

CITY OF EMERYVILLE

INCORPORATED 1896

1333 PARK AVENUE
EMERYVILLE, CALIFORNIA 94608-3517

July 10, 2015

TEL: (510) 596-4300 FAX: (510) 596-4389

Stefanie Hom, Transportation Planner/Analyst
Metropolitan Transportation Commission
101 Eighth Street,
Oakland, CA 94607

Subject: Emeryville's Application to the MTC's Climate Initiatives Parking Management and TDM Grant program

Dear Ms. Hom:

The City of Emeryville completed a study in response to parking congestion North Hollis Area, in a mixed use, high density employment center and residential area in 2010. The area is served by a free shuttle operated by the Emeryville Transportation Management Authority (TMA) linking residents and employers to the MacArthur BART station, as well as served by Ac Transit local and transbay services, and transected by a bicycle and pedestrian greenway connecting to South Berkeley's 9th Street Bicycle Boulevard. Restaurants, community gardens and parks add to the area's attractions and mix of uses, creating competing demands for curbside parking. The lunch time shopper, day time employee and resident commuting by transit have all expressed interest in access to the North Hollis area's on-street parking. Increased development of all types and increased residential and commercial densities have stressed the existing parking capacity in the area and created conflicts among users. The conflict is only marginally mitigated by the construction of a public parking garage in the area that remains underutilized.

Emeryville is seeking a grant award to fund the installation of multi-spaced "smart" short term meters, long term meters, and signage and striping for expanded residential parking program in the mixed used North Hollis Area in the Emeryville Core Mixed Use PDA, for the installation of Emeryville's first parking pricing program. Further, to leverage this investment in parking management, the City proposes to use the revenue in excess of operations to support the expansion of the City's Transportation Demand Management (TDM) program. I am confident that this dual strategy of parking pricing and alternative investment will provide a model example of strategies for mixed use environmental regionally and urge your investment in Emeryville's North Hollis Area Parking Pricing Program.

Sincerely,

Carolyn Lehr
City Manager



July 28, 2015

Saravana Suthanthira
Senior Transportation Planner
Alameda County Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607

**CAPITOL CORRIDOR
JOINT POWERS AUTHORITY**
300 LAKESIDE DRIVE
14TH FLOOR EAST
OAKLAND, CA 94612
(V) 510.464.6995
(F) 510.464.6901
www.capitolcorridor.org

Subject: Emeryville's Application to the ACTC's Joint Call for Transit Supportive Projects

Dear Ms. Suthanthira:

The Capitol Corridor Joint Powers Authority (CCJPA) writes this letter to express support for Emeryville's strategy of accommodating growth by providing alternatives to autos. Emeryville is one of our most popular stations so we are excited by the wide range of projects Emeryville is proposing to include in the current call for the county and regional transportation plans, including:

- Amtrak Platform Extension to Bus Bays – to help passengers cross to/from the train boarding platform and the bus bays
- I-80 Powell St. Bus Bays – for AC Transit Transbay bus stops
- North Hollis Parking Pricing – potential revenue source for TDM
- 8 to Go Paratransit Shuttle – for seniors in and near Emeryville
- Bus Shelters Citywide, including 40th St./San Pablo Transit Hub – for AC Transit and Emery Go-Round stops
- Emery-Go-Round Operations – for General Benefit – trips through Emeryville

With this letter we are specifically expressing support for the Amtrak Platform Extension to Bus Bays effort. The platform extension will help passengers cross seamlessly to/from the boarding platforms and the bus bays, which will increase passenger comfort and safety at the station. The other projects proposed by Emeryville will improve access to the Amtrak station by encouraging bus and shuttle transport at the station.

We are delighted to see Measure BB and other regional, state and federal dollars used in Emeryville to redirect the transportation modal split to enhance regional mobility.

Sincerely,

James Allison
Manager of Planning
Capitol Corridor JPA



1600 Franklin Street, Oakland, CA 94612 - Ph. 510/891-4754 - Fax. 510/891-7157

July 17, 2015
Stefanie Hom, Transportation Planner/Analyst
Metropolitan Transportation Commission
101 Eighth Street,
Oakland, CA 94607

Subject: Emeryville's Application to the MTC's Climate Initiatives Parking Management and TDM Grant program

Dear Ms. Hom:

AC Transit is sending this letter in support of the City of Emeryville's applications to the Climate Initiatives Parking Program and Transportation Demand Management (TDM) Grant Program.

If the funds are awarded, Emeryville would use them to respond to excess parking demand in the North Hollis Area. North Hollis is part of the Emeryville Mixed Use Core Priority Development Area. North Hollis is both a mixed use employment center and high density residential area. On-street parking in the area is currently free.

