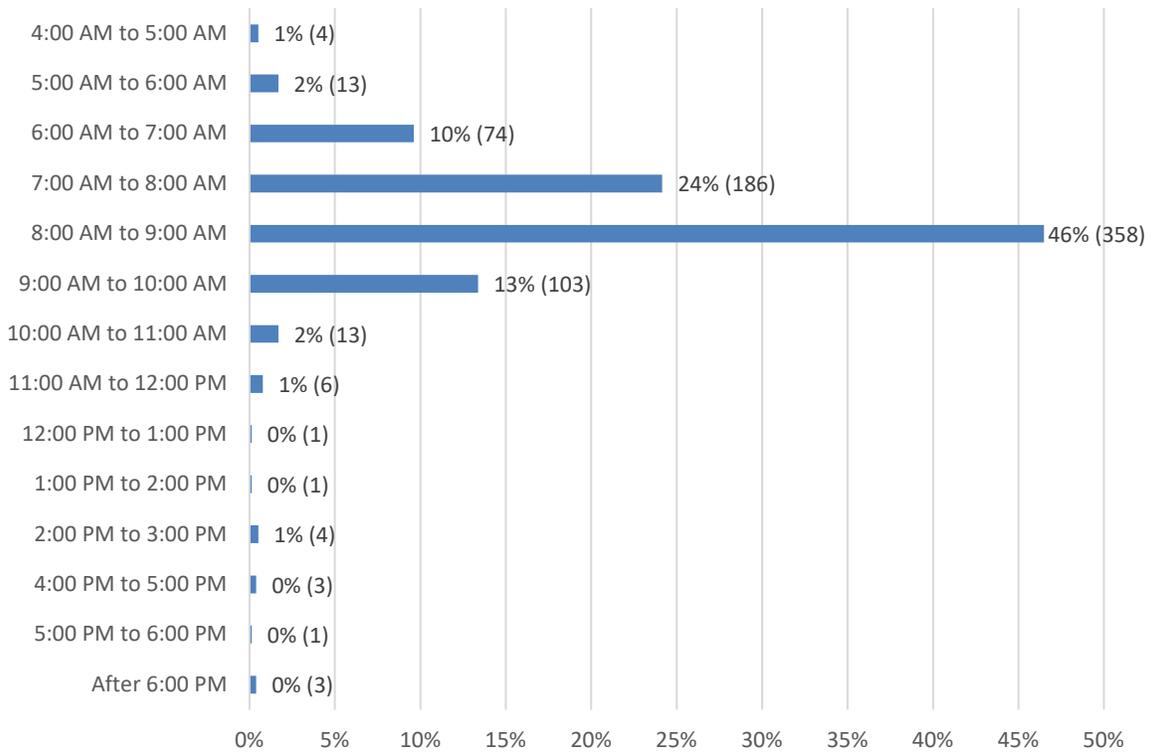
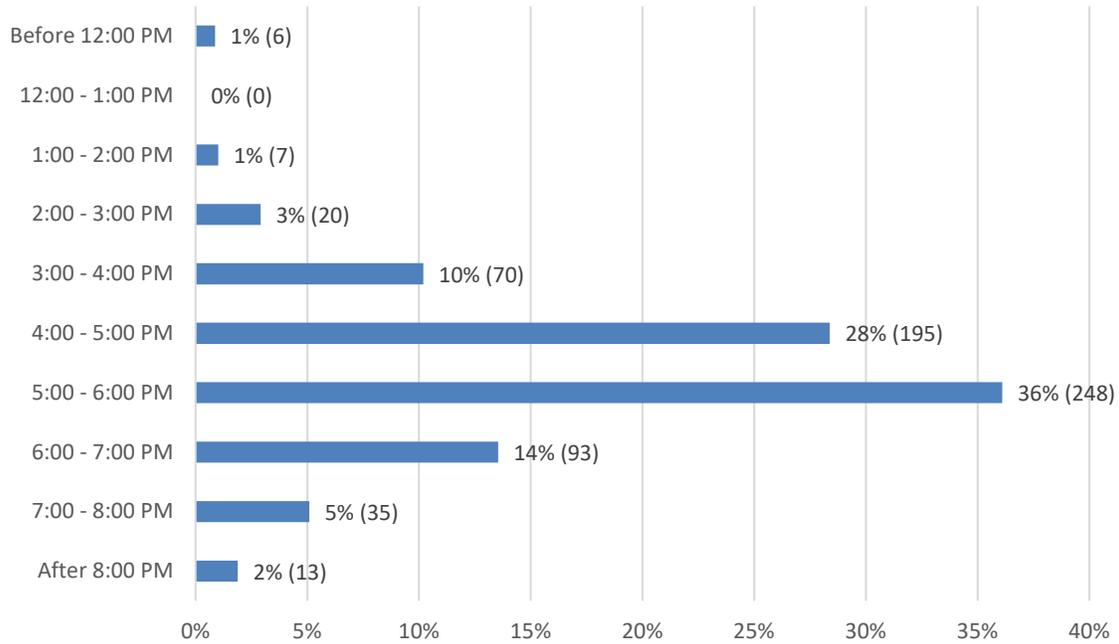


Figure 7 shows that the largest cohort of respondents (36 percent) depart work or school between 5:00 PM and 6:00 PM, with roughly 38 percent departing between 3:00 PM and 5:00 PM and 14 percent departing between 6:00 PM and 7:00 PM.

Figure 7 Question 4: Commute Departure Time (687 Respondents)



COMMUTE MODE (QUESTION 5)

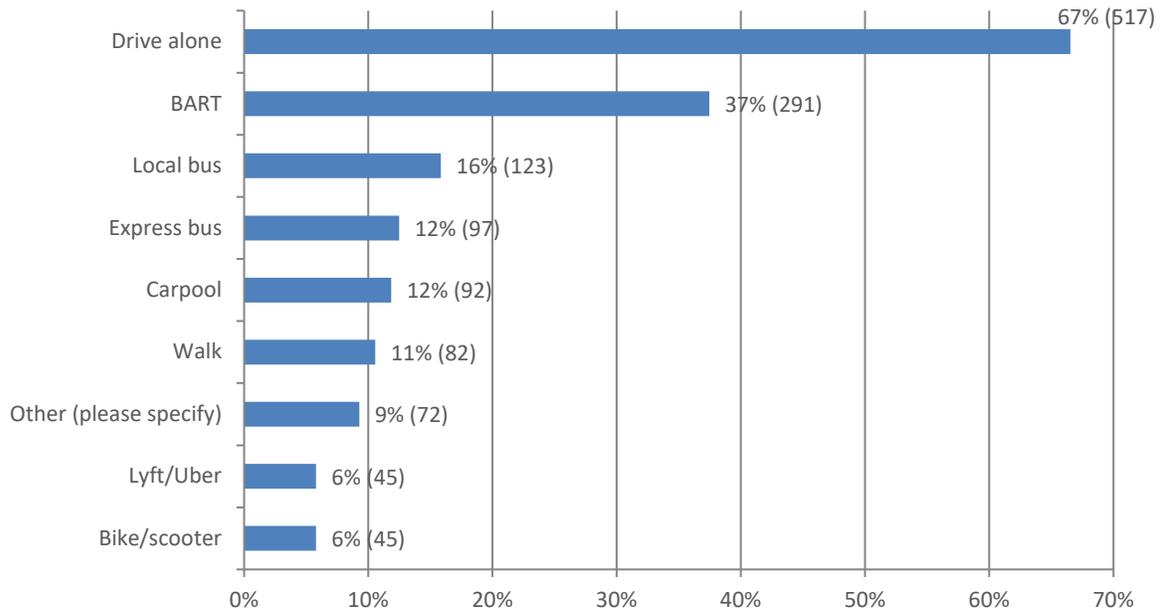
Question 5 asked respondents to report their primary mode(s) of transportation to work or school. Respondents had the option of choosing all commute mode choices that applied including:

- Drive alone
- BART
- Local bus
- Express bus
- Carpool
- Walk
- Other
- Lyft/Uber
- Bike/scooter

A total of 777 respondents answered this question, the results represented on Figure 8. Approximately 44 percent of respondents reported driving alone and another 23 percent reported driving alone in combination with some other mode of transportation.

Of the 37 percent of respondents who commute by BART, a little less than half also reported they drive for a portion of their commute. Approximately 16 percent of respondents indicated they commute using a local bus, with 12 percent using an existing express bus. Furthermore, 12 percent commute by carpool, 11 percent commute by walking, 6 percent by bike or scooter, 6 percent by Lyft or Uber, and 9 percent indicated "Other."¹ Respondents who chose "Other" identified commute modes such as riding the ferry, employer- provided shuttles, university- provided shuttles, WestCAT Lynx bus routes, paratransit, and Amtrak.

Figure 8 Question 5: Commute Mode (777 Respondents)



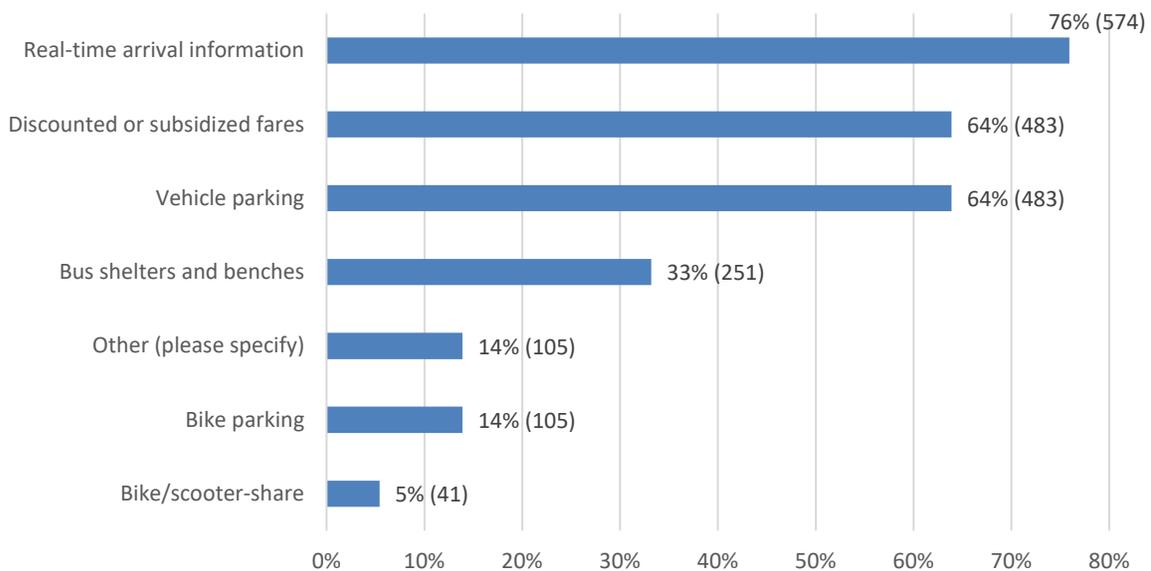
Note: Because respondents could check any commute mode options that applied, the number of responses summarized after the percentage totals 1,364.

¹ Since this was a "check all that apply" question, the total number of responses for each category was divided by the total number of respondents who answered Question 5 (i.e., 777 respondents) to come up with the percent of total. Given this methodology, the percentages do not add up to 100%.

EXPRESS BUS AMENITIES (QUESTION 6)

Question 6 asked respondents what amenities would influence their decision to ride an express bus. Respondents could choose one or more options from a list of seven amenities. As shown on Figure 9, respondents favored real-time arrival information (76 percent), discounted or subsidized fares (64 percent), and vehicle parking (64 percent).²

Figure 9 Question 6: Preferred Express Bus Amenities (756 Respondents)



Note: Because respondents could check all preferred express bus amenities that applied, the number of responses summarized after the percentage totals 2,042.

Approximately 14 percent of respondents chose the “other” option and noted the following factors that would influence them to ride the express bus:

- Frequency of bus trips
- Coffee vendors on-site
- Connections to BART stations
- Space for bike racks on the express bus
- Reliable arrival times
- Free parking
- Safe parking
- Security at express bus stops

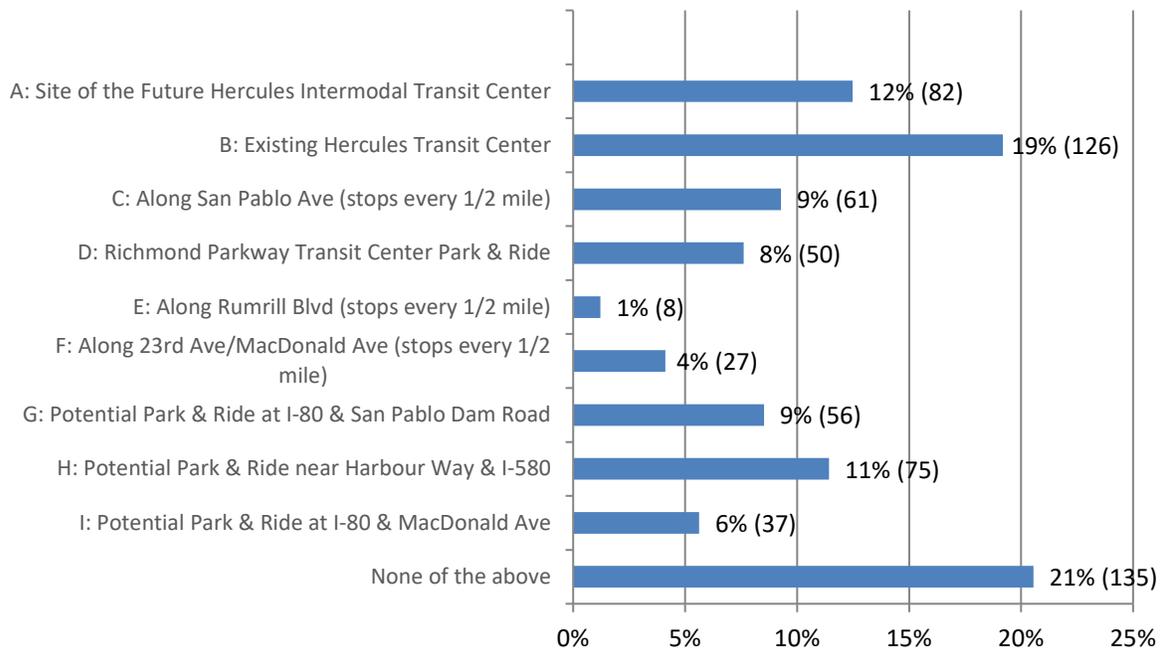
² Since this was a “check all that apply” question, the total number of responses for each category are divided by the total number of respondents who answered Question 6 (i.e., 756 respondents) to come up with the percent of total. Given this methodology, the percentages do not add up to 100%.