The area is served by both AC Transit local and transbay services--with additional services being considered as part of our Service Expansion Plan (SEP), and served by the Emery Go Round. These services can be augmented and sustained by additional parking revenue, through AC Transit Easy Pass programs, and/or shuttle revenue.

Lunch time shoppers and diners, day time employee and residents all compete for street parking in the North Hollis area. Increased development of all types and increased densities has stressed the existing parking capacity and created conflicts among users that can be mitigated by investment in the area's transit services to provide alternatives to driving as parking prices rise.

We support Emeryville's request for a grant award to install a parking pricing program. We also support the development of a reliable revenue stream to support the expansion of the City's TDM program. We look forward to working with the City to maximize the effectiveness of these efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert del Rosario'.

Robert del Rosario
Director of Service Development



Service Development and Planning
1600 Franklin Street, Oakland CA 94612

July 27, 2015

Ms. Saravana Suthanthira
Senior Planner
Alameda County Transportation Commission
1111 Broadway, Suite 800
Oakland, CA 94607

Re: Emeryville's Application to the ACTC's Joint Call for Transit Supportive Projects

Dear Ms. Suthanthira,

Transit is a key part of Emeryville's strategy of accommodating growth by providing alternatives to autos. We are excited by the wide range of projects Emeryville is proposing to include in the current call for the county and regional transportation plans.

We particularly endorse the following projects:

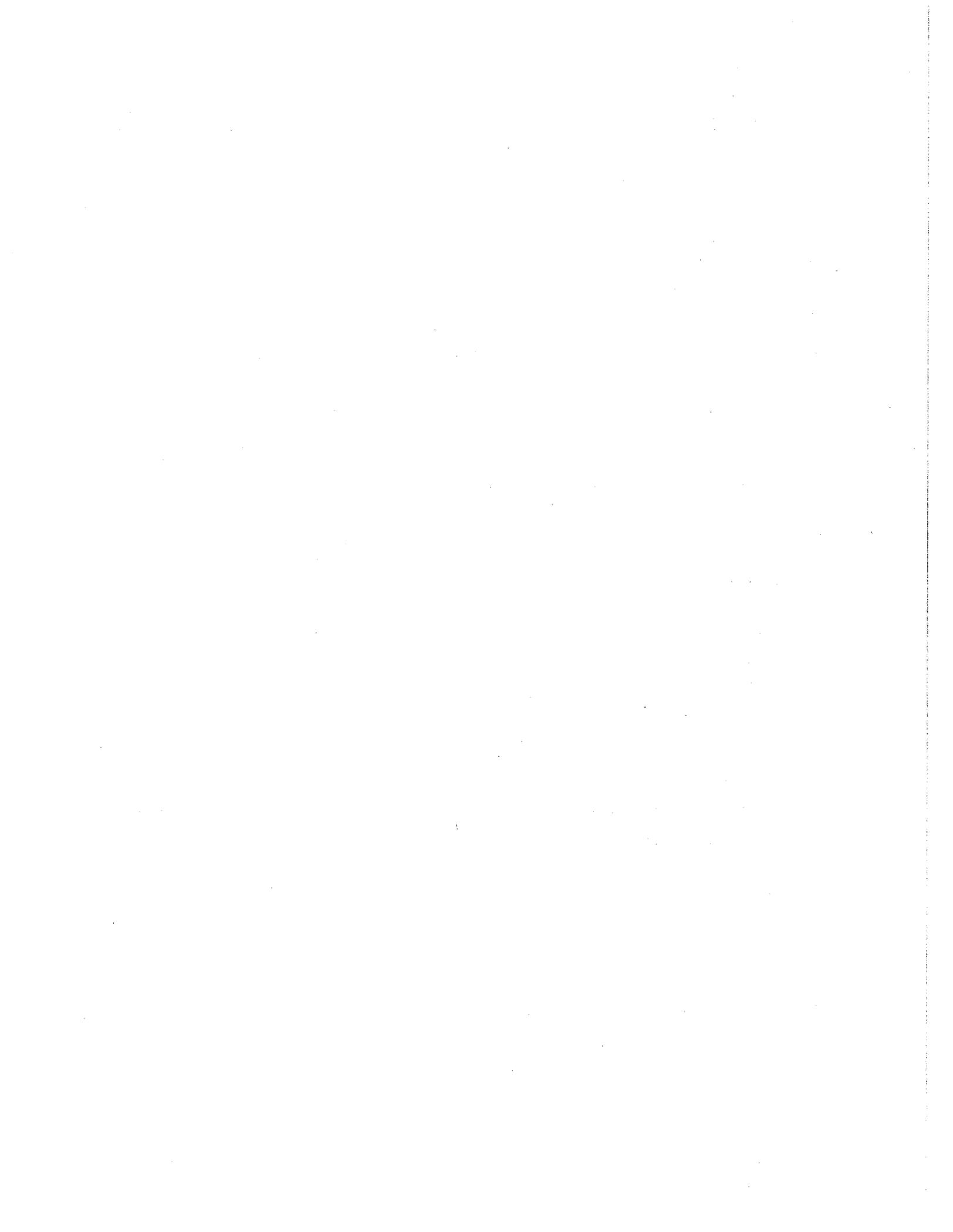
- Bus bays on Powell St at I-80, which would enable our F route to include a stop in Emeryville;
- North Hollis Parking Pricing, which could be used to fund EZ Passes; and
- Bus shelters at locations citywide, including the 40th/San Pablo Transit Hub.