- Limited number of stops
- Connection to Lynx
- Uber subsidy
- Disabled-persons accessibility
- WiFi

EXPRESS BUS ORIGIN STOPS (QUESTIONS 7 AND 8)

A total of 657 respondents identified their preferred express bus pick-up location. Of the provided options, the Existing Hercules Transit Center, Future Hercules Intermodal Transit Center, and Potential Park & Ride near Harbour Way and I-580 were the top three choices at 19 percent, 12 percent, and 11 percent of the total responses, respectively (Figure 10). In addition, 65 percent of the respondents chose an express bus origin stop that provided parking, which appears to confirm that the availability of parking is a key consideration for potential riders. Approximately 21 percent (135 respondents) of the respondents indicated that none of the express bus stop origins would work for them. Of the 135 respondents who chose “none of the above,” 60 percent (80 respondents) reported living in cities south of Richmond, which indicates that they would have to back-commute to board at an express bus origin stop. Respondents also suggested alternate bus origin stops, which are described below.

Figure 10 Question 7: Preferred Express Bus Origin Stop (657 Respondents)



Respondents had the option of suggesting other bus stop origin locations in Question 8. Of the 350 responses, 252 responses listed locations in West Contra Costa County (organized east-to-west):

- **Crockett** (8 of 350 total responses). Most respondents stated any location in Crockett would work.
- **Rodeo** (11 of 350 total responses). Most respondents requested the Willow Avenue Park and Ride be considered as a potential origin stop.
- **Hercules** (63 of 350 total responses). Common locations included:
 - Along Refugio Valley Road
 - At San Pablo Avenue and Hercules Avenue
 - At San Pablo Avenue and Sycamore Avenue
 - Victoria by the Bay, particularly along Victoria Crescent Way
- **Pinole** (24 of 350 total responses). Common locations included:
 - At Appian Way and San Pablo Avenue
 - At Appian Way and Tara Hills Drive
 - Along Pinole Valley Road near I-80
- **El Sobrante** (13 of 350 total responses). Most respondents requested stops along San Pablo Dam Road.
- **Richmond** (88 of 350 total responses). Common locations included:
 - Along Carlson Avenue
 - Hilltop Mall
 - Marina Bay (primarily at Regatta Boulevard and Marina Bay Parkway)
 - Point Richmond
 - Along San Pablo Avenue
- **San Pablo** (12 of 350 total responses). Common locations included:
 - Along San Pablo Avenue
 - I-80 at El Portal Drive
- **El Cerrito** (32 of 350 total responses). Common locations included:
 - El Cerrito Del Norte BART Station
 - El Cerrito Plaza BART Station
 - Arlington Avenue at Barrett Avenue
 - Moeser Lane at San Pablo Avenue
- **Kensington** (1 of 350 total responses). The respondent requested a stop along Arlington Avenue at Oberlin Avenue.

PlaceWorks analyzed the suggested stops from residents of Richmond and Hercules, the two cities with the most respondents. When looking at the 112 suggested stops from Richmond residents, top responses included:

- 4 suggestions for Hilltop Mall
- 4 suggestions for along Carlson Avenue
- 6 suggestions for the two El Cerrito BART stations

- 23 suggestions for along San Pablo Avenue
- 27 suggestions for Marina Bay (primarily at Regatta Boulevard and Marina Bay Parkway)

When looking at the 72 suggestions from Hercules residents to Question 8, top responses included:

- 5 suggestions for Refugio Valley Road
- 6 suggestions for San Pablo Avenue and Sycamore Avenue
- 7 suggestions for the existing Hercules Transit Center
- 10 suggestions for San Pablo Avenue and Hercules Avenue
- 16 suggestions for Victoria by the Bay

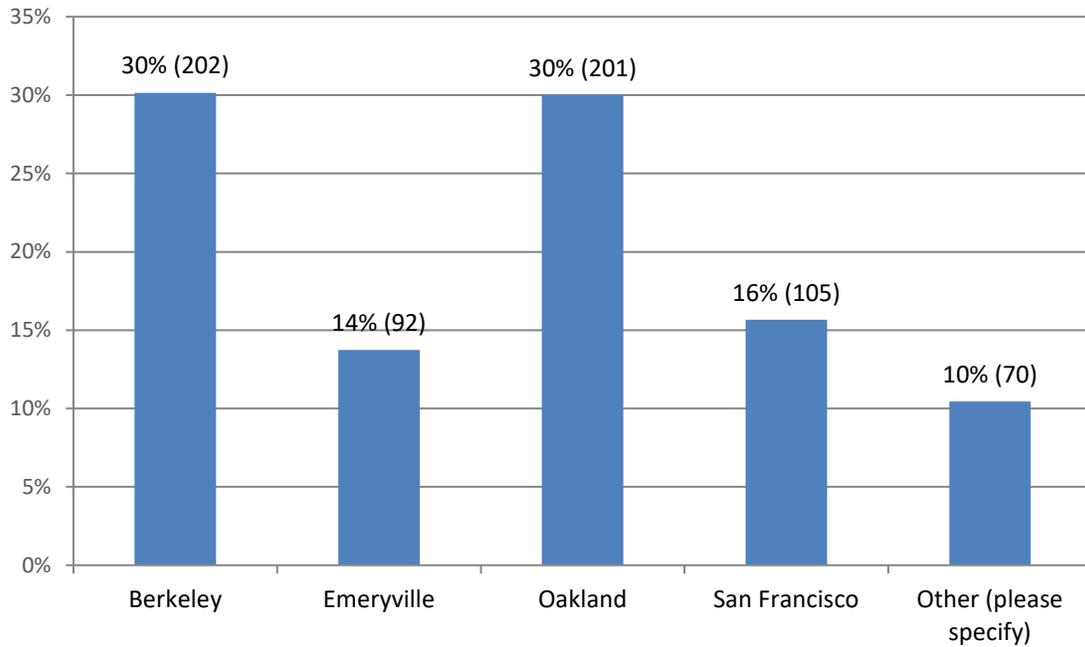
Respondents also suggested origin stops in the following cities:

- Albany
- Antioch
- Berkeley
- Brentwood
- Castro Valley
- Concord
- Emeryville
- Martinez
- Moraga
- Oakland
- Orinda
- Pittsburg
- Pleasant Hill
- San Francisco
- San Ramon
- Vallejo
- Walnut Creek

EXPRESS BUS DESTINATION STOPS (QUESTIONS 9 – 13)

Question 9 asked respondents to identify the destination of their daily commute (Figure 11). Of the 670 respondents who answered this question, the top two destinations were Berkeley and Oakland at 30 percent each. PlaceWorks worked with Oakland Kaiser Medical Center, UC Berkeley Parking and Transportation Department, and LBNL to distribute the survey link to employees and students, which could have affected the frequency of responses for Berkeley and Oakland.

Figure 11 Question 9: Express Bus City Destination (670 Respondents)



Approximately 10 percent of the respondents identified a commute destination other than Berkeley, Emeryville, Oakland, or San Francisco:

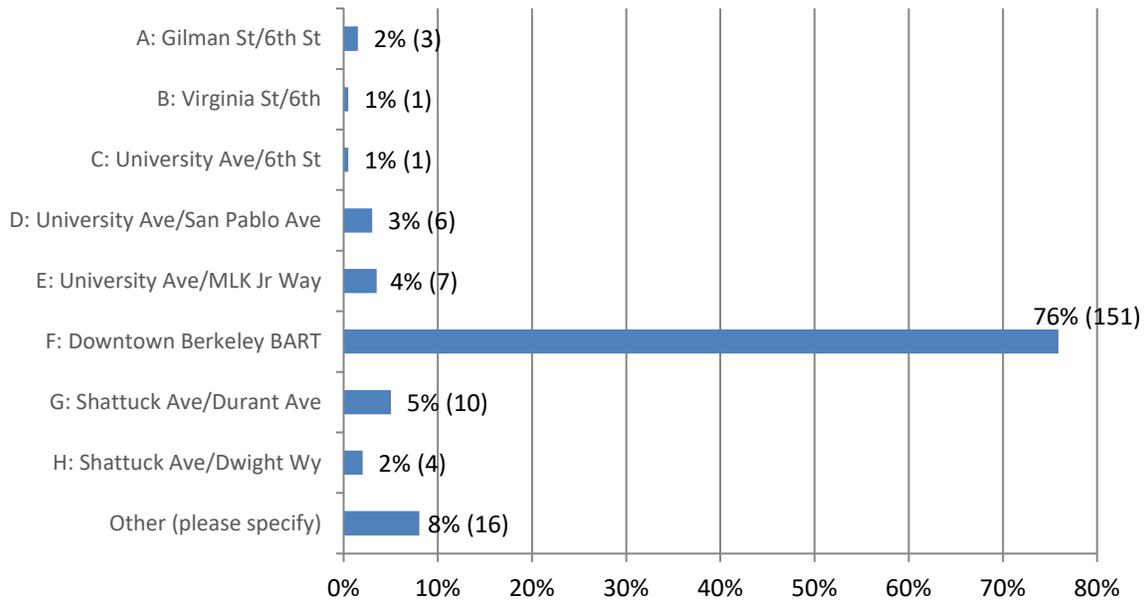
- Alameda (2)
- Albany (1)
- Concord (1)
- Corte Madera (1)
- El Cerrito (8)
- Fairfield (1)
- Foster City (1)
- Hercules (2)
- Marin (1)
- Martinez (1)
- Menlo Park (1)
- Mill Valley (1)
- Novato (1)
- Piedmont (1)
- Pinole (3)
- Pittsburgh (1)
- Pleasanton (2)
- Richmond (17)

- Rodeo (1)
- San Jose (2)
- San Pablo (2)
- San Pablo
- San Rafael (3)
- San Ramon (1)
- South San Francisco (1)
- Walnut Creek (1)

Berkeley

If respondents chose Berkeley as their commute destination, they were forwarded to Question 10, which presented a list of potential Berkeley express bus stop locations. Of the 199 respondents who identified Berkeley as their commute destination, 76 percent chose the Downtown Berkeley BART station as their preferred express bus destination stop (Figure 12). Again, the popularity of the Downtown Berkeley BART stop may have been influenced by outreach undertaken by UC Berkeley and LBNL to employees and students. Of the eight percent of respondents who chose “Other,” common suggested destination stops included UC Berkeley and along Ashby Avenue (five respondents suggested Ashby at 6th Avenue, 7th Avenue, or San Pablo Avenue, and one respondent suggested Ashby Avenue at Telegraph Avenue).

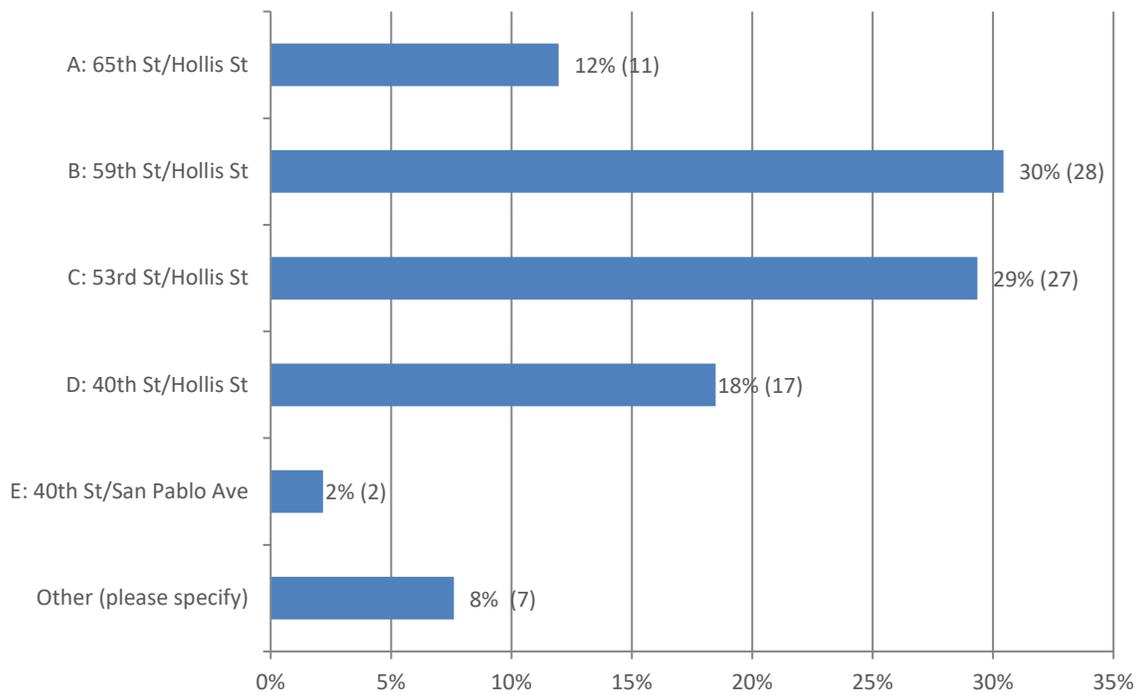
Figure 12 Question 10: Berkeley Express Bus Stop Location Responses (199 Respondents)



Emeryville

If respondents chose Emeryville as their commute destination, they were forwarded to Question 11, which presented a list of potential Emeryville express bus stop locations. Of the 92 respondents who identified Emeryville as their commute destination, the majority chose express bus stops along Hollis Street (Figure 13). Respondents who chose “Other” suggested adding a stop near The Towers and/or Powell Street at I-80 or along Hollis Street at 45th Street or 64th Street.