We are delighted to see Measure BB and other regional, state and federal dollars used in Emeryville to redirect the transportation modal split to enhance regional mobility. Should you have any questions regarding this letter, please do not hesitate in contacting me at (510) 891-4734 or rdelrosa@actransit.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert del Rosario', written over a white background.

Robert del Rosario
Director of Service Development and Planning





EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

July 16, 2015

Stefanie Hom, Transportation Planner/Analyst
Metropolitan Transportation Commission
101 Eighth Street,
Oakland, CA 94607

Subject: Emeryville's Application to the MTC's Climate Initiatives Parking Management and TDM Grant program

Dear Ms. Hom:

The City of Emeryville completed a study in response to parking congestion in the North Hollis Area of the Emeryville Mixed Use Core PDA in 2010. The area is a mixed use employment center and residential area with high density. The area is served by both AC Transit local and transbay services, with additional services planned, and also the Emery Go-Round, a free shuttle service funded through a property-based business improvement district. The Emery Go-Round, a service provided by our non-profit organization, Emeryville Transportation Management Association (TMA), links residents and employees to the MacArthur BART station. These services can be augmented and sustained by additional parking revenue through Easy Passes or shuttle funding.

Restaurants, schools, community gardens, and parks add to the area's attractions and mix of uses creating competing demands for curbside parking. The lunch time shopper, day time employee and resident commuting by transit all compete for street parking in the North Hollis area. Increased development of all types and increased densities has stressed the existing parking capacity and created conflicts among users that can be mitigated by investment in the area's transit services to provide alternatives to driving as parking prices rise.

We support Emeryville's request for a grant award to install parking pricing program that will reduce congestion on the roadways utilized by transit providers. Further, we applaud the development of a reliable revenue stream to support the expansion of the City's Transportation Demand Management (TDM) program.

We look forward to partnerships with the City to maximize the effectiveness of the revenue generated from parking fees to support transit service and access.

Sincerely,

A handwritten signature in blue ink, appearing to read "Roni Hatstrup", is written over a light blue circular stamp.

Veronica 'Roni' Hatstrup
Director of Finance & Operations



EMERYVILLE TRANSPORTATION MANAGEMENT ASSOCIATION

July 27 2015

Saravana Suthanthira,
Senior Transportation Planner
Alameda County Transportation Commission
1111 Broadway, Suite 800,
Oakland, CA 94607

Subject: Emeryville's Application to the ACTC's Joint Call for Transit Supportive Projects

Dear Ms. Suthanthira:

This purpose of this letter is to demonstrate our support of Emeryville's application to the Alameda County Transportation Commission's (ACTC), joint call for transit supportive projects. Transit is a key part of Emeryville's strategy of accommodating growth by providing alternatives to autos. We are excited by the wide range of projects Emeryville is proposing to include in the current call for the county and regional transportation plans including:

- Emery-Go-Round Operations
- I-80 Powell Street Bus Bays
- North Hollis Parking Pricing
- 8 to Go Paratransit Shuttle
- Amtrak Platform Extension to Bus Bays
- Bus Shelters Citywide, including 40th/San Pablo Transit Hub

We particularly endorse Emery Go-Round operations because it is a model for last-mile shuttle services and a vital service in and around the City of Emeryville. The Emery Go-Round service operates at a high level of efficiency with an annual ridership of just under 1.7 million passenger boardings and an average cost per passenger boarding at under \$2.00. The service is primarily funded by Emeryville property owners through a Property and Business Improvement District, and assessment district within the City of Emeryville. The funding we seek is for trips which originate and end outside of Emeryville. These trips connect passengers to BART, AC Transit, Amtrak and the West Berkeley Shuttle.

We are delighted to see Measure BB and other regional, state and federal dollars used in Emeryville to redirect the transportation modal split in an effort to enhance regional mobility.

Sincerely,

A handwritten signature in blue ink that reads "Roni Hatrup". The signature is fluid and cursive, with the first name "Roni" being more prominent than the last name "Hatrup".