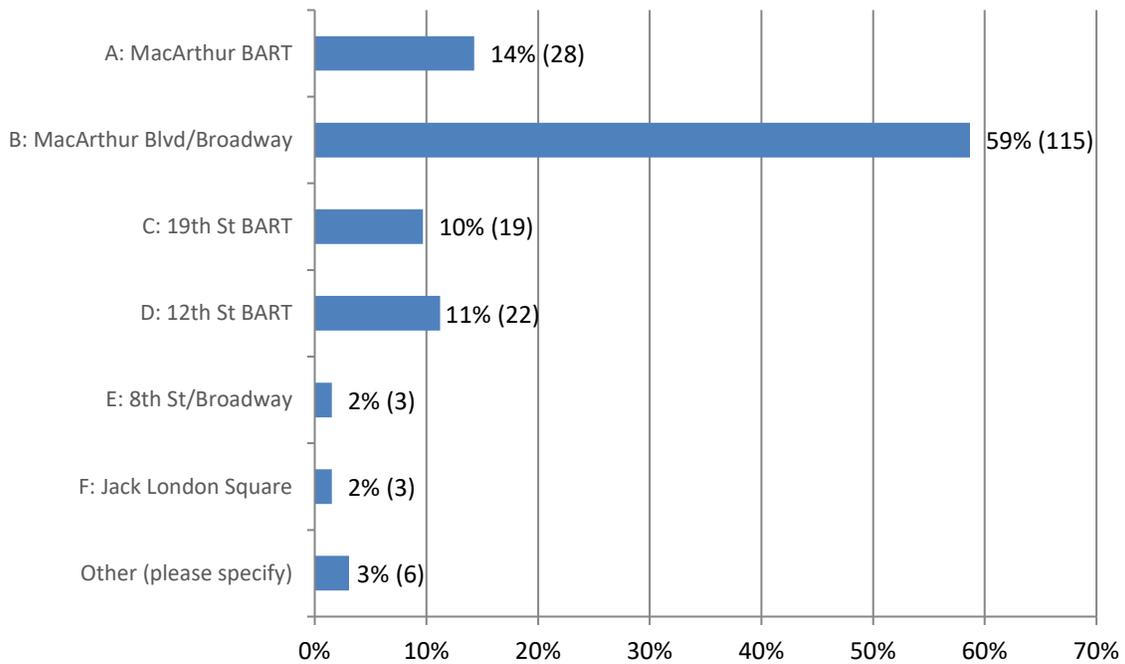
Figure 13 Question 11: Emeryville Express Bus Stop Location Responses (92 Respondents)



Oakland

If respondents chose Oakland as their commute destination, they were forwarded to Question 12, which presented a list of potential Oakland express bus stop locations. Of the 196 respondents who chose Oakland as their commute destination, the majority (59 percent) chose MacArthur Boulevard/Broadway as the preferred express bus stop location (Figure 14). Again, the popularity of this location is likely related to outreach undertaken by Kaiser Oakland which is located at the intersection of MacArthur Boulevard and Broadway. Of the six respondents who chose “Other,” four identified stops close to Oakland Kaiser. Other suggested stops included the Oakland Coliseum/San Leandro BART, and MacArthur Boulevard at Sheffield Avenue.

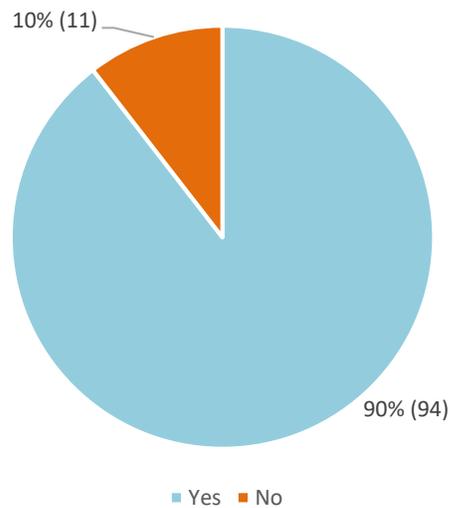
Figure 14 Question 12: Oakland Express Bus Stop Location Responses (196 Respondents)



San Francisco

If respondents chose San Francisco as their commute destination, they were forwarded to Question 13, which asked if an express bus stop at the Transbay Terminal would work for their commute. As shown in Figure 15, 90 percent of respondents (of 105 total responses) indicated the Transbay Terminal would be a feasible express bus stop. Respondents who said “no,” indicated the Transbay Terminal is too far from the Civic Center, Mission District, and other parts of the city and that transit connections to these areas would take too long from the Transbay Terminal.

Figure 15 Question 13: Would the Transbay Terminal Express Bus Stop Work for You? (105 Respondents)



RESPONDENT DEMOGRAPHICS (QUESTIONS 14 – 16)

The Round 2 Survey also collected voluntary demographic data from survey respondents to gauge whether the outreach campaign was reaching a wide range of demographics.

Question 14 asked survey respondents to identify their age group which was answered by a total of 636 respondents. As shown in Figure 16, the age of survey respondents covered a range of age groups. The highest cohort of respondents, approximately 28 percent, were between the ages of 30-39 years. Respondents age 60 and over account for 11 percent of the total responses, which is likely related to the survey targeting working adults. More than 85 percent of respondents were between 20 and 59 years old.

Figure 16 Question 14: Age of Survey Respondents (636 Respondents)

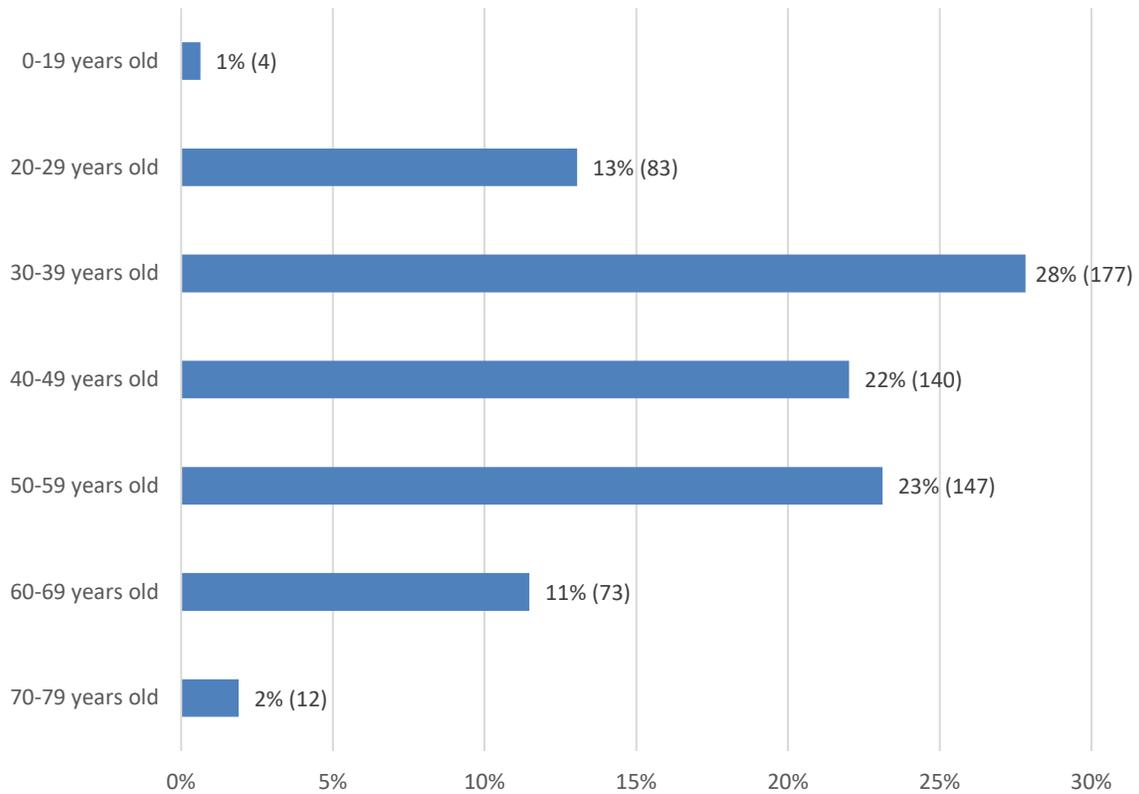
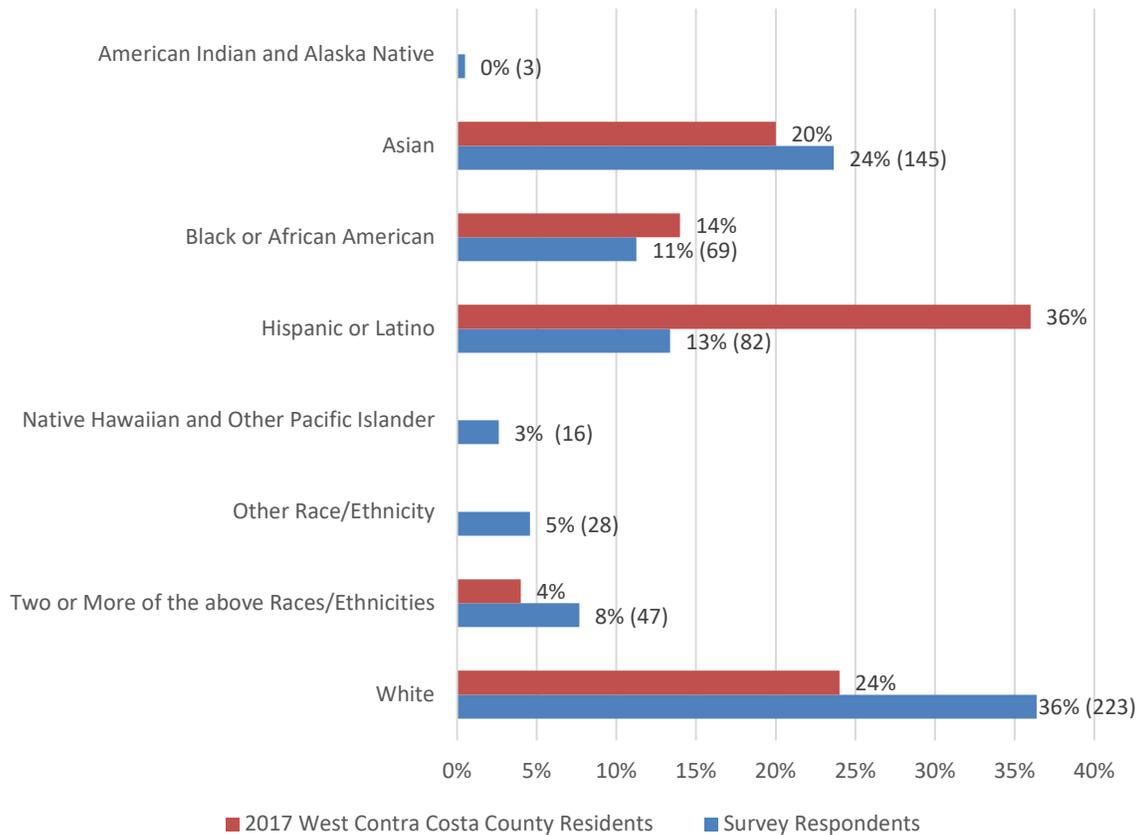


Figure 17 shows the race/ethnicity of the 613 respondents who identified their race, in comparison to the 2017 race/ethnicity breakdown of West Contra Costa County as reported by the American Community Survey.³ The reported race/ethnicity of survey respondents as follows: 36 percent White, 24 percent Asian, 11 percent Black or African American, and 13 percent Hispanic or Latino. The remaining 16 percent included people that identified as other races/ethnicities, a combination of races/ethnicities, American Indian and Alaska Native, or Native Hawaiian and other Pacific Islander.

Figure 17 Question 15: Race/Ethnicity of Survey Respondents Compared to 2017 West Contra Costa County Population (613 Respondents)

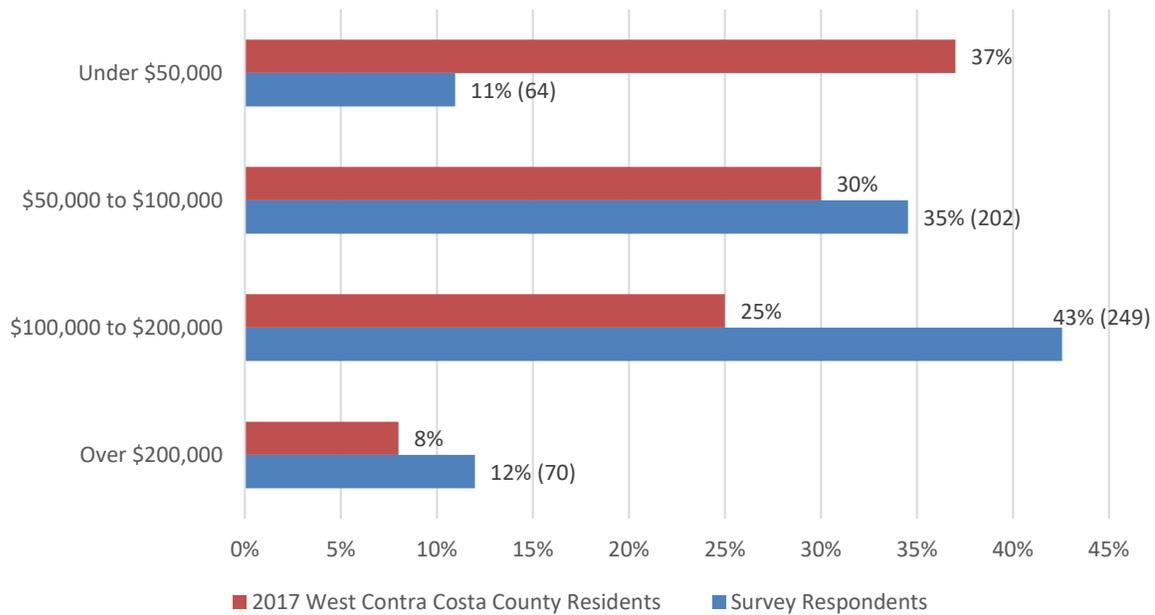


Source: Data source for West Contra Costa County demographics is the 2017 American Community Survey.

³ <https://censusreporter.org/profiles/06000US0601393620-west-contra-costa-ccd-contra-costa-county-ca/>, accessed on August 27, 2019.