Roni Hatrup
Director of Finance & Operations
Emeryville Transportation Management Association



CITY OF EMERYVILLE

INCORPORATED 1896

COMMUNITY SERVICES DEPARTMENT
4300 SAN PABLO AVENUE
EMERYVILLE, CALIFORNIA 94608-3517

TEL: (510) 596-4395 FAX: (510) 596-4339

July 27, 2015

Saravana Suthanthira,
Senior Transportation Planner
Alameda County Transportation Commission
1111 Broadway, Suite 800,
Oakland, CA 94607

Subject: Emeryville's Application to the ACTC's Joint Call for Transit Supportive Projects

Dear Ms. Suthanthira:

The Emeryville Commission On Aging gives transportation for seniors and disabled persons priority. This is a population that is either unable to drive cars or has given up that practice. The Commission works with the City of Emeryville to guarantee the availability of both public and senior focused transportation options. We brought "8 To Go," a door to door shuttle service, to the 94608 community in 2008. We actively support making Emery Go Round and AC Transit more accessible for seniors, including adding stops, providing benches at stops, and up to date maintenance of busses with handicap boarding. We are excited by the wide range of projects Emeryville is proposing to include in the current call for the county and regional transportation plans including:

- 8 to Go Paratransit Shuttle – for Seniors in and near Emeryville
- I-80 Powell St Bus Bays – for AC Transit Transbay bus stops
- North Hollis Parking Pricing – potential revenue source for TDM
- Amtrak Platform Extension to Bus Bays – to help passengers cross
- Bus Shelters Citywide, including 40th/San Pablo Transit Hub – for AC Transit and Emery Go-Round stops
- Emery-Go-Round Operations – for General Benefit – trips through Emeryville

We particularly endorse 8 to Go Paratransit Shuttle. This program serves seniors and people with disabilities living in the 94608 Zip Code. It provides direct, door to door rides to local destinations at a lower cost both to the consumer and taxpayer than East Bay Paratransit. All of these projects will help Seniors get around Emeryville and the surrounding area. We are delighted to see Measure BB and other regional, state and federal dollars used in Emeryville to redirect the transportation modal split to enhance regional mobility.

Sincerely,

Joyce Jacobson
Chair, Commission on Aging

STATE CAPITOL
P.O. BOX 942849
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(916) 319-2015
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Assembly California Legislature



TONY THURMOND
ASSEMBLYMEMBER, FIFTEENTH DISTRICT

COMMITTEES
BUDGET
EDUCATION
HEALTH
HUMAN SERVICES
LABOR AND EMPLOYMENT

SUB COMMITTEES
CHAIR: BUDGET SUBCOMMITTEE NO. 1
ON HEALTH AND HUMAN SERVICES
BUDGET SUBCOMMITTEE NO. 6 ON
BUDGET PROCESS OVERSIGHT AND
PROGRAM EVALUATION

July 31, 2015

Ms. Saravana Suthanthira
Senior Transportation Planner
Alameda County Transportation Commission
1111 Broadway, Suite 800,
Oakland, CA 94607

Subject: City of Emeryville Countywide Transportation Plan Project Applications

Dear Ms. Suthanthira,

The City of Emeryville has been reinventing itself since the 1990's, when superblocks and industrial uses dominated the landscape. Big Box retail revitalized the City's economy, but exasperated the auto centric and outdated transportation infrastructure of the City. Now the City is aggressively reinventing itself again, with multimodal investments ranging from parking pricing with Transportation Demand Management (TDM) programs to multimodal freeway interchanges and bike and pedestrian bridges.

I am excited by the wide range of projects Emeryville is proposing to include in the current call for the county and regional transportation plans including:

- South Bayfront Bridge
- Powell Street Widening
- I-80 Powell St Bus Bays
- Ashby I-80 Interchange with Bike and Pedestrian Access over I-80
- North Hollis Parking Pricing and Transportation Demand Management Program
- Quiet Zone Mitigations of Port of Oakland's Good Movement
- Bike Ped Plan Funding Gap Implementation
- 8 to Go Paratransit Shuttle
- Amtrak Platform Extension to Bus Bays
- Bus Shelters City Wide, including 40th Transit Hub
- Emery-Go-Round (Free Citywide Shuttle) Operations

With investment balanced among these modes, Emeryville will see increased infill development consistent with regional housing goals, modal shifts resulting in reduction in greenhouse gases consistent with state goals, and economic development consistent with federal priorities. I am delighted to see Measure BB and other regional, state and federal dollars used in Emeryville to redirect the transportation modal split to enhance regional mobility, local development and improved access to employment, recreation and housing.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tony Thurmond".

Tony Thurmond
Assemblymember, AD 15