As shown in Figure 18, the largest cohort of respondents (43 percent of the 585 respondents who reported their income) identified a household income of \$100,000 to \$200,000. The Area Median Income for Contra Costa County is \$104,400, as established through the US Department of Housing and Urban Development (HUD) and the 2019 federal poverty line for a family of four is \$25,750.⁴

Figure 18 Question 16: Household Income of Survey Respondents (585 Respondents)



Source: Data source for West Contra Costa County demographics is the 2017 American Community Survey.

Conclusions

Express Bus Routes

Although the survey did not directly ask about express bus routes, participants generally commented that there should be limited express bus stops along the routes, the express bus service should be faster than driving alone, and there should be connections to and from BART.

Express Bus Origin Stops

Overall, survey respondents preferred express bus origin stops that provide parking. Of the origin stop options provided, 32 percent of survey respondents preferred stops in Hercules. Richmond was also a

⁴ <https://www.huduser.gov/portal/datasets/il.html>, accessed January 9, 2019.

popular origin stop location with 31 percent of respondents favoring stops in Richmond (with 88 respondents suggesting alternate origin stops in Richmond, particularly in Marina Bay).

Express Bus Destination Stops

Stops in Downtown Berkeley, at MacArthur and Broadway in Oakland, along Hollis Street in Emeryville, and the San Francisco Transbay Terminal were the most frequently chosen destinations. Outreach efforts by Kaiser Permanente, UC Berkeley, and LBNL may have boosted results for Berkeley and Oakland destinations.

Destination stops near employment areas that provide all-day parking could prove challenging to entice drivers to switch to express bus service.

Express Bus Amenities

Real-time arrival information, vehicle parking, and subsidized fares scored highest in potentially attracting express bus riders, though bike racks and bus shelters could also be helpful in promoting ridership.

Appendix A

List of organizations contacted for press releases or newsletter outreach.

Press Release Recipients

The Advocate
Bay Citizen
Bay City News
Berkeleyside
Contra Costa Herald
Contra Costa Marketplace Magazine
East Bay Times
El Cerrito Patch
E'ville Eye Community News
Pinole-Hercules Patch
Richmond Post News Group
Richmond Confidential
Richmond Standard
Richmond Pulse
Univision

Newsletter Recipients

City of San Pablo Social Media
City of Pinole City Manager's E-Newsletter
City of Hercules City Manager's E-Newsletter
City of Richmond City Manager's E-Newsletter
Richmond Chamber of Commerce
City of El Cerrito City Manager's E-Newsletter

Richmond Neighborhood Councils

Atchison Village Neighborhood Council
Belding Woods Neighborhood Council
Castro Heights Neighborhood Council
Coronado Neighborhood Council
Crescent Park Apartments Res. Council
Eastshore Neighborhood Council
El Sobrante Municipal Advisory Council
Fairmede Hilltop Neighborhood Council
Greenbriar Neighborhood Council
Hilltop District Neighborhood Council
Iron Triangle Neighborhood Council
Laurel Park Neighborhood Council
Marina Bay Neighborhood Council
May Valley Neighborhood Council
North & East Neighborhood Council
Panhandle Annex Neighborhood Council
Parchester Village Neighborhood Council
Park Plaza Neighborhood Council
Point Richmond Neighborhood Council
Pullman Neighborhood Council
Quail Hill Neighborhood Council
Richmond Annex Neighborhood Council
Richmond Heights Neighborhood Council
Richmore Village/Metro Square Neighborhood Council
Santa Fe Neighborhood Council
Shields-Reid Neighborhood Council
SW Richmond Annex Neighborhood Council

Note: **Bold** indicates organizations and jurisdictions that published a news article about the project and the article was confirmed. All have been contacted at least once.

Appendix B

Appendix B includes the 56 public comments submitted between February 22, 2019 and July 26, 2019.

Eliminating lanes of traffic on an already congested major thruway along with elimination of street parking will make the congestion and parking so much worse.

what about the people coming from Highway 4 Brentwood, Antioch, Pittsburg way

Idea should be expanded to include Martinez, Bay Point, Pittsburg, and Antioch.

WE NEED IT ASAP

I think this is an option worth exploring especially when there are problems with BART.

An express bus to Oak Med Center would be fabulous. I live in Kensington and could use the service along Arlington Ave, Colusa, or San Pablo streets. Thank you for asking!

I don't live or work in West Contra Costa, but it would be great if an express bus connected the Kaiser Pinole medical office building, the Kaiser Richmond medical center, and the Kaiser Oakland medical center, as many Kaiser employees travel between those locations routinely. Thank you!

Having a stop in Marina Bay in Richmond at Regatta and Marina Bay Pkwy would be walkable for a lot of people living in the bedroom community. No parking needed.

How about an express bus from Del Norte BART to down town Pinole maybe stopping near Sprouts (for East Pinole) and then to Hercules?

Please have express bus from Marina Lakes Drive to SFO international airport

I love the Lynx from Hercules to SF. Would love to see it expanded to Berkeley, Emeryville, Oakland and even Walnut Creek. I am retired and not a fan of driving to these places, although I do so. I'm sure there are many who would find this a life changing convenience.

Would love to have a bus that goes to Emeryville. My office is just there and there are a lot of other businesses and hotels in the area that would greatly benefit with this, expansion. There can be a stop just after exiting Powell St where the hotel is or at 1900 Powell where the Emeryground usually drops off people. Commute time from Hercules to Emeryville takes me 45mins to an hour on commute times as I don't have use the carpool. If this express bus will happen, I would definitely take it instead of driving.

I would like WCC to explore the possibility of routes to Marin County.

Need a route to Oakland, preferably MacArthur BART station or Kaiser.

As the transportation manager for UC Berkeley, I feel that many of our employees, students, and staff can take advantage of an easy transit option from the hilltop, Pinole. And Hercules areas to the immediate Berkeley area. While I understand that the primary option is in West Berkeley, there could be an advantage to connect with our folks here. Please contact Dave Sorrell (d.sorrell@Berkeley.edu) if you guys feel that UCB can be a potential partner (we are interested in outreach opportunities). Thanks!

The idea is very good to extend your express experience for the area around El Sobrante. However, it would really help to put a stop of two on San Pablo Dam road with access to Orinda BART, as was the case for many years, and to San Francisco. If you want cars to get off the road, replace them with viable stops on San Pablo Dam Road. There are over 40,000 cars a day that run up and down San Pablo Dam Road. You could alleviate a lot of the traffic with an express bus line to San Francisco, which would reduce the San Pablo Dam Road traffic load. San Pablo Dam Road is a main Highway

from 580, and Orinda, to 80 and access to San Francisco. If you had a bus line going down San Pablo Dam Road to San Francisco, or a bus running up and down San Pablo Dam Road to Orinda BART, a lot of congestion could be alleviated. Thank you.

El Cerrito Plaza to The Towers Emeryville would be truly fantastic!

Would love to see a stop near Pinole Valley Road and the Dwight D. Eisenhower freeway crossing! It would be fairly easy to exit the free-way, pick up at Sprouts or Kaiser and get right back on the freeway.

Greetings, There are no stops indicated on the map for El Sobrante. San Pablo Dam Road is heavily traveled and to have no stops in this town is counter intuitive. By having stops in El Sobrante, a heavily populated residential town, you can save people from traveling on Hwy 80 to either go to a Bart station or to travel to Oakland/San Francisco. Additionally, many drivers come from other areas but travel down San Pablo Dam Road to get to Interstate 80. Am surprised not to see a stop on San Pablo Dam Road in El Sobrante. San Pablo Avenue has numerous AC Transit buses already servicing the area.

An express bus service and bus only lanes are majorly welcomed improvements to transit service between west Contra Costa and Oakland/Berkeley/Emeryville. As a resident of West Oakland I look forward to the reduction in air pollution and asthma caused by car emissions. - Blake

Hwy 80 is very congested and traffic incidents can delay buses. Consider express service to BART in El Cerrito. We really need to extend BART to Hercules

Your survey is basically only for people commuting to work. Retired folks would also benefit from alternative modes of transportation. I would go to Oakland more frequently if there was an express bus from Hercules. The same is true of going to Berkeley. I travel to SF only by Lynx. Would love to see some Lynx service on the weekends.

I am retired, so I don't need the service to get to a job. Instead, I use it to reach entertainment venues in San Francisco several times a year, and that can be during the work week as well as on weekends. I realize I am not your target customer for express bus service, but I would love to have service to San Francisco, Berkeley, Oakland, and Emeryville on weekends. Maybe, soon, you'll be able to offer that, too.

Hello and Greetings, Express buses are urgently needed in El Sobrante. In order for me to get to Del Norte (El Cerrito) Bart station, I must take the #74, then take the 72R, then finally arrive at Bart. In other words, it takes me about one hour and 30 minutes to get from my house in El Sobrante (on San Pablo Dam Road and Clark Street) to Del Norte Bart. It is unclear where the proposed stop will be in El Sobrante. The map is very general and vague. I wanted to let you know there needs to be at least one stop on San pablo Dam Road, before the Casino, preferably on Clark, or May Road or even Castro Ranch as there are many commuters in these areas that need to go to Bart or San Francisco. Can you please provide a more clearer location of where the proposed bus stop will be in El Sobrante? Thanks again.

It would be wonderful if there was express bus service between Pinole and downtown S.F. It takes much too long to take Westcat to BART and then BART to S.F.

Please implement NextBus (real-time bus arrivals). If a bus is late it would be helpful to know ahead of time. Many of us have 2 hour commutes in the morning because the bus is late.

A bus to downtown berkeley would be so wonderful!!!

I would like to take an Express Bus from Point Richmond on Canal & West Cutting Blvd to Emeryville and Jack London Square. Alternatively, from the WETA Richmond Ferry Terminal to Emeryville and Downtown Oakland.

Why is this the question? Why are you ONLY concerned about connecting West Contra Costa County to points further West? For those of us who live in the Pinole/Hercules area, and work in Contra Costa County, we need viable commute options from Hercules to the BART station in Martinez. We shouldn't have to take bus to El Cerrito or Richmond, take BART to MacArthur in Oakland, THEN get a Contra Costa bound BART train. It makes the commute two hours long by public transportation, when a simple solution would be for an express bus to go from Hercules to the Martinez BART, so we could get to where we need to go in Contra Costa more directly.

I work in Albany but live in San Pablo along Tara Hills, is there any way there can be express buses to this area? Right now the JL/JR stops along San Pablo to El Cerrito Del Norte, but that would take longer to make the change to a 72 to get to Albany

Because BART does not come close to Emeryville train station, it is hard to get there. A great express bus route would be from El Cerrito Plaza BART, to Emeryville train station. That would pick up the traffic along over-crowded San Pablo Rd., the parallel artery that is clogged because I-80 is so jammed.

Our office from SF is relocating to Oakland this summer. An express bus from Hercules to Oakland would benefit a lot of employees like me who will be facing the struggles of everyday traffic of "bus then transferring to Bart" commute. Most especially it will benefit our family if we can leave and back to our house at the perfect time.

I think it is a very good idea that WCCTAC is exploring the idea of starting express bus service from West Contra Costa to East Bay cities of Emeryville, Berkeley and Oakland. Currently, there is no direct bus or BART service to east bay and there is so much traffic on I-80 and so many accidents it is hard to predict how long it would take to drive 15 to 20 miles. Also, parking has become very expensive. Better late than never. Thank to WCCTAC.

I AM INTERESTED IN A WCC Express Bus to Oakland and West Berkeley. What about a later LYNX bus for when SF Giants game are playing. Thank you Rodney rcalindas@yahoo.com

Hi Everyone, This comment is about connecting Hercules to Martinez. I commute by bicycle to/from these 2 cities during the week when the weather allows. Is it possible to create a bike lane or trail parallel to Hwy 4 from Cumming Skyway to Sycamore Ave at Claeys Ranch? It'll save bike commuters about 4 miles of hills. Thank you

Would be great to have from Hercules, Pinole, San Pablo area to decrease congestion on Highway 80 To Oakland!

A bus directly to downtown Oakland - 11th & Broadway would be GREAT!!!

Instead of expanding ACT bus service, you should be IMPROVING existing services for seniors! There should be an alternative to the existing noisy/bumpy/disturbing vans with sometimes-disturbed-individuals, so that senior citizens can get to and from their doctor appointments safely with a minimum of stress. The current situation is woefully lacking and needs upgrading. Bring back the sedan rides for elderly instead of these disruptive van-buses!

So much needed especially for the disabled or people who don't have a vehicle, cannot drive or are afraid to drive themselves. Thank you.

Appendix C

List of organizations contacted for employer focus groups.

Oakland

Kaiser Permanente

Jack London Improvement District

Emeryville

Novartis*

Pixar*

Wareham Development, Emerystation Campus

Emerytech Office

Emeryville Chamber of Commerce (300 employers)

Bay Street and Powell Street Plaza

- Ikea¹
- Trader Joe's¹
- Apple¹
- Starbuck at Powell Street Plaza¹
- Starbucks at Hollis Street and 65th Street¹
- H&M¹
- Gap¹
- Los Moles¹
- Uniqlo¹
- Old Navy¹
- Ross¹
- Banana Republic¹
- American Eagle¹
- Barns and Noble¹
- Bay Street Management Office¹

John Muir Health

Berkeley Bowl West¹

Berkeley IronWorks¹

Gilman Area Businesses

- Dollar Tree¹
- REI*¹
- Chipotle
- Walgreens¹
- La Calle 10¹
- Philz¹
- Berkeley Burgers¹
- Whole Foods¹
- North Face Outlet¹
- City of Berkeley Transfer Station and Recycling Center¹
- Picante¹
- Gilman Brewery¹
- Fieldworks Brewery¹

Fourth Street Shopping Area

- Artis Coffee¹
- Amazon 4-Star¹
- Peets Coffee¹
- Sur La Table¹
- Apple¹
- Lulumon¹
- Sierra Nevada Tasting Room¹
- Takara Sake¹
- Anthropologie¹
- Vivarium¹
- Zut!¹
- Truitt & White Hardware¹
- Market Hall Foods¹

Note: **Bold** indicates companies that emailed out information to their employees or constituents.

Asterisk (*) indicates that a focus group was held at the employer's office.

¹PlaceWorks canvassed in-person flyers and information to store managers.